

**"Revolution in world trade is coming...
make plans for it," says Kiplinger**

"A limited number of Americans are aware of the coming revolution in world trade," reports The Kiplinger Washington Letter. To drive the meaning of this revolution home, the Letter lists some common products, made in the U.S., which will feel effects of tougher European competition in the next three years.

Products affected by European competition

Among the items on this list are: toys, watches, binoculars, jewelry, pens, lighters, golf clubs, steel flatware, sportswear, games, scarves, neckties, rugs and carpets, household tools and hardware, shoes, bicycles and automobiles.

"Common market" developing fast

The reason for this influx of European goods is the rapid development of Europe's "common market."

More goods to be made in Europe

Under this agreement, the leading industrial nations of Western Europe are working toward abolishing their own trade barriers to create mass markets. More goods are to be made and sold in Europe. "It's an evolution," says Kiplinger "but in effects on many United States industries, a revolution."

U. S. industries to build plants abroad

Leading industries in the U.S. already are planning to build plants in Europe within the common market area to get inside the tariffs which, the Letter states, are sure to be imposed against U.S. goods sent abroad. More branch plants will be opened in Europe -- some of them specializing in new products not now made abroad -- to avoid direct competition with others here. Some companies are tying in with foreign companies, using their facilities.

"Foreign trade hurt... temporarily"

"All this is going to hurt our own foreign trade...temporarily," states Kiplinger. "Many upsets, shrinking markets, seeming to be sudden...but really foreseeable, if you are aware of the trend in advance...if you make plans to meet it."

"For the long pull is a good thing for our total trade, because...Europe will get higher living standards, will buy more goods from us. (Always the most prosperous countries have been our best customers.)"

Kodak Thompson International get together

New York... The Eastman Kodak International Department, both advertising and sales, came to New York on February 26 for an all-day session to learn at firsthand how the J. Walter Thompson Company's Kodak group prepares Kodak advertising and publicity.



Pictured above is the group in the 10th Floor Conference Room listening to Dan Seymour (NY) talk about television just prior to showing the new color film about Thompson's TV Workshop. A team of 12 speakers, with Shirley Woodell (NY) as master of ceremonies, presented the Thompson-Kodak story to the group.

**Paris Office warns summer travelers
to book hotel space now**

Paris Office advises that hotel space throughout Europe, and Paris in particular, is being taken up at record speed this year, due to expected additional visitors to the Brussels Fair, the Paris Fair and the Lourdes Centenary. It has been suggested that any space required during the spring and summer be booked now.

NYO Art Dept. features G. Tenney's photographs



The work of a photo journalist, Gordon Tenney, who made the 'Round the World trip in the '58 Ford for Thompson, is on display in the NYO Art Department. Mr. Tenney's photographs candidly portray at least a portion of the work involved in preparing for, and recording a tour such as the one used for Ford's

advertising campaign. Also included in this NYO exhibit are examples of Mr. Tenney's vivid and dramatic coverage of the aftermath of the Suez crisis for LIFE.

KRAFT BREAKS FOUR CANADIAN ADVERTISING RECORDS

WITH 20-PAGE RECIPE INSERT IN CANADA "DIGEST"

Montreal...Kraft Foods, Ltd., smashed four records last week in Canadian food merchandising, sales techniques, advertising, and Canadian publishing.

The company spent \$106,000 on a promotion centering around a 20-page recipe booklet insert in the March issue of the Canadian English and French editions of the **READER'S DIGEST**. This insert promotion is the first of its kind in Canada, and the investment stands as the largest advertising contract ever negotiated for one issue of one publication in that country.

One million recipe inserts sent to dealers



Kraft end-aisle display is one of several merchandising pieces prepared for in-store promotion

The full-color booklet containing more than 90 recipes and food ideas will go to approximately one million Canadian households. An additional million were sent to dealers for free distribution. Chains and key independent stores have exclusive rights to the promotion of some of the recipes, and Kraft has sent promotion aids to all major stores.

Recipes featured on TV

Promotional material also is being tied in with certain recipes featured on "Kraft Television Theatre" in Canada during the last week of February and the four Wednesdays in March.

"The Kraft Recipe Digest will give you extra sales in every section of your store!"



