

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR OFF MEMBERS ONLY

Vol. XIII, No. 13

March 31, 1958

FOUR THOMPSON OFFICES PARTICIPATE IN "TRAILWAYS FIVE STAR ROAD SHOW"

Washington... A Dixieland band, a vivacious blonde vocalist, trimly uniformed hostesses, a gleaming luxury bus, whirling movie cameras and popping flash-bulbs.

These were the exciting ingredients for the "Trailways Five Star Road Show," a Thompson-inspired promotion for East Coast Trailways which recently stirred interest in the bus line in dozens of communities from New York to Atlanta. Trailways became a public relations client on January 1.

Planned by the Washington Office, the Road Show was designed to dramatize extension of Trailways Five Star Luxury Service between New York-Washington, D.C., and Washington-Charlotte, N.C. The New York Office Public Relations staff handled press invitations and radio-TV interviews in New York. The Raleigh Office aided in alerting southern media, and the Atlanta Office helped the Washington staff set up TV and radio coverage at the end of the 870-mile Road Show run.



Marvin E. Walsh, Trailways vice president, cuts ribbon at inaugural ceremony at Port Authority Bus Terminal. With him are Toby Dean, TV singer and hostess on the run, and Lee C. Webb, manager of the Port Authority Bus Terminal.

The Trailways Road Show moved out of New York with a busload of press representatives on March 10 (picture above). Four days, five press parties, nine terminal appearances, and 10 cities later, the Show made a successful close in Atlanta. Unique for the bus industry, the event's promotion emphasized the Trailways advertising theme of "friendly, first class travel."

NYO MEMBERS CONTRIBUTE OVER \$21,000 IN "ONCE-A-YEAR" PLEDGE CAMPAIGN FOR CHARITY

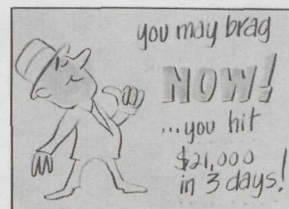
New York... At 4:22 p.m. on Wednesday, March 26, just 56 hours after the eighth annual "Once-A-Year" campaign for charity was launched in NYO, the 1958 goal of \$21,000 had been exceeded. The sum of \$21,214.50 was in, with more donations expected at week's end. The total indicated an average contribution of \$14.63 for each member.

Over 250 canvass the Office

The campaign was launched on Monday morning, March 24, with an informal coffee meeting attended by over 250 staff members who served as area captains and canvassers. The group was addressed by Norman Strouse and Philip Mygatt, Chairman of the campaign. Mr. Strouse stressed our individual and corporate responsibilities in this drive.

Town Crier opens campaign

The campaign was opened with the appearance of a "Town Crier," dressed in Colonial attire, who toured the Office ringing a large brass bell and encouraging all to contribute generously.



Appropriate posters and charts appeared in each elevator corridor. As the week progressed, these were changed to keep members abreast of the changing total.

Congratulatory notices

were put up on Wednesday (above) after the \$21,000 goal had been passed.

Flash! As we go to press, the total amount contributed during the "Once-A-Year" Pledge stands at \$21,997.50.

J. WALTER THOMPSON NEWS HAS NEW LOCATION

New York... The J. Walter Thompson Company NEWS has moved from the 10th floor to the 12th floor square. The phone number -- 2086 -- has remained unchanged.

LIBRARY-RESEARCH DEPT.
APR 24 1958
J. W. T. CO. - CHICAGO



A unique house advertisement

Los Angeles... During a recent visit to Cape Canaveral, Florida, on Douglas business, M.C. (Doc) Borland of Los Angeles Office wrote the Company name and address on the body of the THOR missile. Pictured above, l. to r. are: O.B. Marble, Douglas Advertising Director; Jay Mermoud, Douglas photographer, and Mr. Borland.

NYO copywriter to see first novel published

New York... Arnold Grisman, a copywriter in New York Office, will see his first novel published by Harper & Brothers on April 2. Titled "Early to Rise," the book follows its young hero in pursuit of the ready fortune to be made in the export trade. The proposition is Ben Franklin's, but Mr. Grisman brings it up-to-date to New York City in the 1940's.



