

J. Walter Thompson Company News

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THOMPSON APPOINTED ADVERTISING COUNSEL FOR MYTINGER & CASSELBERRY, INC.

Los Angeles...Mytinger & Casselberry, J. Inc., International Distributor of Nutrilite Food Supplement, has appointed J. Walter Thompson as advertising counsel. Robert Debnam (LA) will supervise the account.

In releasing the story to the trade, Charles E. Duggan, Vice President of Marketing & Research at Mytinger & Casselberry, stated:

"Our requirements in terms of selecting a new advertising agency were specific. The agency must be national in operation. It must provide strong sales promotion and market research facilities. It must have a high level of originality and creativity in its basic approach to advertising in all media.

"We were fortunate to have heard many presentations from many agencies, but it was our determination that J. Walter Thompson's services, personnel and facilities were most nearly consonant with present and future sales projections for Nutrilite Food Supplement.

"Further, we were highly impressed with J. Walter Thompson's system of personalizing its services to clients, and its concept that the client should participate actively in the planning and creation of its advertising."

LEVER RUNS \$30,000 SPOT CASH CONTEST First exclusively for stateside service families

New York...A strong bid for a larger share of the military market is being made currently by Lever Brothers with a \$30,000 Spot Cash Contest exclusively for patrons of commissary stores and exchanges. The first of its kind ever run by a manufacturer, the six-month contest is designed to give assistance to military outlets in the promotion and sale of the company's products.

Each month, entrants are asked to identify silhouettes appearing in the consumer advertisements. Correct identifications, submitted with wrappers, box tops, and can serial numbers from Lever products, will bring winners a grand total of 1600 cash prizes.

WIN \$30,000
"SPOT CASH CONTEST"
FUN! EASY! ENTER NOW!

NEW MAY CONTEST

First Prize... \$1500
Second Prize... \$500
Five Prizes... \$250 each
Ten Prizes... \$100 each
250 Prizes... \$40 each

Identify the silhouettes in the consumer advertisements. Correct identifications, submitted with wrappers, box tops, and can serial numbers from Lever products, will bring winners a grand total of 1600 cash prizes.

Identified by JOHN MCCOY, editor of LIFE

Rinsol Pyralol Lux

ALSO: PEPPERMINT TOOTH PASTE - RICE SOAP - TOILET SOAP

Lever is supporting the contest, which began last January, with full- and half-page

advertisements in all three "Times" service papers, colorful posters in all service clubs and a special direct mail campaign to military wives' clubs offering extra cash prizes. Heavy promotional support has been given the contest by all of the "Times" publications.

The main purpose behind the contest is to get more shelf space for Lever products — those already marketed and new ones being introduced. The stimulus for exchange and commissary officers to give this space is that the contest increases demand for Lever products; hence more sales. Results prove the idea highly successful — for the Armed Services Division of Lever Brothers shows a substantial sales gain for the first four months of '57.

FORD "SKYLINER" INTRODUCED TO LIFE READERS WITH THREE-PAGE B&W ADVERTISEMENT



New York & Detroit...The story of the "newest new kind of Ford" — the Hide-Away Hardtop — is told in today's issue of LIFE with informative copy and step-by-step illustrations that

show just "how the world's only Hide-Away operates at the touch of a button." Extra length, rich interiors, and unique luggage space are but a few of the features described and illustrated.

In introducing the Skyliner, now available at many Ford Dealers, the Thompson team took the opportunity provided by the revolutionary hardtop to tell a Ford leadership story — leadership in automotive engineering. Copy states: "All the exhaustive research, planning and testing that went into the Skyliner is dramatic proof of the engineering skill you get in every Ford model...for all the Skyliner's fabulous engineering is based on the very same 'Inner Ford' that has proved the sensation of the industry in all 21 models."

In addition, full-color spreads announcing the Hide-Away Hardtop run this month in SATEVEPOST, LOOK, TIME and NEWSWEEK.

New York Central expands hostess program -- newest addition is the Empire Girl



Helping the client with better packaging isn't news at Thompson, but when the package is decorated with a real live pretty girl, it is news. In this case, the "product" is a service -- a ride on the New York Central -- and the packaging touch is the Central's new hostess program, developed with Thompson's help in every phase.

Often proposed and considered, the program didn't get under way until a year ago when an economy food service was planned for a new train. Thompson urged more "sell" in the presentation of snack-type meals served to passengers at their seats from a folding buffet cart. While waiters were scheduled for the actual servicing, the Central was advised that a hostess aboard the train would add friendliness, modernity, eye-appeal and honest-to-goodness service. More than that, she would be the sensitive bridge for improved communication between the railroad and its customers.

