

# *J. Walter Thompson Company* News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

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January 20, 1957

## **THOMPSON APPOINTED CONSULTANTS FOR CHICAGO INTERNATIONAL FAIR**

**Chicago...** The J. Walter Thompson Company has been appointed marketing and public relations consultants for the Chicago International Fair and Exposition to be held in that city in 1959.

In announcing the appointment last week, Mr. Richard Revnes, managing director of the Fair, stated in part:

"In gaining the benefits of the J. Walter Thompson Company's 'on the spot' advertising knowledge and facilities in all major cities, the fair has taken a giant step forward toward ultimate success. We have found that selling overseas businessmen on Chicago as a world port and on the Chicago International Fair as an important marketing opportunity requires first hand familiarity with the ideas and methods."

Mr. John Willem and Mr. A.I. Cameron of Thompson's Chicago Office will serve as heads of major committees for public relations and international marketing. As such, they will be working intimately with the city's industrial and commercial leaders.

The Fair will coincide with the opening of the St. Lawrence Seaway, by which Chicago will become an important seaport.

Appointment of the Company followed a round-the-world trip by the Fair's Mr. Thomas Coulter, during which he was received and assisted by our offices in 13 countries. These offices are now to be used for localized promotion of the Fair in all major world markets.

### **Brussels Office preparing for World Fair**

Meanwhile Thompson clients and prospects in many countries are exploring possibilities for programs of publicity which will enable them to capitalize on their participation in the Brussels World Fair to open April 17. The new publicity office in Brussels has already acquired several such accounts, and inquiries are mounting.

## **OUTSTANDING RESULTS OF '57 "EAT OUT" CONTESTS PROMPT THEIR EXPANSION**

**New York...** 'Round the clock during February, seven disc jockeys on KFWB, Los Angeles, will be inviting Southern California housewives to complete in 25 words or less, "I deserve to eat out at least once a week because..."

Thousands of Washington, D.C. homemakers are already busy on entries for the same contest in their area and soon married women in New York City will be jotting down their 25 words at the invitation of WRCA.

These are the first of 75 cities where localized "Eat Out" contests, sponsored by the Fleischmann Division of Standard Brands (NY), will be conducted in 1958. The four weekly winners in each city will receive eight free meals at the restaurants of their choice, plus baby sitter fees on "eating out" nights.

Last year the "homespun" appeal of these "hometown" contests in 50 cities earned the praise of restaurant associations, radio stations and Standard Brands salesmen. The NYO Public Relations Department, with the help of the local Radio-TV Department and using Thompson Field Office personnel as contacts, developed this series of contests for Standard Brands. Boston's WBZ-WBZA recorded over 10,000 entries during the month-long campaign to top the contests' success last year.

Designed to encourage more people to eat out more frequently and thus create greater good will between the restaurant associations and Standard Brands, each contest was conducted entirely in the name of the local restaurant association. Disc jockeys aired the contest, supplemented by newspaper publicity, flyers and tent cards and bulletins prepared by Thompson.

Local restaurant associations and radio stations offered additional publicity aids — Sacramento's mayor issued an "Eat Out Month" proclamation and Chicago's restaurant and radio marquees kept the contest in the limelight. Dallas winners received additional prizes of theater tickets.



## New food developments show continuous trend toward better eating, easier meal preparation

Numerous innovations occurred in the world of food during 1957 and the new year continues to indicate a trend toward more nutritious eating and easier meal preparation. Libby, McNeill & Libby (Chi.), currently in its 90th year of operation, is marketing over 250 food items. Its most recent contributions are Vim, a vegetable cocktail; Tropi-Cal fruit punch in both canned and frozen form and an old favorite in a new dress -- tomato juice in 6-pack cartons.

Regional tastes are being considered by Libby in the vegetable field. Such area favorites as black-eyed peas and turnip and mustard greens are available in appropriate markets. Ravioli will be added to the canned meat line during 1958. Libby's fruit category will be expanded to include minted frozen pineapple and frozen 9-inch pies in six flavors. Even the baby's menu will be more diversified with Libby's introduction of asparagus, creamed corn and sweet potatoes.