NYO Art exhibit this week features both an illustrator and a photographer



This charming little lady is the work of Barbara Steadman, one of New York's busiest models who still finds time for free-lance art assignments. Her delightful illustrations of children display a special advertising potential.



The trio (left) illustrates the talents of William Noyes, a photographer who has operated his own studio for design and photography since 1947. While in California on assignments three times a year, he gives a course in advertising photography at the Art Center School in Los Angeles. Mr. Noyes also has done a great deal of industrial photography.

NY Central announces Robert R. Young Yard in national magazines

New York... The New York Central Railroad continues its 1957 campaign featuring the railroad's modern improvements with a spread on the electronically controlled Robert R. Young Yard. The advertisement (below) ran in national magazines to coincide with the inauguration of the yard. Thompson also prepared a complete news kit and brochure for the event.

What's new on the New York Central






Electronic control at the Robert R. Young Yard helps bring in your freight up to 16 hours sooner!

Time saved in transit can be important to shippers—far beyond any dollar value. The Central puts a premium on speed-up operations, too—so much so that the railroad has spent some \$14 million at Elkhart, Indiana, for the construction of its new Robert R. Young Yard.

This new "pushbutton" freight yard is not the largest in the country, or even on the Central. But it is the most modern and efficient yard anywhere! It will classify and dispatch cars in a third of the time it used to take to pass through the old Elkhart yards.

Electronic equipment at the Robert R. Young Yard—including the world's largest, single-purpose privately owned computer—will do much of the "thinking" and most of the work. Incoming freight cars will be sorted, sent to the proper outgoing tracks and joined to waiting trains—almost completely automatically.

There will be electronic "brains" that mastermind the switching... re-activated calculators that supply just the right braking action to rolling freight cars... TV cameras at remote locations to scan numbers of incoming cars.

Imaginative innovation, research and engineering an integral quality of 20th Century railroading—as practiced by the Central. These qualities are indicative of the policies that have brought so much new energy and so many new improvements to this progressive railroad.

The Robert R. Young Yard is one outstanding result of these policies. It is fittingly named for the man who was so responsible for them.

Ask our freight salesman to tell you how the new yard and the Central's many other new developments help give better, faster service to you.

Name of the "Pushbutton" — New York Central Railroad

This new "pushbutton" freight yard (in Elkhart, Indiana) is the most modern and efficient yard anywhere. Electronic equipment at the Robert R. Young Yard — including the world's largest, single-purpose, privately owned computer — will do much of the "thinking" and most of the work. Incoming freight cars can be sorted, sent to the proper outgoing tracks by remote control.



PARADOJA PRESIDENCIAL ARGENTINA



Este nuevo pudin de pan se preparó encima de la estufa... ¡en sólo doce minutos!

Flan Royal

El secreto de su éxito...

GOOD POSITIONING... The picture above, when seen for the first time, might convey the impression that Arturo Frondizi, president-elect of Argentina, is most enthused about Flan Royal—the product shown in the Thompson-prepared advertisement at left. Actually, the picture is formed by two consecutive pages in the March 24 LIFE ESPAÑOL. The four-color Flan Royal advertisement features the testimonials of Latin American homemakers with regard to Flan Royal's goodness in the included recipe for "Pudin de Pan" (bread pudding).

JENO PAULUCCI, HEAD OF CHUN KING, LAUNCHES NEW LINE OF ITALIAN FOODS IN TEST MARKETS

Chicago...Jeno Paulucci, founder and president of Chun King Sales, Inc., Duluth, Minnesota, is currently introducing a new line of food products, which, this time, are in perfect harmony and logical association with his name -- a line of Italian foods named Jenos's.

It has seemed a strange paradox to many people in the food field that a man with such a fine Italian name should build a "Horatio Alger" success story in the Chinese Food business. But that is what he has done, for Chun King is now the most famous and largest selling brand of American-Oriental foods.

Spaghetti in Divider-Pak

The new line includes Jenos's Spaghetti Italiano -- a superior quality spaghetti and authentic Italian Sauce put in the unique divider-pak, first designed by Jeno Paulucci for his Chun King Products.

The Jenos's Spaghetti Sauces, four of them, also are available in separate cans.

