

# John Massey

John Massey has succeeded Ralph Eckerstrom as Director of Design, Advertising and Public Relations for Container Corporation of America.

Coincidental with Massey's acceptance of this position, the John Massey Design Office—one of Chicago's most outstanding and successful design firms—has been merged into Container Corporation. Renamed "Center for Advanced Research in Design," it will continue to offer design services to outside clients as well as serving Container's requirements.

Another facet of the operation that will relate more closely to the Center's imposing name is currently under study. This will probably be located in Aspen, Colorado, in conjunction with the Aspen Institute. Under the supervision of the Center, graduate design students from certain schools will be given the opportunity to research and explore design problems and potentials. This activity would be non-commercial in the sense that it would not have specific, pre-planned commercial applications. Some of the grants, however, may be from companies who wish certain areas of design potential investigated. These investigations could lead to later commercial application, developed by professional design organizations.

Massey intends to be personally involved with the Center, estimates that he may spend thirty per cent of his time in this function. This reflects a change in philosophy that he brings to his new job—more emphasis on the design activity

Meeting in Aspen to select artists for the Great Ideas ads. (l. to r.) George Haggerty and Phillip Eitzen of N. W. Ayer & Son, Inc.; Massey; Herbert Bayer, Container Corporation



and more delegation of the administrative function and details—only a nominal change from his previous dual role of operating the design office and functioning as advertising manager and design manager for Container Corporation.

A soft-spoken man with a quiet self-assurance, John Massey is an intellectual. He is very articulate and his answers to questions reflected the same directness and lucidity that characterize his design.

He does not forecast any major changes in design or advertising policy for the company. Asked specifically about the "Great Ideas of Western Man" series, he made several comments that implied a deep and thoughtful evaluation of the program.

"There is a natural attitude within the design field to react to these things self-consciously, to be overly responsive to innovation. The business community is primarily concerned with other things and views design and advertising quite differently. Extreme evidence of this is the number of letters we still get congratulating the company on our new and exemplary advertising campaign.

"I've weighed it in respect to the character of our business. Packaging is volatile, changes do occur rapidly. You must be avante garde to hold or improve your position in the industry. There is a temptation to change the advertising with every whim. But I have to take a broad view of this. The "Great Ideas" series logically describes Container's philosophy of business. And it transcends the *new*, the innovation and the trends. It's attuned to basic philosophies that constantly repeat themselves. These philosophies are so true.

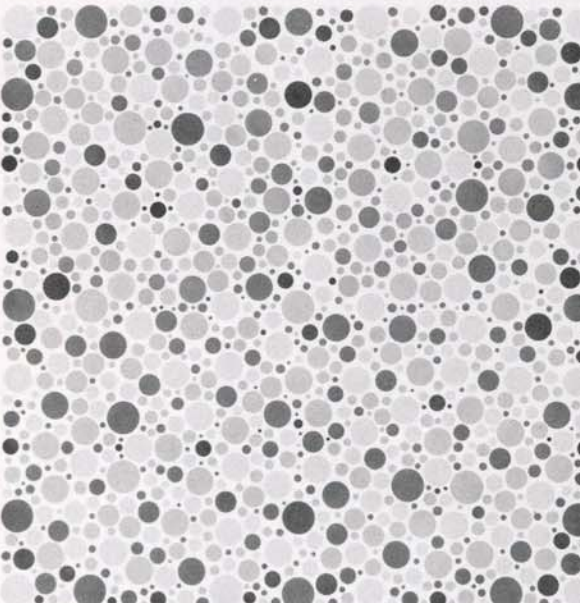
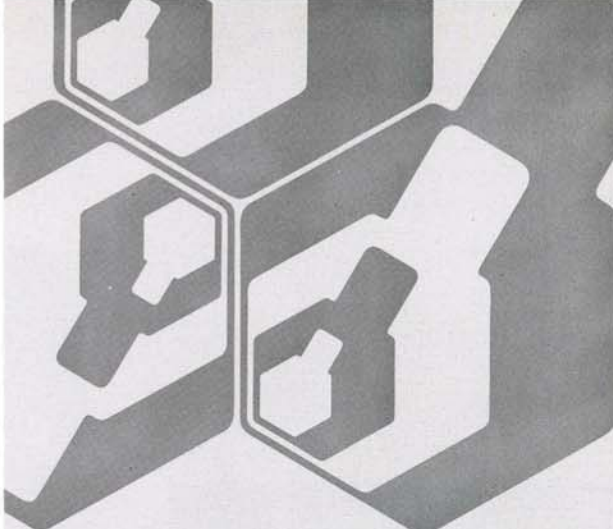
"A good, business-like concept is to keep this broad view and try for the avante garde image in other, more day-to-day areas of promotion and design."

