

"NOTHING NEWER IN THE WORLD" KEYNOTES

CAMPAIGN FOR THE 1958 FORD

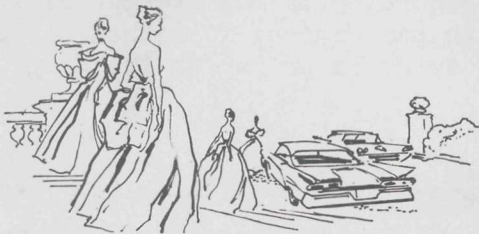
New York & Detroit... A global test run proving "there's nothing newer in the world than the '58 Ford," is the keystone of the new Ford campaign, which will be introduced to the American public, November 7.

This idea — designed to show how a Ford can meet every test that world-wide weather and terrain can give it — was proposed by the New York and Detroit creative groups and approved by Ford earlier in the year. The objective: to impress on the buying public the fact that the 1958 Ford was truly a new car and to set it apart from all other cars claiming to be "new."

58 FORD
COMING
NOV. 7

NOTHING NEWER IN THE

WORLD OF STYLE



A fresh, new, world-approved concept of automotive design sculptured in steel

Style is a language everyone understands. Just as the great Paris designers were travelling the fashions the whole world will wear, the famous Round-the-World '58 Ford rolled into Paris.

The result? Applause from the world's great fashion experts! For this new Ford's metal is sculptured into a distinctive new kind of automotive beauty. Its sleek high style earned the admiring French to say, "Magnifique!"

This is beauty that comes from within, style based on the rugged physical perfection of the great "Inner Ford." The new Ford features are

truly beautiful automotive developments, based on strong, clear-cut design that will make you prouder than ever to be a Ford owner.

The new safety-twin headlights, the superb honeycombed front grille, the extremely advanced rear lock with the new safety-curtain tail-lights and sculptured rear deck, new power-down hood, and slipstream roof—all these features are simply the glittering outward result of the mechanical excellence inside.

In the completely new Ford Interceptor engine with Precision Fuel Induction you get the newest V-8 for 1958, the powerhouse that tackled easily through the Alps and boned the Himalayas in its round-the-world performance

test. You can have the newest in a true air ride: new Ford-Aire Suspension that really cushions road shock—through controlled air compression. And you can have the greatest advance yet in automatic transmission: new Cruise-O-Matic Drive. And it's teamed with the new Interceptor V-8 to save you up to 15% on gasoline!

All this—plus dozens of exciting new refinements—and the newest look of all—can be yours in the new '58 Ford. And yet it still sells at the low, low Ford price—with every ounce of globe-trotting, power and performance included. This is sheer value—the fine car at half the fine-car price. See it November 7th.

There's nothing newer in the world!

proved and approved around the world **58 FORD**

The first car ever to use the whole world as a test track

SIGNATURE

The colorful story of the world-wide test was revealed in a long-copy pre-announcement advertisement in newspapers last Wednesday and Thursday. Other newspaper insertions (above), setting the stage for announcement day, November 7, recounted some of the new features of the car that's been "proved and approved around the world."

Motion picture footage taken during the tour will be shown the American television audience Wednesday night, when the 1958 Ford is introduced on the season's first Lucille Ball-Desi Arnaz show. (See page 3 for global test story and resulting advertisements.)



STAMP DAY TODAY

"Mrs. Stubbs' 39 pupils at Wausau can bring their own school on weekly Stamp Day... appointed 'honorary collectors'—and then ordered the Savings Club, we drew pictures and...

Wausau Story

by GEORGE W. WALKER
Vice President and Director of Styling
FORD MOTOR COMPANY

"When people hear I'm a stylist, they usually ask me what that means. Mrs. Stubbs' pupils thought it meant drawing pictures of automobiles and they decided I had a pretty easy job. "Believe me, there's more to styling than drawing pictures. I know because I've had a hand in styling some three thousand or more different products of all kinds. Our work is to make products look the way users wish they could look, fill needs users wish they could fill. That means 'reading minds', interpreting trends, working with engineers and merchandising men... and then designing products that are more useful and more attractive and therefore, more desirable. "And don't forget that People have confidence in what you offer if you're proud of it yourself. Maybe styling is responsible for that pride... or, as I found out during my visit to Wausau, it might be something not quite so tangible. The people who live in Wausau are proud of their community. They should be. It's clean, bright, friendly... a happy place to live and to work."

