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CONFIDENTIAL BULLETIN—FOR MEMBERS ONLY

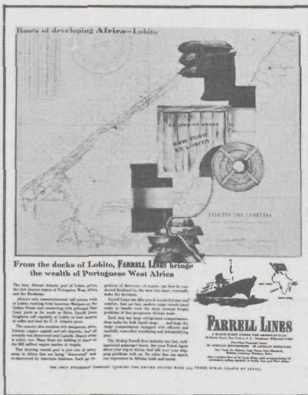
Vol. XII, No. 16

April 22, 1957

J. W. T. CO. - CHICAGO

FARRELL LINES TAKES ON DISTINCT MARITIME LOOK IN NEW AFRICAN PORT ADVERTISING

New York...Growing African ports -- on the South, East and West Coast of Africa -- these are the subjects of the new series of advertisements for Farrell Lines (the only steamship company that serves all three coasts of Africa) that began recently in the NEW YORK TIMES Sunday supplement.



Each advertisement features a harbor chart of the specific port to give a distinct maritime feeling. The chart is then superimposed with products shipped from the port via Farrell Lines.

Whereas the previous campaign treated Africa as a "whole," copy in the new series deals

with each port and the inland area it serves as well as with Africa in general. It builds prestige for Farrell by emphasizing the Line's knowledge and experience in the African trade and the special qualifications that Farrell ships have for this trade.

While the port and Africa will be primarily promoted in these advertisements, the series also urges the businessman to see Africa for himself in order to make his business decisions on the basis of on-the-spot information. In the port of Lobito advertisement, copy states: "This thriving coastal port is just one of many areas in Africa that are being 'discovered' and re-discovered by American business. Such an expedition of discovery, of course, can best be conducted firsthand by the men who must eventually make the decisions."

Running concurrently with these advertisements is another new Farrell series appearing once a month in U.S. NEWS & WORLD REPORT. It features line drawings of U.S. export cargo items being hoisted into a Farrell ship. And wherever possible, Farrell's familiar stack insignia is prominently displayed in the background.

THOMPSON MEMBERS TRAVEL 50,000 MILES IN SEARCH OF "A LITTLE BIT OF WAUSAU"

Chicago...Thompson teams composed of copywriters and art directors have travelled over 50,000 miles in the past several months in search of a "little bit of Wausau." The search has ranged from New York to Portland, Oregon, and from Detroit to Dallas, with such intermediate places as Boston, Philadelphia, Chicago, Atlanta, and Los Angeles.

The purpose is to picture and describe the "Wausau Way" of doing business as reflected in the work of Employers Mutuals of Wausau through its nation-wide branch office operations. This "Wausau way" stems from the community of Wausau, Wisconsin, home office for Employers Mutuals and has been the basis for the "Wausau Story" series, in which prominent businessmen give their impressions of Wausau and its people, as they visit this friendly community.

The community of Wausau, through this series, has actually become a brand of insurance in the fields where Employers Mutuals operates. A brand as distinguishable as many famous brands of more tangible merchandise.



The "little bit of Wausau" series (above), running in SATEVEPOST, BUSINESS WEEK, NEWSWEEK, TIME and U.S. NEWS AND WORLD REPORT, is an extension of the original Wausau Story advertisements. It aims to show that wherever Employers Mutuals does business there can be found this unique Wausau personality. In getting the facts and pictures for the advertisements, Thompson people have climbed wind-swept oil derricks in Texas. They've



chugged about blustery Boston Harbor in a tug and travelled up the steep logging roads of Oregon in loggers' trucks (left). They've gone into the back country of Georgia and up to the northern shores of the Great Lakes. Everywhere, from an historic old New England church to a horseshoe factory in Duluth, they've found "a little bit of Wausau."



