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Cap. 1

THOMPSON PROMOTES WORLD TRADE FAIR OPENING IN CHICAGO IN 1959



Richard Revnes points to proposed exposition center. With him are (l.to r.) John Willem (Chi.), A.I. Cameron (Chi.) and Thomas H. Coulter, Chief Executive Officer, Chicago Association of Commerce and Industry.

Chicago... First steps have been taken toward active participation by Thompson in promoting the International Trade Fair to be held in Chicago in 1959.

At a luncheon sponsored by the Chicago Association of Commerce and Industry

and attended by 87 consular representatives of 40 foreign nations, John M. Willem (Chi.) was invited to speak on International Advertising and World Trade. He referred to the role Thompson may be expected to assume as a good citizen of Chicago — and of the world — in helping to build a successful international fair for 1959 in the newest world port — Chicago. He reviewed the Company's many activities in the international scene and told of services offered "the growing brotherhood of importers and exporters."

"Along the world trade routes — always two-way streets — flow not only the world's goods, but also the currents of certain human feelings — hope for security, for prosperity and for peace," Mr. Willem told the representatives of foreign nations.

"We plan to promote the Chicago Trade Fair with all of our resources because we believe that lively, busy trade between all nations is good business for all of us. We extend to you our hand in partnership. If we work together for greater trade with and among our nations — and then demonstrate at our great Chicago Trade Fair what can be done — on the basis of what has been done — we cannot help but speed the development of peoples everywhere in the world."

THOMPSON APPOINTED ADVERTISING COUNSEL FOR LUX TOILET SOAP AND TALCUM POWDER IN PERU

Lima... J. Walter Thompson has been appointed advertising counsel for Lux toilet soap and Lux talcum powder in Peru.

FORD DEALERS UNVEIL NEW AUTOMOBILES WITH SPECIAL TV SHOW FROM PITTSBURGH AIRPORT

New York... The Tri-State Area Ford Dealers introduced the new 1958 automobiles on KDKA-TV, Friday, November 8, during the "Ford Jubilee" — a 30-minute variety program direct from the Horizon Room at the Greater Pittsburgh Airport.

Two hundred Ford Dealers and their wives were on hand to see the star-studded Horizon Room show, headlining singing stars Frank Parker and Betty Madigan, accompanied by a large supporting cast.

The telecast marked the longest single microwave hop ever undertaken by the station. Four cameras were used entailing some 2,600 feet of cable (stretching one-half mile) to feed the program on a network of three stations.

This was another show produced by the Local TV Group in the New York Office. The idea for the presentation originated in conjunction with the F.D.A. Pittsburgh Account Group. In addition to the show, two two-minute commercials were produced by the Thompson team. The first showed several automobiles from the new Ford line, which were picked up by the camera as they approached the airport entrance. Beautiful models, in, and stepping out of the Fords, added extra eye appeal to the announcement commercial.

The second featured the '58 Ford which went around the world. It was introduced by Walter Curtis of Ford Division Public Relations, who had accompanied the automobile on its world-wide trip. Mr. Curtis was then interviewed by Carl Ide, Ford Pittsburgh newscaster. The entire program generated much enthusiasm both from the Ford Dealers and public.

J. WALTER THOMPSON COMPANY NEWS IN NEW LOCATION

New York... The J. Walter Thompson Company NEWS has moved temporarily from the 10th floor, left wing, to the 10th floor, Southeast wing. The extension number — 2086 — will remain the same.

Advertising -- in France

it's not a matter of emotion!

Paris... The statement made in a recent issue of *PRINTER'S INK* and reprinted in the *NEWS* (8/19) that internationally known products have never established themselves in France to the degree they have elsewhere is contrary to the facts, according to the Paris Office.

Lever, Procter & Gamble, Colgate-Palmolive manufacture complete lines in France and dominate the market. Car owners use Shell, Esso, Caltex and Mobil fuels and lubricants, Dunlop tires, A.C. and Champion spark plugs. Pond's, Elizabeth Arden, Kodak, Gillette, Frigidaire, Hoover, Sunbeam, Johnson's (wax) etc. are household words. It would be difficult to expect more from any country with the strong domestic industries France has.

Paris Office states the theory that "textbook rules to successful promotions cannot be applied to France, for the typical Frenchman is, as far as advertising is concerned, the disbelieving, stubborn person that humorists often depict" is dangerous, as many advertisers have discovered to their dismay.

"The fact is that this is a rich country with the highest gross national product of any in Europe and the largest private consumption," writes Kevin Farrell (Paris). "The opportunities are considerable for the skilled marketer who wisely combines experience gained elsewhere with a knowledge of the local scene. The same basic advertising techniques and principles apply in France as much as in any major world market."

