

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

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HOW TO PACK FLIGHT HISTORY WITH SELL -- New York

TODAY
you can fly overseas to more places.
in more comfort, at lower cost

because for 26 years
Pan American has pioneered
air achievements like these:



More people fly overseas by...
PAN AMERICAN WORLD'S MOST EXPERIENCED AIRLINE
Fly to the Atlantic - the Pacific - to Latin America - Round the World

Fifty years ago the Wright Brothers took to the air in a fragile crate and the world learned the meaning of flight. Sunday's NY Times devoted a special section to "The 50th Anniversary of Powered Flight." In the same section Pan American took a full page to tell its part in this history. Ten pictures and captions unfold 26 years of Pan American pioneering, from first scheduled passenger service across the Pacific and first non-stop sleeper service to first with tourist fares.

Text takes over from there to tell how these achievements "brought overseas air travel within the reach of the average man and his wife." A box indicates current popular tourist-fare flights to Shannon, Paris, Hawaii, San Juan and Bermuda.

KIBON ICE CREAM ENTERS CANDY MARKET -- São Paulo

August marked the opening of a new campaign promoting candy products made by Cia. Harkson, Indústria e Comércio Kibon, Brazil's largest ice cream manufacturers. Major effort is a TV program for children, "Sitio do Pica-pau Amarelo," based on stories by Monteiro Lobato, foremost Brazilian children's book author.

NBC ANNOUNCES ELECTRONIC SPOT TV BUYING -- New York

A GREAT NEW
concept in
TELEVISION
SPOT BUYING



Electronic Spot Buying
introduces a new concept in TV advertising.

NBC interrupts its long-running TV Spot Sales campaign, "Some Spots Are Better Than Others," to run a one-shot announcement of a "revolutionary spot-buying technique, Electronic Spot Buying." Here's how it works: a New York advertiser may be interested in buying spots on a local Detroit TV program. NBC brings the telecast to the advertiser, over closed circuit. Text says: "You can on specific occasions see local TV personalities, station facilities, your commercials-on-camera and even your markets -- all without leaving the NBC Spot Sales headquarters."

The process operates from any of the owned and operated or representative NBC stations at no cost to the potential advertiser. This spread, in dramatic white on black, ran last month in advertising trade magazines.

GESSY DENTAL CREAM OPENS NEW CAMPAIGN -- São Paulo

Brazil's national magazine "O Cruzeiro" carried this announcement page on the new Gessy Dental Cream. The 4-color page emphasizes new packaging, new flavor, new economy size. Besides running in O Curzeiro and several women's magazines, the campaign will continue with radio jingles and TV cartoons. Gessy is also the manufacturer of Brazil's largest selling toilet soap.

JOHNSON & JOHNSON MARKS ANNIVERSARY BROADCAST -- São Paulo

Johnson & Johnson's radio program, Familia Braga (soap opera) recently marked its 700th broadcast. It is Brazil's oldest soap opera. Johnson & Johnson sponsors it to promote baby products.

Novo
em Tudo!



Gessy
CREME DENTAL

melhorado em todos os pontos
para a máxima eficiência

NOVA EMBALAGEM, mais econômica
NOVA FÓRMULA, mais suave e eficaz
NOVO TUBO para uso mais conveniente
NOVO SABÃO, mais econômico
NOVO TUDO em matéria de cremes
dentais

Tudo está no Novo
CREME DENTAL Gessy

WHAT HAS HAPPENED TO SELLING?



"Personal selling has been disappearing from the retail field. Three-quarters of all U.S. retail grocery sales now flow through self-service units. The retail grocery clerk who used to exercise some sales initiative has now become an expert in adding up the costs of items you wheel up to the counter and in fitting them into a minimum number of bags. Drug, hardware, clothing and department stores have placed great accent on display, recognizing the trend toward customer demand based on desires created before entering the retail outlet. Automotive salesmen today are trained in the techniques of 'closing the deal' and seldom venture beyond the group of prospects which come into the showroom as a result of desires built up through mass advertising.