Seen at the airport are (l. to r.), Carlos Barreto, Shirley Woodell, and J.G.O. Webster

J. WALTER THOMPSON OP

"The economic growth of Peru encourages expansion of J. Walter Thompson" headlined one of the numerous articles in Peruvian newspapers on March 6, announcing the establishment of the Company's new office in Lima, Peru. This, however, was but one of the salient factors which prompted J. Walter Thompson to open this, its 38th office and eighth in Latin America.

In the past five years, the United States dollar investments in Peru have doubled, according to a special Thompson-prepared survey on the Peruvian Market. The gross national product of Peru has risen from \$95 per capita in 1945 to \$170 in 1955. Peru has spent over \$400 million for imports in 1956, including more than \$150 million from the U.S.

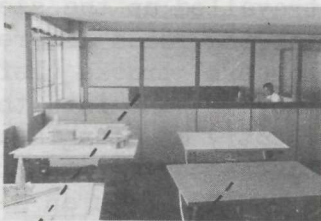
In addition, manufacturing now exceeds the production value of either agriculture or mining although new mineral resources are constantly being discovered and agriculture is being expanded. The population will soon reach the 10 million mark.

Therefore, on March 6, representatives from the Peruvian press gathered in

the new Thompson office to witness the formal opening of the international subsidiary. Present for the conference were Samuel W. Meek and Shirley Woodell (NY), who flew to Lima for the occasion. Representing the Peru Office were J.G.O. Webster, Manager, and Carlos Barreto, who served as interpreter.

Speaking before the group, Mr. Meek emphasized that Thompson's entry into Peru was based on a desire to bring to those advertising in Peru the latest developments in advertising the world over and to provide a vehicle which could allow for the exportation of such Peruvian products as were suitable in markets outside Peru.

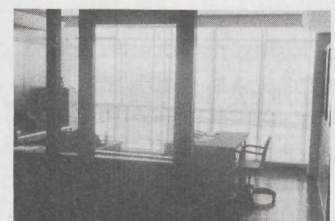
Following the informal talk, the press were invited to tour the new office in one of Lima's most modern buildings at 1218 Avenida Wilson. They viewed the executive offices, art and copy departments and were shown the office's own typographic department and photographic "dark room," which will enable the office to produce a superior type of engraving for advertisements placed by the firm. Office space is divided into different sections by means of panels made of Chilean Araucanian pine, Peruvian red cedar and semi-frosted glass.



Copy Department Art Department



Manager's Office



Account Representative's Office



Seen arriving at the party is U.S. Ambassador Theodore Achilles



Jim Drum, representative of Ford Motor Co. (left) and Harrison Doty, manager of public relations for Ford International, chat with Mr. Meek at the Lima Country Club

ENS NEW OFFICE IN PERU

Following the press conference, Mr. Meek and Mrs. Meek attended a party given in their honor by United States Ambassador Theodore C. Achilles and his wife. Guests included Mr. and Mrs. Frank T. Williams, Vice-President of W.R. Grace & Company; Mr. Jaime F. Bayly, General Manager of Lima Rubber Company Tecnica B.F. Goodrich; Mr. Jay Reist, General Manager of W.R. Grace & Company, Peru; Mr. Sostenes Behn II, President of the Ciá. Peruana de Telefonos; Robert Koenig, President of Cerro de Pasco; Charles Harding of Smith Barney & Company.

On March 7, J. Walter Thompson Peruana held a party for clients and local businessmen at the Lima Country Club. Among the 143 guests was Ambassador Achilles who expressed pleasure in having the newly established Thompson office in Peru. The gathering represented important business and social groups in Lima.

The Lima Office has the responsibility for the advertising operations of 26 clients whose products include: automotive, travel and transportation, cosmetics, food and beverages, office equipment, machinery, paper, films and cameras, detergents and spark plugs.



J.G.O. Webster

Manager of the office is John G.O. Webster, who headed Thompson's Chile operation from 1951 until recently. A native of Argentina, Mr. Webster is a graduate of the University of Buenos Aires and of Aberdeen College in Scotland. In 1946, he joined the staff of RCA Victor, Argentina, and was later in the sales and advertising department of the Ford Motor Company in Buenos Aires.



