

J. Walter Thompson Company News

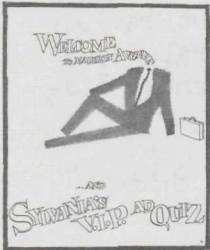
CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

LIBRARY-RESEARCH DEPT.

JUL 8 1958

Vol. XIII, No. 26

500 PURCHASING AGENTS ASKED TO JUDGE SYLVANIA LAMP ADVERTISING



New York... Over 500 purchasing agents will receive a brochure next week outlining Sylvania's V.I.P. advertising quiz. This unique merchandising idea provides the purchasing agents with a chance to put on their "gray flannel suits" and become advertising experts by judging the best advertisements in the 1958 Sylvania Industrial series. It, in turn, gives Sylvania Lighting Division a means of placing its advertising messages on the desks of the men who count — the purchasing agents.

The contest is simple and fun. All the agents have to do is number the eight advertisements in order of their choice on the enclosed entry card and submit it before September 26. Each entry will be judged on the basis of comparison with the tabulated ratings of all entries submitted. The two district entries most closely matching the group tabulation will become winners of handsome attaché cases — "emblem of the successful advertising expert." In addition, every entrant will receive an attractive cigarette box.

This is the second contest of its kind which Sylvania has run. Last year's quiz brought extremely good results which not only led to increased business, but opened the door to new contacts.

PAN AM'S LATIN AMERICAN DIVISION USES "BANNER" NEWSPAPER ADVERTISEMENTS SELLING DESTINATIONS

Miami... Currently running in 90 newspapers in six languages — English, Spanish, French, Dutch, Portuguese and Italian — are 30- and 15-inch advertisements for Pan American selling their major destinations. Resembling miniature posters, each advertisement in the series has a single attention-getting element — usually the headline — and all bear a certain family resemblance. Although each advertisement takes up only 30 inches of space, Miami Office reports that they have managed to dominate the newspaper pages in which they appear.



In addition to being effective newspaper advertisements, these 30-inch strips also can be printed on colored construction paper, folded, and used as direct mailing pieces with an additional message on the back.

LEVER SPONSORS TV AND RADIO BROADCASTS OF NEW YORK PHILHARMONIC'S OPENING CONCERT IN SÃO PAULO

São Paulo... On June 5, Lever Brothers (Brazil) carried the two-and-one-half-hour-long opening concert of the New York Philharmonic Orchestra on both television and radio in São Paulo, Brazil. The concert was one of a series of presentations of the orchestra in Latin America sponsored by the United States Government. Thompson-São Paulo, who prepared the pre-concert advertisements running in local newspapers, gave the production its closest attention and supervision, with the co-operation of the stations involved.

"The result was extremely gratifying," writes São Paulo Office. "One person closely connected with the orchestra stated that 'this was one of the best television presentations of the Philharmonic Orchestra we've ever seen anywhere.' The intense interest shown in the appearance of the orchestra, which was directed by Dimitri Mitropoulos, was reflected in the IBOPE ratings (Brazilian audience count) which showed share of audience moving over the time period from a low 50% to a high 95%."

Lessons in advertising: "He who chaseth two rabbits catcheth none"

"He who chaseth two rabbits catcheth none" is one of the accepted advertising facts included in the Thompson series, "Some things we have learned..." For our use this old saying is applied to planning advertising, and acts as a warning that "if you try to cover too much ground at once, you may miss your objective."

The Thompson monograph explains it this way: Display is most effective when...

One central thought occupies the reader's attention

NEW! - a revolutionary lotion.

Scientifically years ahead

Amazing effects right away!

Chopping shows quickly
Radonized skin
Ponds skin lotion

Give it these hard tests

Angel Skin
by Ponds

This layout features six illustrations and several subheads, yet it still pursues only one rabbit -- the superiority of Angel Skin.

message contained in the main head. But too many subheads scattered over a layout compete with the main head. They distract a reader, rather than carry him along.

Italics and capitals are used sparingly for special emphasis

"Italics, capitals and underscoring are helpful in placing emphasis, just as you would emphasize a word or words when speaking. But when overdone, the effect is ruined. If everything is emphasized, nothing stands out.

"To be inviting, the message must look easy to read. Arrange your display to fit the space at your disposal.