Employers Mutuals appreciates Mr. Walker's visit to Wausau. You are proud of our community. Our Company was founded in Wausau—our home office is here—and it's also the inspiration for our way of working, everywhere we work. Employers Mutuals, with 102 offices across the country, writes all lines of fire and casualty insurance. We are one of the largest in the field of workmen's compensation. For further information see your nearest representative (consult your telephone directory) or write us in Wausau, Wisconsin.



Employers Mutuals of Wausau

COINCIDENCE? NOT EXACTLY! This Wausau story advertisement featuring George W. Walker appears in the November 4 TIME, page 108. In the same issue of the magazine, Mr. Walker is the subject of a cover story which runs from page 99 through page 105. Coincidence? The following facts deny it.

In April of this year, the Chicago Office started negotiating for a top Ford official to author a Wausau story advertisement. In August, Mr. George W. Walker, vice-president and director of styling for the Ford Motor Company, agreed to be the subject. In early September, Mr. Walker visited Wausau with members of his own public relations department and the Thompson team and did the things pictured in the advertisement. The page was written, approved and scheduled for insertion in the November 18 issue of TIME.

A few weeks ago, through the public relations department of Ford, the Chicago team learned that Mr. Walker would probably be the subject for a cover story in the November 4 TIME. They quickly re-scheduled the advertisement for the November 4 issue and requested position in the business section. This fast work resulted in added mileage for both Employers Mutuals of Wausau and Ford Motor Company.

You get more for less in South America because

YOUR DOLLARS GO FURTHER

You go for less because there's a 30% reduction in air fares to South America. And you live for less during your stay because favorable exchange rates stretch your dollars.

Day-by-day itinerary of a typical tour tells you how much you can see and do in the continent of contrasts. All packed and ready? Then let's go!

Leave New York after lunch. Fly by way of Miami to Panama. You'll be there in the late evening. You'll find a room with bath waiting at deluxe Hotel El Panama.

Next morning, a car will pick you up to drive you through Panama City, out to the ruins of Old Panama, along the seafloor to Ancon and Balboa and to the Miraflores Locks in the Canal.

That night, you'll leave Panama and fly to Lima, Peru, arriving in time for breakfast.

On your way from the airport to the Hotel Bolivar, you'll discover that you're in one of the loveliest cities in the world. Wide avenues with beautiful homes, narrow streets overhung with wooden balconies, great plazas with imposing old Spanish architecture.

Lima is exciting, and you'll be there several days. A sightseeing drive will take you to see the Bull Ring, Tomb of Pizarro, Hall of the Inquisition, mansions, suburbs and Inca Museum. You'll have extra time for golf, swimming, shopping. You'll find fabulous bargains in silver. Though in the tropic zone, Lima is cooled by the Humboldt Current, has a year-round average temperature of 70°.

On the morning of the 7th day, you wave farewell to Lima and take off for Santiago, Chile. This flight will show you some of the greatest peaks of the Andes. And after you've lunched you can watch for the first appearance of modern Santiago, nestled in a valley between walls of peaks. Streamlined houses sit in flower gardens. You'll drive from the airport to the splendid Carrera Hotel via beautiful Avenida O'Higgins. Its name is one of many traces you'll find of British and Irish ancestry in Chile.

In the next 3 days, you'll have a sightseeing drive to see buildings, parks, gardens, the shopping district, Opera House, and to the top of San Cristobal Hill at nightfall just as the city lights go on. Another day, you'll have first-class rail tickets to Valparaiso, seaport next to Villa del Mar, the "Monte Carlo of Chile."

Across the Andes on the 11th day. You'll leave Santiago after lunch and arrive in Buenos Aires, Argentina, at dusk. This flight takes you within sight of Aconcagua, highest mountain in the New World. Crossing the Andes is the most dramatic 20 minutes you could have anywhere in the world.

Buenos Aires, called "The Paris of South America," will woo you with its

beauty, gaiety, sophistication . . . and with Argentine beef that is thick, juicy, tender and costs next to nothing. Filet Mignon, 50¢; Sirloin, 47¢; Tenderloin, 45¢. You'll stay at the Hotel City for five days with time to explore on your own. And you'll have a guided sightseeing drive to the Opera House, Capitol, Casa Rosada, Rosedal, Palermo Park Racecourse, Paris-like boulevards and suburbs.

