

CONFIDENTIAL BULLETIN—FOR SALES MANAGERS ONLY

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CONTEST SUPPORTS LIBBY'S "BEST BUY DAYS"



Chicago...Libby's annual late-winter line promotion, "Best Buy Days," which suggests "Buy 'em by the carload" features a contest for the first time this year. The prizes are both the

"carload" — 200 pounds of Libby's canned products, and the car — a Ford station wagon. "Best Buy Days" takes place between January 22 and February 28 and will be promoted through a four-color spread in LOOK on February 19 as well as point-of-sale material.

J. B. WILLIAMS GOLDEN SHAVE CREAMS

TO BE INTRODUCED TO CONSUMERS IN MARCH

New York...Next month J.B. Williams will set a "completely new standard for comfortable shaving," when it introduces to consumers its revolutionary Williams Golden Yellow Shaving Creams. The remarkable new lanolin shave discovery — with 25 times the skin-soothing properties of plain lanolin — protects men's skin from the damage of today's closer skin-drying shaves and from after shaving discomfort.

Through motivational research, it was found that men show less interest toward shaving creams than any other toiletry product. Also product tests revealed no significant difference between the old Williams Shaving Creams and those of competitors. To increase the client's share of the highly competitive market, by providing men with something "new," Thompson conducted a survey to find out what ingredient men wanted most in their shaving cream. It resulted in a two to one preference for lanolin. In changing the product's formula, Williams tried putting different quantities of lanolin into their shaving creams. The result — a shaving cream five times richer in lanolin than any other product on the market.

To symbolize the high lanolin content in Williams Golden Yellow Shaving Creams,

J. W. T. CO. - CHICAGO

February 18, 1957

the product was given a golden yellow color. Next a completely new foil package, emphasizing the capital "W" (same technique applied to Aqua Velva's new package with "A" and "V" symbol) was created for quick consumer recognition.

Print media was chosen for the advertising campaign to best relay the new product color to consumers. The first advertising breaks March 18 with 1000-line, two-color newspaper advertisements in the top 40 markets. These will be followed by four more newspaper insertions during March, April and May. To lead off the magazine campaign, a two-color page (right) is scheduled for the April 15 issue of LIFE. The advertisement is built around an arresting photograph of a man applying the new shaving cream; copy details the lanolin story. The new product was introduced to the Trade on February 1.



ELGIN ADVERTISEMENT RATES TOP STARCH SCORE

Chicago...Last November, an advertisement for Elgin National Watch Company headlined: "The Reward for 'Just Looking,'" ran in the READER'S DIGEST. It served as a pre-conditioning agent for other advertising by telling how "A fresh new concept in fine watch design was born" — "Personality-Styled" Elgin watches. This advertisement, reports Chicago, ranked first on a cost-ratio basis among men in Noted, Seen Associated, and Read Most in the Starch survey of the November 1956 READER'S DIGEST. The ranking was also high among women: Noted, 9th; Seen-Associated, 11th; Read Most, 2nd.

The rating points up the results in readership possible when the style of an advertisement matches the editorial format of a magazine. It is also interesting to note in terms of today's trend toward big-picture, four-color advertising (which over half of the advertisements in this issue of the READER'S DIGEST follow), Elgin used a single page, black-and-white, all-type advertisement. There was no logotype.

Johannesburg opens new "African Section"

The J. Walter Thompson Johannesburg Office has announced the establishment of an "African Section."

Headed by Mr. Nimrod Mkele, the new section will advise the agency and its clients on all aspects of the native African market. Product, market and media research will be directed, and counsel will be provided on all aspects of advertising, including product and package modification.

Among other degrees, Mr. Mkele holds a Bachelor of Arts Honours degree in psychology from the University of Natal. He also has had many years of experience in psychological research as related to marketing and native household habits.

Thompson-Detroit appoints Director of Planning

Appointment of William D. Laurie, Jr., as Director of Planning for the Detroit Office of the J. Walter Thompson Company was announced yesterday by John L. McQuigg, Vice President and Manager of the office. Mr. Laurie also will serve on the operations committee of the office.

Prior to joining the Thompson Company, Mr. Laurie was Vice President and Director of Maxon, Inc., an agency with which he had been affiliated since 1934.

During the early years of World War II, Mr. Laurie acted in a liaison capacity for the Office of War Information. Entering upon active duty as a Naval Officer, he subsequently served on the staff of Admiral Emory S. Land, Chairman of the U.S. Maritime Commission.

He is a member of the Country Club of Detroit, the Grosse Pointe Club, and Witenagemote.

Mr. Laurie and his wife, the former Thayer Hutchinson of Detroit, have two sons, Duncan, 9, and David, 3. They live at 121 Merriweather, Grosse Pointe Farms.