Massey is a graduate of the University of Illinois. He was art director of the University of Illinois Press before joining Container in 1957 as Manager of Design, Department of Design. He became their advertising and design manager in 1961.

Two-color (above) and four-color trade advertisements for Container Corporation

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This is a test for color-blindness. Even if you can see it, you may still have trouble communicating color blindness. The CCA Color Harmony Manual lets you be certain. In it, you'll find 240 color-coded wavy lines, every variation you can imagine. This remarkable collection of visual clues that test the ability to see what you perceive can help you and your customers. For further information on this exclusive method of color control plan for your CCA structures, write: designers and architects, cca Color Standards Department, CONTAINER CORPORATION OF AMERICA, Chicago 3, IL 60601.

Color is one of the most complex elements which confront modern technology. Through the use of Container Corporation of America's Color Harmony Manual, color can become a controllable, positive factor in the solution of design problems. Composed of 240 plastic color chips, coded and arranged to aid in the selection, comparison and communication of color, the Color Harmony Manual has proved a valuable tool to over 6,000 manufacturers, designers and architects. For a descriptive brochure write: Color Standards Department, Container Corporation of America, 38 South Dearborn, Chicago 3, IL 60601.

**FOR CONVENIENCE ACTION CCA**

When did you stop listening to your wife? We never have. Or do 10,000 other businessmen on our packaging panel. What we mean is program your packaging, its color, design, finish - convenience packaging that's a benefit to your customers. To get your wife to buy your product, get convenience action CCA. CONTAINER CORPORATION OF AMERICA, 38 South Dearborn, Chicago 3, IL 60601.



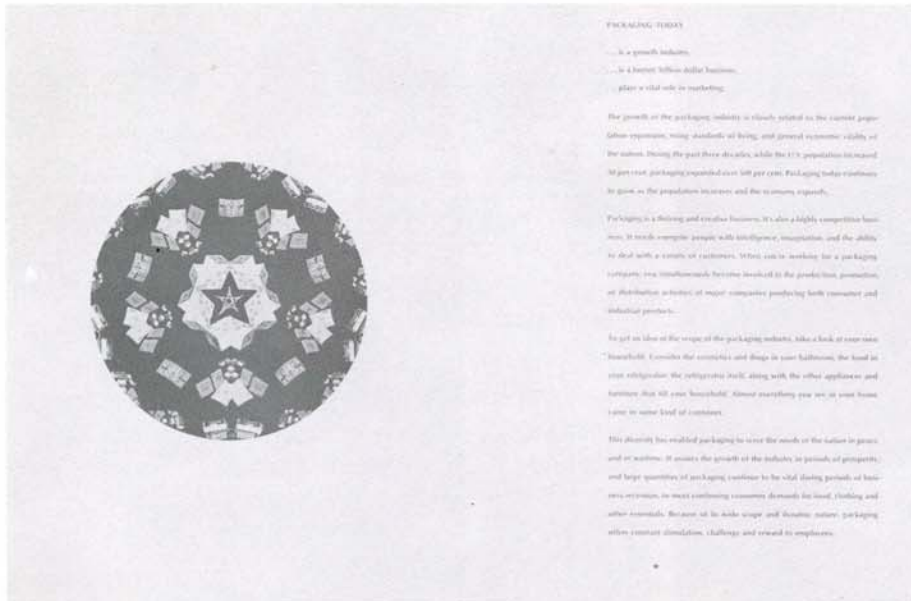
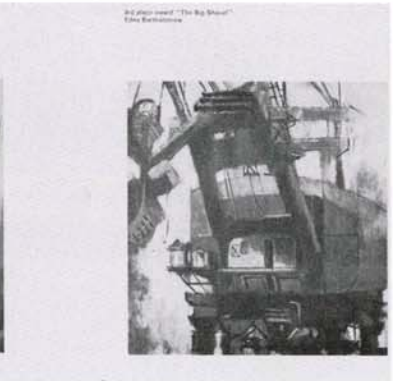
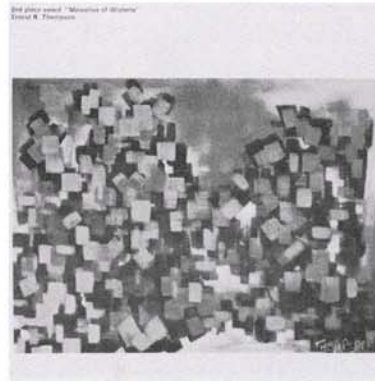
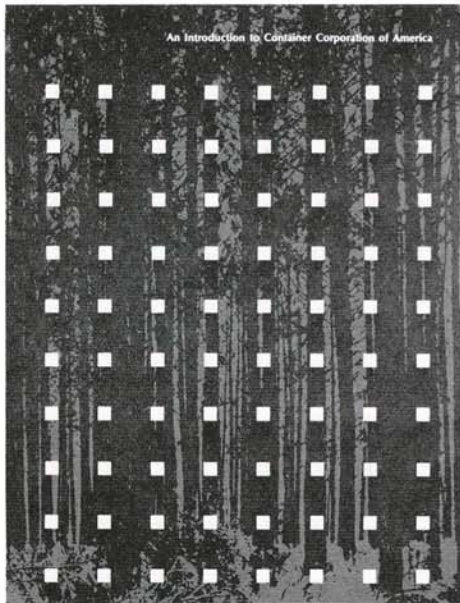
**FOR INVENTORY CONTROL ACTION CCA**