"I'm proud and pleased to tell you about the Kraft recipe-book appearing in the March issue of Reader's Digest. It will be delivered to a million Canadian homes.

"Another million families will see and hear about it on the Kraft Television Theatre. Your local newspaper will give it extra publicity. It is the center of one of the most dramatic merchandising programs in the history of Canadian food retailing.

"But there is something else I would like to remind you of. It is so important that I am taking this means to speak directly to you, even as the program gets under way.

"It is this: The Kraft Recipe Digest can give you extra sales in every section of the store—if you will let it! The book sells more than Kraft products—a whole lot more! Almost every recipe sells several dollars worth of extra merchandise—from fresh fruit to Portefino. All it needs is your enthusiastic merchandising.

"You know how to build related-item displays. Now you can do this with a whole recipe-list—in several sections of the store! Then feature your chosen recipes. Give them your fullest advertising play. And talk to your Kraft man for other merchandising ideas. He can help you build this promotion into the greatest increase you've ever made!"

A message from Kraft Foods Limited brought to you by

Reader's Digest

This advertisement appearing in CANADIAN GROCER is one of many which **READER'S DIGEST** ran promoting the Kraft campaign.



Start of some memorable cooking in a million Canadian homes

This is what women are doing all over Canada this week. For them, the Kraft Recipe Digest is perhaps just "another nice thing from Kraft". For businessmen, however, the booklet is a striking illustration of professional merchandising at its best.

Kraft places great importance on recipes. Convinced that one of the best ways to sell food products is to help women bring variety and "appetite appeal" to the table, Kraft advertising features fresh, inviting recipe ideas.

It was not surprising then that when the idea arose of Kraft sponsoring a special "recipe-digest"—inserted in the regular Reader's Digest—Kraft listened with interest. They knew from experience the merchandising opportunities that would be inherent in such a book. And the Reader's Digest had a pointed story to tell, in terms of "grocery dollars-spent" by readers of each of their French and English editions. The plan was begun.

Copywriters, home-economists, artists and photographers went to work on the book almost a year ago. Kraft salesmen went to work in the field—giving presentations to every food chain in the country—to show how the booklet could be merchandised into store-wide promotions.

Before the booklet had come off the press it was already a success. Retailers received it with such enthusiasm that a million additional copies had to be run. The program has grown into one of the most ambitious and all-embracing merchandising programs in the history of Canadian food retailing. It is a "first" for which both Kraft and the Reader's Digest may be rightfully proud.

As advertising counsel for both companies, J. Walter Thompson has had a two-fold responsibility for the promotion from its inception. We believe that this magazine "spectacular" demonstrates that creative ingenuity is as vital in media buying as it is in any other agency function.

J. WALTER THOMPSON COMPANY LIMITED

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J. Walter Thompson house advertisements telling of the Kraft insert are scheduled for March issues of **MARKETING** and **FINANCIAL POST**.

Kraft executive reports "unprecedented" retailer co-operation

Kraft Foods vice-president and advertising manager, E.J. Coleman, reports "unprecedented" retailer co-operation on promotion of the booklet.

DIGEST gives full support to promotion

The **READER'S DIGEST** also is giving full support with the largest promotion campaign ever applied to an advertiser's program. The magazine's 40-line campaign advertisements featuring the Kraft recipe digest appeared in 20 daily newspapers across the country together with a full-page advertisement in the **FINANCIAL POST**, a spread in **CANADIAN GROCER** and a double-page spread in **MARKETING**. In addition, the **DIGEST** is mailing a promotion kit to about 4,000 leading advertisers in Canada.

Designer... painter... photographer... art director



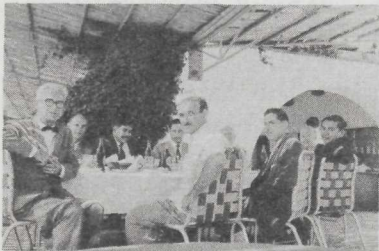
BILL SILET --Chicago

"Untiring perfectionist"

Bill Silet is a man who leaves nothing to chance -- except the time he gets home to dinner.

Yet despite his untiring drive for perfection, he's an easy-going guy. When things get sticky -- and they will for a man who simultaneously juggles the visual fortunes of Elgin Watch, Johnson Motors, Borg-Warner and Continental Airlines -- only the tag ends of his panatellas feel the strain.