TOPICS FOR CONVERSATION

FILM COMMERCIAL ESTIMATES: The top 10 TV firms this year will make over 10,000 film commercials and spend around \$3.5 million on their production. It is estimated that Thompson will make 1,100 of these films.

REPORT ON TEEN-AGE GIRLS: Today's teenage girl is ambitious. One in three says she wants a college education; fewer than one in fifteen dreams of a factory worker or farmer as a husband. Most look forward to both a job and marriage. But the girls are practical as well. Only two in a hundred aspire to the super-glamour of a

"Where there's a will there's a way..."

...Is an old adage which rang true recently when a three-page article on Kitimat, British Columbia, appeared in the February 9 issue of SATEVEPOST.

Ever since 1952, Thompson's Public Relations Department has been trying to convince the magazine that a story of Kitimat -- the planned city which is being built near Aluminium Limited's aluminum smelter in British Columbia -- was a "natural" for SATEVEPOST. At this time Thompson approached the POST with an outline explaining plans for the tremendous \$300,000,000 engineering project, including a city located in the heart of the wilderness 400 miles north of Vancouver. This independent, completely modern city was specially planned and designed for the Aluminum Company of Canada, an Aluminium Limited subsidiary. Why would anyone want to build such a city in the middle of nowhere? Because 50 miles south of Kitimat is "possibly the world's largest potential water-power supply (needed to smelt aluminum) with neither competitive claims nor government priorities to bar its use." The SATEVEPOST read the outline but stated they were "not interested."

In 1955 Thompson tried again - still convinced that the story would be perfect for the POST and worthwhile publicity for the client. The outline was revised and a human interest story of the town and its people was told. This time the magazine was interested and so was a free lance writer from California. However, still no definite plans were made.

It wasn't until 1956, when Thompson representatives made another trip to Kitimat and took some pictures which they showed to the POST, that the magazine finally was persuaded to send the free lance writer out to do the story. It appeared last week - complete with two pictures which were taken by the Thompson representative.

movie or television star's position. CHOCOLATE MILK CONSUMPTION UP: The "brown cows" worked overtime again in 1956. Production and sales of chocolate milk and chocolate dairy drink increased five per cent during 1956. There was a total consumption of 186,000,000 gallons during the year, an increase of 31,000,000 gallons in the past two years. THE U.S. POPULATION AS OF 11 A.M. FEBRUARY 15: 170,000,000, according to the Census Bureau. CONSUMER CREDIT AT A NEW HIGH: the close of 1956 found consumer credit at an estimated \$31,552,000,000, reports the Federal Reserve Bank.



HOW LONG CAN A GOOD CAMPAIGN LAST?

Horlicks Company -- London

The Horlicks "continuity" campaign is one of the most famous advertising campaigns in Britain. Recurrent phrases in it, such as "thinks" and "no more tiredness now" have become catch-phrases all over the country.

It is a "continuity" campaign in a second sense of the word, since it first started in 1934, and has continued to sell the product successfully ever since. That is, except for a break in the advertising during the war years. In all this time the basic format has remained unchanged. Within this format, however, each and every story has been different, since no Horlicks advertisement is ever repeated.

The campaign, in the first instance, was based on market research which revealed that the product was preferred as a hot drink at bedtime. This fact, which seems self-evident to any Britisher now, was not at all clear at the time. Further research was then undertaken into people's bedtime routine -- into their sleeping habits -- and into the way they felt when they woke up. It was found that although comparatively few people complained of insomnia, over half suffered from early-morning tiredness.

For this, and from medical product-research, arose a copy platform which has lasted for twenty-five years: "However long you sleep, you'll wake up feeling tired if you haven't had the right kind of sleep. Horlicks gives you the kind of sleep you need.

Doctors recommend it." The continuity-technique was devised to convey this message, and to dramatize the effects of both good and bad sleep, in terms of human stories.

Sales responded immediately. Horlicks stories -- each one different -- appear at the rate of 30 or 40 a year. The group working on the account believes that the campaign will remain interesting and effective, as long as they are able to keep its content continually fresh and new.

In aid of this, varying forms of art-technique are used. Advertisements with half-tone drawings are interspersed with line-and-tint advertisements. Drawings in pure line have also appeared. And the stories are illustrated by photographs from time to time.

As regards the stories themselves, great care is taken to see that they each have an interesting, believable plot. In fact, a well-known British film director, speaking at a dinner not long ago, said: "If film writers could write plots as good as those in the Horlicks advertisements, our films would be a lot better."

Writes London Office, "It may be that an even more effective campaign can be found for Horlicks. The advertising can never rest on its laurels. But this campaign does provide an instance of an old formula, kept continually up-to-date, and so losing none of its impact."