Carlos Barreto

Carlos Barreto, Senior Executive, is an expert on motion pictures. Mr. Barreto was formerly with Paramount, Warner Brothers, United Artists and Metro-Goldwyn-Mayer. Mr. Barreto comes to Thompson from Publicidad Peru, where he was an account executive, chief of the Foreign Department and assistant to the manager.



Rolando Soto

Rolando Soto, who is the new Art Director, has held this position in Thompson's Santiago Office since 1945. Prior to this, he was art director of Ercilla Magazine in Chile.



Ricardo Neri

Ricardo Neri, who has been in charge of all J. Walter Thompson's radio programs in Chile since 1953, heads the radio department of the Lima Office. There is no television in Peru.

Peter Laing, whose picture is not available for publication, left New York on April 11 to join the Lima Office. Mr. Laing has spent the past two years with Thompson-London and the last two months in NYO. He will serve as account representative and research specialist.

Education of a publicist



CHARLES KENYON

-- New York

Ever shoot a closeup of an angry cobra? ...Ever win a top national literary award amounting to \$5.19?...Ever run a ship aground off Redondo Beach, California? And get a commendation for the operation?

If you've done any of these things, you've got something to tell. But if you've done them all, and have five children, too, you're Charlie Kenyon, Kodak publicity group head, New York Office.

Charlie, whose job is to remind the world that it's fun and exciting to take pictures, has his own share of snapshot excitement. At a convention in Florida recently, Charlie was in the front row when a local snake charmer's most venomous cobra got out of control for several tense minutes. "I was too busy taking pictures to be scared," he says, displaying his typically placid approach to the world's turmoil.

As a garage mechanic earning his way through college in Warwick, Rhode Island, Charlie was once sent out with a tow truck to untangle an unusually bad accident. He did the job, then went home and wrote about it. The article won an award in the Scribner's Magazine "Life in the United States" contest, but Scribner's went bankrupt, so his prize amounted to \$5.19. Later he won

another literary honor, the Avery Hopwood Short Story Award.

As an undergraduate at Brown he took honors in English, but also fitted in accounting, statistics and corporation finance. After graduation he worked for an accounting firm, where he prepared a brief for an R.F.C. hearing. The judge said, "Son, you can't present that. You're still a minor."

Shortly thereafter he returned to Brown, to teach English and double as unofficial ski coach, until 1941 when he enlisted in the Navy. Commanding an LCT Division (eight ships) in the Aleutians, he received two commendations. Once while he was bringing a crippled LCT down into San Pedro in high seas a heavy fog closed in, and the ship ended up on the beach. Charlie got the craft afloat again, and his letter of commendation reads: "For salvaging a sunken vessel."

After the war he became managing editor of MOTOR AGE, a Chilton publication. He bought a 17-acre farm outside Philadelphia where he and his wife Muriel raised crops and children: Dick, now 11; Ann, 9; Barbara, 6; Bobby, 2; and Elizabeth, 1.

From Chilton, Charlie went to Gray & Rogers, advertising and public relations firm, to handle the Yale & Towne and Raybestos-Manhattan accounts among others. One project for Yale & Towne which he initiated was a traveling road show -- the first industrial show of its kind. Charlie wrote the script, did the publicity and got the show on the road, where it remained for two years, visiting all 48 states. For Kodak he is assembling another kind of show which will appear late in the spring in the U.S. National Museum in Washington, D.C. -- an exhibition of portrait photographs of leaders of UN countries.