After graduating from the American Academy of Art and the Art Institute of Chicago, Bill started his commercial career in 1934. Shortly thereafter, Sears' and Ward's catalogues began reflecting his fine French hand. "Those folks wanted a lot of items on a page," he recalls. "At first I considered it artistic murder. But I learned better. It was terrific merchandising experience."



The picture at left was taken during SHIRLEY WOODSELL'S (NY) visit to Lima Office last month. Shown at left to right are: MR. WOODSELL, MARCELO RUSCA, ROLANDO SOTO, RICARDO NERI, CARLOS BARRETO, MANUEL ER-RAZURIZ, JORGE SAMAME, J.G.O WEBSTER and JOSE A. QUINTANA, all of Lima. Visitors to NYO: COLIN CLARKE (London) and JEREMY BULL-

Whitaker-Guernsey Studio in Chicago was Bill's next stop. First as a designer, then as a partner, he was concerned with special creative problems for 16 years. It was during this time that he became known as one of the top "chalk technique" men of the country. He "chalked up" notable successes on more than 50 accounts. Motorola, Abbott Laboratories, Magic Chef, Mercury Outboards, Florsheim Shoes, Inland Steel, Trans-World Airlines, United Airlines and Greyhound are just a few of them.

In 1954, Bill "got tired of being handed a typewritten sheet and expected to turn it into a national advertisement." He decided he "was too far removed from the basic thinking" and so crossed over to J. Walter Thompson.

Though Bill's past belies it, he will tell you, "it takes a long time to be good in the business. It really helps to know something about photography...and painting, too." Bill obviously knows plenty about both. On Johnson assignments in Florida and Arkansas, he'll wade into waters well over his hubcaps to grab a shot with his "Rollie." More than once his "covering" shot has been used for campaign purposes. As proof of his painting ability, Bill just received an award for Water Color in the Chicago Art Directors Fine Art Show.

Bill lives in Edgebrook, Illinois, with his wife, Barbara, and two strapping sons, Bruce (16) and Craig (13). The whole family is interested in church and scout activities. Barbara, an accomplished pianist, supplies the musical background for the family. A family of water lovers, they spend a good deal of each summer at Delavan Lake, Wisconsin. There they sail a dinghy or hang a Johnson on the runabout they built last year and enjoy a bit of water skiing.

PEOPLE

MORE (London) arrive March 14 for a stay of about five weeks. J.G.O. WEBSTER (Lima) is expected in NYO this month. ROBERT BOOTH (NY) attended the opening of the Robert R. Young Yard for New York Central in Elkhart, Indiana on March 6. ARNO H. JOHNSON (NY) will speak before the National Shoe Manufacturers Assoc. in Palm Beach on March 12 and will also address the New York State Life Underwriters in New York City on March 13. Married: JOY MALLICOAT (LA) to Charles F. Chaplin. Proud papas: EDWARD WOLFE (Chi.), a son, Mark. HENRI FRACCHIA (Paris), a daughter, Anne.

TV schedule of programs sponsored by Thompson clients

for the week of March 9th

March 10

SUSPICION -- 10:00-11:00 Channel 4

Ford Division - minor

Janice Rule in "A World Full of Strangers." A teacher at a boys' school has been happily married for many years. His life is disrupted when a German woman arrives stating that he married her during the war.

March 11

EVE ARDEN SHOW -- 8:30-9:00 Channel 2

Lever Brothers - minor

A former suitor of Liza's who's addicted to gambling, turns up again, surprisingly solvent. Liza's agent isn't happy at all about the reappearance of his rival.

March 12

FATHER KNOWS BEST -- 8:30-9:00 Channel 4

Scott Paper - major

Lever Brothers - minor

"Poor Old Dad." Jim Anderson and his son Bud plan a weekend hunting trip. At the last moment Margaret has to leave to visit her aunt and the trip is cancelled.

March 12

OZZIE & HARRIET -- 9:00-9:30 Channel 7

Eastman Kodak

"The Scavenger Hunt." An impromptu scavenger hunt takes the Nelsons on some unusual errands.