ContinentalCommuter



BEE CAMERON

-- Chicago

Account Representative Bee Cameron came to the Chicago Office a year ago to help Kraft develop a citrus products division — a job which is now primarily concerned with marketing Kraft Orange Juice and "establishing orange juice along with milk as a staple food item for every American family."

To this marketing project, he's applying his belief that "a good account representative works for two entities — the account and the advertising firm. He acts as a reporter between them — continually analyzing the who, what, where, when and how — and as a forecaster. He needs to know every possible advantage and disadvantage of the product and how he can apply the firm's services to best express the product to the market."

To this job, Bee Cameron also applies experience both in American and International advertising. After working in the Chicago and Miami offices of Grant Advertising on the Pan American and other airways accounts, he became manager of Grant's international division. In this position, he opened offices for Grant in Panama, Manila, Shanghai, and Brazil, and then spent four years in São Paulo as president of the Brazilian office.

"In selling goods or services in a foreign country," says Cameron, "the first job is to eliminate the word 'foreign.' You and your advertising firm must become an integral part of the country and know its customs, its colloquialisms; a Spanish campaign for Venezuela can't be written in a New York office — it must be individually applied.

"International work gives you a better understanding of all people. You learn that the South Side of Chicago can be just as 'foreign' as Brazil unless you know the people and can talk to them."

Bee Cameron joined Thompson's New York Office in 1951 and was assigned to the Brazilian office for two years. He then returned to the States, where he worked on the Florida Citrus Commission account, "commuting" between New York and Miami offices.

Cameron started preparing for an advertising career in his teens. He worked in the advertising and sales departments of General Electric during high school summer vacations. At Miami University in Ohio, on the advice of the head of a large advertising firm, he majored in English and creative writing.

After his graduation, which coincided with the beginning of World War II, he joined the Air Force and became a test pilot. He spent two years in Fairbanks, Alaska, testing reactions of planes and equipment at extremely cold temperatures — at the same time, taking correspondence courses in advertising.

He now lives in the more temperate climate of Mount Prospect, Illinois, with his wife, Marjorie and children, Bruce, 13, and Ann, 7. His favorite hobbies are fishing and water-skiing with them.

WOODROW (Woody) BENOIT joins the NYO TV-Radio Department today as Group Head. PETER LAING (London) was assigned to the New York Office recently. Also assigned to NYO is RICHARD MORGAN (Paris). JOHN RODGERS (London) has recently collaborated with seven other members of the Conservative Party in the preparation of a pamphlet entitled "Automation and the Consumer." The pamphlet, published at the end of last year, discus-



PEOPLE

ses the challenge and the opportunities of automation. EUGENE AUSTIN (Miami) to Houston, Mexico City, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Jamaica and Cuba, in connection with Regional Pan American Sales Meetings which started February 10. DON WIDLUND (NY) spoke before the International Assn. of Advertisers in New York, January 31. EARL E. BARNES (Det.) has been named one of two members-at-large on the nominating committee of the Direct Mail Advertising Assn. Proud mama: RUTH DOWNING KARP (NY) a son, Peter John, born February 7.

Advertising

"One Way to Measure Advertising Effectiveness," TIDE, 1/25/57, p. 22. The mathematical formula Arthur B. Little Co. uses to measure the effectiveness of product advertising in a particular market.

"How Much For Advertising?" by Daniel Seligman. FORTUNE, 12/56, p.123. Procedures a variety of companies use to arrive at an advertising budget.

"U.S. Agencies Probe Trading Stamps," PRINTERS' INK, 1/18/57, p.56. Three Federal agencies - FTC, USDA, and BLS are investigating trading stamps. First of USDA reports is now available. See below.

"Do Trading Stamps Affect Food Costs?" Marketing Research Report 147. USDA, 1/57, 6pp. 5¢. This first report covers the basic characteristics of stamp plans, and issues and problems facing retailers and consumers as a result of their use.

Marketing

"The Changing Role of the Marketing Function." Journal of Marketing, 1/57, pp. 268-345. A progress report of the growing contribution of marketing to national objectives sponsored by the New York Chapter of the American Marketing Assn. The study was conducted by Research Institute of America's Dr. Henry Bund and James W. Carroll. Changes are discussed under five headings: 1. What is marketing, 2. Its new function, 3. The new men in marketing, 4. Problems of organization. 5. A look ahead. It is intended to serve two purposes: 1. Provide management with a frame of reference from which to judge its own approach, planning and day-to-day action on problems which are common to most businesses. 2. Furnish a road map which marketing people, whether their label reads marketing research, advertising, merchandising...can use to chart their own futures and careers.

"Marketing Costs: What Ratio to Sales?" by Dale Houghton. PRINTERS' INK, 2/1/57, p. 23. An NYU Professor shows the relation between investments for advertising and other marketing costs in consumer and industrial goods. Two charts.