Glamor, through packaging, is finding its place in seasonings, as shown by McCormick & Company's new gourmet line of over 60 herbs and spices in colorful bottles with plastic shaker tops. Other notable developments are three new Swans Down Cake Mixes -- banana, lemon flake and chocolate chip and Post's ready-to-eat cereal in sugar-sprinkled alphabet form. Breakfast will be further simplified by Tang, an instant nutritious orange drink by General Foods which mixes easily with water and requires no refrigeration.

### This week's exhibit in the NYO Art Dept.



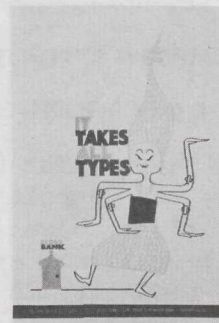
features the works of Tomi Unger, cartoonist and illustrator and Robert Berenson, photographer. This is the second Thompson exhibit for Mr. Unger, whose work has been published by such magazines as CHARM and SPORTS ILLUSTRATED. Burroughs Company has employed his talents in its advertising as a direct result of his first exhibit in NYO.



A graduate of Syracuse, Mr. Berenson has done photography for Eastman Kodak. He likes to incorporate the documentary feel in his pictures to the field of advertising, catching the "decisive moment" of a situation with his Rollex.

## "Circulate with the best at the J. Walter Thompson Blood Bank" on January 23 and 24

New York... "D" Day (Donor Day) for the NYO J. Walter Thompson Blood Bank is scheduled this year for January 23 and 24. On these two days the bloodmobile will be in the 10th Floor Conference Room from 9:15 to 2:45, with coffee and donuts on hand for donors.



The theme of this year's campaign is "It takes all types." A teaser program, "Circulate with the best at the J. Walter Thompson Blood Bank," began last Thursday and ends today. This will be followed up tomorrow and Wednesday with a poster campaign prepared by the Art Department (see above).

Last year it took 348 prospective donors to get 258 vital pints of blood. The number of last year's withdrawals exceeded the 1956 figures by 10 pints.

It is imperative that once again this year the Bank be sufficiently filled for all emergencies. This aim can be accomplished only through the full co-operation of all of us.

### Operation flu vaccine -- PAA airlift delivers drug from NYO to Tokyo Office

Tokyo... A recent emergency call for flu vaccine from members of the Tokyo Office demonstrated once again the ability of Thompson offices and clients to tackle a problem effectively.

"The co-operation of everyone all along the line was tremendous," writes Tokyo Office. "After the New York Office quickly made the purchase and shipped it via Pan American Airways, the local PAA people went all out for us to make delivery. This required fast work with the Ministry of Health and Japanese Customs, both of whom were very co-operative.

"The final step was getting a doctor, and, in this connection the READER'S DIGEST people came through with some more wonderful assistance. Within a day of the receipt of this vaccine, our staff members had received their shots."



# NEW POND'S COLD CREAM CAMPAIGN BUILT ON EMOTIONAL TENSION THEME

New York... The proposition that emotional tensions arising in everyday life can have an adverse effect on skin beauty is a new discovery in the cosmetic field. Pond's Cold Cream advertising during 1958 will use this fact, supported by skin authorities, to build a new, contemporary brand image for Pond's. The approach is timely and topical in its appeal to all women.

Consumer advertising, beginning this month, will emphasize the beautifying qualities of Pond's in replacing the beauty oils drained away by the tensions of everyday living or low-fat diets. Text always includes the promise of deep, thorough cleansing as the means of replacing these essential oils.

## Emotional Tensions

drain your skin  
of beauty oils  
— every day

Skin authorities say the emotional tensions of everyday life can drain your skin of its own beauty-giving fluids. That's why by evening, your skin looks drawn and dry.



The poppy tracks in mud... Baby upsets the bath powder... Your nerves jangle... as the youngsters wrangle!

Pond's exclusive formula replaces  
the beauty oils that tension drains away



Oh—what a blissful feeling—when Pond's brings your beauty alive again! As you cream and cleanse your skin with Pond's Cold Cream—you relax luxuriously—tension lines fade. Taut skin smooths out. A wonderful softness steals over your whole face.

Deep-cleanses to let beauty oils in Today, your skin is thirstier than ever for Pond's rich "beauty oil" formula. As it deep-cleanses, Pond's replaces the softening oils your skin has lost through the "rush" hours of your day.

