

# J. Walter Thompson Company News

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## THOMPSON CLIENTS SPONSOR RADIO BROADCAST OF BRAZIL'S VICTORY IN WORLD SOCCER CONTEST

São Paulo...Thompson clients — São Paulo Alpargatas and Firestone — recently sponsored over Radio Bandeirantes the decisive game, Brazil vs Sweden, in the World Soccer Championship. "Never in this country has any broadcast obtained as extraordinary an audience," writes São Paulo Office.

A survey made in São Paulo city revealed that 90% of existing radio receivers were tuned to the games of the Brazilian team. Of this total, 63.8% were on Radio Bandeirantes and only 16.6% on the next leading station. According to a nationwide survey, an estimated 25 million people — 42% of the country's total population — heard the Radio Bandeirantes broadcast of the 5-2 victory of Brazil over Sweden in the final game at Stockholm.



A sensational note was added to Bandeirantes' broadcasts by eight balloons (left) equipped each with two powerful loudspeakers, which

of 50 yards, transmitted the games to huge crowds below them, at strategic points in the heart of São Paulo city. Four giant panels, placed in front of public buildings, supplied current information on the scores of all games. Balloons and panels carried the names of the Thompson clients.

An extra edition of "Sport News," featuring Brazil's victory, with 200,000 copies, sponsored by São Paulo Alpargatas, was on the streets only 20 minutes after the end of the game and hours before all other extra editions. Its distribution coincided with a victory parade, also sponsored by this client, during which over 50,000 people marched through the streets singing, and flaring to the sky a total of 150,000 firecrackers. "Our clients were very happy, too," reports the São Paulo Office.

## AUTHORITATIVE RECIPES ARE MAJOR PART OF 1958 PUBLICITY PROGRAM FOR PINEAPPLE GROWERS ASSN.



Tropical creme de menthe mold

San Francisco... A major part of the Pineapple Growers Association Publicity Program for 1958 will consist of releases giving authoritative recipes and ways to use Canned Pineapple and Juice. It will be done through newspaper and magazine food sections as well as TV and Radio Women's Interest Programs.

In addition, plans call for an Educational Program, with a Teacher's Kit offered through advertisements in home economics magazines, and direct mail to supervisors of home economics departments in schools.

# Party Food goes Glamorous

## WITH PINEAPPLE!

Some new recipes (and more for the asking) to give that "experienced look" touch to your party menus. Notice how much imagination went into these recipes — how Pineapple is used in unexpected flavor combinations and for color accents. That's the secret of the glamour!

You can use your imagination with Pineapple to create many glamorous dishes. Try these — then try a little experimenting on your own. It's fun!

**MEAT BALL KEBABS**

- 2 pounds ground lamb patties
- 1 teaspoon salt
- 1 cup onion, chopped
- 1/2 cup wine vinegar
- 1 tsp. oil
- 1 No. 2 can drained pineapple chunks

Mix lamb with salt and form into balls over hot fire in a shallow pan. Sprinkle with onion, wine vinegar and oil and pour over. Bake in 350° oven for 1 hour. Remove meatballs from fire and let stand 3 hours. Remove meatballs from fire and drain. Mix with pineapple chunks and serve on skewers. Broil 5 minutes on each side or until well browned. Serves 6.

**PINEAPPLE PUFFIES**

- 1 can (1 1/2 cups) pineapple tidbits
- 3 slices of lemon
- 1/2 cup large cream-cheese biscuits

Drain the pineapple tidbits well. Fry the biscuits until crisp. Drain on paper towel. Combine lemon, biscuits, and pineapple. Spoon mixture into the center of each biscuit and seal. Place in a shallow pan or roaster. Bake at 425° for about ten minutes. Serve hot.

**PINEAPPLE-CHERRY SMOOTHIE**

- 1/2 cup drained crushed pineapple
- 1/2 cup drained maraschino cherries
- 1/2 cup heavy cream
- 1/2 cup sugar
- 1/2 cup pineapple juice
- 1 teaspoon vanilla
- 1/2 cup whipping cream

Combine fruit. Pour mixture into a bowl. Fold in whipped cream. Pour into refrigerator. Top with fresh fruit. Serves 6.

28 pages of recipes and ideas for your PARTY FARE. Just fill in coupon and mail to: Pineapple Growers Association, 215 Market Street, San Francisco 3, California.