"Pricing in Prosperity." American Marketing Assn. c1956. 22pp. 50¢. Factors related to pricing as discussed by corporation executives, management consultants. and a university professor.

"Key Factors in Building and Maintaining a Strong Consumer Franchise" by A.C. Nielsen, Jr. A.C. Nielsen Co. 10/23/56. 16pp. An address to the Association of National Advertisers. How to avoid 13 common marketing errors. Includes a check list of Sales Influencing Factors.

"Today's Look at Tomorrow's Marketing Opportunities" by J.O. Peckham. A.C. Nielsen Co. 11/56, 40pp. An address to Grocery Manufacturers of America, Inc.

"An Exploration into the Reasons Why Supermarkets Add and Discontinue Items" by Wm. Applebaum and R.H. Moulton. McCALL'S MAGAZINE, c1956. 49pp. Results of a study made between mid-1953 and mid-1955 in 8 chains on grocery items, excluding fresh fruits and vegetables, meats and soft goods.

"Science and Truth in Marketing Research" by Alfred Politz. Harvard Business Review, 1-2/57, pp. 117-126. Objective measurement of what customers will buy and how many will buy is of more importance than "truth" of consumer opinion.

"What a Country," 10/56; "The Biggest Car Market Yet," 11/56; "Another Big Decade for Capital Goods," 12/56 by Gilbert Burck and Sanford S. Parker. FORTUNE. A new series on the Changing American Market -- the first on the growth and composition of consumer spending, the second on growth in the market for cars, the third on the increasing stability in the "traditionally feast-or-famine" capital goods market.

"New Light on the Consumer Market" by Irwin Friend and Irving B. Kravis. Harvard Business Review, 1-2/57, pp. 105-116. Two University of Pennsylvania professors show how management can use the extensively cross-classified data of the new BLS-Wharton School Study of Consumer Expenditures, Incomes and Savings to isolate important influences in family spending patterns. 8 tables.

Household

"Revolution in the Kitchen" by W.B. Murphy, President, Campbell Soup Co. and Chas. K. Rieger, V.P. of General Electric Co. U.S. NEWS & WORLD REPORT, 2/15/57. p. 56. Changes in the manner of food preparation and prepared foods available to housewives mentioned by the food manufacturer, and the outlook for new kitchen equipment discussed by the appliance manufacturer in an interview with the magazine's reporters.

Miscellaneous

"Conservative Economic Policy" by Eli Wallich, Yale Review, Autumn 1956 (reprint) 11 pp. The principles by which conservative economists work; how the conservative meets the challenge of growth; and how conservative principles serve to maintain the social and political advantages of American society.

"Power and Morality in a Business Society," by Sylvia and Benjamin Selekman. McGraw Hill, c1956. \$4.00. A Harvard Business School Professor and his wife consider the sources of power in the business world and the checks on its uses that have been developed.

Great Books

Here are some men whose thought has shaped the framework of the western world. Recognize these names?

Plato

Machiavelli

Galen

Milton

Marcus Aurelius

Adam Smith

Augustine

Darwin

These and about seventy other men have written the books which are the treasures of our intellectual heritage.

The political and social freedom of our country, and the tremendous technological advances of our time are derived ultimately from the thought of these men. Familiarity with their works makes it clear how much they drew on their predecessors. Out of their agreements and disagreements, and their attempts to describe the world and human society as it actually was have come the mighty edifice of ideas in which our daily lives are conducted.

The roots of the unfolding future are firmly imbedded in The Great Books. Men and women of our day are drawing nourishment from them to build the world of the future. Are you among them?

The 443 most significant works of these men are conveniently arranged in the 50 volumes of The Great Books. Two companion titles -- The Great Conversation and The Great Ideas: A Syntopicon -- help you to extract the most from The Great Books themselves. If the pressure of time has kept you from going back to The Great Books as often as you've wished, you'll find The Great Ideas: A Syntopicon a valuable tool. In its two volumes you'll find fathered under 102 major ideas the relevant passages of the masters. Moreover, each one of these major ideas is shown in its many facets. The Syntopicon is, in brief, a directory that will enable you to locate within a few minutes the cream of western thought on any aspect of the major ideas of our history.

The Great Conversation, the introductory volume to the entire collection, explains in detail the many ways the Syntopicon can be used, whether you're simply checking your memory or doing a search on all the implications of an idea. All of them -- The Great Books, The Great Ideas: A Syntopicon, and The Great Conversation are available in the Personnel Department. Miss Kephart or Miss O'Keefe will be glad to give them to you to read. Check The Syntopicon, and then borrow the volumes that will help you strengthen your knowledge of the world's significant ideas.