Two varieties of pizza

Other products to be sold under the Jenos's label are two varieties of pizza, both packaged in the exclusive divider-pak. Pastry dry-mix, yeast and cheese are in the top can and a special pizza sauce, either plain or with mushrooms, is in the bottom can. This combination makes three 9-inch pizzas or, according to instructions in the package, the dough can be formed into a long roll from which 12 individual 3-inch pizzas can be cut.

Test marketed in Portland

Jenos's Spaghetti Italiano is being test marketed in Portland, Oregon, with a combination of newspaper and radio advertising support.

Advertisements signed by founder

Newspaper advertisements (above right) are written in the first person and signed by Jeno Paulucci. The copy is in a warm, personal vein, telling how the authentic Italian recipe has been handed down to Jeno through generations.

An offer to buy the first can free for all who send in a Jenos's label was made in the introductory 1500-line advertisement.

JENO'S HAT

Buon giorno,
(Good day)
Portland

I'm so proud to bring you my
Jenos's Spaghetti Italiano

Dedicated to my mother

You can not know my happiness in bringing to you this culinary delight. Its acclaim has been the pride of our family, in the Province of Pesaro, Italy, for over 200 years.

In my authentic Italian recipe sauce you will taste the true Buratti Paulucci flavor and quality for I have followed the family recipe with great care. I use the same kind of Italian plum tomatoes, tender, lean beef, finest olive oil and spices. All slowly cooked and simmered for hours. This flavor can only be preserved kettle fresh when the sauce is kept separate from the spaghetti. This is made possible by my unique Divider-Pak--sauce in one can, spaghetti and Parmesan cheese in the other. With the contents of these two cans you will prepare the finest spaghetti your family has ever tasted.

Jenos's products cost a little more. But I know your taste will tell you they're worth more.

To my mother, *Micheline Buratti Paulucci*, who handed down the recipes to me, I proudly dedicate the foods marked Jenos's.

Jeno Paulucci

4 DIFFERENT SAUCES
Meat sauce; sauce with meat balls; mushroom sauce; marinara sauce. Try them all.

Jeno's
Authentic Italian Recipe
SPAGHETTI ITALIANO
MEAT SAUCE

MY DIVIDER-PAK® WAY

My authentic Italian recipe sauce in top can

My genuine long spaghetti and Parmesan cheese in bottom can

© Reg. U.S. Pat. Off.

Italian hat identifies product

In order to set this new line of products apart from the "big name" established brands in the field, the Chicago team decided to use the picture of an Italian hat (Jenos's hat) being doffed with the salutation, Buon giorno (Good day). Similar hats are being worn by Jenos's salesmen in calling on the trade.

Backing up these newspaper advertisements are radio commercials featuring a lilting song about "Jenos's, Jenos's Spaghetti Italiano, Spaghetti as it should be, from the Paulucci family."

Other markets are expected to be opened up rapidly. "The new Jenos's Spaghetti Italiano products," reports Chicago, "give every indication of being a spectacular success."



S. ROBERT MAITLAND --New York

(My friends call me Mr. Maitland)

Ed. note: The parenthetical comments are Bob Maitland's, of course.

BORN: (long ago) LONDON

1938: SIGNED ON (for life) ROYAL NAVY (as Ordinary Seaman)

1940: SAW ACTION (kept out of trouble in/at) DUNKIRK

1942: CORVETTE BLOWN IN HALF -- NORTH OF IRELAND (but lost my bicycle which was lashed to for'ard and my only gun)

1944: COMMISSIONED LIEUTENANT, R.N. (big story here about Upper Yardman, Nelson, quiet courage, humble duty, etc.)

1945: COMMANDED DESTROYER (which steamed 32,000 miles in last three months of war without sighting land; a dubious distinction -- somebody forgot us, I expect.)