The Explorer Girl led the way. Champion entertainer of the young, guide for the blind, friend to the lonely, interpreter of "Train X," and pinch-hitter extraordinary for other members of the train crew, she impressed the public and railroad personnel so favorably that Thompson found it easy to win its point about exchanging male secretaries on the 20th Century Limited for young ladies.

The Girl of the Century types letters and helps with the telephone, passes hors d'oeuvres in the club cars, sews on buttons, lends books, presents boutonnières to the gentlemen at breakfast. The inauguration of the Girls of the Century was reported nationally. Their Dior suits and Sally Victor hats (costume developed by Thompson) helped carry the story and pictures with AP, UP, INS and King.

TOPICS FOR CONVERSATION

MEN ON THE MOON -- in five to 15 years -- is the goal of recently established Systems Laboratories. Vehicle planned is a blunt-nosed 100-foot projectile, nuclear-powered and blasted free of earth's atmosphere by four jettisonable rockets. Ship, to hold two men, will escape earth's gravitational pull at 36,000 feet a second and cruise at 15,870 mph. to cover the 238,000-mile trip in about 15 hours. FREIGHT AND PASSENGER TRAVEL ON U.S. RAILROADS can be measured in relative importance by the

The success of the Girls of the Century opened the door for the latest recruit in the Central's expanding hostess program -- the Empire Girl on the Empire State Express. Clothed in a full-skirted glen plaid jacket-dress by Brigance and a bright red tam by Mr. John, she is transportation's most different-looking hostess.

The approach to the job is also different owing to the stress laid on its promotional aspects. While service sells, and hostesses are urged to make full use of all of the service devices built into their work, they know that their No. 1 job is to build goodwill by the widest possible contact. Their aim is to chat warmly, briefly with each passenger...and on to the next. Moreover, the Central is discovering a lush field for promotion in personal appearances of hostesses at travel shows, before groups and on TV. The girls are real professionals in the travel business and their work helps them to be interesting.

Thompson receives award at APRA Convention



A Certificate of Notable Achievement was recently awarded Thompson at the American Public Relations Association Convention for its work on the "Toys for Tots" program of

the Marine Corps Reserve. Shown receiving the award for the Washington Office is Compton Jones (Wash.), right, from Hayes Dever, Chairman of the Awards Committee.

This week's exhibition in the NYO Art Dept...

...features the work of A. Leslie Ross, illustrator of book jackets, and Paul Coker, Jr., a young free-lance artist, whose exhibit begins with his self-portrait (right). Mr. Coker suggests, for the reader's information, "The one on the right is me." The exhibit can travel. Contact Dione Guffey, Art Editor (NY).



fact that there are 1,777,000 freight cars compared to 34,770 passenger cars. COMPULSORY or QUASI-COMPULSORY HEALTH INSURANCE PROGRAMS are in effect in all European countries except Spain, in all South and Central American countries, the USSR, Japan, Australia and New Zealand. AMONG THE 470 MILLION NONAGRICULTURAL WORKERS IN THE WORLD, employees outnumber employers and self-employed persons 3.7 to 1, estimates a study by the 20th Century Fund.

WIDENING THE NARROWING GAP

Pan American World Airways
(Pacific-Alaska Division) -- San Francisco

The shortest hours
Janie ever knew



Most of those nights in San Francisco, Janie was asleep. Not that she was tired, mind you. But her Pan American Clipper was so quiet and the stewardess made her so comfortable that -- well, Janie just kind of dropped off to sleep unknowingly.

But what she was missing! What a lot of fun to have and what a lot of things to see! Janie met the Captain (who has a little girl, too) and learned "How much faster do we fly than the birds?... there were wonderful picture books to read... and a bright and shiny galley to see. (Janie still insists it was a kitchen!)

Then lunch came -- and began to disappear into Janie. There's a big glass of milk, and the same way. After the last spoonful of dessert, Janie went to sleep again.

Travel can be awfully long and tiresome for a little girl. More so, perhaps, for a little boy -- or for you, even.

But not on Pan American.

Like to try it and see? All you need to do is call your travel agent or your nearest Pan American office.

Finest Service Round the World
PAN AMERICAN
WORLD'S MOST EXPERIENCED AIRLINE

During the 11 years that J. Walter Thompson, San Francisco, has served the Pacific-Alaska Division of Pan American it has created dozens of hard-selling campaigns...has successfully announced and promoted the introduction of new equipment, new routes and new services. Expanding passenger and cargo sales have happily reflected the success of such "hard-sell" copy.