"In bridging the gap between ability to produce and ability to consume, advertising must carry an increasingly greater share of the burden of selling, if we are to realize the fullest value of the expanding market ahead. Advertising must not only increase enormously, but also both producers and consumers must acquire a much clearer understanding of its true function in a healthy American economy. It is a fabulous paradox that the secret of our survival, both economically and politically, may depend upon our ability to teach people that they can and should consume the wealth of our production in ever increasing quantities." (From a recent address by NORMAN H. STROUSE, Detroit. Copies available from the NEWS, NYO.)

DETROIT OFFICE KICKS OFF UNITED FOUNDATION DRIVE WITH INTERNATIONAL AUCTION

Tuesday and Wednesday the Detroit office conducts an International Auction to raise funds for the city's United Foundation drive. The city-wide campaign starts a week later. But meantime, Thompson fund-raises its inimitable way -- early, fast and with originality. Twenty-two international offices and 16 domestic offices contributed auctionables, from bommerangs to Zula drums. The money raised from office bids will be turned over to United Foundation charities. A feature story detailing the success of this promotion will appear in next week's NEWS. Incidentally, this International Auction is distinct from Detroit's participation in the Continental Christmas Bazaar which opens next Monday in New York, Chicago and Detroit offices and is explained in today's insert.

THOMPSON-ARGENTINA COMPLETES COUNTRY'S FIRST TV RESEARCH

The potential TV market in Argentina's greater Buenos Aires area alone is well over 450,000 sets if prices can be stabilized, according to Thompson's Manuel M^ortola. During client visits in the U.S., Mr. M^ortola told of Argentina's first TV research, just completed by Thompson there. Of 500 set owners (2/5 of them RCA Victor set owners), 50% thought programming poor, but over 50% would recommend purchase of TV sets to their friends. Most popular men's fare is boxing matches and football games; most popular women's is dramatic programs.

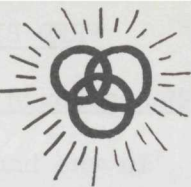
Although Argentina plans to open another TV station next spring, there's only one at present, reaching into Greater Buenos Aires about 80 miles, from 5 to 11 p.m. daily. Total private audience is estimated at over 90,000 during peak viewing hours. There are 20,000 home receivers and 6.13 viewers per set during football telecasts.

Thompson's first move into TV was this month when Swift, for canned meats and oils, began a weekly half-hour cooking program featuring the top cooking authority, Mrs. Petrona C. de Gandulfo who has long been on radio 3 times weekly for Swift.The Buenos Aires office employs 90 people, 85% nativeborn. Of these 90, 7 are permanent members of the research department, which retains outside trained researchers for special projects. Most recent of these was Chile's first national all-media survey for which Chile imported the entire Thompson research team.

ONE FOR THE RECORD BOOKS

On television station CBFT, Montreal, "Foreign Intrigue" is the highest rated program on the air, with a rating of 82.9, according to a Sept. Elliott-Haynes Rating.

Bright new 3-Ring Campaign



P. Ballantine & Sons -- New York

ONE HUNDRED ALES, MORE OR LESS,
ARE BREWED IN THE UNITED STATES...

Ballantine, America's 4 to 1 favorite,
is more often than not the only ale
served at the finest clubs, hotels,
restaurants and aboard ships and trains.

An impressive fact; but one difficult
to present dramatically and with con-
tinuing interest, month after month.

TALENTED FOLK
who also serve Ballantine ALE

at the Homestead, Hot Springs, Virginia

at the Ambassador's Pump Room, Chicago

at San Francisco's Palace Hotel

Other talented folk are those who brew Ballantine Ale—and brew it so well that very often it is the only ale served at America's leading hotels, restaurants, clubs and resorts.

In flavor, in satisfaction, Ballantine Ale is not to be compared with any other malt beverage. Top fermentation... with Ballantine's pedigreed yeast working upward, not downward... makes the difference!

