

The legend of the lost totem

Once upon a time, in the deep forest of Queen Charlotte Islands, there stood a giant totem. It had been carved by Haida braves, to give praise to the spirits of the tribe.

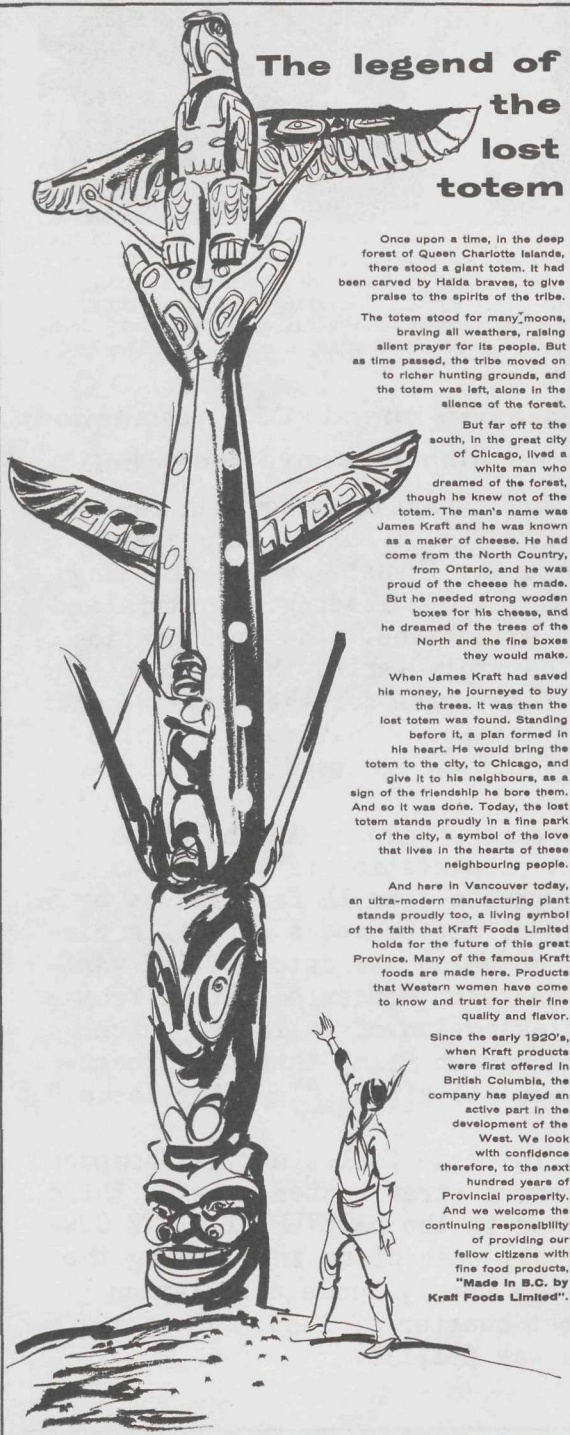
The totem stood for many moons, braving all weathers, raising silent prayer for its people. But as time passed, the tribe moved on to richer hunting grounds, and the totem was left, alone in the silence of the forest.

But far off to the south, in the great city of Chicago, lived a white man who dreamed of the forest, though he knew not of the totem. The man's name was James Kraft and he was known as a maker of cheese. He had come from the North Country, from Ontario, and he was proud of the cheese he made. But he needed strong wooden boxes for his cheese, and he dreamed of the trees of the North and the fine boxes they would make.

When James Kraft had saved his money, he journeyed to buy the trees. It was then the lost totem was found. Standing before it, a plan formed in his heart. He would bring the totem to the city, to Chicago, and give it to his neighbors, as a sign of the friendship he bore them. And so it was done. Today, the lost totem stands proudly in a fine park of the city, a symbol of the love that lives in the hearts of these neighboring people.

And here in Vancouver today, an ultra-modern manufacturing plant stands proudly too, a living symbol of the faith that Kraft Foods Limited holds for the future of this great Province. Many of the famous Kraft foods are made here. Products that Western women have come to know and trust for their fine quality and flavor.

Since the early 1920's, when Kraft products were first offered in British Columbia, the company has played an active part in the development of the West. We look with confidence therefore, to the next hundred years of Provincial prosperity. And we welcome the continuing responsibility of providing our fellow citizens with fine food products. "Made in B.C. by Kraft Foods Limited".