Colors can't be read before and after the ink is dried? Solution - enter your package quickly specific product, date, quantity. After - when your package.

Will you tell how much you've used of what CCA thinks, inventory, quantity, status and availability to come up with.

Will you tell how much you've used of what CCA thinks, inventory, quantity, status and availability to come up with.





Brochure introducing CCA to prospective employees

Catalog for a fine art exhibition sponsored by Container Corporation in conjunction with Augustana College

Cover, pages and spreads from an annual report featuring symbols for the various components of their total marketing service: materials; research and development; structure; graphic design; printing and production; machinery; market research

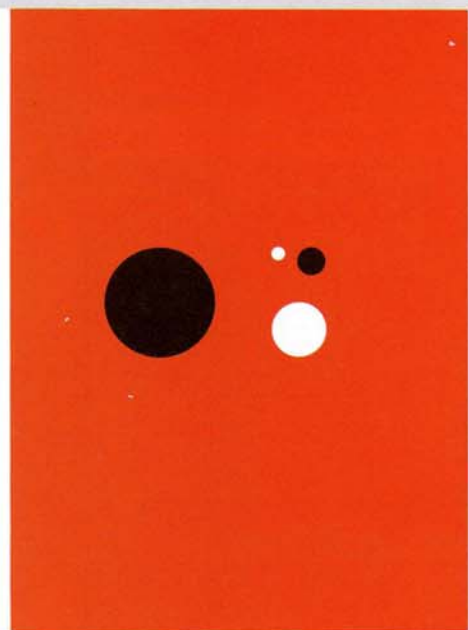
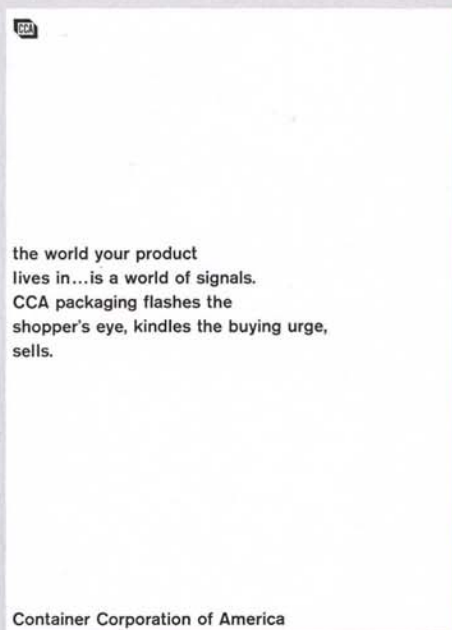


JOHN MASSEY

One of series of tie-in direct mail pieces and trade ads

Folder, directed by Massey, designed by Bob Lipman

Right: portfolio cover for reprints of the "Great Ideas" ad series and two ads designed by Massey. He co-art directed the series with Charles Coiner, Walter Reinsel, James Miho and other N. W. Ayer art directors, and created layouts for the ads



Container Corporation of America

### Concora Cylinder Boxboard

#### Versatility

In Concora Cylinder Boxboard is assured by its infinitely variable multiply formation, custom engineered to the special requirements of each packaging application. Concora Cylinder Boxboard leads every other type of packaging material in range of colors, variety of laminations and choice of colors. It is supplied in both coated and uncoated grades.