So next time, ask for Ballantine Ale. Expect and get something wonderfully different!

P. Ballantine & Sons, Newark, N. J.

Expect something wonderfully different in **BALLANTINE Ale**

The series is a full-page, 4-color one
in Life Magazine.

Already run:

- "DOORS that lead to Ballantine ALE"
- "WINDOWS that look in on Ballantine ALE"
- "TABLES reserved for Ballantine ALE"

Others to come include:

- "TALENTED FOLK who serve Ballantine ALE"
- "VIEWS to enjoy with Ballantine ALE"
- "WINTER SPORTS to enjoy with Ballantine ALE"
- "GOOD NEIGHBORS who serve Ballantine ALE"

WINDOWS
that look in on Ballantine ALE

The Desert Inn, Palm Springs, California

Hotel Nacional de Cuba in Havana

Boston's Sheraton Plaza Hotel

Work looking into is the enjoyment people get from Ballantine Ale.

In flavor, in satisfaction, Ballantine Ale is not to be compared with any other malt beverage. Top fermentation... with Ballantine's pedigreed yeast working upward, not downward... makes the difference!

America's 4 to 1 favorite, Ballantine Ale is more often than not the only ale served at the finest clubs, hotels, restaurants, and aboard ship and train. Some day a good friend will introduce you to this wonderful drink. But why postpone the pleasure? Order a bottle for yourself—today. Expect and get something wonderfully different!

P. Ballantine & Sons, Newark, N. J.

expect something wonderfully different in **BALLANTINE Ale**

The solution -- after many tries --
is, Ballantine believes, one of the
most successful series yet. It's
a unique variation on the familiar
"our-product-is-served-in-the-best-
places" theme.

TABLES reserved for Ballantine ALE

In the Shamrock, Houston, Texas

At the Boca Raton Hotel and Club, Florida

In The Brown Derby, Hollywood, California

Right this way, Sir, for a wonderfully different malt beverage, Ballantine Ale.

In flavor, in satisfaction, Ballantine Ale has no equal. Top fermentation... with Ballantine's pedigreed yeast working upward, not downward... makes all the difference in the world.

America's 4 to 1 favorite, Ballantine Ale is reserved for your enjoyment at the nation's leading hotels, restaurants, and clubs.

Just ask the waiter for Ballantine Ale. Expect and get something wonderfully different.

P. Ballantine & Sons, Newark, N. J.

Expect something wonderfully different in **BALLANTINE Ale**

-Makes Tough Assignments Look Easy-



In the hands of an expert, any job seems effortless. The quiet way Fred Bishop produces good headlines, layouts and copy -- in volumes -- is calculated to give a beginner delusions of simplicity.

In college at the University of Manitoba, Fred began the spadework of a career in advertising -- scraping billboards. Wrote for the University paper and graduated into the Depression. Newspaper writing seemed a step in the right direction...to Fred and half the graduating class. The 2 local papers wishing, no doubt, to avoid disappointments, hired none of them. How about copywriting for the local advertising firms and department stores? "I canvassed them all for what it was worth," said Fred, "and it was worth nothing."

And so to work, first as a benchman's assistant for General Electric, then as a cashier and truck driver for the Winnipeg Street Railway. Next he joined the Canadian Civil Service to clerk for an Indian Agent. This took him into the outermost wilds of Manitoba distributing a mysterious "treaty money" to Cree Indians. Sounds exciting, but Fred was quick to hang up his dog sled when another civil service job opened in Ottawa. All this time, he was working overtime to corner the short story market. He managed to make quite a dent in it, too, selling a number of fictions to the Chicago Daily News Syndicate and the McClure Syndicate. He also conducted a continuing campaign to batter down the defenses of advertising.

Finally, in 1943, the campaign paid off and Fred was hired by the Toronto office. Making up for lost time, he wrote on: life insurance, breakfast food, lingerie, insecticide, chewing gum, hog feed, hosiery, men's furnishings, Victory Loan bonds, beer, glass, packaged radio shows, paint, plastics. At the time of his transfer to the New York office in 1949 he was senior writer working as a group head and had married the office personnel director in Toronto.