In addition, the statement that newspapers and magazines are at the bottom of the media scale is wholly misleading. The following is a percentage breakdown of French advertising expenditures for 1956:

1. Newspapers and magazines -- 54%
2. Special events, direct mail, etc. -- 17%
3. Point of sale -- 12%
4. Postering -- 7%
5. Cinema -- 5%
6. Radio -- 5%

It is true that French posters are generally good, although the outdoor medium is strictly limited by law -- no billboards are allowed. Also the quality of French theater screen advertising is high. It should be noted, however, that there is no commercial television in France -- minute movies are the only really effective means of demonstrating a product.

"Sight and Sound Sale" goes over \$200 mark



New York... A browser's dream -- that was the "Sight and Sound Sale" held in NYO on November 12 and 13. Prior to the sale, books, records, and prints poured in by the hundreds

through the combined donations of Thompson members and other participating communications companies in the Graybar Building for the benefit of the Manhattan Eye, Ear and Throat Hospital.

Some 700 books, ranging from classics by Thackeray and Hawthorne to most modern novelists and some recent best sellers were on the list of "great buys," all going for 25¢ each. Among the 300 paperback copies selling for 10¢ were titles such as "Alice in Wonderland," E.M. Forester's "Passage to India" and "The Pogo Papers." Records numbering close to 100 included great classics and many albums from hit movies and Broadway shows, and art lovers quickly snatched up the 70 prints also sold for 25¢ each.

The sale was the first of a series sponsored by Manhattan communications firms for the benefit of the hospital. The Graybar companies contributing in addition to Thompson were Edison Electric Company, Condé Nast Publishing Company and Meredith Publishing Co.

The response to the appeal showed enthusiasm both from those who donated their books, prints and records and those who purchased them and gave additional contributions for exceptional buys. Proceeds from the sale amounted to \$166.45 and additional donations totaled \$42.85.

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



features the work of New York photographer, Bob Monroe, who has been involved these last 7 years with editorial assignments for such publications as *VOGUE*, *CHARM*, *GOOD HOUSEKEEPING* etc. as

well as with photographic interpretations of fashion, beauty, reportage and general illustration for the leading advertising firms.

Also displayed are illustrations by Tom Sgueros who has been in demand for his special watercolor and line technique.

EASTMAN KODAK EXTENDS A HOLIDAY INVITATION -- "OPEN ME FIRST!"

New York... Since cameras and camera equipment are traditional gift favorites at Christmastime, the Eastman Kodak Company will soon launch a holiday campaign built around the theme -- "When you open your Kodak gift first -- you can save all the fun of Christmas and the years to come -- in pictures." This message will be played on every instrument of advertising and merchandising in the most extensive and concentrated holiday promotion Kodak has ever offered its dealers.

Dominant in all phases of the campaign will be a white gift card imprinted in red with the words, "Open me first!", and ready for insertion under the ribbon of a photographic gift. This card is available with every Kodak purchase.

Extra television time promotes message

The Kodak product line and colorfully packaged camera outfits will be advertised on all of the company's three television programs, "The Ed Sullivan Show," "Ozzie & Harriet" and "Beat the Clock," from mid-November through Christmas. To increase the effectiveness of its message, Kodak has arranged to sponsor three consecutive Sullivan programs beginning December 1, during which the entire line of amateur products -- popular still cameras, projectors, accessories -- will be featured. The commercials prepared for "Ozzie & Harriet" are designed to appeal to the entire family as an audience.

"Open me first!" advertisements will appear in print media directed to both general and specific markets. LIFE, SATURDAY POST, HOLIDAY, THE NEW YORKER, SPORTS ILLUSTRATED, U.S. CAMERA and MODERN PHOTOGRAPHY are among the publications which have been selected.

Although each advertisement will carry the same large-space photograph illustrating a typical family scene on Christmas morning, each will differ in the line of cameras featured. For example, the Kodak Medallion 8 -- a popular movie camera -- is shown in the scene at right. The cameras pictured below it are related types. Other pages will carry flash outfits and color slide equipment.



Kodak gifts say "Open me first"!

When you open your Kodak gift first, you can save all the fun of Christmas -- and the years to come -- in action and color movies

Kodak Medallion 8 Movie Camera, f/1.9, \$106.50. Easiest-to-use movie camera Kodak ever made. Prefocused f/1.9 lens. 3-second magazine loading; only one setting to make. Fits pocket and palm.

Kodak Medallion 8 Movie Camera, Turret f/1.9, \$159.50. Completely equipped for all three movie views -- standard, wide-angle, telephoto. Magazine loads in 3 seconds. Has 4 shooting speeds, plus single-frame exposure.