Please send me the free PINEAPPLE PARTY FARE booklet!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

This advertisement appears in the October issue of SEVENTEEN

Two 2-color pages and one B&W 1/2 page will be used in SEVENTEEN tying in with the magazine's educational-merchandising program. Advertisements featuring recipes from leading hotels and restaurants will be used in hotel, restaurant and institutional publications.

## Francis I. duPont sponsors program on WQXR; first use of radio in New York area

New York... In connection with its new campaign, "Building a Second Income" (NEWS 7/7/58), the Francis I. duPont Company is sponsoring a radio program for the first time in the New York area.

A Monday through Friday five-minute program, "The Stock Market Report" is broadcast at 6:15 p.m. on WQXR and lends itself to an opening and closing message from the Francis I. duPont Company. Mr. Rhett duPont (left), a senior partner of the firm, participates in some of the commercials, which run for one week each, while others are conducted by the announcer alone.



The commercials stress the wisdom of developing a "second income" to provide for future contingencies and the rising cost of living. They also provide investment information and close with the suggestion that the listener write for a free copy of Francis I. duPont's recently published booklet, "Building a Second Income."

This radio series which began August 4 is experimental in the New York market. If successful, the use of radio by Francis I. duPont will be expanded to other parts of the country.



CORNWELL JACKSON CHAIRMANS ADVERTISING CLUB MEETING-----  
George W. Walker, Ford Motor Company, vice-president and styling director, center, and Cornwell Jackson, (Hollywood Office), right, enjoy a story with gestures by Advertising Club president, Robert L. Hemmings of Smith & Hemmings, prior to the weekly Los Angeles Advertising Club meeting July 29. Mr. Jackson served as chairman of the day and introduced Mr. Walker who declared that, "Auto styling and advertising are confronted with the giant problem of revitalizing the desire to buy on a public which has tightened its purse strings."

## Company announces new management of Thompson in Toronto

Toronto... Mark Napier has requested to be relieved of administrative responsibilities in the Toronto Office in order to devote his full time to creative work. Wilfrid Sanders, who joined the Company in 1955, has been named Manager of the Toronto Office, effective immediately.

## Thompson copywriter welcomes Alaskan governor



Chicago... Governor Stepovich of Alaska is greeted at Chicago Airport with giant hot-dog presented by Mrs. Arlene Cullen (Chi.), wife of Lawrence Cullen, Tee-Pak Sales Development Manager.

Tee-Pak, Inc. sponsored July as National Hot Dog Month.

## The works of Stone, Pendleton and Lombardero included in NYO Art Department exhibit this week

The gallery adjacent to the NYO Art Dept. will display photographs by Bruce Pendleton and illustrations by Dick Stone. The Corridor Gallery will feature examples of still life and design as interpreted by Joseph Lombardero.

Mr. Pendleton, a comparative newcomer to the picture-taking end of photography, is well-known among New York studios as a color consultant and researcher. He has done extensive work in Europe and his background includes consulting work for Mark Shaw, Horst, Bill Hellburn and Edgar deEvia.



The editorial work of Dick Stone includes assignments for COSMOPOLITAN, READER'S DIGEST and McCALL'S. He received the Art Directors 1958 Award of Merit for Illustration and his work is a personal statement that cannot be mistaken for the illustrations of anyone else. He is original and uses realism to portray a highly personal point of view.

Mr. Lombardero uses tempera as his basic medium and his subject matter ranges from product illustration to rustic still life. He is currently working on product illustration for industrial accounts in leading advertising firms.



Pick-up at sea: Triangular rope device hauls the Coronet Explorer aboard its escort ship, the Clary Thordén.



Johnson Super Seahorse V-50 outboard motors powered the Coronet Explorer from Copenhagen to New York.



Refueling at sea: Twice daily the Coronet Explorer took on fuel via a 300-foot hose lowered from the Clary Thordén.

## TWIN JOHNSON SUPER SEAHORSE V-50 MOTORS POWER THE FIRST OUTBOARD MOTORBOAT TO CROSS THE ATLANTIC

**New York...** A sea-weary trio of adventurers arrived in New York on July 24 after completing the first outboard motorboat crossing of the Atlantic Ocean.

Chicago and NYO Public Relations-Publicity Departments helped organize and supervise the trip and were on hand during the ten days at sea to give complete coverage of this history-making voyage from Copenhagen to New York.

