

Six governors contribute articles to 1958 Ford Dealers' NEW ENGLAND JOURNEYS

New York... The Ford Dealers of New England have added a sixth edition of NEW ENGLAND JOURNEYS to their distinctive library dedicated to New England scenes and subjects. The current edition of over 500,000 copies distributed to vacationers through motels, hotels and State Development Commissions does much to contribute to the stature of the Ford Dealers of New England.



"Discovering Craftsbury," an article by Judith Bailey Jones on the appeal of a Vermont town. The painting is by Virginia Paccassi.

This unique contribution offers an impressive record in the field of regional art and letters (see picture above). Each story is original and written by a talented New England resident. The six New England governors have for the first time each contributed an article. Gel Hardy (NY) has an article published for the fourth successive year entitled, "Coming Down From Greylock."

For your 1958 copy of NEW ENGLAND JOURNEYS, call A.J. Norris Hill, Ext. 2438.

"Suggested Reading for the Family" booklet now available from NYO Information Center

New York... In conjunction with the recent Library Week, promoting the idea "Wake Up and Read," Barnes & Noble, Inc., booksellers and publishers, prepared a booklet, "Suggested Reading for the Family," which is now available from the NYO Information Center.

The main section of this book list, "Reading Aloud in the Family," was compiled by specialists from the New York, Brooklyn and Queens Borough Public Libraries. The second section, prepared by Barnes & Noble, fills a long-felt need of the general public for a comparison guide of home dictionaries and encyclopedias.

Thompson "Manual of TV Basics" -- guide and reference -- nears completion

New York... One of the most detailed and inclusive studies of television is nearing completion by the Company's Media Research Department. The "Manual of TV Basics" examines TV from virtually every angle -- its beginnings, growth and present practices; national spot and local buying, audience size, ratings and cost per thousand; program types and trends, commercial copy and the placement of commercials, and the status, cost and sales impact of color.

To date over 200 copies of the first portion of the Manual have been distributed to Thompson members and clients for whom it will serve as a working television reference. A digest of the Manual has also been prepared and close to 300 copies are presently in use.

A recent article in BROADCASTING gave a résumé of two chapters of the Manual explaining the differences in the various types of ratings and describing how the Company keeps a check on a television program's "state of health" through analysis of audience size and characteristics.

As a result of this summary, requests for reprints of the two chapters involved have been received from universities, magazines, networks, and newspaper and television service organizations. These will be available shortly, but the use of the Manual and Digest is limited to Company and client personnel.

Those wishing to review a copy of the Manual should contact the Communications Committee Co-ordinator in their office.

10th Floor Corridor Art Gallery now open in New York Office

An exhibit by Robert Riger, illustrator, marked the opening of the new Corridor Art Gallery last week. Mr. Riger specializes in sports and horses. This week Theodore Hancock's watercolor landscapes of England and America may be seen.



In the Art Annex, 10th Floor, Southeast, will be exhibited photographic reproductions by Frank Lerner of the works of such French Impressionists as Renoir, Picasso, Gauguin and Degas. These have been made available through the LADIES' HOME JOURNAL.

EMILY TIPP'S PERSONALITY EFFECTIVE IN ALL MEDIA --

FIGURES SHOW TIP-TOP BREAD SALES CONTINUE TO CLIMB

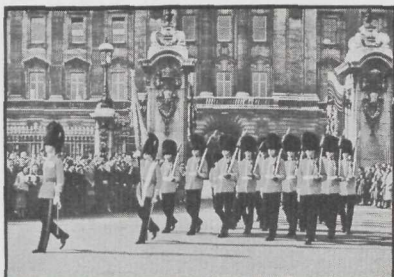
New York... Sales up 20% in St. Louis. Sales up 14% in New Orleans. These are statistics from some of the first markets to respond to the Emily Tipp campaign, launched in October. They show that the appearance of Ward's saleslady "extraordinaire" and increased popularity of Tip-Top bread go hand in hand.

Emily Tipp was especially created for television. How well does she "sell" her product? In a survey conducted by TELEVISION MAGAZINE in December, 1,000 viewers were asked the following question: "What brand of bread have you seen advertised on TV during the last two weeks?" Tip-Top ranked first with 26.7%, despite the fact that the commercials had been off the air during the two-week survey period.

But Emily is not only a TV star. You can hear her on the radio, see her in newspapers, magazines, car cards, in-store material and, in the near future, on trucks and the bread wrapper itself. In addition to creating a lively brand image for Tip-Top White Bread, Emily is being used to sell other Tip-Top breads and cakes.

Emily helps get distribution

One of Ward Baking Company's major objectives is to get wider distribution for Tip-Top products in supermarkets and chains. Many chains resist stocking Tip-Top in order to push their own private brands. Therefore, a special "post card" campaign was created to stimulate interest in Tip-Top.



Emily Tipp Message from London, March 25:
"Are you there? I love the way the English talk. I've been up in a 'lift,' travelled by 'underground,' and had high tea in a duchess's 'flat.' Cheerio, Emily Tipp (Mrs.) P.S. She had scones and jam...but I missed my Tip-Top bread."