But as competition has increased and strengthened, Pan American's wide margin of leadership has gradually been narrowed. To help widen this narrowing gap, the San Francisco Office created and developed a new kind of advertising designed to increase public awareness of the personality and character of Pan American.

Embodied in this advertising are two key thoughts: one, Pan American is a helpful airline and two, Pan American is a friendly airline -- with a sincere desire to serve.

Human interest illustrations invite readership. Copy combines a kind of human "story telling" technique with sugar-coated sell. Written in narrative form, each advertisement seeks to create an impression in the public's mind that here is a friendly airline, one that goes out of its way to make passengers more comfortable and flying more pleasant -- in short, that Pan American is "the kind of people we would like to fly with."

The family who wrote their own ticket



It happens at vacation time. But it might have happened any time -- or to any family planning a pleasure trip. Where should they go -- to the Mainland, the South Pacific, to the Orient, Europe? They write down the names of the one and only airline that could take them to all of these areas: Pan American.

How should they go? First-class and enjoy ultra, ultra luxury? Or thrifty tourist service -- and spend the money they saved when they got to their vacation spot? Again they write the name -- Pan American. For Pan American offers both kinds of service wherever it flies.

And when should they go? Again they could write their own ticket -- Pan American. For on Pan American there are day and night flights to choose from. And there are 22 flights every week -- 7 to Tokyo, 5 to Manila, 4 to Australia, 22 to the Mainland.

So they could and did write their own ticket -- as you can do. And all it takes is a call to your travel agent or your nearest Pan American office.

PAN AMERICAN
WORLD'S MOST EXPERIENCED AIRLINE

CALL PAN AMERICAN, 8421, ALASKA BLDG, HONOLULU, HONOLULU INTERNATIONAL AIRPORT

The man who wanted service



Maybe construction went wrong at the office. Or maybe at home. For to get it ready, he was rather cranky when he came aboard. The flight was just under way when he started demanding service. First it was "I need some cigarettes."

The Pan American stewardess had them there in a second. Next it was "How about some writing paper?" In a minute he had a good supply -- and a handy table to write on.

He began to relax -- a bit. "Could I have a cocktail?" he asked. These asked, "Thank you," he said. He did.

He was pleased. Pan Am service continued to make him up. In fact, he almost smiled when dinner came. And by dessert time he couldn't help but grin.

Then he stretched way out in his seat, satisfied lounge chair seat. The stewardess returned to see if he wanted anything more. But he was just in pleasant, happy dream. Fancy how a man can change when he's pampered.

Actually we pamper all our passengers. For we know that if we please them, they'll fly with us again. (And thousands do -- every month.)

Like to try it and see? All you need to do is call your travel agent or your nearest Pan American office.

Finest Service Round the World
PAN AMERICAN
WORLD'S MOST EXPERIENCED AIRLINE

CALL PAN AMERICAN, 8421, ALASKA BLDG, HONOLULU, HONOLULU INTERNATIONAL AIRPORT

Appearing first in Honolulu newspapers, this new advertising approach brought such gratifying response that it has been extended to newspaper and magazine schedules throughout the entire Pacific-Alaska Division -- in Alaska, the Orient and the South Pacific.

Pan American's own salespeople have responded enthusiastically to this new concept of advertising. "And, paradoxically," San Francisco notes, "travel agents throughout the Division report this low-pressure selling has turned out to be one of the best ticket sellers they have ever had."

No Ivory Tower



THORNTON WIERUM

-- New York

When you call for Thornton Wierum, you may find he is in Radio-TV...Media...the Treasurer's Office...International, or with one of the Representatives or TV Commercial Production people. If, perchance, you do find him in his office, he will most likely be on the telephone with Detroit, Chicago, Los Angeles, or Chester, Pennsylvania. However, when you need him, if you have a legal problem or think you have, Thorn will manage to find time to work it out with you, pointing out the pitfalls and threading a path through the legal maze so that you arrive at your objective safe and sound.

Asked what he does, Thorn's best answer is that it depends on what the problem is. If it involves Television and Radio, to which Thorn devotes a good deal of his day, and some evenings, it includes working with the networks, program packagers, talent agencies, and their lawyers so that Thompson's arrangements with them are clearly understood by all parties, and the clients' interests are adequately protected.

There's an excellent reason why Thorn Wierum should have such good legal grounding. His grandfather before him was a Wall

Street lawyer and from Thorn's earliest days, first in New York and then in Pittsfield, Massachusetts, Thorn was pretty well slated to be a lawyer himself.