"These principles apply in television as well as in other media. Too many voices, too many sound effects, too many things to watch will merely confuse and irritate the viewer, rather than catch his attention.

"In some cases, more display is permissible than in others, but in every instance you should be satisfied that an exceptional amount of display is justified by exceptional circumstances."

"A headline flashes to the reader the main point you want to make. But several headlines scattered over the same layout merely cancel each other out. They are just like a room full of people all shouting at once -- nobody is heard.

Subheads do not compete with the main head

"Well-arranged subheads can support and explain the mes-

General Foods stresses fight for "share of consumer mind"

"Never static, the food industry is affected by short-term conditions and long-term trends which both create problems and present opportunities," General Foods Corporation states in its 1958 Annual Fiscal Report.

The following excerpts from this interesting report point up these challenges and opportunities:

"Long-range trends which challenge the food processing industry are:

"The increasing difficulty of maintaining an adequate profit margin in the face of consumer resistance to rising prices on the one hand, and increasing costs -- especially of wages and transportation -- on the other.

"The increasing cost of advertising in all media, together with the keener competition for 'share of consumer mind' which must, of course, precede getting a better share of market for GF products.

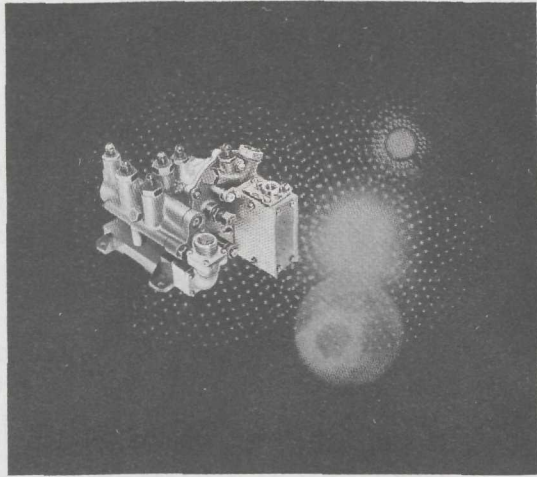
"The constant stream of new products and variations of existing products seeking a market, which leads to what aptly has been described as 'a jungle battle for shelf space in stores and supermarkets.'

"The steadily increasing concentration of buying power in hands of fewer grocery chains, which control their distribution channels and, through strong sales emphasis, push their own brands. They thus are both customers and competitors at the same time.

"In today's battle for markets, several pertinent points should be considered:

"The term 'advertising' no longer means simply advertisements in newspapers and magazines. Nor does inclusion of television and radio commercials make the picture complete. Today advertising embraces all phases of commercial communication with consumers, and all of the many types of consumer 'deals' and incentives."

OUT OF THE LABORATORY



Transforming hot air into facts, pneumatic computers now under development at AiResearch will be capable of operating at temperatures of 1000°F. The unit above measures temperature, pressure ratio and altitude in the afterburners of supersonic jet engines. This data is then converted into pneumatic, electric and hydraulic functions for more efficient operation of the aircraft. It's another Garrett contribution to industrial progress.

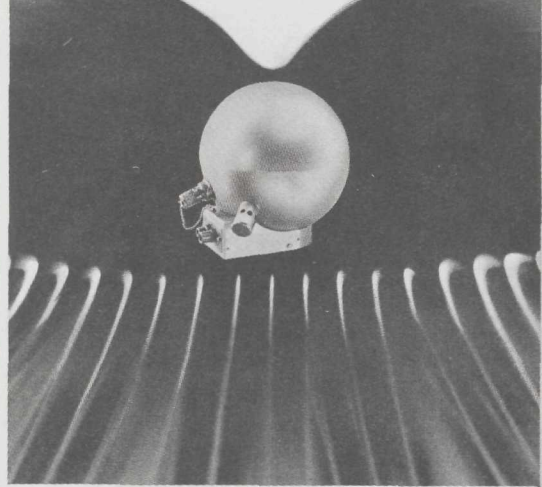
• Outstanding opportunities for qualified engineers



AiResearch Manufacturing Divisions
LOS ANGELES 45, CALIFORNIA • PHOENIX, ARIZONA

OTHER DIVISIONS AND SUBSIDIARIES: AIRESEARCH INDUSTRIAL • REX • AIRSUPPLY • AIRESEARCH AVIATION SERVICE
AERO ENGINEERING • GARRETT SUPPLY • GARRETT CORPORATION OF CANADA • C. W. MARWEDEL • AIR CRUISERS

