



THOMPSON PIONEERS COLOR-TAPE COMMERCIALS

New York... Most people watching last Thursday's "The Price is Right" show (NBC, 10:00-10:30 p.m. EDT) probably never realized that the Lux Soap commercial from Hollywood was being played on video-tape. It had been recorded there the week previous along with taped commercials to be used on the 24th and 31st of this month.

With this commercial, Thompson's TV Department established two important "firsts" in the field of video-tape. It was the first color-taped commercial ever

integrated into a live show and it was the first time a taped commercial — either color or black and white — had been integrated into a New York show via a transcontinental hook-up.

Lux plans to continue using taped commercials from Hollywood through the remainder of the summer, and Thompson people are urged to watch "The Price is Right" on coming Thursdays to see for themselves something of the striking quality and versatility of video-tape.

FORD LAUNCHES "BUCKSKIN" --THE ONLY FIRST-RUN SUMMER TV FILM SERIES

New York... July marked the opening of a new summer Western program on television. Entitled "Buckskin," this 13-week series was chosen to complete Tennessee Ernie Ford's "Ford Show" schedule because it is unique in several ways.



Tommy Nolan shows his muscle to Ernie Ford during production of "Buckskin".

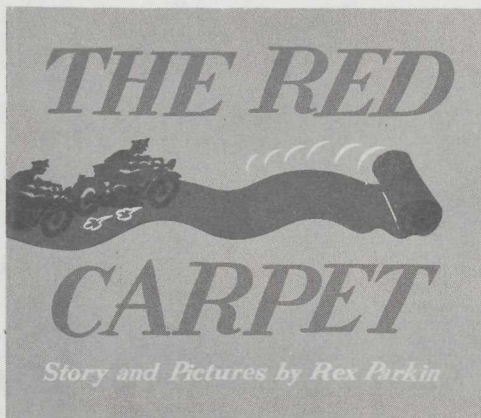
"Buckskin" is the only first-run filmed show of this popular-program type scheduled for the summer. It features the experiences and adventures of a ten-year-old boy, Jody O'Connell, from a small Montana town, in the late 1800's — thus providing a departure from the type of Western so prevalent during the winter TV months.

From the sponsor's standpoint, the purchase of "Buckskin" was a wise one. First Ford can test this new program approach with an eye to future sponsorship. Secondly, "Buckskin" is economically practical to complete the "Ford Show" schedule. An additional, and important advantage of the program is its intangible worth in being a completely new summer show, as opposed to being a re-run of past programs.

Production of the new series was achieved within an unusually short time period. The program idea contains all the action-melodrama of the typical Western, but is seen through the eyes of a young boy, played by Tommy Nolan.

A great deal of story latitude is afforded due to five major continuing characters — around which episodes can be constructed. They are: Jody O'Connell; Annie, his mother and proprietress of the only hotel in Buckskin, Montana; Tom Sellers, the town marshall and Jody's idol; Doc Sam Harris, a Civil War veteran and Mr. Feeny, a tee-totaling bartender.

**Film of children's book by NYO member
shown at Brussels World Fair**



New York... A narrative film based on *THE RED CARPET*, a children's book written and illustrated by Rex Parkin (NY), has been selected by the U.S.

State Department for use on the closed-circuit color television demonstrations in the United States Pavillion of the Brussels World Fair.

This amusing tale, written in rhyme with colorful pictures, is about a runaway carpet. When the carpet is rolled out of the Hotel Bellevue to receive a visiting dignitary, it rolls on and on, down the street, along the highway and over the country roads. The surprise ending of the red carpet's escapade makes the hotel famous.

**Slow summer sales are myth
says SALES MANAGEMENT and ANPA**

Despite the fact that many advertisers reduce their advertising budgets during the summer months, June, July and August account for more than a quarter's share of the consumer's annual purchases, reports SALES MANAGEMENT.

At present, Americans already buy more in the average summer month than in the average non-summer month. The only major category which experiences a meaningful decline is clothing. Substantiating figures have been compiled by the Bureau of Advertising, American Newspaper Publishers Association shown in tabular form below.