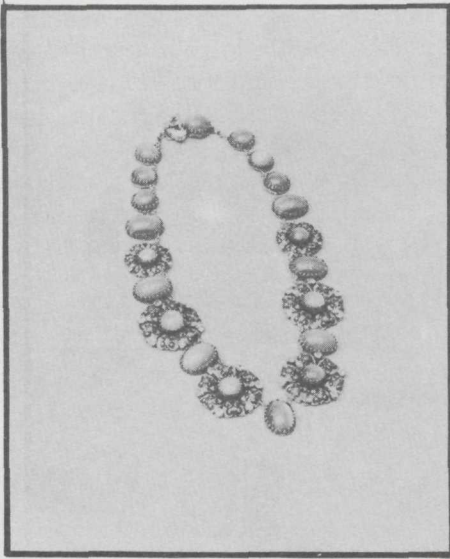
In New York his first accounts were RCA Victor records and the Anthracite Institute. Now he writes Ford Truck Co-operative and FDAF advertising and contributes to Ford Truck 24-sheet posters, direct mail and any other truck needs that come along. Also writes for Kreml Hair Tonic and supervises the writing on a number of the Standard Brands International products. Achievement, yes. Yet who would believe this unassuming man had been photographed by the great Karsh...grappling a man clad in B.V.D's? It happened when Fred was playing in "Three Men On A Horse" at the Ottawa Little Theater. Specializing in character parts, he played in a variety of productions, besides writing sketches and blackouts for troop shows. On moving to New York, he transferred his talents to the Darien Showcase. His wife, Ola, is now secretary of the group and Fred triples in brass as an actor, publicity man and silk-screener of Lautrec-like posters. In an entirely different line, he is also a cabinet maker of sorts and has fashioned many bits of "temporary" furniture which have long since become household fixtures.

People

DON FRANCISCO (NY) will be in Chi. Oct. 14 for the Brand Names Foundation Luncheon. BOB HALDEMAN (LA) visiting 15 cities to enlist co-operation of chain stores in promoting Lima Bean Board-Hunt's Tomato Sauce tie-in. JACK KEENAN (Det.) has showing of his "life-in-advertising-work" cartoons in SF office. GEORGE RICHARDSON (Det.) to Chi. Oct. 14 for 4 A's Board of Directors meeting. WALLY ELTON (NY) to San Francisco Oct. 12 to serve on Awards jury for SF Art Directors Club and on Oct. 16 is guest speaker at Awards

dinner. DAVE JEFFORDS & TOM YAMADA (SF) instruct evening workshop in advertising layout at Golden Gate College. JOHN RODGERS (London) is in Washington, D.C., until October 19, attending Inter-Parliamentary Conference as an M.P. Proud Papa: DICK MORGAN (NY) -- a son, Jeff David, Oct. 4. PAUL HAMELMAN, a messenger with the Company since 1945, died suddenly Oct. 1 at the corner of Lexington & 49th St., while doing an errand for the Company.

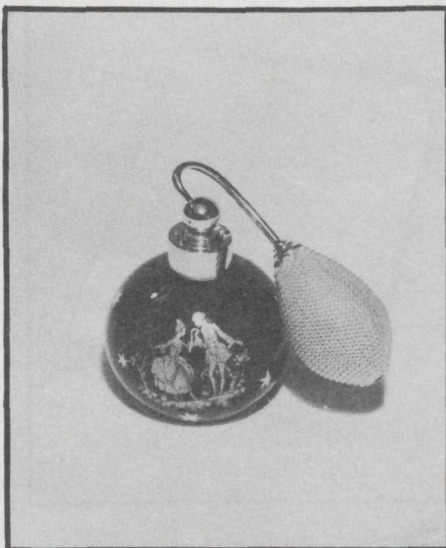
Continental Christmas Bazaar



Enamel Necklace



Paris Gloves



Perfume Atomizer

BE YOUR OWN IMPORTER

If you can't go to Europe for your Christmas shopping, Europe comes to you -- when J. Walter Thompson's Continental Christmas Bazaar opens October 19 in the New York, Chicago and Detroit offices. Take your pick of the exciting specially imported overseas gifts.