- 1947: RESIGNED COMMISSION, SAILED FOR U.S., JULY (turning point, you might say)
 - 1947-52: TYPE, ENGRAVING & PRINTING BUYER VOGUE MAGAZINE
 - 1952-54: ASSISTANT MERCHANDISING EDITOR VOGUE MAGAZINE (19th Floor, Graybar Building)
 - 1954: JOINED J. WALTER THOMPSON
 - 1956: TRAFFIC CO-ORDINATOR (chart engineer) FORD TV (10th Floor, Graybar Building still, left wing center)
 - 1957: HANDLED OPERATIONS, FORD'S AROUND THE WORLD TRIP (which accounts for occasional biting of pipestem)
 - 1958: OPERATES FORD TV PRODUCTION CONTROL CENTER: FORD SHOW, SUSPICION, LUCY-DESI SHOW, AND ZANE GREY THEATRE (which accounts for occasional grey hair)
- SUMMARY: HAS RED HAIR (greyish red) MATCHING MOUSTACHE, SMOKES PIPE (Barking Dog no bite mixture) RELAXES OVER CHESS BOARD, MODEL SHIPS, COLLECTION OF OLD MAPS, FROM TUDOR CITY TOWERS (you might say that from my apartment, you can see Ebbet's Field, Brooklyn Bridge, Statue of Liberty, Graybar Building, and George Washington Bridge -- but not all at once.)

Ed. note: In case you haven't read Bob Maitland's weekly Ford TV Production Reports, you are missing one of the drollest, keenest senses of humor in New York City.

PEOPLE

MISS NONA M. LEDDY, a Chicago Office member for 40 years before her retirement in 1952, died suddenly on March 17. Miss Leddy was secretary to C.E. Raymond, Chicago partner of the Company's founder, and then to Henry T. Stanton. Visitors to NYO: FRED MARTIN (Associate Director of the South African Company) and Mrs. Martin arrived in New York from Cape Town last week. They will remain here until leaving for Los Angeles and Honolulu on April 2. Current lobby display



in San Francisco Office (left) features non-objective paintings and serigraphs by GENE BETTES (SF). His work has been exhibited in Des Moines, NYC and in his native Oklahoma. WAL-LACE ELTON (NY) served as a judge of photography at the Second Management Seminar sponsored by the commercial division of the Professional Photographers of America, Inc., March 27-29. Deadline for next NYO Classified is April 1.

TV schedule of programs sponsored by Thompson clients

for the week of March 30th

April 2

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

Lever Brothers - major
Scott Paper - minor

"Tell It to Mom." Margaret Anderson finds herself a confidante to the whole family. She knows that one small deception has snowballed into a complex situation, and must decide whether or not to betray all of the secrets told her.

April 2

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

Eastman Kodak

"The Top Gun." The local supermarket is offering prizes to anyone who challenges the famous cowboy Tex Barton to a duel and outdraws him. Because Ozzie has been bragging about the gunfighting ability of his great-great-grandfather, everyone goads him into challenging Tex.

April 2

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

Kraft Foods Division

"The Man in Authority." Inspector Peter Arlen of Scotland Yard is waiting in his office to meet his daughter Pat, who works in the government's foreign office, and her boy friend Jan Kaslow. Arlen receives a phone call from a flower woman who tells him that a suspicious group of men has been meeting in a jewelry shop. After Pat and Jan arrive, Arlen is notified that the flower woman has been murdered.

April 3

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

Seven-Up - minor

"Adios, Señor Magistrado." Galindo accuses the new commandante of conspiring against the people of Los Angeles and proposes to deal with him without even a trial. Zorro learns of Galindo's plot and decides to help thwart it. Guy Williams, Vinton Hayworth, Henry Calvin, Gene Sheldon.

April 3
THE REAL McCOYS -- 8:30-9:00 Channel 7
Sylvania

"For Love or Money." Pepino, the hired hand, asks the McCoys for a raise. Grandpa McCoy takes the request as a personal affront, especially when he learns that the idea of a raise came from Pepino's girl friend.

April 3
THE FORD SHOW -- 9:30-10:00 Channel 4
Ford Division

George Gobel visits Ernie tonight.

April 3
THE LUX SHOW -- 10:00-10:30 Channel 4
Lever Brothers

John Raitt is Rosemary's guest this evening.

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

"The Otis Yonder Story." Riley and Gillis believe they have discovered a young new singing sensation working at the plant. Anxious to cash in on their talent find, they try to line up television appearances for him.