<u>Average Family Spends</u>	<u>Summer Quarter</u>	<u>Average Non- Summer Quarter</u>
Appliances	\$ 21.00	\$ 20.00
Automobiles	196.00	179.00
Building Supplies	46.00	38.00
Food	249.50	238.50
Furniture	33.50	33.50
Men's Wear	11.50	13.00
Shoes	10.50	10.50
Drugs	31.50	32.00
Hardware	14.50	13.50
Women's Wear	22.50	25.50

**Institutional portion packs boom;
Thompson clients are leaders in field**

Use of unit packaging for the institutional market is on the up-swing reports the July PACKAGING PARADE. Not only are new products being introduced in individual packages but the packages themselves are taking new form. The institutions market is enjoying a healthy economy with eating-out expenditures this year expected to increase to a record-breaking \$17 billion.

Kraft Foods Co. (Chi.) which got off to a head start in supplying individual packets of jellies and jams with its "portion-control" line in 1952 have added since that time individual servings of salad dressings, mustard, ketchup, table syrup and dessert toppings to this line. An improved package was introduced this spring with the vinyl cups now featuring two notched corners to make it easier to tear off the film.

It's very possible that these jams and jellies will be served along with pancakes made from individual portion-packs of prepared mix. About four years ago, Quaker Oats Co. (Chi.) introduced portion-controlled packets of Aunt Jemima Pancake Ready-Mix to the institutional trade. Its success brought the introduction of the 1½-ounce size of Quick Quaker Oats and most recently a 2½-ounce packet of Aunt Jemima Buckwheat Pancake Mix.

Customers seeing how readily chefs whipped up a batch of three pancakes from just one package, inquired as to when they might buy similar packages in supermarkets. The answer is provided this summer when Aunt Jemima Pancake Ready-Mix and Quick Quaker Oats in individual packets are appearing on grocers' shelves.

**The works of Robert Fawcett and Ernest Gay
on exhibit in NYO Art Department this week**



Often referred to as the illustrator's illustrator, Robert Fawcett is known for his excellent drawing, brilliant technique and masterful use of color. His likeness (left) has been captured by Austin Briggs, fellow illustrator.

Ernest Gay is presently working on a portfolio of American authors. His photography has embraced a wide range of editorial and advertising assignments.

McGRAW-EDISON PROMOTES EDISON VOICewriter TO BUSINESS AT LARGE AND TO INDIVIDUAL PROFESSIONS

New York... In June McGraw-Edison began horizontal and vertical campaigns to promote the Edison Voicewriter. The company placed its horizontal advertising in U.S. NEWS AND WORLD REPORT to reach many business markets where there is a need and an acceptance of machine dictation.

Using testimonials from top names in American business which use Voicewriter (advertisement at right), Edison shows how savings are effected in terms of greater correspondence output, reduced stenographic costs, "new hours" for executives through freedom from paper work, etc. This testimonial campaign now has covered the Chicago and Milwaukee Railroad, Kraft Foods, Hammond Map Company, West Penn Power Company and Gulf Oil Company...more are on the way.

The campaign has generated new enthusiasm in the sales force of Edison Voicewriter. It is a good selling tool that tells of name companies who are satisfied Voicewriter users. It also builds good will with existing customers by presenting their corporate image to the business world in an interesting fashion.

Voicewriter's vertical campaign (three examples below) was designed to talk to professional people in terms of their own interest. Advertisements run in professional publications representing each particular field — medicine, secretarial, insurance, law and hospitals. Photographs used depict realistic situations. It is anticipated that these campaigns will be projected through 1959.



Another leading company meets the big Profit Challenge of 1958 with Edison Voicewriter dictation.

Paperwork gets the "highball"...