Before law school though, Thorn put in a few years at Kent School and Dartmouth, and if it hadn't been for World War II, Thorn would have rowed bow for Kent School at the Henley Regatta in 1944. As it was Henley was canceled that year along with a few other things.

Thorn went on to Dartmouth on the V-12 Marine Corps Program, where he helped revive interest in crew racing. Then on to an LL.B. at Columbia, and afterwards three years with Home Life Insurance doing, as he says, "general corporate work."

When the Korean War broke, Thorn went back into the Marine Corps for 18 months, during which time he moved himself and wife and daughter back and forth across the country four times at, as he laughingly says, "government expense."

After that, settling down seemed to be the order of the day, and in 1953 Thorn joined Thompson's legal staff where he has capably served ever since, adding, in the meantime, two more daughters to his family.

About three years ago, the Wierums bought a new house with an unfinished period floor in Westport, Connecticut. It now has one bedroom and a bath just about finished, with a second bedroom to go, which is all Thorn's handiwork, except for help from a plumber and an electrician. There is also a garden...a back lot being cleared...trees to move, and it's about time for a house-painting, so don't be surprised if Thorn seems a little stiff on Monday morning.

PEOPLE

DR. DONALD R. LONGMAN (NY) addresses the Philadelphia Chapter of the Nat'l. Assn. of Cost Accountants, May 16, on "Distribution Cost Analysis, A Case Study." A one-man exhibition of 36 water colors by ROLAND T. WENTZEL, Managing Director of J. Walter Thompson, South Africa, was held recently in Capetown. This was the third exhibition of Mr. Wentzel's painting. W.C. LEWELLEN (LA) was in Fresno, May 10-12 with screen star Marilyn Maxwell for California Raisin Advisory Board's (SF) special promotion for National Raisin Week. ATTENTION NYO MEMBERS: Permanent personal voting registration Work Sheets are available in Robert F. White's

office. These should be filled out and taken to the Central Registration Board in the County in which you reside, between May 1 - Aug. 28. KALMAN PHILLIPS (LA) has been elected president of the Los Angeles Copy Club. Recent visitors to NYO: Mr. Andrew Elliott, Director of John Haddon and Co., Ltd. London, former London Office member, and Mr. Gerard Blanchet, Advertising Manager of Kodak-Pathé, Paris. THAYER JACCACI (NY) arrived home today from Europe. THOMAS COLLISON (SF) addressed a San Francisco State College advertising class May 9 on "What Advertising Firms are Doing in Public Relations."

TV-RADIO NEWS

AUTOS INCREASE TV BILLING

NBC reports that thus far this year it has signed \$29 million in automobile business, exactly \$10 million over what it billed all of last season, and is in negotiations for an additional \$7.1 million in Detroit business.

Returning to the medium is Pontiac, through MacManus, Hohn & Adams, whose president, Ernest Jones, a couple of years back said television couldn't sell cars. Pontiac is shopping for a half-hour series and half of NBC's "Annie Get Your Gun" spectacular. Buick is back after an absence of a

From present indications, Detroit will spend at least 25% more in prime-time network TV during 1957-58 than in the current season. About 10% of this increase may be credited to higher time and program costs. Estimates of Detroit's network TV commitments for the coming season are:

	NO. SHOWS	TALENT COST	TIME COST	TOTAL
Buick	2	\$3,000,000	\$2,800,000	\$5,800,000
Chevrolet	2	10,000,000	7,500,000	17,500,000
Chrysler Corp.	1	2,750,000	3,700,000	6,450,000
Dodge	2	1,500,000	4,600,000	6,100,000
DeSoto	1	1,350,000	1,400,000	2,750,000
GM parts, etc.	1	3,400,000	2,100,000	5,500,000
Lincoln-Mercury	1	3,750,000	3,800,000	7,550,000
Oldsmobile	(9 specs)	2,100,000	1,200,000	3,300,000
Plymouth	2	2,350,000	3,200,000	5,550,000

Note: Time costs are net to the advertiser.

...SPONSOR, May 4, 1957 and VARIETY, May 8, 1957

Ed. note: Ford figures are not included in above list for NEWS publication.

TREND TOWARD NATIONAL SPOT

A pronounced swing in the direction of national spot seems underway by many of the nation's largest advertisers, many of whom are not committing themselves to network purchases.