April 4
ZANE GREY THEATRE -- 8:30-9:00 Channel 2
Ford Division

Michael Rennie in "Three Days to Death." An Easterner learns that his brother has been killed out West and sets out to find the murderer. He learns that the killer's identity is known, but that the law does not have the men go after him.

April 4

SCHLITZ PLAYHOUSE -- 9:30-10:00 Channel 4
Schlitz Brewing Company

Scott Brady and Yvonne Craig in "Papa Said No." Photographer Calvin Penny is interested in pretty Suzanne Stacey only as a model, but she thinks of Calvin as a prospective husband. For that reason, she agrees to pose for him. Only when Suzanne's irate father visits the studio does Calvin realize Suzanne's intentions.

April 5

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

Paladin helps an old friend set up a prize fight in a small town. When the crooked sheriff and promoter threaten his friend, Paladin is forced to become a boxer.

April 6

MEET THE PRESS -- 6:00-6:30 Channel 4
Pan American - major

Guest not confirmed at time of printing.

April 6

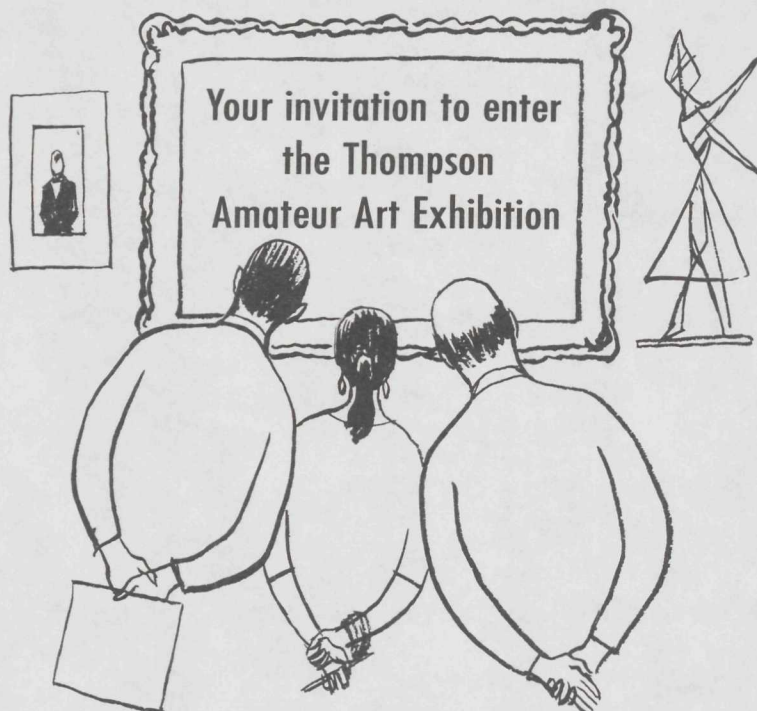
ED SULLIVAN SHOW -- 8:00-9:00 Channel 2
Eastman Kodak - major

Ed Sullivan's guests will be Maurice Chevalier, Guy Lombardo and his orchestra, Betty Johnson and family, Joe Castor (puppet act), Regine and Andre Berney (dance team), Conrad Hilton, Les Marthys (tumblers), and Nell Rankin (singer).