Chicago-Milwaukee R.R. speeds correspondence—
reduces stenographic costs with Edison Voicewriter

"Our Edison Voicewriter centralized dictation system has speeded the flow of essential paper work and greatly increased secretarial efficiency," states Mr. W. P. Heud, Assistant Controller of the Chicago, Milwaukee, St. Paul and Pacific Railroad Co. home office in Chicago. "We've found it far more productive and economical than our previous system of handling dictation... and consider extending Voicewriter systems to our other offices."

A Voicewriter tryout is easy! There's no need to start off with a large system. With the Edison Voicewriter VPC-1, doubling as a dictating instrument and secretarial transcriber, any executive can quickly clean up correspondence at his desk, at home, or on

the road... have time for other important tasks, for only \$17.81 a month under Edison's lease plan.

Secretaries like the Voicewriter, too! Your voice comes through accurately, without interruptions, on the Voicewriter Diamond Disc. With the ability to get correspondence out of the way faster, with less effort, your secretary will have more time to pursue the interesting responsibilities of a real "Girl Friday."

You can rely on Edison! There's a Voicewriter system to meet the correspondence requirements of any office, large or small. And every Voicewriter user enjoys the benefits of Edison's more than 70 years' experience in the office correspondence field.



Let us prove that you will profit with Voicewriter! Now's the time to find out just what Edison Voicewriter... real dictating equipment... can do for you. See how much more it offers over the so-called economy makes! For a free demonstration—literature—write Dept. UST11 at the address below.

Edison Voicewriter — a product of Thomas A. Edison Industries
Thomas A. Edison Industries, West Orange, N. J. — In Canada: 32 Front Street W., Toronto, Ontario



Current advertisement directed horizontally to all business
in U.S. NEWS & WORLD REPORT



Leading hospitals, large and small, reserve most hospital work to the big Profit Challenge of 1958 with Edison Voicewriter dictation.

1:40 A.M. —but Voicewriter's on duty for dictation!

No secretaries around at this time of night... but the surgeon has only to pick up that phone to dictate his postoperative report while it's fresh in his mind. The phone is one of the dictating stations in the hospital's Edison Voicewriter system that helps keep records up to date.

What a blessing to your busy staff! Doctors can leave their reports up to date with half the effort. No waiting for a secretary to take dictation... no valuable time spent in writing longhand reports. And Voicewriter saves (or saving doctors to use, without complicated instructions.

Boosts productivity of records personnel, too! No problem deciphering doctors' written reports as before. No

hours consumed taking shorthand dictation, then reading back... always with the possibility of error in transcription. With Voicewriter, medical secretaries just transcribe from the Edison Diamond Disc. The doctor's voice comes through clearly, even easier to understand than in direct conversation. It's easy to keep ahead of medical records... backlog are eliminated.

Where should you use Voicewriter? Station this dependable dictating facility at every point where records originate... in your surgical suite, doctors' offices, nurses' stations, clinic rooms, pathology labs, radiology. That's how Voicewriter can assure you complete, accurate, up-to-date medical records.



Let us prove your hospital will profit with Voicewriter! An Edison Voicewriter medical unit will greatly reduce your medical secretaries' workload, and help you make a new record system. See how much more it offers over the so-called economy makes! For a free demonstration—literature—write Dept. UST11 at the address below.

Edison Voicewriter — a product of Thomas A. Edison Industries
Thomas A. Edison Industries, West Orange, N. J. — In Canada: 32 Front Street W., Toronto, Ontario



Today's secretaries become real "junior executives" with Edison Voicewriter dictation.

"My Voicewriter's like an assistant secretary"

That's not enthusiastic response we're getting from executive secretaries in all types of business and professions when we ask how they like working with an Edison Voicewriter.

You see, Voicewriter isn't in competition with secretaries. It's really a dependable ally! Since you're freed from the time-consuming, laborious—sometimes nerve-racking—chores of taking shorthand notes and then transcribing them—you're free to assume more of the executive's personal responsibilities that mean so much to your boss.

And think of this. When you get in a

workload jam—it's easy to pass along the Voicewriter Diamond Disc to another secretary without the problem of shorthand notes to be read. The boss's voice comes through crisp and clear—transcribing is quick, easy and accurate!

