

## "BUILD STRONG DEFENSE WITHOUT FURTHER INFLATION," INSTITUTE URGES

New York... New developments in the defense establishment, coupled with shifting currents in the American economy, have caused the Institute of Life Insurance to run a special advertisement in over 500 newspapers urging the American people to build a defense "second to none" without going into another inflationary spiral.

### THOMPSON RENAMED ADVERTISING COUNSEL FOR THE OLIVE ADVISORY BOARD

San Francisco... J. Walter Thompson Company has been named advertising counsel for the Olive Advisory Board, effective immediately. With this appointment, Thompson renews its relationship with the olive industry. The San Francisco Office served the previous Olive Advisory Board from 1950 until 1955, when the olive marketing order expired.

### HAYAKAWA RUBBER COMPANY NAMES THOMPSON AS ADVERTISING COUNSEL

Tokyo... Hayakawa Rubber Company has appointed J. Walter Thompson as advertising counsel for both its local and overseas advertising, effective January 1, 1958. For overseas markets the product will be the Zori footwear. Products for the local market will include Zori, rubber boots and sandals.

### ELGIN SPONSORS MAJOR TV SHOWS FOR CHRISTMAS SEASON

Chicago... A TV "airlift," with participation on the "Perry Como Show," "Suspicion" and "Tonight," is being sponsored by Elgin National Watch Company to help jewelers take advantage of their biggest opportunity for sales—the Christmas season. Sixty-second commercials, specially produced for the "airlift," were seen on "Suspicion" on November 25 and December 2, and on the "Perry Como Show" December 7. Participation on "Tonight" will take place December 9 and 11, with one commercial on each program.

One commercial, built around Elgin's "personality-styling" theme, features Ed "Archie" Gardner (NY) as Santa Claus. The other emphasizes the new "horizon" styling on Lord and Lady Elgin watches and, through special photography, shows how the horizon crystal wraps around the watch mechanism.

Termining a runaway inflation as "the threat that's greater than Sputnik," the Institute warns that "basic inflationary forces are still with us, and the need for new defense spending adds to them."

The Institute urges two courses of action: one, that new expenditures for defense be balanced with less spending in other areas; and, secondly, that "all of us need to produce more in order to earn more."

## The threat that's greater than Sputnik

Sputnik has made America take a new look at itself.

We have rightly decided that we will stand second to no nation in defense, with the most modern weapons science can provide. To reach this goal, our nation may well have to pour extra billions of dollars into defense.

We must achieve this defense strength without going into another inflationary spiral, or we could lose the freedom which comes from strength—economic as well as military. Nothing would please the Communists more. Why?

Because no satellite launching by other powers could possibly be as great a "cold war" victory as runaway inflation in the United States. The great aim of the Communists today—as it has been for years—is the collapse of our own economy.

While prices, along with business generally, appear to be leveling off at the moment, any hope that we have turned the corner on inflation is premature.

The basic inflationary forces are still with us, and the need for new defense spending adds to them.

We can check inflation and keep our economy strong—if we all work together as aroused citizens. There's a job for each and every one of us to do. For example—

Those who represent us in government should make every effort to balance new expenditures for defense with less spending in other areas.

Employers and employees together need to realize that our economy cannot afford wage and price increases which fail to take into consideration greater values for the customer or greater productivity of the worker. All of us need to produce more in order to earn more. For we all have a stake in a sound economy in support of our defense effort.

The American people have weathered critical periods in our nation's history many times. And, with a full knowledge of the facts, they will surmount this crisis, too—by building a strong defense and, at the same time, keeping our economy strong.

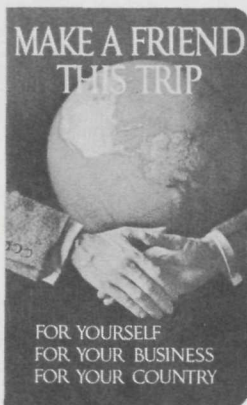
Institute of Life Insurance

Central Source of Information about Life Insurance  
488 MADISON AVENUE, NEW YORK 17, N. Y.

This special advertisement which appears in over 500 newspapers in the next two weeks is part of a series of anti-inflation messages which began in the Spring of 1957, when the regular advertising program of the Institute was interrupted.