Each month, the chain store buyers receive a personal post card from Emily. Mrs. Tipp is on a world-wide tour: London, Paris, Buenos Aires, Tokyo; twelve foreign cities in all. She writes news of her adventures

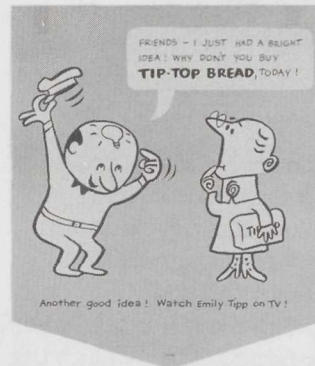
and various Tip-Top products. How are these cards hand-written and mailed? By Thompson's international offices, who are assisting in this unique campaign.

Three fan clubs

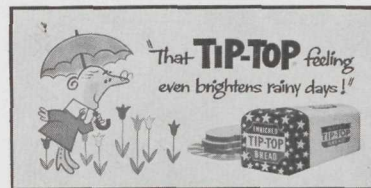


Emily Tipp is one of today's most popular leading ladies on television, successfully convincing homemakers to buy

Tip-Top baked goods. In fact, she is so popular, that three Emily Tipp fan clubs have been formed in different parts of the country to watch her commercials.



In-store material



24-sheet poster



New suggested bread wrapper

Highlights of an outstanding year at Ward Baking Company

Manufacture and promotion geared to mass market...entire line streamlined...resulted in highest sales volume in history!

"Hello - I'm Emily Tipp, the Tip-Top Lady."

Perhaps you've already met me on TV. I'm proud to point out the highlights of our new marketing program at the Ward Baking Company.

● 104 millions in sales - In 1967, Ward Baking Company sales continued steady growth, reaching a record \$104,208,177 compared with \$100,207,997 the previous year.

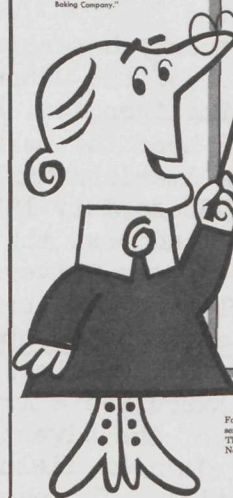
● Profits increase - Net profit after taxes for 1967 totaled \$1,445,297 compared with \$1,313,922 in 1966. This was equal, after providing for dividends on the Preferred stock, to \$1.40 per share of Common stock. In 1966, earnings per share of Common stock were \$1.22.

● Innovations in manufacture and merchandising - 1967 was a year of significant progress in every area of management, engineering, production, marketing and merchandising. The Company developed an integrated program to sell Tip-Top breads and cakes on a mass-market scale.

Skilled product and marketing research were applied to the entire line. Ward is baking select types of goods and planning new products which offer the greatest sales potentials, fastest turnover and the best profit potential. Tip-Top baked goods are related by new and colorful packages.

Additionally, during 1967, more than 2 million dollars was spent on plant improvement and mechanization of production. Further mechanization is under way, assuring even lower production costs and higher margins of profit.

Today, new concepts in baking, packaging, distribution and merchandising are being pioneered in all phases of the Company's modern, new program. 1968 holds great promise for Ward Baking Company.



"Tip-Top" "Emily Tipp" are trademarks of Ward Baking Company.

For more complete information on this "growth" Company, send for a copy of the Annual Report. Write to: The Ward Baking Company, 475 Fifth Avenue, New York 17, New York.

Emily Tipp states that she's "proud to point out the highlights of the new marketing program at the Ward Baking Company" in this unusual advertisement appearing in BARRON'S today. The Tip-Top Lady also is being used for the annual dividend stuffers to stockholders.

Chemistry lost -- people won



BEN BRITT --New York

Technician... sales maker... representative

Some people might term a move from technical product development work with a manufacturer to advertising agency account work a case of a leopard "changing his spots." Ben Britt's case might better be described as one of an individual realizing he never really was a leopard. Gravitating into the agency world, he came armed with abundant experience in both the product and marketing fields.

From early days in West Virginia, Ben's dominant interest had been in medicine, which led him finally to an A.B. cum laude in chemistry from Princeton. During college he was intercepted by the Navy for a three-year tour of action in the Pacific. Returning to graduate, Ben found that his interest in chemistry had dimmed; his in-

terest in people had grown. Uncertain now of exactly how to put his background to use, he was sure it was not in a field of "pure science."

Eight years of activity with one of the country's most successful corporations followed. Ben was a Brand Manager in the Product Research Department of Procter and Gamble. He helped to develop Dash from an idea to a money-making success; to convert famous old Oxydol to a new detergent; to test and guide the product activities of going brands like Duz, Spic & Span and others.

From this came the fundamentals of both making and selling good products, the technical side of product development and the marketing side of sales and advertising. This combination of work with both products and people proved one point. Market research data stuck in his mind and whetted his curiosity; formulae and tests didn't. Time to follow a single path -- to New York.

Ben arrived at J. Walter Thompson in October, 1956, well prepared to act as an account representative on Pond's. His integration of technical knowledge and marketing training gives him a unique value to both agency people and client.