#### Printability

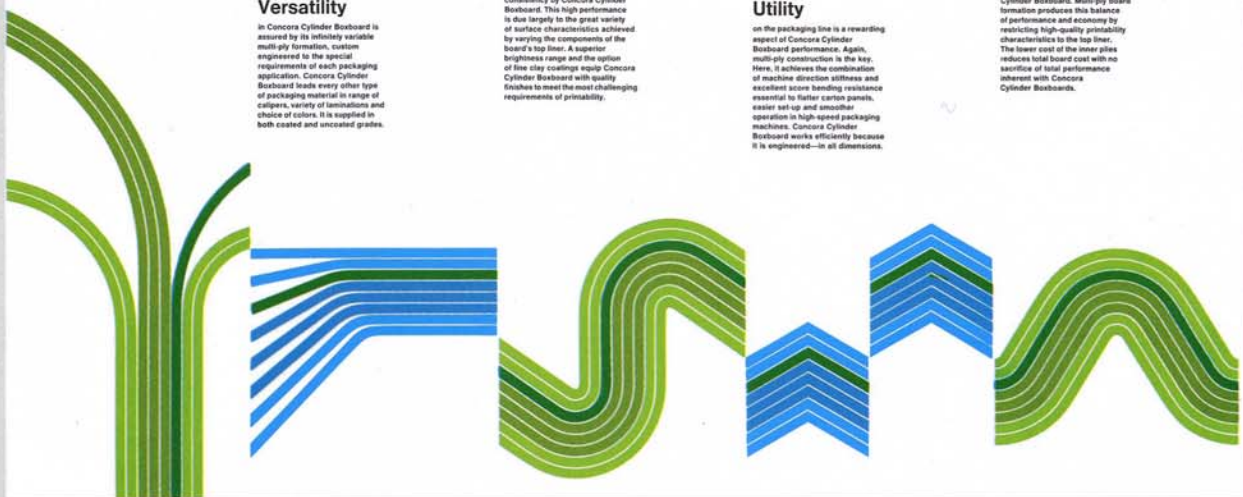
on every type of press—including gravure, offset and letterpress—is delivered with predictable consistency by Concora Cylinder Boxboard. This high performance is due largely to the great variety of surface characteristics achieved by varying the components of the board's top liner. A superior brightness range and the option of fine slat coatings equip Concora Cylinder Boxboard with quality finishes to meet the most challenging requirements of printability.

#### Utility

on the packaging line is a rewarding aspect of Concora Cylinder Boxboard performance. Again, multiply construction is the key. Here, it achieves the combination of machine direction stiffness and excellent score bending resistance essential to flatter carton panels, easier set-up and smoother operation in high-speed packaging machines. Concora Cylinder Boxboard works efficiently because it is engineered—in all dimensions,

#### Economy

of a total cost that accommodates special high-cost features. This is the unique achievement of Concora Cylinder Boxboard. Multiply board formation produces this balance of performance and economy by retaining high-quality printability characteristics to the top liner. The lower cost of the inner plies reduces total board cost with no sacrifice of total performance inherent with Concora Cylinder Boxboards.