This is the beauty extra that Pond's Cold Cream gives you—the surge of excitement you feel as your skin glows with fresh renewed radiance. He'll notice it, too, when you're close enough to kiss. You need never be too busy to be beautiful. Let Pond's Cold Cream work this magic for you—tonight.



Today—in 37 seconds—bring out the beauty that is naturally yours

You need never be too busy to be beautiful

This Pond's advertisement appears in the February issues of LIFE and LADIES' HOME JOURNAL. B&W pages also will run in GLAMOUR and CHARM.

## New TV commercials to begin in February

Next month Pond's will initiate three 60-second daytime television commercials, also based on the emotional tension theme. Opening with a situation picturing a lovely young bride, fiancée or model, the story unfolds to tell of yesterday's bride, for example, in her role as today's wife, mother, cook and chauffeur. Thus, Pond's prime market -- the 25 to 35 age group -- will see their daily activities demonstrated (right) as they learn how and why Pond's Cold Cream is the most effective beauty aid, replacing the beauty oils lost during the busy hours of modern-day living.

POND'S COLD CREAM  
ONE MINUTE FILM COMMERCIAL  
"BRIDE"

1. Open on MCU beautiful radiant bride as she walks toward camera, until her face is ECU.



MUSIC: establish wedding march, up and under

ANNCR: From this day forward...

MUSIC: Change from wedding march to music with quicker tempo, BG.

2. Match diss, to same woman. Pull back to show her MCU in attractive house dress as she finishes dusting table, then picks up vacuum and carries it off hurriedly.



ANNCR: Begins a happy new life -- and a busy one. Now you have a house to clean...

3. Diss, to woman bending over crying boy's finger. Move in on CU her face as she kisses boy's finger. Her face looks tired.



... meals to plan -- a family to care for -- and sometimes to worry over.

4. Diss, to MCU same woman at dressing table. She holds her hands to her temples, looks tired. Should be in crisp (not filmy) robe.



By evening you're worn out... and it shows in your face.

5. She reaches for jar of Pond's. Moves it nearer face, as she opens jar.



Skin authorities say that these everyday tensions actually change the chemistry of your skin -- drain away the natural oils that keep it lovely.

6. She begins to apply cream as camera moves in.



That's why -- your skin needs Pond's Cold Cream.

7. CU girl holding jar near her face, as she applies. "Moisture" ripples from jar to face on cue "formula replaces."



As Pond's deep-cleanses -- its famous beauty-oil formula replaces the vitalizing oils your skin has lost... puts back the beauty that is rightly yours.

8. Water diss, to same girl. CU looking radiant as she moves hands along skin. Man comes in toward her from front screen.



You can feel your thirsty skin soften -- smooth out -- see it glow!

9. Move in for ECU woman's lovely face, seen from over husband's shoulder.



MUSIC: COMES IN UNDER Others will notice it, too! -- and say: She's busy -- but she's lovely...

10. Cut to CU jar Pond's.



... she uses Pond's (PAUSE) Pond's Cold Cream



## His life is centered around the "unexpected"



WOODROW BENOIT --New York

"It's only 40 miles from home"

It's a wonder that TV Group Head Woodrow F. Benoit (everyone calls him "Woody") maintains a desk in any particular office at J. Walter Thompson, since his duties require considerable traveling. However, traveling and the "unexpected" have played a major role in Woody's life.

In 1941 Woody enlisted in the U. S. Army -- hoping for Infantry assignment. Without any consideration for his aversion to horses, the Army immediately assigned him to the Cavalry. This was not the only unexpected occurrence in his military career. When he appeared before the O.C.S. Board and was asked why he wanted to go to Officer's Candidate School, he quickly replied -- "It's only 40 miles from home." The Board was so astounded by his honesty that they accepted him on the spot.

Journeying through the ranks to a Captaincy in the Signal Corps, his duties as company commander carried him from the "Rock Bound Coast of Maine" to the "Lava Laden Shores of Hawaii."

The conclusion of the war found Woody journeying from his native Edgewater, New Jersey, to the hallowed halls of Syracuse University. Here, he became interested in Television and followed this interest by becoming Production Chief of the College TV Workshop, where he gained some practical, on-the-set experience. Further activities also included his presidency of the honorary radio fraternity, as well as his social fraternity.

Graduation brought not only a Magna Cum Laude degree, but also a lovely blonde wife, Caroline.