New York is familiar with the Mail Room's Christmas order service whereby Thompson people may order client products at a discount. Well, the Continental Christmas Bazaar will operate in a similar manner. Samples of products from several countries, selected by our International offices, will be displayed from October 19 to November 13.

In New York, the Bazaar will be located in the 10th floor television room.

In Chicago, in the Conference Room, 7th floor.

In Detroit, under the clock, 21st floor.

EUROPE AT YOUR DOORSTEP

What would you like for that special Christmas gift?

A necklace of "Istanbul" enamel set in rhinestones?

A pair of capeskin gloves from Paris -- replicas of those worn during the reign of Louis XIV?

Blue china perfume atomizer?

A touch of Moulin Rouge by famous scarf designer André Dallieux?

Hand-etched Christmas cards -- scenes of the Seine and other things French?

Day-of-the-Week handkerchiefs... "Lundi, Mardi, Mercredi....."?

There are more:

There are:

Children's bicycles from Germany.

French handbags that fold up flat as crêpes Suzettes.

Maillots marinières -- red-and-white striped sweaters like French sailors wear.

Shaped leather belts set with raw, wildly colored stones.

HOW THE BAZAAR WILL WORK

Orders for the samples will be taken every day. You fill in the order blank; Thompson does the rest.

No problems about Customs clearance. Duty is paid on delivery of the parcel to your home.

Delivery will be no later than December 15...and only to your home, not to your office.

All items will be ordered by reference numbers.

A number of the items are unavailable in the U.S. market today. Those that are cost much more at retail stores.

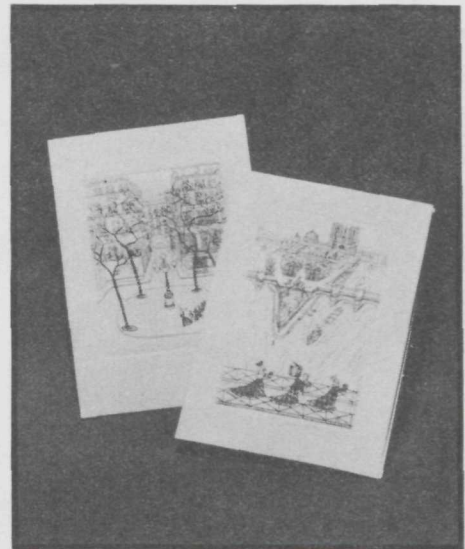
Continental Christmas Bazaar will be open weekdays, Oct. 19 to Nov. 13 -- from 12:30 to 1:30 and 5:00 to 6:00.

The display is for inside Thompson only. No outsiders...just you and your family.

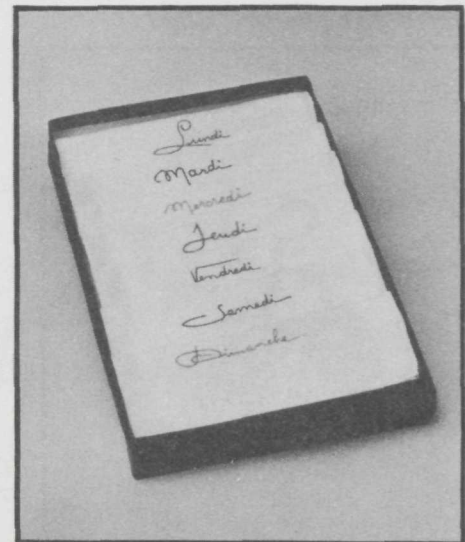
Prices will cover special packing, handling, insurance and transport by rail and sea. Pay by cash or check when you order.



Dallieux Scarf



Christmas Cards



Hankies