CCA

CONTAINER CORPORATION OF AMERICA

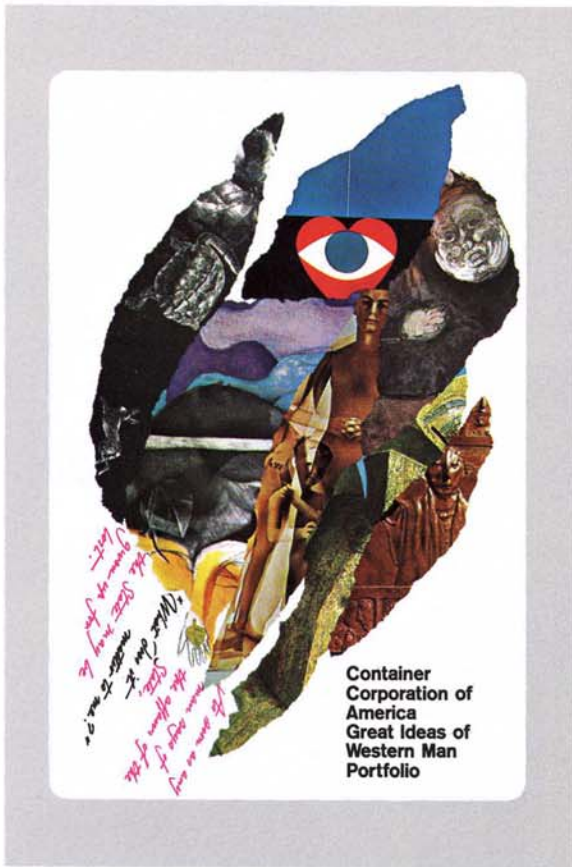


PHOTO: JOHN BERRY

the very essence of a free government consists in considering  
offices as public trusts, bestowed for the good of the country  
and not for the benefit of an individual or a party.

John C. Calhoun, speech July 13, 1835, Great Ideas of Western Man, one of a series. CONTAINER CORPORATION OF AMERICA

The great and glorious  
masterpiece of man is to  
live to the point.  
All other things—to reign,  
to hoard, to build—are, at  
most, but inconsiderable  
props and appendages.

Michel de Montaigne, Essays, 1588

Container Corporation of America  
Great Ideas of Western Man ...  
one of a series

Newspaper ads for WBBM-TV;  
Ed Hughes, designer; Massey,  
design director

Right: several elements from a  
graphics program for the Astor  
Tower Hotel and Maxim's Restaurant.  
John Massey, design director;  
Massey, Ed Hughes and William  
Sontag, designers; Sem, illustrator  
for the Maxim's brochure

Professional know-how  
plus the most  
advanced equipment  
make P. J. Hoff  
Chicago's top  
TV weatherman.


P. S. The way the  
weather changes,  
his sense of  
humor helps!  
6 and 10  
each evening  
WBBM-TV



He has a rare talent  
for finding the  
unusual in everyday  
people and places.  
That's why Chicagoans  
look forward to  
John Justin Smith's  
feature stories on  
The Six O'Clock Report  
WBBM-TV




**SOME AMERICANS TAKE THEIR CITIZENSHIP FOR GRANTED.**  
Tonight you'll meet some who know the priceless value of that privilege as John Justin Smith and Sheri Blair look in on a party for a group of newly naturalized citizens.  
**TONIGHT 6:30 PM SPECTRUM WBBM-TV**  
2







Just one step at a time, it's a long road back. The road to recovery takes time, patience, courage and an unmatched will to live. Tonight, in a special report on the physically handicapped, Gary Arnold talks to people who have to try hard to do what most of us take for granted. For them it's all in a day's work.  
**WBBM-TV REPORTS: TO LIVE AGAIN 7 PM** 2





JOHN MASSEY

**Controls Company of America** **Chicago**

						<b>March</b>
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8	9	10	11	12	13	14
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Calendar for Controls Company of America

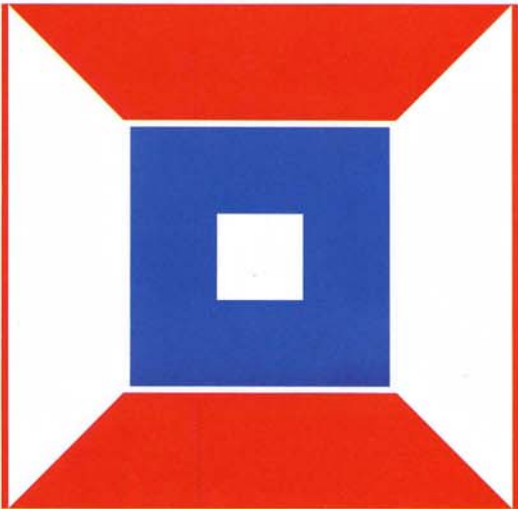
Poster for the National Society of Interior Designers

Spreads from a Kimberly-Clark brochure on annual reports

Lyric Opera poster

**National Society of Interior Designers**  
**Total Design Award Dinner**  
 Tuesday, June 16, 7pm

**Guild Hall, Ambassador West Hotel**      **Dancing to the Norm Krone Orchestra**  
 Cocktails, open bar 7pm, Dinner 8 pm      For reservations, phone 467-5080  
 Total Design Awards 9 pm      Black tie optional






**lyric opera**

**oct 4-nov 29 opera house**

**1963 tenth season**