OUT OF THE LABORATORY



Human survival in outer space is possible only with a continuous supply of oxygen. The lightweight AiResearch high vacuum container above maintains oxygen in liquid form at -297° F, converting it as needed into a warm, breathable gas. Equally important, the system will maintain other gases as liquids for use in guidance system temperature control, suit ventilation, pressurization, powering control systems and to cool missile and aircraft skins upon re-entry into the atmosphere. It is another Garrett contribution to man's conquest of space.

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THE GARRETT CORPORATION RECEIVES AWARD FROM NIAA FOR ITS "OUT OF THE LABORATORY" INSTITUTIONAL CAMPAIGN

Los Angeles...The Garrett Corporation recently received a special award for outstanding advertising from the National Industrial Advertisers Association of Southern California. The award was presented to the company for its "Out of the Laboratory" campaign — a continuous series of advertisements which started 18 months ago and tell of the superior product developments and contributions Garrett has made to America's industrial progress, defense and conquest of space. Advertisements publicizing these contributions in air research run in four national magazines: TIME, NEWSWEEK, U.S. NEWS & WORLD REPORT and FORTUNE.

The objective of this B&W campaign is to create a stronger corporate identity by pre-selling Garrett's engineering abilities, manufacturing facilities and management leadership to top-level business, military and government leaders. The purpose is to broaden the company's markets, attract investment dollars and secure outstanding engineering-management personnel.

The result is that today all divisions of The Garrett Corporation hold their strongest competitive position and greatest share of the market in company history — and their projected media plans call for more institutional advertising than ever before.

In receiving the special award from the National Industrial Advertisers Association of Los Angeles, The Garrett Corporation competed with industrial advertisers and agencies advertising to industry.

The competition was judged on the basis of campaign effectiveness contained in a 100-word statement of objective accompanying each of the 72 entries.

In addition to the outstanding entry award, Garrett also received the Publication Advertising for Products Award.



Those receiving certificates at the Annual Industrial Advertising Awards Competition banquet in Los Angeles were: (left to right) Oren Smith, art director, Los Angeles Office; Ted Burke, director of public relations and advertising, The Garrett Corporation; Chuck Hansen, advertising manager, The Garrett Corporation; and Bob Milliken, account representative, Los Angeles Office.

Life-long taste for travel



GORDON W. EFFER --Toronto

"Champion exam misser"

Stop by Gordon Effer's office sometime -- and listen. You may find this Senior Representative in the Toronto Office arguing in Spanish or Portuguese over the telephone -- or cutting through a mass of irrelevancies to the central core of an advertising problem. Drop by again, and he'll be playing the recorder as background for a new jingle or on the phone again organizing a fund-raising campaign for the Anglican Church in Agincourt, Toronto, of which he is a lay reader.

Gordon Effer was born in Brazil, where his parents were Salvation Army missionaries. He quickly developed a love of music and later played the cornet in the Canadian Salvation Army Band which toured Canada and the U.S. in 1949. (He still plays the trumpet, recorder, trombone -- now for the benefit of Thompson clients.)

Gordon's mixed schooling explains the difficulty of pinpointing his origin by the Effer accent. Initial schooling in Brazil

was followed by two years in England, three years at an English school in Cuba, and then another three years in the American College in Havana. We have an early example of Gordon's ability to get down to the roots of a problem in his autobiographical notes: "Cuban schools had a wonderful system of not requiring students to take exams if they maintained certain averages every month. By dint of scraping this crucial percentage, I became the school's champion 'exam misser'."

In 1944, Gordon joined the Canadian Army and then, at the war's end, entered the University of Toronto. An advertising firm had an opening and Gordon Effer took it. First he worked in the Research Department. Within a year he was transferred to the Head Office in Chicago. From then on things moved fast. "I had glamorous things to do" Gordon tells us, "like travelling all over the States in Air Force planes trying to find out why people don't join the armed services in peace time. Almost overnight I was sent to Mexico and then Colombia... and finally went to Rio de Janeiro."