## Thompson-prepared "Make a Friend This Trip"

### poster receives travel association award



New York... Since May of this year posters and leaflets prepared by J. Walter Thompson (left) have been reminding Americans who travel abroad of their obligations as goodwill ambassadors of the United States. At an annual meeting of the National Association of Travel Organizations in Hot Springs, Arkansas, last month, this poster received a special award.

Although not entered in a competition among railroads and airlines engaged in the promotion of travel, the "Make a Friend" poster was singled out because of its unusual appeal.

An outgrowth of the "People-to-People" program inaugurated by President Eisenhower in 1956, (NEWS 6/24/57) these posters have been displayed at points of embarkation for several months.

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

is a dual one. It features photographic work from Dirone -- a studio specializing in solving and developing photographic problems and/or techniques (see picture at left). Dirone is staffed by photographers Dick Isaacs and Scotty Sapiro and maintains two drive-in studios located at 147 West 54th Street in Manhattan.



Also on display this week are illustrations by George Hughes, whose human interest covers for the SATEVEPOST (right, above) have been delighting the American public for a number of years. Both exhibits can travel -- contact Dione Guffey, Art Department, for details.

NOTE: Correction -- Robert McCall whose work was on exhibit during the week of November 24, is represented by Perkins and Lavaty.

## Chicago Office item makes NEW YORKER

Chicago... The NEW YORKER recently commented on a news item which appeared in the Chicago Office "J. Walter Thompson Library Flash," which is written by the office's Library, Research Department and consists of salient articles and excerpts taken from the trade press, consumer magazines, newspapers.

The following is a reprint of the NEW YORKER item in its entirety:

"A Long Island inventor got a patent this week on a self-service machine for dogs. It issues a dog biscuit on the mere pressure of a paw. The machine, which stands against a wall, has a window through which the four-footed patron can see and sniff the biscuits...

At the bottom of the cabinet is a paw pedal. Pressure on this releases one biscuit at a time from the stack above. The biscuits shown in the drawings of the patent are bone-shaped. Mr. Jacob says a pet can be taught to operate the machine and will manipulate it voluntarily whenever he is hungry. Once the machine is empty, the dog will call his master's attention by barking."

THE NEW YORKER adds: "If his master is away, he picks up the phone and dials the nearest chain store."

### Topics for Conversation

READER'S DIGEST LAUNCHES WESTERN EDITION IN APRIL, with a circulation of two million, in seven western states and the territories of Alaska and Hawaii. Page rates: \$7,000 for B&W, \$9,000 for four-color...

NEW PROMOTION PREMIUM has appeared in the rugged British toothpaste war -- a "free" accident insurance policy with benefits up to \$1,400 in return for an empty toothpaste carton and 17¢. Insurance men in England wonder whether this signals the start of a new cheap-insurance war...

BIGGEST STUDY ON HOME FOOD HABITS UNDER WAY: Financed by Pillsbury Mills, Campbell Soup, General Mills and General Foods, the project, ending July 1, 1958, will analyze menus and other factors influencing food purchases...  
NEWSPAPER ADVERTISING OFF 2.8% IN FIRST TEN MONTHS OF '57: Losses are in retail, department store, general, total display and classified categories. Gains in automotive and financial...

NATIONAL RADIO SPOT SALES for the first nine months of '57 total \$144.5 million -- an increase of 30.9% over 1956, according to the Station Representatives Association.

## POND'S CAPTURES "GLAMOUR IN PARIS" FOR DRAMATIC CINEMA COMMERCIALS

**New York...** An exciting new series of Pond's product cinema commercials capturing on film "all of the Parisian qualities which appeal to women — picturesque places, refined 'old world charm,' glamour, beauty, high fashion, an air of romance" — will be shown soon in many countries around the world.

### 18 months of planning go into effort

They are the result of planning by Don Widlund, Thompson film producer, and Charles Quigley, Chesebrough-Pond's International Advertising Manager, who, after a year of extensive preparation, embarked for Paris last Spring to film 11 basic commercial stories for distribution in 17 languages.

At this time Thompson took advantage of the unique idea by running a house advertisement in the April edition of FORTUNE, depicting the meeting in Paris of these two Americans (NEWS 9/30/57).



Director Dimitri ("Dimka") Feodosief (left) and producer Don Widlund talk over a technical matter.

