

Murine Film Shows Wonders of World

CHICAGO—A color motion picture dramatizing scenic wonders from earth and space has been produced for the Murine Company, Inc., a client since 1955 of JWT-Chicago.

The film—entitled *The Wondrous World of Sight*—couples unusual photographic effects and art forms with a graphic description of how the eyes function.

In story form, it presents a documentation of some of nature's rarest visual attractions. The narration also explains how proper methods of protection and caring for the eyes enhance human ability to appreciate the beauties of nature.

Yellow Tint Used

A "yellow drop" technique is used frequently throughout the film as a transitional device, replacing conventional dissolves, fades and cuts. As one scene changes to another, a soft yellow drop spreads over the screen. The audience sees one scene fade out and another come in through the optical effect of yellow.

All phases of production were directed by the JWT-Chicago public relations staff, from research and scripting through supervision of filming and final editing. JWT representatives went "on location" with

(Continued on page 2)

NEW APPROACH —
This advertisement, the second to appear in the new 7-Up "action" campaign, ran in the Nov. 22 *Life*.



GET REAL ACTION 7-UP YOUR THIRST AWAY!!

Any thirst you can get, 7-Up can quench! Seven-Up is all action. It tingles. It freshens. It re-starts the natural moisture in your mouth. That's why 7-Up can quench your thirst quickly and completely. Get real action... 7-Up your thirst away.



'Reader's Digest' Survey Compares EEC, Britain

NEW YORK—Based on some 12,500 personal interviews in seven European nations, a marketing survey has just been issued by *Reader's Digest*. It compares possessions, household conveniences, food habits, personal and family activities, and special attitudes and opinions in the European Economic Community as a whole, in each of its six member-nations and in Great Britain, which is not a member of EEC.

In addition, each finding is broken down to show separate figures for total respondents and for *Reader's Digest* readers among them.

In each of six countries (Italy, France, West Germany, Holland, Belgium and Great Britain) 2,000 persons were questioned; in Luxemburg, 500 were interviewed. Respondents were chosen at random, and, despite differences in language, the questionnaires and the order of questions were identical for each country.

For purposes of comparison, a table in the appendix of the voluminous report gives figures also for United States household ownership of some key items and per-

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New 7-Up Campaign Stresses 'Action'

CHICAGO—Featuring semi-impressionistic art work by noted illustrator Bob Peak, a new and dramatic series of advertisements for 7-Up has begun to appear in mass circulation magazines.

Prepared by JWT-Chicago, the new campaign is a distinct departure from the traditional "happy boy and girl with a soft drink" approach. Basic theme of the new ads is dramatized by the headline, in color, "Get Real Action," followed by the subhead, "7-Up Your Thirst Away!" Copy, which remains identical in each of the advertisements, stresses the claim that 7-Up can quench "any thirst you can get... it tingles... it freshens..."

The campaign is projected to run at least through October of next year. The opening insertion, which ran in the Oct. 25 issue of *Life*, showed a dominant illustration of the head of a spectator at a football game, the action on the field being reflected in each lens of his field glasses.

In addition to *Life*, the series runs in *Look*, *Saturday Evening Post*, *Reader's Digest* and specialized magazines read chiefly by America's younger citizens. Tele-

vision commercials also reflect the new "action" theme, showing fast-moving, pulse-raising shots of roller coasters in action, ski jumping, water skiing and the like. Radio jingles reflect the new theme idea, as well.