March 12

KRAFT TV THEATRE -- 9:00-10:00 Channel 4

Kraft Foods Division

"The Sea is Boiling Hot," starring Earl Holliman as the GI and Sessue Hayakawa as the Japanese, play the only two characters in this one-hour play.

March 13

SGT. PRESTON OF THE YUKON -- 7:30-8:00 Channel 2

Quaker Oats - Thompson not agency of record

"The Black Ace." A young trapper is suspected of murder because of very strong circumstantial evidence. Sgt. Preston tries to find evidence of the man's innocence.

March 13

ZORRO -- 8:00-8:30 Channel 7
Seven-Up - major

"The Secret of the Sierra." A gypsy girl arrives in Los Angeles and tries to sell some gold nuggets. She is forced by henchmen of the crooked magistrate to reveal the source of the gold. Zorro decides to help the girl.

March 13

THE REAL McCOYS -- 8:30-9:00 Channel 7
Sylvania

"My Favorite Uncle." Kate's Uncle Dave comes to visit with the McCoy's. His presence in the household creates nothing but trouble, particularly with Grampa Amos who has to share his room with the intruder.

March 13

THE FORD SHOW -- 9:30-10:00 Channel 4
Ford Division

Ernie's guest is comedienne Pat Carroll.

March 13

THE LUX SHOW -- 10:00-10:30 Channel 4
Lever Brothers

Nelson Eddy and comedian Ben Lessy are the guests.

March 13

JANE WYMAN SHOW -- 10:30-11:00 Channel 4
Quaker Oats - Thompson not agency of record

Jane Wyman in "Night of Terror." A woman, driving through a lonely stretch of desert, stops at a small cafe. There she learns of a maniac at large in the area who preys on people who travel alone.

March 14

LIFE OF RILEY -- 8:30-9:00 Channel 4
Lever Brothers - Thompson not agency of record

"A Test for Gillis." Riley is convinced that Gillis, his best friend, has turned against him. He decides to put Gillis to a test.

March 14

ZANE GREY THEATRE -- 8:30-9:00 Channel 2
Ford Division - minor

Dewey Martin in "Man of Fear." The famed gunman Doc Holliday visits a young married couple who are friends of his. He learns that the wife holds her husband in contempt because he is paying protection money to a gang of thieves in order to keep his home and ranch safe.

March 14

SCHLITZ PLAYHOUSE -- 9:30-10:00 Channel 2
Schlitz Brewing Company

Paul Douglas in "The Honor System." Frank Parisi, reformed convict, operates a successful trucking business. Afraid that his former reputation will prevent his son from attending Cabot College, he formulates a blackmail scheme, victimizing one of the school's alumni.

March 15

HAVE GUN - WILL TRAVEL -- 9:30-10:00 Channel 2
Lever Brothers - minor

Starring Richard Boone. A dangerous cattle rancher threatens a teacher because she has taught that Quantro's raiders were bandits. The parents in the town are afraid to defend her right to teach the truth, forcing Paladin to come to the teacher's defense.

March 15

GISELE MacKENZIE SHOW -- 9:30-10:00 Channel 4
Scott Paper - major

No guest confirmed at time of printing.

March 16

MEET THE PRESS -- 6:00-6:30 Channel 4
Pan American

Pre-empt.

March 16

ED SULLIVAN SHOW -- 8:00-9:00 Channel 2
Eastman Kodak - minor

Ed Sullivan will have his Ninth Annual St. Patrick's Day Show, with the Friendly Sons of St. Patrick Glee Club, Eddy Manson's Harmonica Group, Martin Granger Puppets, Mickey Shaughnessy (comedy film star of "Don't Go Near the Water"), Lord Mayor of Dublin, McNiff Irish Dancers, Sue Carson, The Mascots (balancing act), Myron Cohen (humorist), and Darryl Stewart (singer).