Again the unexpected happened. The young college graduate, who aspired to a television career, actually got his very first job in Television. He joined the rapidly expanding TV Department of Young & Rubicam. While at Y&R Woody traveled to Paris and London as part of his assignments on "Robin Hood." He also worked on "The Ed Sullivan Show" for Lincoln.

In February, 1957, he joined the J. Walter Thompson Company as a Television Group Head. Once more he was in for a surprise, for shortly after, he again found himself on the set with Ed Sullivan -- only this time for Eastman Kodak.

Along with Eastman Kodak, Woody heads up the television group for Sylvania and Standard Brands, which adds up to trips to Hollywood and Rochester with the regularity of a commuter.

Along with Woody and Caro in their newly purchased Ridgewood, New Jersey, home, which they are in the process of remodeling, are Peter, Stephen and Caren. Outside activities include membership in the St. Joseph's Players Guild, where Woody has directed many plays. Who knows what other unexpected events will mark the career of our prepossessing Woody Benoit.

## PEOPLE

CHESTER CURTIS (Detroit) has won the \$1,000 first prize in a highly competitive copywriter's contest conducted by Time, Inc. A Thompson writer for the past 12 years, Mr. Curtis will receive his award at the Plaza Hotel in New York on January 23. He won the contest with a promotion letter

designed to be directed to advertisers and their agencies. Engaged: MARY JO BOZUNG (LA) to George Wing; LOUISE MORROW (LA) to Wayne G. Davis; ANNE HOFFMAN (LA) to Berne Rolston. Married: JOAN MIANO (LA) to Gerald Ranslem on December 26.



# TV program schedule for the week of January 19th

MONDAY	Treasure Hunt	* Mentholatum	10:45-11:00	4
	The Price Is Right	* Mentholatum	11:15-11:30	4
	The Price Is Right	o Chesebrough-Pond's	11:15-11:30	4
	Tic-Tac-Dough	o Church & Dwight	12:15-12:30	4
	House Party	Standard Brands	2:30-2:45	2
	The Verdict Is Yours	o Standard Brands	3:30-3:45	4
	The Verdict Is Yours	o Atlantis Sales	3:45-4:00	4
	The Edge of Night	# Standard Brands	4:45-5:00	4
TUESDAY	Suspicion	* Ford Division	10:00-11:00	4
	Treasure Hunt	* Chesebrough-Pond's	10:45-11:00	4
	Arthur Godfrey	Pharma-Craft	11:00-11:15	2
	The Price Is Right	* Chesebrough-Pond's	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
	As The World Turns	o Atlantis Sales	1:45-2:00	2
	The Verdict Is Yours	# Swift & Company	3:45-4:00	2
WEDNESDAY	Queen For A Day	# Standard Brands	4:00-4:15	4
	Comedy Time	* Chesebrough-Pond's	5:00-5:15	4
	Eve Arden Show	* Lever Brothers	8:30-9:00	2
	Arthur Godfrey	Libby, McNeill & Libby	11:00-11:15	2
	As The World Turns	* Atlantis Sales	1:45-2:00	2
	House Party	# Lever Brothers	2:30-2:45	2
	The Edge of Night	* Atlantis Sales	4:45-5:00	4
	Comedy Time	# Lever Brothers	5:00-5:15	4
THURSDAY	Comedy Time	o Mentholatum	5:15-5:30	4
	Father Knows Best	* Lever Brothers	8:30-9:00	4
	Father Knows Best	o Scott Paper	8:30-9:00	4
	Ozzie & Harriet	Eastman Kodak	9:00-9:30	7
	Kraft TV Theatre	Kraft Foods Division	9:00-10:00	4
	Tic-Tac-Dough	Kraft Foods Division	12:00-12:15	4
	Matinee Theatre	Kraft Foods Division	3:00-3:15	4
	Modern Romances	Kraft Foods Division	4:45-5:00	4
FRIDAY	Comedy Time	Kraft Foods Division	5:00-5:15	4
	Zorro	o 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
	Garry Moore	* Libby, McNeill & Libby	10:00-10:15	2
	Garry Moore	# Lever Brothers	10:45-11:00	2
	Treasure Hunt	o Chesebrough-Pond's	10:45-11:00	4
SATURDAY	The Price Is Right	o Mentholatum	11:00-11:15	4
	Beat the Clock	o Eastman Kodak	2:00-2:15	2
	House Party	# Lever Brothers	2:30-2:45	2
	The Verdict Is Yours	* Libby, McNeill & Libby	3:30-3:45	2
	Modern Romances	o Brillo Mfg. Co.	4:45-5:00	4
	Life of Riley	# Lever Brothers	8:30-9:00	4
	Zane Grey Theatre	* Ford Division	8:30-9:00	2
	Schlitz Playhouse	Schlitz Brewing Co.	9:30-10:00	4
SUNDAY	Have Gun - Will Travel	* Lever Brothers	9:30-10:00	2
	Gisele MacKenzie	o Scott Paper	9:30-10:00	4
SUNDAY	Omnibus	Aluminium Ltd.	4:00-5:30	4
	Meet The Press	Pan American	6:00-6:30	4
	Ed Sullivan Show	* Eastman Kodak	8:00-9:00	2