Here's another important thing to remember about Voicewriter—it's made by Edison. Every Voicewriter user enjoys the benefits of Edison's more than 70 years' experience in the office correspondence field. You can rely on an Edison Voicewriter for outstanding, trouble-free performance day in and day out.

Have we made a new friend?



Let us prove there's nothing as businesslike as the Edison Business Convention in your area for a Voicewriter tryout... the real dictating experience in action. So far superior to dictating systems made by Voicewriter competitors, it's a Voicewriter that you'll find it hard to let go. For a free demonstration—literature—write Dept. UST11 at the address below.

Edison Voicewriter — a product of Thomas A. Edison Industries
Thomas A. Edison Industries, West Orange, N. J. — In Canada: 32 Front Street W., Toronto, Ontario



Successful insurance agents have more time to devote to their clients by using paper work time with Edison Voicewriter dictation.

Time "insurance"...

a Voicewriter speeds paper work... provides more selling time!

Does essential paper work to your Edison Voicewriter during off hours... keep those important selling hours free for new business calls. You'll clean up the paper work so quickly that you even have time to sit back and plan the next day's activities. When you hit the office, just turn the Voicewriter Diamond Disc over to your secretary and you're free to go out and sell!

Dictate anywhere, any time! Your Voicewriter is equally efficient at home, on the road, in the office... at any time of day or night. Use it to clean up home

office and client correspondence, reports, internal memos with amazing speed and complete accuracy.

Improves home office efficiency, too! Edison Voicewriter centralized dictating systems are currently improving correspondence output while cutting stenographic costs for leading insurance companies. Everyone who organizes paper work in the organization has a handy dictating phone ready to take dictation at any time. And your secretaries can turn out the work faster than ever before... with less effort.



Let us prove that you will profit with Voicewriter! Your Edison Business Convention will arrange a Voicewriter tryout so you can see just how much more it offers over the so-called economy makes! For a free demonstration—literature—write Dept. UST11 at the address below.

Edison Voicewriter — a product of Thomas A. Edison Industries
Thomas A. Edison Industries, West Orange, N. J. — In Canada: 32 Front Street W., Toronto, Ontario



Vertical campaign running in professional publications

Smiling crusader



JOHN ROST --New York

"Millions of women are indebted to him"

Millions of housewives around the country owe a debt of gratitude to the smiling crusader shown above.

Yes, crusader's the word. Because Group Head John Rost is the Public Relations impresario involved in the widely publicized "Eat Out" campaign sponsored by Standard Brands. And as such he's worked fanatically to establish a revolutionary domestic practice which calls for the man of the house taking the little woman out to dine at least once a week.

This educational campaign -- centered around disc jockey contests run in the name of local restaurant associations -- has been so successful in the 100 major markets where it's been conducted so far that it may go on forever.

But John's a bustling individual who thrives on challenging assignments and would never be happy with just one crusade on his hands. So it's fortunate for all concerned that his job gives him ample opportunity to deploy his energies.

Current promotions in which he's engaged, besides the "Eat Out" campaign, include the introduction of several new pro-

ducts (a new blend of Tender Leaf Tea, Royal Blackberry Gelatin, and Siesta Coffee) for Standard Brands, and three new patterns (Paul Revere, Silver Flower and Young Love) for Oneida. For good measure, as well as a change of pace, he's one of Thompson's public relations consultants for the Religion in American Life program.

Born July 4th, 1918, in Cokato, Minnesota (rhymes with potato; population, 1200), John got his A.B. in journalism at the State University shortly before Pearl Harbor. After a 45-month stint in the Army, he headed for Houston where he acquired a wife and latched on to a job with a local publicity firm. Accounts on which he cut his public relations teeth: United Gas, Imperial Sugar, Prudential Insurance, the Knights Templar and the Red Cross.