TV program schedule for the week of March 9th

MONDAY	The Price Is Right	o Mentholatum	11:00-11:15	4
	The Price Is Right	* Chesebrough-Pond's	11:00-11:15	4
	Tic-Tac-Dough	* Church & Dwight	12:00-12:15	4
	It Could Be You	* Chesebrough-Pond's	12:45-1:00	4
	House Party	Standard Brands	2:30-2:45	2
	Matinee Theatre	* Chesebrough-Pond's	3:15-3:30	4
	The Verdict Is Yours	o Standard Brands	3:30-3:45	2
	Queen For A Day	* Chesebrough-Pond's	4:00-4:15	4
	The Edge of Night	o Standard Brands	4:45-5:00	2
	Suspicion	o Ford Division	10:00-11:00	4
TUESDAY	Treasure Hunt	* Brillo Mfg. Co.	10:45-11:00	4
	Arthur Godfrey	* Pharma-Craft	11:00-11:15	2
	The Price Is Right	o Standard Brands	11:15-11:30	4
	Tic-Tac-Dough	* Standard Brands	12:00-12:15	4
	It Could Be You	* Brillo Mfg. Co.	12:45-1:00	4
	Queen For A Day	# Standard Brands	4:00-4:15	4
	Modern Romances	* Brillo Mfg. Co.	4:45-5:00	4
	Modern Romances	o Libby, McNeill & Libby	4:45-5:00	4
	Eve Arden Show	o Lever Brothers	8:30-9:00	2
	WEDNESDAY	Treasure Hunt	o Chesebrough-Pond's	10:45-11:00
Arthur Godfrey		* Libby, McNeill & Libby	10:45-11:00	2
The Price Is Right		o Chesebrough-Pond's	11:15-11:30	4
Beat The Clock		* Atlantis Sales	2:00-2:15	2
House Party		Lever Brothers	2:30-2:45	2
The Verdict Is Yours		* Atlantis Sales	3:45-4:00	2
The Edge of Night		o Atlantis Sales	4:45-5:00	2
Comedy Time		# Lever Brothers	5:00-5:15	4
Comedy Time		o Chesebrough-Pond's	5:15-5:30	4
Father Knows Best		* Scott Paper	8:30-9:00	4
Father Knows Best	o Lever Brothers	8:30-9:00	4	
Ozzie and Harriet	* Eastman Kodak	9:00-9:30	7	
Kraft TV Theatre	* Kraft Foods Division	9:00-10:00	4	
THURSDAY	Garry Moore	* Libby, McNeill & Libby	10:00-10:15	2
	Treasure Hunt	o Mentholatum	10:30-10:45	4
	Tic-Tac-Dough	Kraft Foods Division	12:00-12:15	4
	Beat the Clock	* Libby, McNeill & Libby	2:00-2:15	2
	Matinee Theatre	Kraft Foods Division	3:00-3:15	4
	Modern Romances	Kraft Foods Division	4:45-5:00	4
	Comedy Time	Kraft Foods Division	5:00-5:15	4
	Sgt. Preston of the Yukon	# Quaker Oats	7:30-8:00	2
	Zorro	* Seven-Up	8:00-8:30	7
	The Real McCoys	Sylvania	8:30-9:00	7
The Ford Show	Ford Division	9:30-10:00	4	
The Lux Show	Lever Brothers	10:00-10:30	4	
Jane Wyman Show	# Quaker Oats	10:30-11:00	4	
FRIDAY	Treasure Hunt	o Brillo Mfg. Co.	10:45-11:00	4
	Garry Moore	# Lever Brothers	10:45-11:00	2
	The Price Is Right	* Mentholatum	11:15-11:30	4
	Hotel Cosmopolitan	# Swift & Company	12:00-12:15	2
	Beat the Clock	* Eastman Kodak	2:00-2:15	2
	Beat the Clock	o Atlantis Sales	2:15-2:30	2
	House Party	Lever Brothers	2:30-2:45	4
	Modern Romances	* Brillo Mfg. Co.	4:45-5:00	4
	Comedy Time	* Mentholatum	5:15-5:30	4
	Life of Riley	# Lever Brothers	8:30-9:00	4
Zane Grey Theatre	o Ford Division	8:30-9:00	2	
Schlitz Playhouse	* Schlitz Playhouse	9:30-10:00	2	
SATURDAY	Have Gun - Will Travel	o Lever Brothers	9:30-10:00	2
	Gisele MacKenzie	* Scott Paper	9:30-10:00	4
SUNDAY	Meet the Press (pre-empt)	* Pan American	6:00-6:30	4
	Ed Sullivan Show	o Eastman Kodak	8:00-9:00	2

* Major Sponsor

o Minor Sponsor

Thompson not agency of record