Brownie Movie Camera, Turret f/1.9, \$84.75. Comes equipped to take all 3 movie views. Brownie easy to use. Cine-Kodak Showtime 8 Projector, \$123.50. Shows film movies at their best -- up to 5 feet wide. "Stills" reverse action, too.

Cine-Kodak Royal Magazine Camera, \$198. Uses 16mm film magazine; shoots at 3 speeds. Superb 25mm f/1.9 Ekatar Lens is interchangeable. Kodascope Royal Projector, \$295. For theater-quality shows. Comes in its own built-in case.

Cine-Kodak K-100 Turret Camera, f/1.9, \$337. Has 40-foot film run; accepts auxiliary Ekatar Lenses, matching viewfinders. Kodascope Patent Sound Projector, Model 7K4, \$489. For sound or silent 16mm movies.

If it's made by Kodak, you know it's good!

EASTMAN KODAK COMPANY... Rochester 4, N. Y.

List prices -- include Federal Tax where applicable and are subject to change without notice.

Kodak
— a trademark since 1888

Four-color advertisement appearing in November 30 NEW YORKER and SPORTS ILLUSTRATED November 25

This identical Christmas scene is also on display as the subject of the huge Kodak Colorama in Grand Central Terminal.

Dealers tie in with campaign

In addition, newspapers from coast to coast will carry the Kodak message with 800-line advertisements appearing twice in December. These will feature all Kodak picture-taking equipment. Dealer tie-in advertisements will be available for all newspapers scheduled to participate in the campaign.

In anticipation of the holiday buying season, Kodak is making available to its dealers such display materials as holiday picture counter and window cards illustrating the "Open me first!" gift card, a nine-piece Christmas display unit and a Christmas movie display. A deluxe Kodak Gift Center has also been readied and is being offered to dealers for island display of all new 1957 Kodak camera outfits. It occupies 24" x 50" of floor space and is of such modern construction that maximum attention is focused on the products displayed.



Contract for talent



MARION PRESTON --New York

"How can anyone so pretty be so smart?"

She's a slip of a pretty girl in her smart tailored clothes, but stalwart men tremble before her.

Her life is with the lawyers — heading the contract section of Thompson's Radio-TV domain, but one night course in Women's Law at New York University is as close as she's come to the bar. Many a Thompson member, who has been forced back to the straight and narrow by Marion, says: "Lawyer? Certainly not! She's a JUDGE!" And in the next breath: "How can anyone so pretty be so smart?"

New York City-born and Westchester-reared, Bronxville-schooled and Katherine Gibbs-trained, Marion, in 1948 joined Thomp-

son as a secretary in Radio-TV Traffic. Two months later she joined the Radio-TV Contract Section, headed it in 1952, and now heads a group of six people handling long-term contracts for talent and programs as well as contracts for music rights. No easy part of her job is working with the American Federation of Television and Radio Artists, the Screen Actors Guild, the American Federation of Musicians, etc., to iron out contract problems, as well as sitting in at union contract negotiations.

A work day that often runs 10 to 12-hours (with lunch sent in) would seem to leave time for nothing else — but Marion is active in the Bronxville League for Service; teaches first graders at Sunday School; travels extensively (i.e. Europe twice, Canada for skiing); adores the theater, pop and light classical music, plain Yankee cooking; and she's fascinated by night courses in banking and finance...because she's "terribly interested" in stocks and investments.

She enjoys big breakfasts and her dog "Midget," — loves long swims and short business meetings. Her big love in the advertising business is its CHALLENGE. Her pet peeve: the INDECISION of so many people in it.

Those who work with her find their big love in the advertising business is Marion. And there you have no indecision. All agree "she's great, she's pleasant, she's considerate."

And everywhere — both at J. Walter Thompson and outside — you hear it again and again: "How can anyone so pretty be so smart?"

MILESTONE IN ADVERTISING

In 1942, the Advertising Council was established by the advertiser, agency and media groups to marshal the forces of advertising in the public interest. Through the Council, volunteer agencies contribute creative work and media and advertisers donate more than \$100,000,000 per year in space and time toward the support of public service campaigns. In an average year, it is estimated that some 500 agency people contribute around 25,000 man-hours to prepare the Council campaigns.

Reprinted from "Lasting Ideas"

TV schedule of programs sponsored by Thompson clients

for the week of November 17th

November 18

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

Ford Division - minor

Ralph Bellamy stars as a police lieutenant investigating the murder of an eccentric widow in "The Sparkle of Diamonds". Margaret Leighton is his chief suspect, a blind woman who was the victim's only friend. Live from New York.

November 19

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

Lever Brothers - minor

Starring Eve Arden and Allyn Joslyn.