Spare hours at home in Princeton, when not enjoying life with his wife, Pat, youngsters Benjie III, Margaret and Jim, are spent indulging in the husbandly pastimes of accomplished cabinet maker and general handyman.

PEOPLE

WILLIAM H. ERSKINE (Montreal) has recently been appointed a director of the Canadian Association of Advertising Agencies. DONALD R. LONGMAN (NY) will head the Marketing Research Division of the American Marketing Association from July 1958 to July 1959. ARNO H. JOHNSON (NY) will address the Milk Merchandising Institute at the University of Wisconsin on April 21. As a member of the Salmagundi Club, H. Sumner Sternberg of Erwin Wasey, Ruthraff & Ryan, Inc. has formed the Advertising Executive's Artists Group for men and women of the advertising, publishing and public relations fields who enjoy painting as a pastime. Thompson executives are invited to join the group and to exhibit examples of their work. For

details, call Dione Guffy, NYO. The Type Directors Club is presenting its first World Seminar and Exhibition on the "Art and Science of Typography" in New York on April 28 and 29. There will be a symposium of six international speakers and two exhibits: the winning entries of the Type Directors annual competition and outstanding work from other nations. For further details, contact Frank Powers or Gerard O'Neill, NYO. Attention: THOMPSON ATHLETES: The Company will compete in the Advertising Agency Softball League which begins in early May. If interested in participating, call Bob Ruddiman, Ext. 2864, NYO. Engaged: GAIL HOFF (NY) to Robert Brown.

TV schedule of programs sponsored by Thompson clients

for the week of April 13th

April 16

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

Lever Brothers - major

Scott Paper - minor

"A Friend in Need." The Anderson family is awakened one morning by the doorbell ringing. A dog on the front porch has rung the bell and is obviously hungry. Jim Anderson wants to ignore the animal and go back to bed, but the rest of the family insists that the dog be taken in and given a home.

April 16

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

Eastman Kodak

"The Bachelor." An eligible bachelor is in town. Ozzie and Darby laugh at the women for trying to make a match. But the two men soon find themselves embroiled in their own plot to find a wife for the bachelor, John Archer.

April 16

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

Kraft Foods Division

"Three Plays by Tennessee Williams" inaugurates a new phase in "Kraft Theatre" presentations.

April 17

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

Seven-Up - minor

"Zorro by Proxy." A beautiful girl teams up with "The Eagle" in a scheme to track down Zorro. She decides to choose someone at random and accuse him of being Zorro, and singles out Don Diego as her victim.

April 17
THE REAL McCOYS -- 8:30-9:00 Channel 7
Sylvania

"When a Fellow Needs a Friend." Grandpa McCoy gets a parking ticket for a violation he swears he never committed. He learns that he can win the case if he can produce one witness who will swear to his honesty.

April 17
THE FORD SHOW -- 9:30-10:00 Channel 4
Ford Division

Roberta Sherwood is Ernie's guest tonight.

April 17
THE LUX SHOW -- 10:00-10:30 Channel 4
Lever Brothers

Comedienne Spring Byington, star of the TV series "December Bride," is Rosemary's guest tonight.

April 18
LIFE OF RILEY -- 8:30-9:00 Channel 4
Lever Brothers - Thompson not agency of record

"The Price of Fame." By accident Riley captures a thief, and is proclaimed a hero by the town. In appreciation, a local TV show makes plans to honor Riley, but without his knowledge.

April 18
ZANE GREY THEATRE -- 8:30-9:00 Channel 2
Ford Division

Steve Cochran and James Whitmore in "Debt of Gratitude." Marshal Cam Tolby faces the enmity of the townspeople when he tries to take an outlaw to Prescott, Arizona, to stand trial for robbery and murder. His difficulties increase when the outlaw, despite handcuffs, manages to save a group of schoolchildren from disaster.

April 18

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

Louis Hayward, Alan Mowbray and Lita Milan in "A Contest of Ladies." Actor Stephen Morley decides to leave Hollywood and return to his home in England for a much needed rest. Once there, his plans for relaxation are interrupted when he is named one of the judges of the town's annual beauty contest.

April 19

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

Show withheld.

April 19

THE TURNING POINT -- 9:30-10:00 Channel 4
Scott Paper Company - major

April 20

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

Guest not confirmed at time of printing.

April 20

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

Ed Sullivan's guests will be Vivian Blaine, David Wayne, Gogi Grant, Freddie Bell and the Bell Boys (singing group), Naval Academy Singing Group, Martin Granger Puppets, Ricki Layne and Velvel, University of Pennsylvania Mask and Wig (dramatic group), Helene and Howard (comedy dance team), D'Angelys (tumblers), and Miklos Gafni (a Hungarian singer).

TV program schedule for the week of April 13th

MONDAY	Edge of Night	o Standard Brands	4:30-5:00	2
	Garry Moore	o Lever Brothers	10:15-10:30	2
	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	o Standard Brands	3:45-4:00	2
	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
	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	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
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
Beat The Clock		* 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	The Turning Point	* Scott Paper Company	9:30-10:00	4
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