The morning of the 16th day, leave Buenos Aires and take an hour's flight over "The River of Silver" to Montevideo, Uruguay. You'll stay at the Victoria Plaza. Sightseeing will take you along the riverfront, to Carrasco and near-by beaches, to the Capitol and the top of the hill which gave Montevideo its name. You'll have time to drive to ocean beaches.

On the 18th day, fly on to São Paulo, Brazil. You'll arrive at the Hotel Othon Palace at what you might consider dinner-time. But in South America, cocktails start about 9. And dinner can last until midnight. In the next two days, you'll visit the famous Butantan Snake Farm. And travel first-class rail to Santos to visit the Coffee Exchange, Vila dos Passaros, Orchid Farm and near-by Guarujá.

On to Rio, on your 20th day. It's an hour's flight from São Paulo. Time will race as you admire the scenic coastline and reach the climax of your flight with your air view of the heavenly harbor. In Rio, you stay at the Hotel Miramar Palace. Your sightseeing will take you to beaches, the government and residential sections, to bay-front boulevards, and to the top of breath-taking Sugar Loaf.

On the 25th day, you'll fly overnight to San Juan, Puerto Rico. You stay at the Condado Beach Hotel with two days for sightseeing—as well as a drive to Morro Castle, Marine Gardens, old Spanish sections and School of Tropical Medicine. On the 28th day you fly to New York.

This is a typical tour. What does it cost? \$926.90 from Miami . . . \$988.40 from New York. Cost includes round trip by air, hotel accommodations, sightseeing.

Your flights are by pressurized DC-6Bs with Panagra (Pan American-Grace Airways) on the West Coast and Pan American World Airways on the East. For slightly more, you can fly deluxe El Interamericano DC-7s. Radar on all flights for smooth comfort day and night.

The stops and length of this trip are given as an example of what you can do down there with a dollar. There are many tours you can choose from. You can go with an escorted group of congenial travelers. Or you can travel independently, leaving any day you like. You can get a handful of free folders and read the whole story. Ask your Travel Agent or write to Mr. Don Wilson, Panagra, Room 4424, Chrysler Building, New York 17, N.Y.

Italian Bazaar sales exceed \$7,000

New York... Final sales figure for the Italian Bazaar is \$7,100. Last minute impetus was derived from a "clearance sale" and from the Company's decision to keep the Bazaar open an additional day.

Interest in the project increased steadily during the six-day period as word-of-mouth supplemented planned publicity. Among the many guests were top officers of client companies, officials of the Italian Government, and the president and directors of Time, Inc., who visited the display and expressed their enthusiasm for both its objectives and its execution.

The Bazaar was part of the Company's program for the Milan Office. It was meant as a demonstration of Thompson's great interest in the Italian economy. Our Milan Office will prosper only as Italy prospers, and our clients both in the United States and elsewhere will be able to sell their products to Italians only if Italians can earn the necessary exchange.

The Bazaar group is now analyzing sales in order to ascertain which of the hundreds of items can most profitably be promoted in America. Subsequently, questionnaires will be sent to all purchasers in an effort to learn their major reasons for buying.

According to the group, the Bazaar will repay to the Company more than the out-of-pocket spent in preparing the display.

NYO Trade and Technical Department rechristened "Industrial and Professional Department"

New York... The name of the "Trade and Technical Department" in New York Office has been officially changed to "Industrial and Professional Department," as of November 1, 1957.

This was done in recognition of the changes in the use of advertising and designations, since the department was organized in 1926, and the tremendous increase in industrial and professional advertising through the department in the past ten years. Currently about 95% of its volume lies in the fields covered by the department's new name.

The location of the department on the 14th floor of the Graybar Building, its organization, personnel and assigned responsibilities are unchanged.

HOW SOON CAN WE LEAVE? Recently the NEWS reported on the effectiveness of an all-type Panagra advertisement designed to stimulate travel to South America. This "fast moving travelog-in-print" which used words without illustration to do a first-rate selling job, brought favorable comments from leading businessmen, travel industry executives and trade magazines.

The advertisement first appeared five months ago, with its latest appearance in the September issue of NATIONAL GEOGRAPHIC. From this last insertion, alone, more than 200 letters (a phenomenally high return for a trip which costs \$988.40) have been received from people who are not just window shopping. Sample comments: "Please send all available information on 'Around South America.' Three of us plan to take a 21-day trip in June"... "Please send me folders of guided tours so I can plan ahead"... "What would be the fare from Salt Lake City?"... "How soon can we leave?"

A follow-up study will be made soon to find out the number of letter writers who actually are taking the trip.