He left Texas in '49 to accept the position of Public Relations Director of the Morris County, New Jersey Community Chest, and in short order was promoted to Executive Director. In '52 he joined Continental Can's advertising and public relations department in New York where he worked mainly in corporate publicity and community relations. He was Assistant Public Relations Manager when he moved across the street to Thompson in January, 1956.

Because of the nature of his accounts, John is constantly working with women, and loves it. At his home in Scarsdale, there are only two women: his wife, Thelma, and daughter, Ann, age 6. The remaining Rosts are Jack and Brad. They're year-old twins, who inconsiderately came into the world while their worried daddy was out in Clinton, Iowa, handling the premiere of a new Standard Brands research laboratory.

No 9-to-5-er, John makes it a point to use his non-working hours to good advantage. How does he get his kicks? Playing with his offspring, building porches and things around his house, beating people at bridge -- and taking Thelma out to dine.

PEOPLE

HARRY LEE (SF) recently was named Chairman of the Committee for Advancement of Business for the year 1958-1959 at the Vancouver Convention of the Advertising Association of the West. On Monday, July 14, Thompson-NYO was visited by 23 economic

experts from the fields of government, banking and education. The group was composed of representatives of five Latin American countries and five Asian countries. Engaged: NETTIE ALBANO (NY) to Thomas Madden. AUSTIN PARKER (Miami) to Betty Ann Harding.

TV SCHEDULE OF PROGRAMS SPONSORED BY THOMPSON CLIENTS

for the week of July 27th

July 30th

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

Lever Brothers - minor

Scott Paper - major

"Man with a Plan." Bud tells his family of his future plans for military service. His mother is disturbed at the thought of her son leaving and starts showing him preferential treatment. Then Bud starts dating the pretty girl next door and even conveys the impression he has already enlisted.

July 30th

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

Eastman Kodak

"The Road Race." Ozzie challenges sons David and Rick to a race--their hot rod against an old model T with Ozzie at the wheel.

July 30th

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

Kraft Foods Division

"Death Wears Many Faces." Two brothers, hitchhiking across country, take refuge in a barn for the night. In the morning they are discovered by a little girl and they ask her to bring some food, but the little child's father runs them off the property. Later the child is found murdered and they are blamed.

July 31st

SGT. PRESTON OF THE YUKON -- 7:30-8:00 Channel 2

Quaker Oats - JWT not agency of record

"The Skull in the Stone." Sgt. Preston runs up against superstition when he takes up the trail of a would-be murderer who uses tiny stone skulls to cause seeming accidents and near-disasters.

July 31st

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

Seven-up - major

"Sweet Face of Danger." Don Diego learns that Magdalena, daughter of the king's magistrate, is marked for death. He makes plans to save her life.

July 31st

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

Sylvania

"It's a Woman's World." The McCoy's' neighbor Mrs. Webster asks them to support her candidacy for the city council. Grampa believes a woman's place is in the home, and decides to vote against her. But he has a problem when he finds that literacy is a qualification for voting.

July 31st

BUCKSKIN -- 9:30-10:00 Channel 4

Ford Division

"The Trial of Chrissy Miller." Jody promises not to tell when his friend Chrissy causes her father's prize mare to be injured. Chrissy returns home four hours late, and her parents and the townsfolk jump to wrong conclusions when the girl refuses to reveal where she's been. It nearly leads to a hanging.

July 31st

THE PRICE IS RIGHT -- 10:00-10:30 Channel 4

Lever Brothers

Four people meet to compete for the prizes of a lifetime.

August 1st

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

Lever Brothers - JWT not agency of record

"The Car Pool." Riley gets in trouble with Peg when, with good intentions, he forms a car pool. Problems arise when one of his fellow passengers turns out to be a good-looking woman.

August 1st

DESTINY -- 8:30-9:00 Channel 2

Ford Division - minor

"The Velvet Trap." A man is released after serving a prison sentence. His accomplice in the crime, a teen-ager, has been sent to the electric chair. Now that the man has been freed, the boy's family plots revenge.