PEOPLE

Seven Japanese Marketing Research specialists visited NYO on April 11. They toured the Company, ate lunch in the dining room, and listened to talks by BURR SPENCER, VERGIL REED, WARREN FLYNN and ARTHUR KOPO-NEN (NY). The group was sponsored by the International Cooperation Administration. 25-30 representatives of Brazilian advertising firms and companies toured NYO and Thompson's TV Workshop on April 17. The group was sponsored by Diarios Associados

of Brazil. "JACK" FROST (Miami) was an art director for a photographic crew recently in Puerto Rico; covering Condado Beach Hotel, San Juan, and El Barranquitas Hotel, Barranquitas. JULIAN C. WINTHROP (Chi.) was a judge at the "Checker of the Year" Awards at the Super Market Institute 1957 convention in Cleveland on April 8. DON JOHNSTON (NY) leaves today to attend a Pan American German advertising meeting in Frankfurt. He also will visit Hamburg, Paris, Brussels and London.

TV-RADIO NEWS

'RILEY' TO BE SOLD FOR THE SUMMER

NBC is putting "Life of Riley" on the open market, starting in June. Gulf Oil, the show's current and long-time sponsor, refused to give the network a summer offer for the package and will bow out permanently.

The show will, most likely, remain in its present 8:30 to 9:00 p.m. slot next season.*

...BILLBOARD, April 20, 1957

*Lever Brothers has bought 65 weeks of "Life of Riley" beginning June 14, 1957

TELEVISION WATCHING AND LEISURE TIME

Alfred C. Clarke, of the Sociology Department of Ohio State University, has conducted a study of today's new leisure market. Of Clarke's findings, probably the most significant is the role of television as both leisure activity and influence. For example, Clarke found that regardless of occupational level, "no other activity occupied a greater portion of the respondents' leisure time."

Furthermore, television viewing increases as you go down the occupational scale. Thus, among professional people, 69.5% of the respondents view television almost daily, 12.6% about once a week, 17.9% less than once a week. Among managers, officials & proprietors, 75.5% view television almost daily, 13.7% about once a week, 10.8% less than once a week. Among sales people, clerks and other white collar workers, the percentage jumps to 84.8% viewing almost daily, 11.3% about once a week, 3.0% less than once a week. Figures are almost identical for skilled craftsmen and kindred workers, service workers, semiskilled.

Clarke found frequent criticism of television penciled by respondents at each occupational level. Sample: "I spend more time watching television than I should." Further, Clarke found that sports programs were the best-liked regardless of occupational level.

...TIDE, April 12, 1957

CAESAR'S SIDEKICKS FEATURED ON NEW PILOT

With Sid Caesar's future indefinite, his stalwart sidekicks, Howard Morris and Carl Reiner, have gone ahead on a project of their own called, "Up Front." The half-hour situation comedy series, based on the Bill Mauldin Army characters, will have a pilot shot in New York by NBC.

The understanding is that the series would be dropped if the Caesar show were to continue as a weekly entry and consummated if the Caesar troupe was put on a monthly or irregular show basis.

...BILLBOARD, April 20, 1957

'FRONTIER DOCTOR' SOLD TO P&G

"Frontier Doctor," a film package starring Rex Allen, has been sold by KLZ-TV, Denver, to Procter & Gamble for local showing.

...BILLBOARD, April 20, 1957

GODFREY TO GIVE UP 'FRIENDS'; 'RECORD' MAY SUBSTITUTE

"Arthur Godfrey and His Friends," will vacate the CBS Wednesday night 8:00 to 9:00 p.m. time slot. The leading contender as a replacement is "The Big Record."

Godfrey gave up the Wednesday night show citing the pressure of his other broadcasting duties. He will continue with his morning strip and "Talent Scouts," his Monday night program.

The withdrawal of Godfrey from his Wednesday night show marks the third important program lost by the network for next season, the other two being the Jackie Gleason show and "I Love Lucy." However, Jackie Gleason and Lucille Ball and Desi Arnez will be seen on CBS next fall on specials.

...BILLBOARD, April 20, 1957

'SECRET LIFE OF DANNY KAYE' WINS PEABODY AWARD

"The Secret Life of Danny Kaye," produced by CBS "See It Now," and sponsored by Pan American World Airways, a J. Walter Thompson client, was cited for television promotion of international understanding by the Peabody Committee.