One way to climb the editorial ladder



DORIS BRIAN --New York

"A rule-proving exception"

Ask most women copywriters how their careers developed, and they'll usually tell of an apprenticeship as secretary to a writer, several years in the "jg" category and then on up the ladder in a fairly direct line. Not so, if the query is put to Doris Brian. For Doris is that rule-proving exception.

After receiving her B.A. in Art History and Economics from Barnard College, Doris earned her M.A. -- entirely on fellowships -- from the New York University Institute of Fine Arts. Then followed long months of study and preparation of a Ph.D. thesis on "Northern French Illuminated Manuscripts of the 11th Century" -- on fellowships here and abroad. But Doris just was not fated to be Dr. Brian. The year was 1939, and Americans left Europe on very short notice. A trunk, containing all the notes, special

photographs and other research data Doris had accumulated, was left behind to follow on a later ship -- one destined to be fair game for an enemy U-Boat.

Business experience? Doris began as a critic and writer for ART NEWS, and she soon became the magazine's Managing Editor. From there, she was appointed Managing Editor of MODERN PLASTICS ENCYCLOPEDIA and MODERN PACKAGING ENCYCLOPEDIA; Associate Editor of HOUSE BEAUTIFUL; Editor of ART DIGEST.

Then, one summer day in 1955, the opportunity presented itself to Doris to make a major change in her career by becoming a member of the Editorial Department at J. Walter Thompson.

On August 1, she turned her talents to the field of advertising, specifically to Rinso Blue. Today, her publishing experience is being put to use for READER'S DIGEST. Her home decoration and housing experience is helping her create copy for Sylvania television sets, radio and high-fidelity, and for Lumber Fabricators Incorporated (pre-fab houses.)

Confirmed urbanites, Doris and her husband, Milton Hepner, enjoy an apartment in the East Twenties furnished with antiques they've discovered in many parts of the world. Most recent purchase: a pair of Georgian sofas, "souvenirs" of this year's vacation in Nova Scotia.

Is it difficult to switch from editorials to advertising? Not if you're Doris Brian -- a creative writer with a built-in instinct for salesmanship.

PEOPLE

New Members to NYO: ALBERO MARTIN joined the Company as a Research Account Supervisor on October 21. WALTER GLAESER joined NYO as an Associate Research Director on November 1. EDWARD M. DOWNEY has become a member of the public relations staff in Chicago Office. HAROLD WILT (NY) addressed the Association of National Advertisers on October 28. His subject: "What's New in Business Paper Advertising." WILLIAM F. HOWARD (Det.) has been elected chairman of the East Central region of the 4 A's, which includes advertising firms in Michigan, Ohio and Pittsburgh. Currently in NYO: WILFRED MORRIS-AIREY (London) arrived here October 31. LOWELL MAINLAND (SF) was honored recently for the work he has done in the past five years on the Public Relations aspects of the United Crusade -- a community fund project.

The managing directors of six leading Brazilian newspapers were guests of J. Walter Thompson at a luncheon in NYO on October 29. The group included Dr. Chagas Freitas, a Brazilian congressman. Members of NYO explained how U.S. newspapers use research and merchandising techniques to aid advertisers. The visitors also heard a report on recent trends in newspaper photography and saw a demonstration of color television. CORRECTION: DAVID JAMES (Milan) was incorrectly mentioned as being in NYO (NEWS 10/28). Proud papa: JAMES RUSH (NY), a daughter, Maureen, born October 24. ATTENTION NYO MEMBERS: "SIGHT & SOUND SALE" to be held November 12 and 13. Please bring your books, records and prints to the 10th Floor Square by November 8. Deadline for next Classified Listing is Wednesday, November 6.

TV schedule of programs sponsored by Thompson clients

for the week of November 3rd

November 4

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

Ford Division

Macdonald Carey, Everett Sloane and Julie Wilson star in "Diary For Death" -- a drama of a mild-mannered church organist's desperate game of revenge against an underworld leader. Live from New York.

November 5

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

Lever Brothers - minor

Starring Eve Arden and Allyn Joslyn.

Liza accepts the job of ghost writing the autobiography of a famous burlesque queen. This suddenly becomes a most embarrassing conflict when she is nominated for career mother of the year and has to keep the job a secret.

November 6

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

Scott Paper - major

Lever Brothers - minor

Starring Robert Young and Jane Wyatt. Bud gets on the high school football team because of his kicking prowess. The publicity that results from this gives him the feeling of being an indispensable man.