In 1948 Gordon married a young girl named Joy. He had met her in Toronto two years earlier when she returned from a childhood spent in China -- with the war years in a Japanese concentration camp. Five years later, the travelling Effer returned to Toronto and Gordon joined Thompson. At first he worked as an Assistant Representative and then in 1956 he moved to Senior Representative responsibilities.

With Terry (7), Eileen (4) and Wendy (3) the Efferes live in Agincourt just outside Toronto.

Between times Gordon manages to read voraciously and to indulge in his life-long taste for travel.

PEOPLE

AMEDEE COLE (right) joined NYO Editorial last week. CLIFF BADGER (SF) was recently elected secretary-treasurer of the Northern California Chapter of the NIAA. ARTHUR KOPONEN and MARIANNE KEATING (NY) received two of the 17 prizes awarded by the SATEVEPOST in its Bonus Circulation Contest. Their prizes: fashionable straw skimmers! HARRY LEE (SF) opened the Second Annual Advertising Workshop at



San Francisco State College June 16 with an address on "The Uses and Understanding of Advertising." LOWELL MAINLAND (SF) moderated a panel of advertising experts, sponsored in cooperation with the San Francisco Advertising Club, as they discussed "Placement of Advertising" on June 19. ATTENTION NYO MEMBERS: JAMES WEBB YOUNG will further develop his views on the structure of a good advertisement (NEWS 6/9) at a Copy Seminar on Thursday, July 3, 1:00 p.m., 10th floor Conference Room. All are welcome. CLASSIFIED DEADLINE - Tuesday, July 1.



1. New Homes. People *will* buy more new homes when value is brought more nearly in line with price. *Proof?* More than 50 new homes sold in two weeks during a Kingsberry Homes promotion in Atlanta's suburbs. Pre-fabricated

homes represented about 7% of industry sales in 1957 and may account for 50% ten years from now. And, allied to new home purchases, is the purchase of 17 other "big ticket" items—from freezers to power mowers.



2. Remodeling. For every new house built it is estimated 40 old houses are prospects for remodeling. In a recent survey, 3 out of 5 homeowners—about 32 million—wanted some kind of remodeling on their homes. Johns-Man-

ville estimates that typical remodeling jobs vary from about \$400 for new siding down to about \$27 for acoustical ceiling . . . average around \$195. This suggests a current opportunity for home remodeling of over \$6.2 billion.

America's greatest marketing

—the house we live in!

THE NEED:

Remodeled homes — Over 27 million homes need updating *right now!*

New homes — At the rate of two million each year by 1970—or sooner!

Our standard of *housing* has lagged behind our standard of *living*!

Fully half of our homes were built more than 30 years ago—for a different way of life!

Think of the 1928 model home. There was no TV . . . no air-conditioning . . . few radios or home appliances. Only the very rich needed two-car garages.

Now compare the 1958 model home. Four out of five have TV . . . virtually all have radio . . . one family in every ten has air-conditioning . . . one in five has a

freezer. And one family in every six owns two or more cars.

The home of a middle-income family has as many as 10 major appliances . . . 25 smaller appliances.

And the number of families with three and four children has increased almost 50% since 1940.

The result?

Millions of homes bulging at the seams. Homes with not enough bedrooms, closets, bathrooms. Homes with inadequate storage space, garages too small to hold even one car.

Homes poorly insulated, with old-fashioned heating, inadequate wiring.

Millions of these homes are victims of "Habit Lag"—that tendency to postpone a better standard of living long after a higher income has been achieved.