UNIQUE ADVERTISEMENT FROM OLD LEGEND GROWS — J. Walter Thompson, Montreal, recently unearthed an interesting little story connecting a lost totem pole with James Kraft, "maker of cheese." The office decided to feature the legend in the above advertisement which appears today in the Vancouver Sun-Province's centennial issue. The park referred to in the copy is Lincoln Park, Chicago.

THE STOUTER CORPORATION NAMES THOMPSON AS ADVERTISING COUNSEL

New York... J. Walter Thompson Company has been appointed advertising counsel for The Stout Corporation of Cleveland, Ohio. The New York Office will service the Frozen Cooked Foods Division, Restaurant Division, Management Food Service Division and Corporate Division.

The Stout chain, which was opened in 1924, has 20 restaurants in leading cities, including New York, Detroit, Chicago, Philadelphia, Cleveland, Minneapolis, Pittsburgh and Milwaukee.

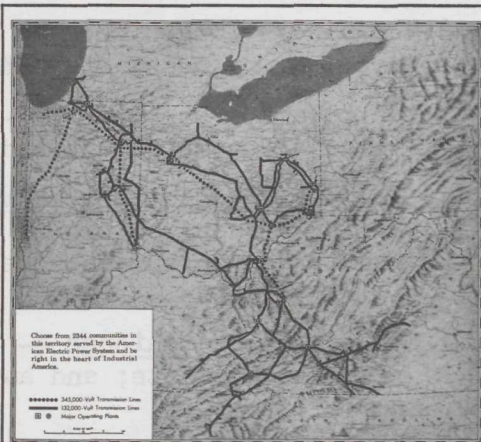
In 1954, Stout's established a new frozen cooked food division which produces one of the highest quality lines of frozen cooked food in the country. It consists of 24 products — 15 entrées, six vegetables and three desserts.

Another new Stout division created in 1956, Executive Food Service, Inc., is a management service designed to serve business and industrial firms providing cafeterias or other employee feeding facilities for in-plant feeding of office workers.

AMERICAN ELECTRIC POWER COMPANY ENDEAVORS TO ATTRACT NEW INDUSTRY TO AREA IT SERVES

New York... Current advertising for the American Electric Power Company (formerly the American Gas and Electric Company) is designed to attract new firms to the seven-state territory served by its six operating electric companies. The progressiveness of the company's management also is conveyed to investors and members of the financial community.

The 1958 series is built around the three M's of plant site location — Manpower, Markets and Materials — included and explained in the text of each advertisement. The series runs in FORTUNE, U.S. NEWS, BUSINESS WEEK, BANKING, THE JOURNAL OF COMMERCE and all editions of the WALL STREET JOURNAL.



When you locate in AEP's 7-state industrial area...
—you're overnight or closer to billion-dollar markets!

When you locate in this area served by the American Electric Power System, you have 244 communities to choose from. This area is rich in man and materials, and is soon to be served by the St. Lawrence Seaway and new national highways. Our area development specialists will help you find a plant site most profitable to you. Then, as an important follow-up, AEP community planning specialists will help local officials relate community growth plans with your needs... and the needs of your employees and families. These are known as the "Three M's" of industry location: Manpower, Markets, and Materials. To get a more detailed description of the many industry advantages in the American Electric Power service area, write for the brochure "Power and National Resources" or phone in confidence to Mr. Lee Davis, Vice President, Area Development, Dept. A-60.

AMERICAN ELECTRIC POWER COMPANY
(formerly American Gas and Electric Company) 30 Church St., N.Y. 10011 • Contact 7-6920

Operating companies of the System:
Appalachian Power Company • Indiana & Michigan Electric Company • Kentucky Power Company
Mississippi Power Company • Ohio Power Company • Tennessee Valley Authority
Kingsport Utilities, Inc. • Wheeling Electric Company

Consumer seeks convenience in ten forms, says General Foods head

"The importance of convenience as a determinant of consumer acceptance of products and services can be observed in an increasingly wide range of convenience features built into new products and in new convenience forms appearing in the marketing system," says Dr. Eugene Kelley, Professor of Marketing at Michigan State University.

In an article appearing in the July issue of JOURNAL OF MARKETING, Dr. Kelley cites ten forms of convenience set down by Charles G. Mortimer, President of the General Foods Corporation, which the consumer now expects almost as a matter of course.