August 1st

ESP -- 9:00-9:30 Channel 7

Chesebrough Ponds - minor, JWT not agency of record
Contest

August 1st

SCHLITZ PLAYHOUSE -- 9:30-10:00 Channel 2

Schlitz Brewing Company

Ernest Borgnine and Judith Evelyn in "Two Lives Have I." After years as a henpecked husband, Hully Brown decides to leave his overbearing wife and make a new life for himself. He assumes a new name and establishes himself in a large city, where he gains prominence as a successful executive. But his happy and successful life is changed when he is assigned to an important government project.

August 2nd

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

Lever Brothers - minor

Starring Richard Boone. Paladin is hired by a former army colonel to investigate the whereabouts of a woman who had once worked in a mining town. He runs into dangerous adventures when he goes to the town and begins asking questions.

August 2nd

TURNING POINT -- 9:30-10:00 Channel 4

Scott Paper - major

"The Elevator" starring Linda Darnell and John Baragrey. A wife's plans to leave her husband are frustrated when she and her boy friend are trapped in an elevator.

August 3rd

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

Eastman Kodak - minor

Ed's guests are: Wayne and Shuster, Dolores Gray - singer, Jack E. Leonard - comedian, Billy Albert and the Ardrey Sisters, Margaret Tynes - singer, Dieter Tasso - juggler.

TV program schedule for the week of July 27th

MONDAY	House Party	Standard Brands	2:30-2:45	2
	The Verdict is Yours	# Standard Brands	3:30-3:45	2
	Edge of Night	# Standard Brands	4:45-5:00	2
	Jack Paar Show	Pharma Craft	12:00-12:30	4
TUESDAY	Treasure Hunt	* Brillo Mfg. Co.	10:45-11:00	4
	The Price is Right	#o Standard Brands	11:15-11:30	4
	Tic-Tac-Dough	o Standard Brands	12:00-12:30	4
	It Could Be You	* Brillo Mfg. Co.	12:45-1:00	4
	Modern Romances	* Brillo Mfg. Co.	4:45-5:00	4
WEDNESDAY	Tic-Tac-Dough	* Church & Dwight	12:00-12:15	4
	House Party	Lever Brothers	2:30-2:45	2
	Edge of Night	o Atlantis Sales	4:45-5:00	2
	Father Knows Best	* Scott Paper Co.	8:30-9:00	4
	Father Knows Best	o Lever Brothers	8:30-9:00	4
	Ozzie and Harriet	* Eastman Kodak	9:00-9:30	7
	Kraft Mystery Theatre	Kraft Foods Division	9:00-10:00	4
THURSDAY	Sgt. Preston of the Yukon	# Quaker Oats	7:30-8:00	2
	Zorro	* Seven-Up	8:00-8:30	7
	Real McCoys	Sylvania	8:30-9:00	7
	Buckskin	Ford Division	9:30-10:00	4
	The Price is Right	Lever Brothers	10:00-10:30	4
FRIDAY	Treasure Hunt	o Brillo Mfg. Co.	10:45-11:00	4
	Play Your Hunch	# Lever Brothers	10:45-11:00	2
	Love of Life	* Atlantis Sales	12:00-12:15	2
	Beat the Clock	* Eastman Kodak	2:00-2:15	2
	House Party	Lever Brothers	2:30-2:45	4
	Verdict is Yours	* Atlantis Sales	3:45-4:00	2
	Life of Riley	# Lever Brothers	8:30-9:00	4
	Destiny	o Ford Division	8:30-9:00	2
	ESP	o# Chesebrough Ponds	9:00-9:30	7
	Schlitz Playhouse	Schlitz Brewing Co.	9:30-10:00	2
SATURDAY	Jack Paar Show	Pharma Craft	12:00-12:30	4
	Have Gun--Will Travel	o Lever Brothers	9:30-10:00	2
	Turning Point	* Scott Paper Company	9:30-10:00	4
SUNDAY	Meet The Press	* Pan American	6:00-6:30	4
	Ed Sullivan Show	o Eastman Kodak	8:00-9:00	2

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