TV program schedule for the week of March 30th

MONDAY	Edge of Night	o Standard Brands	4:30-5:00	2
	Garry Moore	o Lever Brothers	10:15-10:30	2
	Treasure Hunt	* Mentholatum	10:30-10:45	4
	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 Verdict Is Yours	* Standard Brands	3:45-4:00	2
	Modern Romances	* Libby, McNeill & Libby	4:45-5:00	4
	Modern Romances	o Brillo Mfg. Company	4:45-5:00	4
TUESDAY	Treasure Hunt	* Chesebrough-Pond's	10:45-11:00	4
	The Price Is Right	* Chesebrough-Pond's	11:15-11:30	4
	Tic-Tac-Dough	o Standard Brands	12:00-12:15	4
	It Could Be You	Brillo Mfg. Company	12:45-1:00	4
	Queen For A Day	# Standard Brands	4:00-4:15	4
	Comedy Time	* Chesebrough-Pond's	5:00-5:15	4
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	2
	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	8:30-9:00	4
	Ozzie & Harriet	Eastman Kodak	9:00-9:30	7
Kraft TV Theatre	Kraft Foods Division	9:00-10:00	4	
THURSDAY	Tic-Tac-Dough	Kraft Foods Division	12:00-12:15	4
	Matinee Theatre	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	Arthur Godfrey	* Libby, McNeill & Libby	11:15-11:30	2
	Garry Moore	* Libby, McNeill & Libby	10:00-10:15	2
	Garry Moore	# Lever Brothers	10:45-11:00	2
	Treasure Hunt	o Chesebrough-Pond's	10:45-11:00	4
	The Price Is Right	o Mentholatum	11:00-11:15	4
	Beat The Clock	o Eastman Kodak	2:00-2:15	2
	House Party	Lever Brothers	2:30-2:45	2
	The Verdict Is Yours	* Libby, McNeill & Libby	3:30-3:45	2
	Life of Riley	# Lever Brothers	8:30-9:00	4
	Zane Grey Theatre	* Ford Division	8:30-9:00	2
Schlitz Playhouse	Schlitz Brewing Co.	9:30-10:00	4	
SATURDAY	Have Gun - Will Travel	* Lever Brothers	9:30-10:00	2
SUNDAY	Omnibus	* Aluminium Ltd.	4:00-5:30	4
	Meet The Press	* Pan American	6:00-6:30	4
	Ed Sullivan	* Eastman Kodak	8:00-9:00	2

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



It is with great pleasure that I send you this invitation to participate in the very first J. Walter Thompson Amateur Art Exhibition.

This Exhibition, to be held in May, is open to all members of the Company with the exception of the Art Department. It is, therefore, evident that this event is directed to the Amateur in all fields of art.

Entry blanks will be available during the month of April from Dione Guffey, 10th floor, New York Office. Please read these carefully to obtain a full understanding of the purpose, subject matter, mediums and scope of the Exhibition. The exact date of the Amateur Exhibition will be included.

Details on the awards which will be given on the basis of an entry's popularity, will be announced later.

I am confident of your participation and anticipate that your enthusiasm will equal mine.

Let's make it a Great Show!

Arthur Blomquist

Exhibition Committee:

Dione M. Guffey
Edward Klauck
Paul Shively

NEW...

A remarkably accurate marketing tool— the new J. Walter Thompson Consumer Panel

A day-by-day close-up of *what and how* American families are actually buying

Now—more than ever—*a necessary addition* to your own sales figures and other marketing data

The new J. Walter Thompson Company Consumer Panel is based on an interim U. S. Census study made in March, 1957, to keep abreast of population trends.

A tabulation of this material was made *especially* for the J. Walter Thompson Consumer Panel. This tabulation enabled us to select the number *and types* of families in each of the following classifications to assure a true sample of the total U. S. family population:

Region	Market Size	Family Size	Age
	Education	Income	Race

Actually, there are 494 unique combinations of these seven family characteristics. This cellular design provides the most precise and usable cross-section of American families.

Finding the right kind of families to fill each cell of the Panel—and maintaining a delicate balance between these seven important family characteristics—was made possible through 18 years of J. Walter Thompson experience in the creation and development of the Consumer Panel.

To guarantee a constant *minimum* of 5,000 representative reports monthly, we recruited more than 15,000 families. The result is that the

Thompson Panel has been refined to the point where we believe it is the most accurate marketing tool of its kind ever developed.

WHAT THIS NEW PANEL CAN TELL YOU

In today's highly competitive marketing, it is essential to have *precise* information about the people who buy your products.

Over 5,000 housewives on the Panel write down their families' purchases—*as they are made*—in over 30 product categories.

Each housewife sends her day-by-day record to us at the end of each month. We learn:

What brand she bought. At what price. Amounts.

In what store. When. Who in her family uses it.

When she started buying this brand.

From what brand she switched.

The Panel is the *continuing, day-by-day picture* of how the American people are actually buying—so sensitive and flexible it can be applied to a wide variety of marketing problems.

If you would like to know how the new J. Walter Thompson Consumer Panel can help you achieve your marketing objectives, we would be happy to discuss it with you.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco,
Los Angeles, Hollywood, Washington, D. C., Miami