\* Major Sponsor

o Minor Sponsor

#Thompson not agency of record



January 23

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

"Slaves of the Eagle." An imposter passes himself off as the king's tax collector and imposes heavy taxes. Those who can't pay the taxes are forced into slavery.

January 23

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

"The Matchmaker." While rabbit-hunting with Grampa, Luke and Pepino meet a man and his dog. The chance meeting leads to trouble.

January 23

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

Singer Molly Bee is Ernie's guest star.

January 23

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

Pre-empt

January 24

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

"Movie Struck" with guest star George Montgomery. When Riley's niece Annie and her friend Dolly fall for the glitter and glamour of Hollywood George Montgomery tries to disillusion them.

January 24

ZANE GREY THEATER -- 8:30-9:00 Channel 4  
Ford Division - major

Dan Duryea in "This Man Must Die." A man sentenced to hang escapes and returns to his home town to kill the witness whose false testimony convicted him.

January 24

SCHLITZ PLAYHOUSE -- 9:30-10:00 Channel 7  
Schlitz Brewing Company

Rod Steiger stars in "The Lonely Wizard."



January 24  
HAVE GUN - WILL TRAVEL -- 9:30-10:00 Channel 2  
Lever Brothers - major

Starring Richard Boone.

A bully goads a well-meaning half-wit to put a burr under a horse's saddle. When a rancher's wife has both legs broken trying to ride it, Paladin is accused of causing her accident and has to prove his innocence before being shot down by a posse led by the husband of the injured woman.

January 25  
GISELE MacKENZIE -- 9:30-10:00 Channel 4  
Scott Paper - minor

No guest star scheduled at time of printing.

January 26  
OMNIBUS -- 4:00-5:30 Channel 4  
Aluminium Ltd.

Starring Cyril Ritchard.

January 26  
MEET THE PRESS -- 6:00-6:30 Channel 4  
Pan American

January 26  
ED SULLIVAN SHOW -- 8:00-9:00 Channel 2  
Eastman Kodak - major

Ed Sullivan's guests will be Georgia Gibbs, Jimmy Rodgers, Wally Griffin, The Crickets, Billy Myles - singer, Duke University Glee Club, Joyce Grenfeld, Gartner & Landry - judo team, Andre Moon's Puppets, The Mascots, Rabovski & Kovach - dance team, and a film clip of the Japanese Film Festival.



TV schedule of programs sponsored by Thompson clients

for the week of January 19th

January 20

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

Ford Division - major

"End in Violence" co-stars John Ireland and musical-comedy star Lisa Kirk. A convict escapes from prison and returns to his home town to get his share of a robbery take.

January 21

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

Lever Brothers - major

Liza Hammond finds she has no escort for her college class reunion. Her family tries to help her find one.

January 22

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

Lever Brothers - major

Scott Paper - minor

"Father's Biography." Kathy and her classmates are assigned to write biographies of their fathers. Kathy's composition highlights the fact that though her father is not distinguished in public life, he is a "Square-sided fellow."

January 22

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

Eastman Kodak

"Picture in Rick's Notebook." When the picture of a beautiful girl falls from Rick's notebook, everyone is mystified, including Rick.

January 22

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

Kraft Foods Division

Pat O'Brien, Fay Wray, Rip Torn and Cathleen Nesbitt in "Eddie." Eddie is a cop who has walked the same beat for years. His one fear is that he will have to use his gun some day and perhaps kill someone.