November 6

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

Eastman Kodak

"Ricky's Big Night". Ricky manages to borrow Dave's fraternity pin to impress a young girl who dates only college men.

November 6

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

Kraft Foods Division

"The Category Is Murder", starring Betsy Palmer, Lee Bowman and Gene Lyons in a suspense thriller about homicidal hijinks among the isolation booths.

November 6

THE LUCILLE BALL-DESI ARNAZ SHOW -- 9:00-10:15 Channel 2
Ford Division

"Lucy Takes A Cruise To Havana" -- the première program in this series of 5 special shows, will be the first 75-minute telecast ever seen on CBS-TV. The show, scheduled as a 60-minute episode but "too good to cut", will re-enact Desi and Lucy's first meeting and their zany courtship in Havana. Stars include Ann Sothern, Hedda Hopper, Cesar Romero and Rudy Vallee.

November 7

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

"Zorro's Romance". Captain Monastario plans to capture the escaped political prisoner Torres, and claim his daughter Elena as his bride. But Don Diego learns of the plot and rides to warn the Torres family.

November 7

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

"You Can't Cheat an Honest Man". Grampa gets in trouble with the family when he makes a deal to sell five acres of barren land. The family thinks Grampa is being unfair to the buyer. Starring Walter Brennan, Dick Crenna, Kathy Nolan and Lydia Reed.

November 7

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

Ronald Reagan, voted "Screen Father of the Year", will help Ernie with some of the problems he has with his young son Buck.

November 7

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

Rosemary Clooney's guest star will be Carol Channing.

November 8

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

"Anchors Aweigh". Riley and Gillis are sent by Hawkins to represent their company in a fishing contest. Their jobs are in danger if they don't win. All goes well until Riley puts a hole in the boat. Starring William Bendix, Marjorie Reynolds, Tom D'Andrea, and Gloria Blondell.

November 8

ZANE GREY THEATER -- 8:30-9:00 Channel 2

Ford Division - major

Gary Merrill and Tommy Sands star in the story of two brothers bound to a ranch, who learn that hate can be found in the love of a woman in "The Promise."

November 8

SCHLITZ PLAYHOUSE -- 9:30-10:00 Channel 2

Schlitz Brewing Company

Tallulah Bankhead stars in "The Hole Card". An indefatigable gambler, widow Jessie Bulwer lives in a third-rate hotel where she is perennially behind in paying the rent. With a gambler's optimism, she sets out to acquire enough money to buy her grandson the electric train she promised for his birthday.

November 9

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

Lever - minor

Starring Richard Boone. Paladin becomes involved in a land find when he offers 50 antique guns for sale to both sides. He goes to the the help of the Mexican who is in the right and by very clever maneuvering makes use of these guns to see justice finally done.

November 9

GISELE MACKENZIE -- 9:30-10:00 Channel 4

Scott Paper - major

Gisele MacKenzie's guest star will be George Raft.

November 10

STEVE ALLEN SHOW)

ED SULLIVAN SHOW)

OMNIBUS)

No client participation scheduled

TV program schedule for the week of November 3rd

MONDAY	Tic-Tac-Dough	* Church & Dwight	12:15-12:30	4
	House Party	Standard Brands	2:30-2:45	2
	The Edge of Night	# Standard Brands	4:45-5:00	4
	Comedy Time	o Chesebrough-Pond's	5:15-5:30	4
	Suspicion	* Ford Division	10:00-11:00	4
TUESDAY	The Price Is Right	* Chesebrough-Pond's	11:15-11:30	4
	The Price Is Right	o Mentholatum	11:15-11:30	4
	Tic-Tac-Dough	# Standard Brands	12:00-12:15	4
	It Could Be You	* Brillo Mfg. Company	12:45-1:00	4
	Bride & Groom	* Brillo Mfg. Company	2:30-2:45	4
	Queen For A Day	# Standard Brands	4:00-4:15	4
	Modern Romances	* Brillo Mfg. Company	4:45-5:00	4
	Comedy Time	* Chesebrough-Pond's	5:00-5:15	4
Eve Arden Show	o Lever Brothers	8:30-9:00	2	
WEDNESDAY	The Price Is Right	o Chesebrough-Pond's	11:15-11:30	4
	Beat the Clock	* Eastman Kodak	2:15-2:30	2
	House Party	# Lever Brothers	2:30-2:45	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 Mentholatum	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 & Harriet	Eastman Kodak	9:00-9:30	7
	Kraft TV Theater	Kraft Foods Div.	9:00-10:00	4
Lucille Ball-Desi Arnaz	Ford Division	9:00-10:15	2	
THURSDAY	Garry Moore	Libby, McNeill & Libby	10:00-10:15	2
	Tic-Tac-Dough	Kraft Foods Div.	12:00-12:15	4
	Beat The Clock	Libby, McNeill & Libby	2:00-2:15	2
	Bride & Groom	o Mentholatum	2:30-2:45	4
	Matinee Theater	Kraft Foods Div.	3:00-3:15	4
	Modern Romances	Kraft Foods Div.	4:45-5:00	4
	Comedy Time	Kraft Foods Div.	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	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
	It Could Be You	o Chesebrough-Pond's	12:30-12:45	4
	Beat the Clock	o Eastman Kodak	2:00-2:15	2
	House Party	# Lever Brothers	2:30-2:45	2
	Bride & Groom	* Mentholatum	2:30-2:45	4
	Comedy Time	* Mentholatum	5:15-5:30	4
	Life of Riley	# Lever Brothers	8:30-9:00	4
	Zane Grey Theater	* Ford Division	8:30-9:00	2
Schlitz Playhouse	Schlitz Brewing Company	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