Upon reaching Paris, Messrs. Widlund and Quigley joined a film crew from the Dimka-Remont Studios, under the direction of internationally known Dimitri Feodosief; make-up artist, Serge Gleboff; Bettina McNulty

(American fashion consultant abroad); and some of Paris' most beautiful models and actresses.

### 11 basic 60-second commercial stories will provide over 100 commercials

What ensued through their efforts was a series of 60-second commercial stories entitled, "Glamour in Paris Presented by Pond's," which makes use of beautiful natural settings such as the Pont Archevêché over the River Seine with Notre Dame in the background.

The exciting jumping contest at St. Cloud (right) made another interesting setting for a commercial.



One story called for a yachting sequence at Deauville.



A formal party at the home of Alexander Dumas is an occasion to remember.

The dramatic commercials take viewers to interesting affairs such as a garden party on the grounds of the Alexander Dumas estate, a yachting party at Deauville and to the famous horse jumping show at St. Cloud. Each of the 11 scripts tells a story involving the use of one of the Pond's products sold abroad.

### Sound tracks in 17 languages

All the films have been produced in 35mm color and also in 16mm black-and-white for television presentation in selected markets overseas. Sound tracks in as many as 17 languages, including English, were added to the films when they reached London this fall. All told, coordination of products and markets, scripts, writing, translating and planning a shooting schedule took the better part of a year prior to the departure of Messrs. Quigley and Widlund for Paris, with the entire series taking 5 months in all to produce.

The "Glamour in Paris" theme also will be featured in Pond's print media advertising campaign in many countries during 1958.



Highlights from one of 11 film commercials produced in Paris



JOHN POWERS --New York

"helped promote the first bridge tournament"

What's the highest poker hand? Is bridge more popular than canasta? And why aren't those designs on playing cards ever changed? These questions are representative of the 30 or more queries that pop up in the mail every week from card players all over the country — and find their way to the desk of John B. Powers of Thompson's Public Relations Department.

But to John, whose creative efforts for the Association of American Playing Card Manufacturers over the past five years have contributed to a renewed public interest in card playing, such queries are as much anticipated as snow in December. But unlike snow, the questions continue 12 months a year. And every one of them is answered.

What kind of man is he who adapts so readily to the world of cards and card promotion? In this case, he obviously represents the very personification of his home state's (Oklahoma) motto: Labor Omnia Vincit — Labor Conquers All Things.

The youngest of 10 children (four girls and six boys) John was born in Enid, Oklahoma, in 1922. When he was 17 he left the Sooner State, headed for South Bend, Indiana, and Notre Dame University, where he graduated with his A.B. in 1942. During his

campus days, John served as student secretary to coach Frank Leahy which further stimulated his interest in sports. Shortly after graduation, he enlisted in the infantry, went to OCS and the Transportation Corps which took him to Texas, Maryland, California, Louisiana and New York. Out of the service as a 1st Lieutenant in 1946, John set his sights for New York, bid for a job with the news bureau of Eastern Airlines and got it.

This was a fortunate choice indeed (or was it simply "in the cards?") because that's where he met Rita Gannon, his real-life Queen of Hearts, whom he married three years later.

With most of his older brothers in newspaper and magazine work, it is small wonder that kid brother John should also have inclinations toward some phase of journalism. So next came a stint as editor of Shell Oil Company's "News," then a spell with King Features. It was in 1952 that he finally "cross-ruffed" it to 420 Lexington Avenue, where in addition to his work on cards, John contributed to such varied accounts as Purolator, American Bankers Association, J.B. Williams and Seven-Up.

Probably the most outstanding public relations "grand slam" in John's experience occurred last January, when with the help of Thompson's TV Workshop, he helped promote the first telecast of a bridge tournament. This event focused new attention on cards by the very medium that has been one of cards' chief competitors for leisure time recreation.

Incidentally, if you ever wander into John's office, don't be surprised to find him talking shop with Charles Goren, the world's outstanding bridge expert, or John Scarne, world's fastest man with card tricks.

The Powers' residence in Manhasset, L.I., is a "full house": two boys, Johnny and Jody (ages  $7\frac{1}{2}$  and  $5\frac{1}{2}$ ) and two girls, Ann and Mary Ellen (ages  $1\frac{1}{2}$  and  $3\frac{1}{2}$ ). However, there's absolutely no significance in the number "4," John asserts. But if the kids grow up with an interest in cards — well, so what's wrong with a friendly foursome of bridge — with mom and pop standing by to kibitz?