The award for script writing went to Rod Serling, author of "Requiem for a Heavyweight," which was televised by the Columbia Broadcasting System.

The Peabody award for television news was presented to the American Broadcasting Company and John Daly and their associates for coverage of national political conven-

tion. Edward P. Morgan of ABC received an award for radio news.

...NEW YORK TIMES, April 17, 1957

KAISER AND ARMSTRONG LEAVING NBC

Kaiser Aluminum has rejected an NBC proposal to move its drama series into a new time period; 10:00 to 11:00 p.m. on alternate Tuesdays. The "Kaiser Aluminum Hour," now televised from 9:30 to 10:30 p.m. on alternate Tuesdays, is expected to leave NBC in June upon the conclusion of its contract.

Kaiser Aluminum is a strong possibility for Thursday's 8:00 to 9:00 p.m. slot over ABC next season. The impasse between Kaiser and NBC, which wanted to move "Kaiser Aluminum Hour" to a later time Tuesday nights, prompted negotiations with ABC, which over the weekend looked favorable for a move.

"Armstrong Circle Theatre," a drama series presented by the National Broadcasting Company for seven years, will switch to the Columbia Broadcasting System television network in the fall.

On CBS it will alternate with the "United States Steel Hour" on Wednesdays from 10:00 to 11:00 p.m. "Circle Theatre" will continue to be sponsored by the Armstrong Cork Company.

"Circle Theatre," which will remain on the NBC network through the summer, is expected to move to CBS early in October. On the latter network it will replace "The Twentieth Century-Fox Hour," a filmed drama series sponsored by Revlon, Inc. Future plans for this program have not been announced.

R. J. Reynolds Tobacco Company has placed an order with NBC for the 9:30 to 10:00 p.m. Tuesday period for next season. The advertiser wants to move "The Bob Cummings Show" now on CBS into that time period. Reynolds is expected to retain the CBS time slot (Thursdays, 8:00 to 8:30 p.m.) for the new program.

...NEW YORK TIMES, April 18, 1957

...BILLBOARD MAGAZINE, April 20, 1957

NEW WESTERNS HAVING SPONSOR TROUBLE

The television networks' "go western" gallop has gotten out of hand. The entire TV market is loaded with the westerns.

NBC in particular has gone overboard on loading its schedule with these pictures, literally buying up everything off the MCA-TV Revue program belt line. There appears to be an emphatic reluctance to harness their clients to the endless list of potential "High Noons."

NBC, in fact, has run into trouble with its already-premiered Monday night "Wells-Fargo" MCA series, which, despite some healthy ratings in the opposite "Talent Scouts" slot, has just been resigned by co-sponsor General Foods.

NBC has also brought the John Payne "Restless Gun" series from MCA, scheduled for either Tuesday or Monday nights next season. Thus far, there are no sponsor takers.

The same is true for the ambitious full-hour "Wagon Train" series, also upcoming on NBC schedule. This one goes Wednesday night opposite "Disneyland." There isn't a sponsor in sight.

There's still another on the NBC agenda -- MCA's "Pony Express." No takers.

The situation on the western front is almost as bleak on ABC -- the network that incepted the whole pattern of westerns as a big audience lure ("Wyatt Earp," "Cheyenne," "Broken Arrow,"). The network is committed to the "Californian" series, but has run into sponsor resistance.

CBS has been somewhat luckier, having successfully negotiated a sale for its "Have Gun Will Travel" Dick Boone series, which goes Saturday night back-to-back with "Gunsmoke." The network also has full-hour Gary Cooper series coming up, but this is being withheld from sale pending appropriate clearance.

On the whole, the majority of the westerns delivered to the networks have little more stature than low-cost B pictures. Generally, it is felt, the inferior quality of the programs has invited the present wave of sponsor resistance.

...VARIETY, April 17, 1957