There are four main reasons for this trend in the making: (1) More markets are beginning to open up because of the Federal Communications Commission's de-intermixture policy, (2) the spirited three-network competition, now that ABC has become a major programming power, seems to indicate lower ratings for next fall for a large number of network advertisers, (3) being frozen out of network time slots, many of TV's top film producers and distributors are concentrating on pushing national spot as the answer to their time problem, (4) national spot has great flexibility for advertisers with a multitude of products to sell, a strong asset in this day of multi-product clients.

...THE BILLBOARD, May 6, 1957

couple of seasons with two alternate-week half hours on ABC and NBC. Ford is shopping, both for an opening-gun spectacular on NBC and CBS plus a string of spectacles or a big-name weekly variety show with which to kick off its new entry. Chevrolet expanded its TV holdings via its \$10.5 million "Chevy Show" deal on NBC.

Other factors affecting the upbeat in television are the medium's own continuing sales success stories -- first Groucho Marx with DeSoto-Plymouth, then Ed Sullivan with Mercury and Lawrence Welk for Dodge.

TV FOREIGN FILMS \$6 MILLION

Foreign grosses of American telefilm companies, exclusive of Canada and U.S. possessions, should shape up to about \$6 million for 1957 according to Ed Stern, president of Ziv International, pioneers in the foreign market and one of the largest in the field.

The foreign market for U.S. telefilm companies, according to Stern, is broken down this way among the top markets: Britain and Australia account for 30 to 35 per cent of the total gross; Spanish-speaking markets, meaning mostly Latin America, 30 per cent; and the French-speaking market, taking Belgium, Switzerland, Monaco, as well as France and a few other areas, only 8 per cent. The remainder comes from a wide area encompassing Italy, Germany, and the Far East.

The biggest area of growth for U.S. telefilms in the foreign field, as Stern sees it, will be in continental Europe, now a very weak area. The eyes of Europe are on the successful commercial TV operation in England.

State-owned-and-operated non-commercial continental Europe TV facilities, following the English example, will be supplemented by commercial TV. Stern sees that happening in most European countries, with the exception of France, where the anti-commercial tradition is strongest. Western Germany, already experimenting with commercial TV in Munich, will develop into the most outstanding market for U.S. telefilms. It is believed that Western Germany is prospering and their technical know-how in the making of TV sets and transmitting equipment is excellent.

With some exceptions, foreign tastes in telefilms run along U.S. lines, most hits doing as well abroad. The exceptions are situation comedies, most of which leave foreign audiences baffled, musicals, hot political subjects and what foreigners consider "flag waving" in such series as "West Point" and other Armed Forces shows. Popular are the westerns, the action adventures, detective shows, and anthologies which have sufficient action.

...VARIETY, May 8, 1957

ABC MAY BUY RKO FILMS

ABC is talking to RKO about the purchase of more features from the group of 150 films to which RKO has sales rights. The addition of 13 to the current cycle of 26 in the network's Sunday 7:30 to 9:00 pm slot would bring the sale right up to the December 21 sale date on which rights go to C&C Television, giving ABC time to deliver several new properties which can't be filmed in time for October debuts.

The network is also mulling a buy of 13 RKO features for a summer series.

...THE BILLBOARD, May 6, 1957

NEW PROGRAMMING

Filmed re-runs of the "Jimmy Durante Show," originally televised by the National Broadcasting Company, will be presented in the summer over the Columbia Broadcasting System network.

The comedian, who is still under long-term contract to NBC, has made a deal for the films to be televised by CBS on Saturdays from 8:00 to 8:30 pm. The deal was made with P. Lorillard Company, maker of Old Gold cigarettes, which will sponsor the series from June 29 through September 21.

Sid Caesar will not continue on a regular basis next season on NBC. Mr. Caesar may not be on television at all during the 1957-58 season. It is reported that he has had discussions with Sylvester L. Weaver, Jr., about the possibility of setting up a motion picture company to make films in which Mr. Caesar would star.

Mr. Weaver, who resigned last September as chairman of NBC recently announced the formation of a new company that expects to engage in television production. Whether he and Mr. Caesar actually establish a partnership is a matter that must be left to the future.

...NEW YORK TIMES, May 9, 1957

Revlon is dickering with ABC for the "Walter Winchell File" next season. The cosmetic house seeks the entire weekly half hour of the telefilm anthology.

"Arthur Murray Party," currently filling the Tuesday night NBC void left by the departure of "Big Surprise" won't shift to Saturdays for the summer as the Sid Caesar replacement. Instead, it will move over to Monday nights under new Bristol-Myers sponsorship as one of the two replacements for "Robert Montgomery Presents." NBC hasn't chosen the 10:00 to 10:30 pm summer show.

...VARIETY, May 8, 1957