1. Form Convenience — cigarettes in various sizes and tips, and vest-pocket radios.
2. Time Convenience — typified by evening hours, and fresh fruits and vegetables out of season.
3. Place Convenience — life insurance in airline terminals, drive-it-yourself automobile rental services; and the planned shopping center.
4. Quantity or Unit Convenience — aspirin in tins of 12, or bottles of 500; and smaller pianos for the smaller home.
5. Packaging Convenience — disposable and utility packages; and the packaged vacation plan. The packaged home is already on the market.
6. Readiness Convenience — instant coffee; pre-cooked foods; and THE READER'S DIGEST.
7. Combination Convenience — do-it-yourself kits; and combination and matched sets.
8. Automatic Operations Convenience — automatic kitchen equipment; power steering and brakes on automobiles; and automation in many fields.
9. Selection Convenience — the new variety of dairy products; and automobile color combinations.
10. Credit Convenience — cars; homes; vacation cruises; and education on credit.



Thompson members who received straw boaters as prizes in the recent SATEVEPOST Bonus Circulation Contest are: standing, left to right; Dwight Davis, Nina Kane, Marianne Keating, Joyce Forman and Carol Hutter. Kneeling, left to right; Arthur Black, Arthur Koponen, Rufus Fairchild and James Cochran. Not pictured are Arthur Karlan, Nicholas Van Laer and Peter Ernst.

Thompson members attend POST presentation; Stutz Contest winners receive boater hats

New York... Last week Thompson members attended a SATEVEPOST editorial presentation — "Take Any Issue" — which is being shown to some 12,000 leading industrial and advertising executives. The presentation portrayed the story behind the editors' selections of material for the magazine and the impact that these features, articles and stories have on the reading public.

The November 9 issue, around which the complete presentation is built, was selected at random from 14 fall issues by Norman Strouse, who tossed a dart at a circular board on which the dates of the various issues had been concealed. It is from this chance selection of an issue, which the audience saw on film, that the presentation derives its title, "Take Any Issue."

At the luncheon following, 12 Thompson members received straw boater hats — third prizes awarded in the SATEVEPOST STUTZ CONTEST. They all came close in guessing the POST's average weekly bonus circulation for the first quarter of 1958. The correct figure was 531,138.

Photographers from Magnum Photos have works on exhibit in NYO Art Department this week

The Magnum Photo show on display in NYO consists of one photograph of each of the 80 Magnum photo journalists now doing work for leading magazines in the U.S. and Europe. Among those represented are such well-known people as Henri Cartier-Bresson,

Elliot Erwitt, Cornell Capa and W. Eugene Smith. The Magnum photographers have exhibited at the Museum of Modern Art in New York. They also have done work for many leading advertising firms and publishing houses.

FIRST JETS ON THE ATLANTIC ... FIRST ON THE PACIFIC

FIRST IN LATIN AMERICA ... FIRST ROUND THE WORLD



The first Jet Clippers that you will ride in are Boeing 707s, the most thoroughly flight-tested airliners ever to enter commercial service.

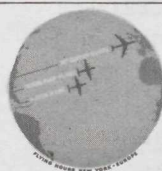
PAN AMERICAN STARTS FIRST JET SERVICE TO EUROPE THIS FALL!

The No. 1 airline across the Atlantic welcomes you to a magic world of travel!
Fares as low as \$453⁶⁰ round trip to London, \$489⁶⁰ to Paris ... daily from New York.

Pan American carries more people across the Atlantic than any other two airlines combined

LONDON
6½ HOURS
PARIS 7 hrs.

No increase in minimum fares



Pan Am's Jet Clippers* are the first transatlantic jet airliners. They are pure jets, a major advance over turbo-props. Four massive jet engines give you beautifully quiet, vibration-free comfort at 600 mph.

Cruising altitudes are between 25,000 and 40,000 feet, up where it's possible to "ride" the jet stream currents.

Jet Clippers will offer the finest, fastest transatlantic service; new economy class at

no increase in fares. Coming: Jet Clipper service to Latin America, across the Pacific and 'round the world.

For full reservations, call your Travel Agent or one of the 53 offices of Pan American in the U.S. and Canada. A colorful, fact-filled Jet Clipper brochure is yours with our compliments, if you write: Pan American, Dept. 707, Box 1790, New York 17, N. Y. In Canada, P. O. Box 811, Toronto.