## PEOPLE

At the request of the U.S. International Cooperation Administration in Washington, the New York Office on two recent occasions received groups of overseas business executives for several hours' discussions of planned marketing. On November 18, four plant man-

agers from England's Imperial Tobacco Company spent the morning and had lunch, and on November 25, a meeting was held for 26 marketing consultants from Austria, Denmark, France, Germany, Norway, Sweden and the Netherlands.

TV schedule of programs sponsored by Thompson clients

for the week of December 8th

December 9th

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

Ford Division - major

Boris Karloff and Garry Merrill in "The Deadly Game." Traveling through a New England snowstorm, Alfred Trapp seeks refuge at the lodging of a judge. He is invited to join in a game the judge's friends have invented called "Court Trial" in which the men put great figures of history on trial.

December 10th

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

Lever Brothers - major

Starring Eve Arden and Allyn Joslyn

"Montana Date." Novelist Liza Hammond learns that her agent has scheduled a lecture for her in a remote town in Montana. On her arrival she finds that she has an audience of one.

December 11th

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

Lever Brothers - major

Scott Paper - minor

"Mr. Beal Meets His Match." As homework, Betty is assigned to write a story using a classic theme but her own characters. She chooses the Faust legend, casting members of her family in the roles.

December 11th

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

Eastman Kodak

"Tutti-frutti Ice Cream." Reminiscing about his high school days, Ozzie gets a sudden desire for some tutti-frutti ice cream.

December 11th

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

Kraft Foods Division

A drama about the hero to be found in every man, set against a background of underground resistance, "Heroes Walk on Sand," starring Elliott Nugent and Basil Rathbone.

December 12th

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

"Garcia's Secret Mission." Captain Monastario strips Garcia of his rank and discharges him, hoping he can mingle with Zorro's friends and learn of his whereabouts. Starring Guy Williams, Britt Lomond, George Lewis and Henry Calvin.

December 12th

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

"The Bigger They Are." Grampa McCoy finds that Flora MacMichael who, in his opinion is the best cook in the country, is favoring a stranger. He takes out his anger on Flora's pet apple tree.

December 12th

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

Laraine Day is Ernie's guest. She tries to help Ernie pick out a Christmas gift for his wife Betty.

December 12th

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

Rosemary Clooney's guest is actor Charles Laughton. The Modernaires with Paula Kelly and Frank DeVol's orchestra.

December 13th

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

"Going Steady." Riley is crushed when son Junior brings a girl friend home to visit during vacation from college. Riley blames the girl for spoiling his plans to take Junior fishing and hunting. Starring William Bendix and Marjorie Reynolds.

December 13th

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

Howard Keel in "Gift From a Gunman." Gunman Will Gorman is shot in a gun duel and decides to reform. He visits an old friend whose restless wife and gun-eager son threaten to make him resume his life as a gunslinger.

December 13th

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

Barbara Bel Geddes in "French Provincial." Mary Andrews, a big-city columnist, in Paris on a combined business and pleasure trip, meets her old friend, Dutch Morgan.

December 14th

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

Paladin tries to help an Army outpost solve peacefully its relationship with the local Indian tribe. The Army officer's discovery of a fabulous gold deposit on the Indian property almost costs Paladin his life, first at the hands of the Indians, later from the Army officer.

December 14th

GISELE MACKENZIE -- 9:30-10:00 Channel 4  
Scott Paper - minor

Gisele's guest star will be George DeWitt.

December 15th

STEVE ALLEN SHOW -- 8:00-9:00 Channel 4  
Pharma-Craft

Steve Allen's guests will be Ann Sothorn, Bud Wilkinson, Janik & Arnaut, and Jennie Smith.

December 15th

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

Ed Sullivan's guests will be Eddie Foy, Jr. and Barbara Perry from the Broadway show, "Rumple". Other guests will be Tony Bennett, Della Reese, Rita Streich, Baby Opal (an elephant), Sue Carson, Rudy Cardenas, juggler, and Ted Husing.

## TV program schedule for the week of December 8th

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

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