Liza is pursued all over New York State by a strange young Ivy Leaguer. He insists on a midnight rendezvous with her in Albany so that he can live up to his father's youthful escapades with a music hall queen.

November 20

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

Scott Paper - major

Lever Brothers - minor

Starring Robert Young and Jane Wyatt

Jim makes the mistake of trying to teach Margaret to drive. Strange things happen to their dispositions as a result.

November 20

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

Eastman Kodak

"Ozzie's Triple Banana Surprise". Ozzie lets himself go and indulges in two double banana splits at the ice cream store. In his sleep he dreams he's on a South Sea island surrounded by beautiful girls. The King Sisters are guests.

November 20

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

Kraft Foods Division

"The Sound of Trouble" starring Mildred Dunnock and Jill Corey tells of a highly successful troupe which tours the country with its backwoods balladeers, corn-fed comedians and dazzling paraphernalia.

November 21

ZORRO -- 8:00-8:30 Channel 7

Seven-Up - major

"Monastario Sets a Trap". Zorro's father visits captive Dona Luisa and Elen Torres, and is greatly angered by the treatment Captain Monastario has given them. He gathers a party to ride to Monastario's headquarters and free the ladies.

November 21

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

Sylvania

"Grampa Makes a Date". Grampa invites a spinster neighbor to a dance. But the lady is disappointed because she thinks he only asked her because she makes the best box lunch in the country.

November 21

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

Ford Division

Ernie's guest star will be Rosemary Clooney.

November 21

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

Lever Brothers

Pre-empted

November 21

JANE WYMAN SHOW 10:30-11:00 Channel 4

Quaker Oats - not agency of record

Pre-empted

November 22

THE LIFE OF RILEY - 8:30-9:00 Channel 4

Lever Brothers - not agency of record

Starring William Bendix.

"Nobody Down Here Likes Me". In return for Riley's help in repairing his boat, Cunningham offers to let Riley use his lake-side cabin for a fishing party. Not knowing that Peg has planned a surprise birthday celebration for him, Riley is crushed when the friends he invited for a weekend of fishing all cancel out.

November 22

ZANE GREY THEATER - 8:30-9:00 Channel 2
Ford Division - major

Dick Powell starts as a sheriff who tries to help a young lawbreaker in "The Open Cell". He arranges to have a young cowhand sentenced to prison for a shooting, put on probation in his custody. The townspeople, led by Powell's own trigger-happy deputy, turn against both the sheriff and his prisoner.

November 22

SCHLITZ PLAYHOUSE -- 9:30-10:00 Channel 2
Schlitz Brewing Company

Myrna Loy stars in "No Second Helping". A woman suspects her husband of having a romance with the young daughter of one of his former flames. In an attempt to show her husband the error of his ways, the wife invites the girl out for a week end.

November 23

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

Starring Richard Boone.

Paladin is hired by a retired colonel to uncover the past of a mysterious woman. When he starts asking questions in a small mining town, he finds himself in great personal danger before finally unravelling the truth.

November 23

GISELE MacKENZIE SHOW -- 9:30-10:00 Channel 4
Scott Paper - major

Gisele's guest star will be Margaret Truman.

November 24

STEVE ALLEN SHOW -- 8:00-9:00 Channel 4
Pharma-Craft - no client participation

Steve Allen's guests will be the Treniers, Don Adams, Audrey Meadows, Greta Thyssen, Sam Levinson, and Steve Lawrence.

November 24

ED SULLIVAN SHOW -- 8:00-9:00 Channel 2
Eastman Kodak - minor

Ed Sullivan's guests will be Joe E. Lewis, 95 voices of the West Point Glee Club, the Four Aces, Lu Ann Simms, Holger and Dolores, Ricky Layne and his dummy, Velvel, the Morlidor Trio, Barbara McNair and Les Garçons de la Rue.

TV program schedule for the week of November 17th

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	o Ford Division	10:00-11:00	4
TUESDAY	Arthur Godfrey	o Pharma-Craft	10:45-11:00	2
	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	* Atlantis Sales	2:00-2:15	2
	Beat the Clock	* Eastman Kodak	2:15-2:30	2
	House Party	# Lever Brothers	2:30-2:45	2
	The Verdict Is Yours	* Atlantis Sales	3:30-3:45	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
	THURSDAY	Garry Moore	Libby, McNeill & Libby	10:00-10:15
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
	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	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
SUNDAY	Ed Sullivan Show	o Eastman Kodak	8:00-9:00	2
	Steve Allen Show	Pharma-Craft	8:00-9:00	4
		(no client participation)		

* Major sponsor o Minor sponsor # Thompson not agency of record