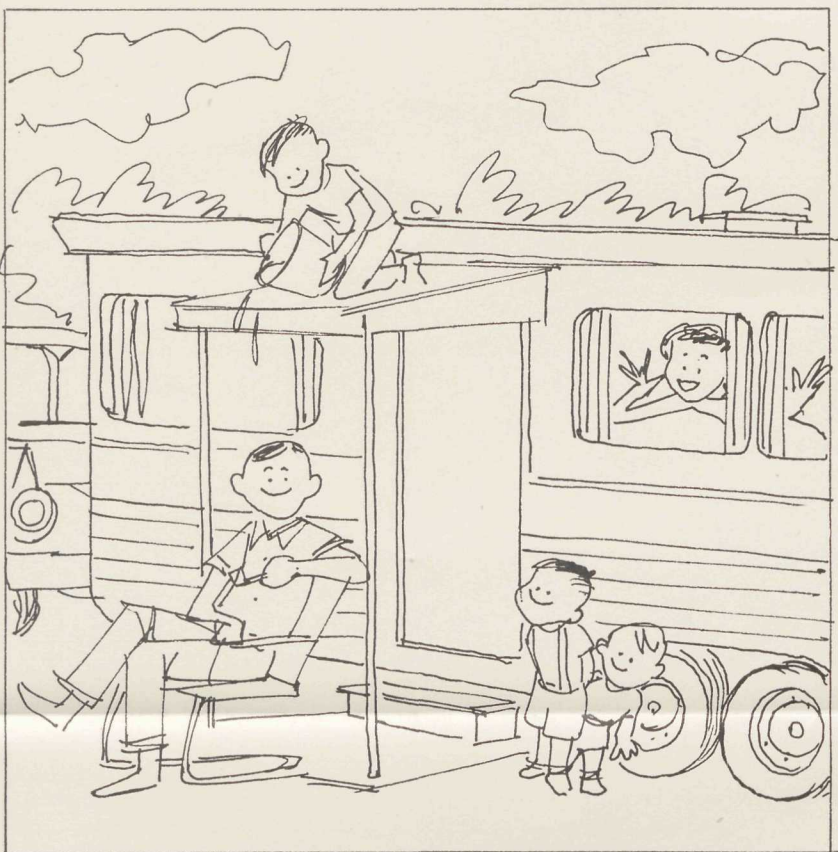
These homes cry for remodeling. They represent a marketing opportunity conservatively estimated at \$6.2 billion this year.

But these 27 million homes built over 30 years ago are only part of a great marketing opportunity.

Millions of newly formed families seek homes where they can live gracefully—free

Dr. Samuel Johnson, 1750:—

"To be happy at home is the ultimate result of all ambition, the end to which every enterprise and labor tends, and of which every desire prompts the prosecution."



3. Mobility. Mobile homes accounted for one out of every ten home sales last year. Mobile Homes Manufacturers Association is finding a growing acceptance for this modern kind of living. The price—\$3000 to \$9000—is attractive to

newlyweds, retired couples, servicemen's families, workers who follow job markets, those who want a weekend home and those who, like many farm families, want to take their homes with them on long vacations.



4. Many industries benefit from increased home ownership by designing products with special appeals: Owens-Illinois with new applications for glass block in homes; Devoe & Raynolds with new paints; Roddis Plywood with

wall panels for do-it-yourself home decorators; Johns-Manville with non-metallic, rust-free pipe for growing water and sewage systems. Portland Cement—"sound conditioned" concrete for mushrooming road systems.

opportunity

from the drudgery of the old-fashioned home—free to enjoy today's new leisure. **And they have the income to fulfill their needs and dreams.**

Today—mass millions are moving up the income scale. They do not need to settle for rented homes or second-class homes. About half of our urban families have incomes over \$5,000—enough to finance a modern home costing \$12,500. In most cases it is actually cheaper for them to own than to rent.

Housing experts say that right now we are falling behind actual minimum housing needs of our expanding population by two or three hundred thousand units a year. If we built just 250,000 extra homes this year—at an average \$12,500—it would put an additional 3.1 billion dollars into the economy, *over and above* the \$12.5 billion of new housing conservatively expected.

Who holds the key to this great new marketing opportunity?

The builder? He needs to offer more house for less money through greater use of modern production methods . . . pre-fabrication . . . modular units, plus the technological developments of allied industries. *But he can not do it alone!*

He must have the imaginative help of industries interested in home building . . . he needs the enlightened co-operation of labor unions. Land must be made available at reasonable prices. A steady flow of low-cost credit must be available to home buyers.

A united effort among all these interests can break through the Habit Lag barrier and help the industry realize its greatest opportunity. The clients of J. Walter Thompson

Company mentioned on these pages—and *many other* firms whom we are privileged to serve—are already contributing to this effort.

How this challenge is met will be the largest single influence in determining whether we will achieve our nation's goal of a 50% growth in our economy over the next ten years.

* * *

Habit Lag affects most industries—and can be beaten by new and improved products presented more compellingly to the market. If you would like to explore the opportunity Habit Lag offers in your industry, we would be happy to discuss it with you.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami