

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

LIBRARY-RESEARCH DEPT.

Vol. XII, No. 1

JAN 8 1957

January 7, 1957

J. WALTER THOMPSON REAPPOINTED TO LIBBY PINEAPPLE AND FRESH CREAM -- Chi.

After an absence of five years, Libby, McNeill & Libby has reappointed J. Walter Thompson, Chicago, to handle advertising and sales promotion for all of its canned pineapple products, effective January 1, 1957. Libby is one of the three largest growers of pineapple, with all of its plantations located in Hawaiian Islands.

The Pharma-Craft Company has reappointed the Chicago Office as advertising counsel, effective December 7, 1956. Thompson previously serviced the account from 1945 to 1954.

FULL-COLOR SPREAD ANNOUNCES ANOTHER FIRST FOR NEW HOLLAND -- THE HAYLINER 68 -- NY



"It's the best friend a leaf ever had!" — that's the New Holland Machine Company's new hay baler, the Hayliner 68. The announcement of the Hayliner 68 will be made in the full-color spread appearing in the February FARM JOURNAL, the March PROGRESSIVE FARMER, SUCCESSFUL FARMING and FARM QUARTERLY, and the April CAPPER'S FARMER.

The most important difference between the Hayliner 68 and other balers is a new way of moving the hay from the field to the finished bale. New Holland calls it Flow-Action and illustrates it in the B&W sketch in the advertisement. The Flow-Action method involves fewer moving parts and a great deal less movement of hay, therefore saving more of the most valuable part of the hay — the leaves. It is considered by many to be the most significant development in balers since the introduction by New Holland of the automatic pick-up baler some 13 years ago.

J. W. T. CO. - CHICAGO FORD GOES BACK TO PHOTOS --New York



Ford Motor Company, which has used a minimum of photographs in their advertisements for the past few years, has returned to the use of photography in their current campaign. The lack of photographs in previous advertising was due primarily to two factors: (1) it is hard to stage a location and (2) altering a photograph is more difficult than changing a drawing. However, despite these disadvantages, Ford and Thompson feel that photographs provide two major plusses — give more "life" to the advertisements and let the consumer see the actual product which he contemplates buying.

The first full-color spread, breaking in the January issues of SATEVEPOST and LIFE, pictures a vivid red Sunliner parked atop a wooden bridge. The young couple gazing into the water below provide a romantic mood. Copy ties in romantic fancy with a Ford version of a familiar aphorism "All year a young man's fancy turns to thoughts of Ford."

The second advertisement—a full-color page running in LIFE, LOOK, COLLIER'S, BETTER HOMES & GARDENS, TIME, NEWSWEEK, and D. A. C. NEWS — uses a posterlike photograph of the Fairlane 500 parked on a rolling countryside. Headlined "Low-cost way to live like royalty," copy suggests, "Because it's a Ford, you can live like a king in this king-size cruiser without paying a princely price."



Thompson NEWS starts 1957 with new masthead

The "new look" which has been seen in the decor of many Thompson offices recently, has also been incorporated in the Company NEWS, via a new masthead.

Why the change? First, since Thompson is world-wide with 42 domestic and international offices, the new addition - an illustration of the world (Mercator projection) -- was suggested as a means of conveying this idea. Our policy has always been to print news from all Thompson offices and we hope in the coming year that our appointed correspondents will send us more and more stories.

The second major change is in the enlargement and centering of the words CONFIDENTIAL BULLETIN -- FOR STAFF MEMBERS ONLY. This was done to emphasize the necessity of keeping the NEWS confidential. Since we have been allowed in the past to break news of advertising campaigns previous to their publication date, it is imperative that this information stay within the Company. In order to keep this privilege, we ask each member of the Company to comply with this request.

"Marketing with a Foreign Accent"

Marketing in the Far East has always been a favorite subject of writers, for there are sources of excitement and intrigue connected with this almost bottomless export market. A new marketing phenomenon is now evident in this old-world atmosphere...the exporting of American know-how, capital, technical knowledge, and marketing philosophies through integration with foreign economies. In an article entitled, "Marketing with a Foreign Accent" in the November WESTERN ADVERTISING, Harry Lee, Thompson's Pacific area manager, comments on the position of advertising firms in the move to business integration.

Mr. Lee uses Japan as an example of a country that has rebounded from the war with higher than ever production norms. It has the largest population among the free countries of the Far East and ranks third as an importer of American goods. But the immediate problem is to improve and control the quality of goods to compete in the foreign markets and to increase the exports. "To operate successfully in this highly competitive market," says Lee, "many American firms have become integrated into the Japanese economy by establishing factories or manufacturing facilities in Japan. By law, this must be done with at least 50% Japanese participation and ownership. In developing local markets, these American/Japanese are faced with separate problems of supply, demand and distribution."

The major Japanese advertisers are aggressive and use big budgets to promote their products; the client does the basic creative and production work, for Japanese firms maintain large advertising departments. Media functions are similar to those in the United States and exert far greater influence and control over advertising than in America. Tremendous newspaper readership exists; radio is important, and TV is becoming more widely used. But media is the dominant factor. Says Lee, "It is customary for an advertiser to discuss and obtain approval from leading media before making an agency change."

In discussing Philippine advertising, Mr. Lee stated that it is more like that in the United States, but still has major obstacles - a polyglot of dialects and limitations in communications and transportation. The Philippines had no advertising firms as we know them before the war. At present, however, J. Walter Thompson and Grant maintain offices in Manila and several Philippine advertising firms are operating. All functions of U.S. advertising firms are used to some extent. But, as in many foreign countries, lack of statistical information and market data is a real problem.

For advertising firms, the big opportunities in the Far East lie in providing complete services to locally integrated American firms, and, in so doing, to interest indigenous firms in American advertising methods; but American firms must justify their existence as well as their products overseas and make sure their contributions to the local economy are known. American firms must create a favorable climate in which to do business overseas.

"A bigger yes to the Community Chest"...

...that was the theme sparkplugging the Los Angeles Community Chest in its drive for \$10 million this year. Two men who have the satisfaction of seeing a job well done are: Bob Debnam (LA), who served as General Chairman for the 4A's Advertising Committee for the Southern California Council, and Warren Kelly (LA), chairman of the Theme and Copy Committee. Working days, nights and even Saturdays and Sundays with subcommittee members from other advertising firms to meet production deadlines, Debnam and his group turned out a 24-sheet, 15 basic newspaper advertisements with 23 adaptations plus various filmed and transcribed TV and radio commercials. Say Kelly and Debnam: "It was an exhilarating experience to see so many people give so much of themselves without hope of a monetary reward."

"WE CAN SELL \$600 BILLION OF OUTPUT"



The sale of \$600 billion worth of gross national product by 1965, an enormous rise in production, and a 50% improvement in the living standards in the U.S. through the effective use of advertising were envisioned by Mr. Resor in a copyrighted interview in the January 4 issue of U. S. NEWS AND WORLD REPORT.

"There is plenty to sell," Mr. Resor said in analyzing the economics of America's marketing job. "We can sell a \$600 billion output. There are plenty of things people need right now, and production can provide the purchasing power. The important place of advertising in our expanding economy seems obvious."

Increased standards of living

"The potentialities for increased consumption in nearly all phases of our consumer standard of living are enormous. With our productivity increases, the median income could soon exceed \$6,000. The stepping up of the average family standard to this level would open huge markets, provided the demand is created and stimulated."

Mr. Resor foresees that a time is now in sight when spending for goods and services will have to be increased by \$150 billion a year; Americans will have to adopt higher living standards if production is to remain high; and new methods of marketing will have to be developed to stimulate sales. He also foresees a 50% rise in living standards within 10 years. In defining this 50% increase, Mr. Resor said:

"It means that we're going to have to add between \$100 billion and \$150 billion to consumer expenditures for goods and services in the next 10 years to provide markets for our productive ability. That's roughly a 50% increase over the \$254 billion level of 1955.

"The expected population growth of 15% from 165 million in 1955 to 190 million in 1965 can take care of only about one-third of this increased consumption. At least two-thirds of the total growth must come from changes in habits and concepts of individuals.

"That means an opportunity for a rapid surge upward in the living standards of mass millions of American families — with changes in concepts and motives of consumers — with changes in living habits — with changes in the amount and skill of selling effort required to 'activate' the consumer to take on

the higher living standards made possible by our increased productivity."

In answer to the question: "Does advertising create wants or does it just tell people of things they can have?" Mr. Resor stated:

"It does both! In relation to rising income, the creation of wants is the most important. Human wants, of course, are potentially insatiable, but they take time to develop.

"When suddenly — as we are doing in this country — you raise productivity, and hence the ability to pay for goods, there is a time lag in the development of wants. That is, people moving from the 'wrong side of the track' to the 'right side of the track' don't immediately change their whole living standards in proportion.

"Education through advertising could go a long way in changing people's desires as they move up in purchasing power. And these changes could have tremendous impact on the consumption of both basic commodities and agricultural products."

Advertising needs research and creativeness

In supporting both research and creativeness as important elements of modern advertising, Mr. Resor stated:

"Since advertising is a form of communication, creativeness in the writing of the copy is very important. But back of copy there must be sound planning of marketing strategy and sound copy ideas based on marketing research and copy research. Then, there must be media research to determine the most effective use of the advertising dollar to reach the most and the best potential customers for the product advertised and the appeal being used. This may vary widely between products and often involves tests to measure sales results...But all of this new material never gives you completely the 'how to do it.' It tells you what the facts are, and from there you have to be creative."

What if advertising vanished?

In answer to the question: "What if advertising vanished?", Mr. Resor asserted:

"Without the educational force of advertising, it is doubtful that consumers' ideas and desires in their standard of living would change rapidly enough to support our potential productive growth." In other words he said, "Our national economy couldn't have expanded this rapidly without large-scale production which, in turn, could not have been without such nation-wide selling"

A copy of U.S. NEWS AND WORLD REPORT containing Mr. Resor's complete interview is being mailed to each Thompson office.

"Where's Bill?"



WILLIAM HAMMOND

-- Detroit

You're trying to find Bill Hammond, Account Representative for Burroughs (International) and Champion Spark Plug (International). You're in Detroit, so you take the Buhl Building elevator to the 15th floor. You take a look in his office and you note that his chair is empty and that the desk space directly before his chair is piled high with mail, opened and neatly stacked.

Where is he? A safe bet might be Champion headquarters in Toledo; Burroughs, in Detroit; Montreal or Toronto, meeting with Champion representatives there; New York, working with the creative group on international advertisements; or, as happened last year, in Europe making a tour of Burroughs offices overseas.

So you give up, until you just happen to catch a glimpse of Bill as he passes by several days later -- flashes by, that is.

Bill came to Thompson-Detroit in 1949; and he began, where so many of the younger, fresh-out-of-college men begin, in the mailroom -- the only difference being a three-year interruption in the United States Army Air Force.

Bill's career in the army began as a private; today, a staff specialist in the inactive reserve, he's a captain. He has had similar success in the Detroit Office.

After the mailroom, Bill moved quickly. Now, as an Account Representative, Bill's fresh enthusiasm for his job, his pleasant manner and sunny disposition, and -- above all -- his deep understanding of the complex advertising problems of clients operating overseas, combine to make him a vital man in the Thompson-Detroit operation.

But Bill's enthusiasm for his work has not dulled his many outside interests. Painting and sculpturing -- a one-time serious venture of his -- take up much of his free time. Within one of the rooms in the Hammond household in suburban Birmingham, many of his water colors and wood carvings are displayed. With an eye towards the modern in furniture and the philosophic in reading, and an ear towards the grand and colorful orchestrations of Andre Kostelanetz and Morton Gould, Bill has found much to keep his interests going. Tennis and golf help to enliven his more active pastimes.

His wife, Marjorie, his two-and-a-half-year old daughter, Heidi, and six-months old William H. Hammond, Jr. -- complete this happy cycle of an active and full life.

PEOPLE

DON E. WIDLUND (NY) recently was elected to the Board of Directors of the National Television Film Council. Mr. Widlund also has been appointed a Judge by the International Screen Advertising Services for the World-wide Advertising Film Festival to be held in Cannes, September, 1957. Mr. Widlund will be the sole representative from an advertising firm in the United States. KENNETH SHAW, formerly head of Thompson's Johannesburg Radio Division, has joined the New York Office. LOY BAXTER and BERT BARTLETT (Wash.) will be at Cherry Point,

N.C., Marine Air Station on January 6 and 7 to address Marines on the subject of re-enlistment. They also will visit Parris Island on January 8 and 9 to discuss recruiting problems with the Commanding General. M.M. MORTOLA, co-manager of Buenos Aires Office, is visiting NYO this week on Panagra business. Engaged: THERESA GARDENFELD (NY) to Thomas Smith; LYNN FARKOUH (NY) to ROBERT J. SULLIVAN (NY). Due to an insufficient number of Classified Advertisements, the NYO insert will be held for another week. New deadline for classified, Jan. 8.