The craft which overcame two severe storms and four minor ones in the North Atlantic was the 22-foot Coronet Explorer, made in Denmark of plywood and fibreglass. It was powered by twin Johnson Super Seahorse V-50 outboard engines which functioned perfectly during the entire trip.

Prior to the departure of the Explorer and her escort ship, the Clary Thordén — a Swedish freighter — Thompson Public Relations staged a press party at the Langenlinie pavillon in Copenhagen. Close to 200 persons attended, including representatives of the major European newspapers and U.S. correspondents in Europe — resulting in excellent announcement publicity. CBS and NBC made recordings during the press party which were used in newscasts.

In order to give an up-to-date account of the voyage, Thompson arranged to have four scheduled airline planes contact the Explorer and the freighter while at sea to

pick up recorded interviews and releases prepared by Thompson at sea. These messages were then delivered to New York and sent out from NYO in release form in a matter of hours after being received. Direct radio to New York was used on nights when a flight was not scheduled.

Although a trip of this type had been suggested to Johnson Motors many times before, Ole Botvad, crew captain and a Danish outboard boat manufacturer, was the first to receive Johnson's support because of his pre-planning and skilled crew.

Johnson furnished six Super Seahorse V-50 motors for use on trials and the actual trip. The twin engines used on the Atlantic, however, never faltered and were able to push the Explorer through heavy seas at an average speed of 14.2 knots or 16.3 mph.

The crew of three was subject to such high seas and winds that four intervals (a total of 54 hours) were spent aboard the Clary Thordén, the 22-foot craft being hauled from the sea by a triangular rope device. If the freighter had not had to maintain a cargo delivery schedule, speed would have been decreased and the Explorer allowed to ride out the storms.

After ten days at sea, the small craft proved dramatically that a boat powered by an outboard motor is capable of an ocean crossing.

## An expert who learned the hard way



WARD F. PARKER --New York

Conservative in demeanor...  
extrovert in thinking

If a bill of materials were needed for the making of a marketing and merchandising expert, the "engineers" would do well to follow the specifications used for one Ward F. Parker.

Travel is said to be broadening and that is part of his background. But when you start in your career as a route man for a grocery manufacturer, you do more than travel.

Now Thompson's coordinator of marketing and merchandising services, Ward was born in Mukden, Manchuria, where his father was Agricultural Advisor to the Chinese government. His boyhood was spent in the western states, and it is entirely possible that he could tell the TV shoot-'em-up producers a thing or two about catching the rustlers.

Nearly 30 years ago he joined Standard Brands Incorporated, a Thompson client

for Fleischmann's Yeast, Tender Leaf Tea and Royal Nuts, as a route man in Norfolk, Virginia. A route man in those days -- and in these days too -- drives a truck from which he sells to retail grocers. The days are long and the task hard but you certainly learn the grocery business.

From Norfolk he went into Richmond, then Washington, Philadelphia and finally Standard Brands' New York headquarters. In his years with Standard Brands, Ward became an expert on coffee and he is one of the more knowledgeable experts in the field of roasting and marketing coffee.

In 1953 he left Standard Brands as Manager of the Chase & Sanborn Coffee Division to become a Vice President and Director of Marketing for B. T. Babbitt, Inc., where he was also a member of the Board of Directors, and the man responsible for the "large economy size" of Bab-O which shook the kitchen cleanser field at its introduction.

Ward joined J. Walter Thompson more than a year ago and since has become a vice president.

Golf is his addiction, avocation and consumer of his weekends and summer evenings. He is secretary of the Metropolitan Advertising Golf Association, founded in 1889 specifically for advertising men addicted to golf. He is a charter member of the Plandome Country Club, located near his home in Manhasset, out on Long Island. His daughter, Martha Anne, was married just a week or so ago, and there's a son, Ward Cary.

Those who've worked with Ward find him somewhat conservative in demeanor but an absolute extrovert in principles and thinking. He wades into a project without compunction -- finds it easier to say "yes" and find a way to do it, than say "no." Fellow merchandising men around town name him one of the more astute, and listen to that deep baritone voice with respect. He's an expert who learned the hard way.

## PEOPLE

SHIRLEY WOODSELL (NY) left July 23 for a one-month trip to Mexico, Havana, San Juan, Caracas, Bogota, Cali and Panama.

LARRY ANDERSON (Cali) will visit New York Office on August 22. Engaged: VIRGINIA LINN (NY) to Walter Hayden, Jr.