* Major sponsor

o Minor sponsor

JWT not agency of record



Judges taste entries in cake baking contest — (l. to r.) Jim Schaffer, Audrey Holm, Clint Clark, Ed Chamberlain.



Ace Auctioneer Ralph Breeding takes a high bid for a prize jar from our Sydney Office.



Office sports trusting to luck at the "Monaco Magic Wheel" are (l. to r.) Bob Smead, Gladys Vollmer, Tom McAskin, Bertha Hayes.

DETROIT OFFICE BREAKS RECORDS IN UNITED FOUNDATION FUND DRIVE

Detroit... Again this year, Thompson-Detroit members capped a day of Torch Drive festivity with a record-smashing total in contributions to the United Foundation — \$24,000 — \$2,000 above last year's record.

Just one part of a continuing personal contribution of time, talent and funds to civic projects in the best interests of the Detroit community, the office's annual Torch Drive contributions have been consistently far above those of other advertising firms in the city. Per capita contributions (\$65.90) top those of nearly all business and industry of any kind in Detroit.

Annual Fun Day

Bolstering personal pledge contributions is the annual fun day, this year staged as an "International Exposition," in keeping with the Thompson Fundomatic Torch Drive's 1957 theme: "Around the World in 80 Days." Weeks in advance of this day, sound advertising and business principles were put into action. Interest was heightened as raffles and "surprise events" stirred new enthusiasm.



Lou Zimelow auctions impala skin from our Cape Town Office.

On Torch Day, October 15, exhibits, side shows, contests and games of chance were elaborately staged in fairlike atmosphere. The highlight was the traditional International Auction, where dozens of weird and wondrous objets d'art were bought for prices ranging from \$10 to \$60 each.

Detroit Office acquired these rare auction items through the enthusiastic co-operation of Thompson offices throughout the

world. Articles included carved heads from the jungles...genuine Australian bush spears and other weapons...fine lace and linens from exotic lands...rawhide hunting boleadoras... exquisite jewelry in metal and stone...cult masks...pottery, ceramic and glassware rarities from abroad...impala skins from Africa.

Detroit art studios joined in the fun by contributing several score paintings for auctioning. These brought generally high prices.

Those who ran the Exposition were costumed to represent various foreign lands. A Watusi Giant and Pygmy Savage stole the show for a while. A gala baking contest ended with pie and cake for the 225 Thompsonites present, with prizes for contest participants.



"Watusi Giant" (Chuck Megowen) and "Pygmy Savage" (Doris Gardner) drum up business for Torch Drive

In addition, there were many surprises at the International Exposition...

Tennessee Ernie Ford made a special recording, directing personal remarks to Detroit Thompsonites...A "Mystery Package" the office had sent around the world in something less than 80 days was raffled. Winner received a unique globe trophy-piece (just one of its kind in existence) plus tickets to the show, "Around the World in 80 Days." Other raffle winners were awarded a portable Sylvania TV, coveted football tickets, and sizeable cash shares of a "Rich Globetrotter" jackpot.

Winding up the Exposition, John McQuigg, manager of the office, announced that the Detroit Office had again broken its UF record. Dean Prichard and Bill Downes were co-chairmen of the 1957 Drive.