PAN AMERICAN

WORLD'S MOST EXPERIENCED AIRLINE

A PAN AM "FIRST" --JET SERVICE TO EUROPE THIS FALL -- ANNOUNCED

WITH FULL-COLOR SPREADS IN MAJOR MAGAZINES THIS WEEK

New York... Pan American World Airways will make major news this week with the announcement of its jet service to begin operation in the fall. The first commercial airline to fly the Atlantic in 1939, Pan Am will become the first airline to fly commercial jets to Europe -- beating its competition by several weeks in the "magic world of travel."

Full-color spreads detailing the Jet Clipper service run in the July issues of LIFE, SATURDAY REVIEW, NEW YORKER, NEW YORK TIMES magazine section and August issues of HOLIDAY, NATIONAL GEOGRAPHIC and SUNSET.

Backing up the magazine campaign will be newspaper advertisements, subway posters, and TV commercials on Pan Am's program "Meet the Press."

The Jet Clippers which carry upwards of 135 passengers have been tested for four years. They are 50% faster than the turbo-props, as indicated on the chart in each advertisement showing flying hours from New York to Europe.

During the 6½-hour flight to London, passengers will travel faster and higher than ever before with barely a sensation of speed and none of height. Other advantages of the Jet Clippers are that they are quiet, decorated in modern restful tones and comfortably air-conditioned by an ingenious system that keeps passengers draft-free.

Coming soon: Pan Am jet service on the Pacific, in Latin America and around the world.

7/14/58

Model executive secretary



MADELEINE BLOUNT --New York

"Vogue-ly packaged five feet of enthusiasm"

Dial 2111 and you'll hear the personality of the Thompson company expressed in three little words. "Mr. Resor's office," says the clear, sure, rich (but not in the least pretentious) voice of Miss Madeleine Blount!

The voice may be one of the reasons why Madeleine was tapped two years ago for "the" job -- one that a poll of U.S. secretaries could conceivably call the very top.

But there are other reasons why she's the kind of a person Thompson likes to have as a "representative." On the job, she's a quietly efficient, uncluttered, Vogue-ly packaged five feet of enthusiasm, who obviously enjoys her working hours.

After five, her neat slaloms down the slopes at Stowe...her epicure picnic lunches on the beach at Fire Island...her graceful small talk at places like Claridge's in London and Stouffer's in New York and her enjoyment in her own family are all other, wider interpretations of the Madeleine we know in the office.

She's a family girl who lives with her mother and father and two cats on Park

Avenue, and this year will vacation with same in North Carolina "where all the Blounts come from." However, only a trace of the belle remains in Madeleine's voice because she was educated in the Yankee schools: New York's Convent of the Sacred Heart, Chapin and Bryn Mawr.

Madeleine would be the first to pooh-pooh any suggestion that she's a model executive secretary. And that's probably why she is.

But how did she get to be one -- so young?

She says, "By taking some good Thompson advice the month I landed my B.A. in Ancient History: 'Learn to type!'"

But we say it's all because her executive tendencies were showing from the very beginning. She didn't call Thompson for a job -- Thompson called her, when the name Blount was noted on the Honorable Mention list of Vogue's Prix de Paris.

Madeleine entered the contest -- with some misgivings -- while she was business manager of Bryn Mawr's College News. She liked to write, but her own self-analysis was later confirmed by Thompson's Mary Vorse who says, "We recognized her administrative talents."

"I was told that one way for an ancient history major to get ahead -- was to learn to type," repeats Madeleine from behind the sense of humor glasses she puts on whenever she looks at herself.

Her self-styled Thompson preparatory course included secretarial school, two years of skill sharpening at Fawcett Publications and W.B. Bradbury...and several months in Europe ("where she goes often!" says one sit-by-the-fire friend.)

Finally she did call Thompson when she felt she was ready -- and she most certainly has proved that she was!

PEOPLE

SANFORD MAZARIN arrives in NYO July 19 from Colombia. Tommy Sycamore, head of Oxo in England, visited NYO last week. Note: All correspondence concerning Thompson activities in Colombia should be sent to LAWRENCE ANDERSON, Atlas Publicidad, Ltda., Apartado Aereo 2427, Cali, Colombia.

MR. & MRS. E.J. FIELDEN (Manager in India), pictured at right with SAMUEL MEEK (NY), visited NYO recently before returning to India.