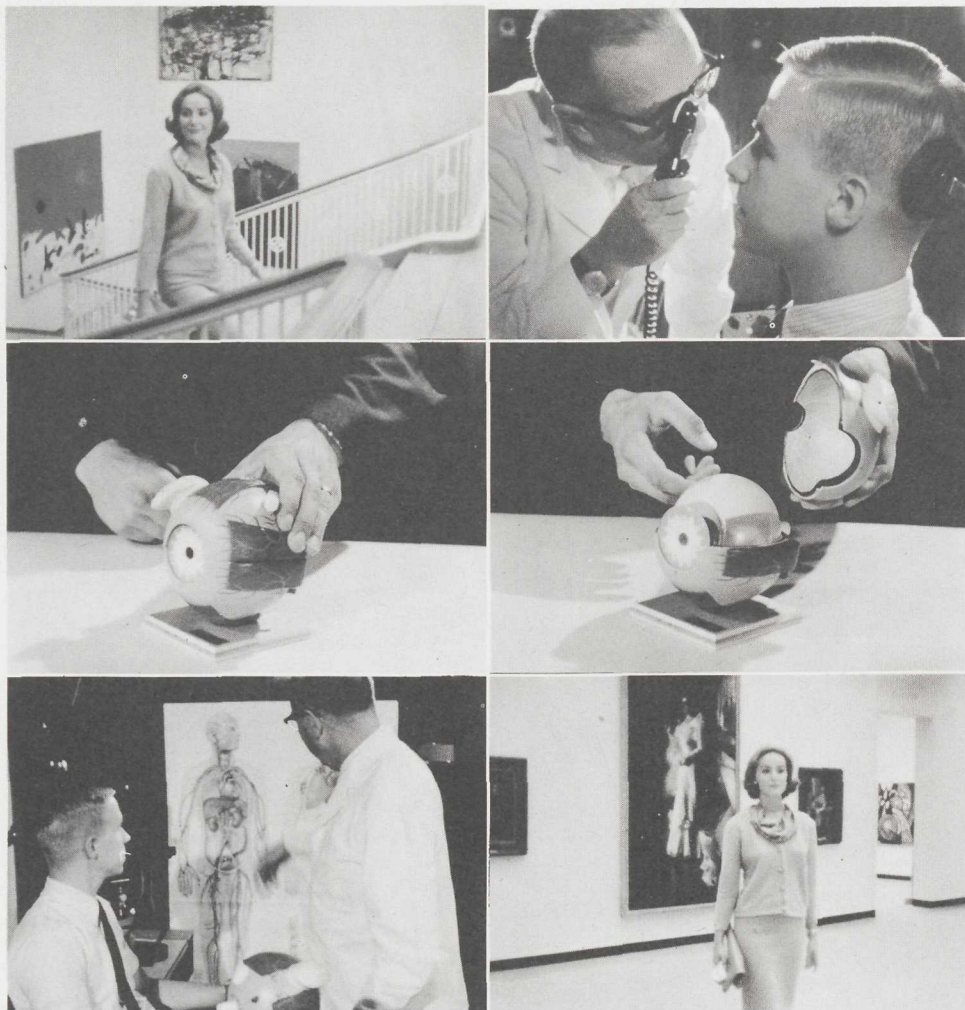
A second departure in soft drink advertising revolves around the graphic treatment of the product. Instead of showing an entire bottle, the ads present a colorful close-up of the label area only, the 7-Up green contrasting sharply with the colors of the Peak drawing and the headline.

The Seven-Up Company has been a client of JWT since 1942.

The Face of Advertising, No. 1

A special section of this week's issue of JWT NEWS (on pages 4-6) is devoted to a display of some current British advertising. A dozen advertisements are reproduced, four of them from JWT-London. JWT NEWS hopes to profile advertising from other countries in future issues.

(Continued)



STILLS—Shown above are some typical scenes from the Murine Company's new film *The Wondrous World of Sight*.

Murine Film Shows Wonders of Earth and Space

(Continued)

cameramen to supervise major portions of the filming.

The movie includes a rare section of photography obtained in U.S. space flights and recently released by the National Aeronautics and Space Administration.

In addition to NASA, special materials and assistance were obtained from Adler Planetarium and Astronomical Museum, Chicago; the Art Institute of Chicago; Midway Studios, University of Chicago; Mt. Palomar Observatory, California Institute of Technology; and the Eye Department, U. of Oregon Medical School.

The Wondrous World of Sight is designed as an instructional aid for increasing

knowledge of vision and importance of proper eye care. Intended to entertain and inform, it is being made available for use by schools, clubs, civic organizations and television. Running time is 25 minutes.

College Seniors Hear About JWT 'Wind Song' Campaign

NEW YORK—Mari Hayes of NYO editorial used JWT's successful campaign for Prince Matchabelli's "Wind Song" fragrance line as a case history when she recently spoke to college seniors at the 7th Annual Advertising Career Conference sponsored by the Advertising Women of New York.

She began her presentation at a copy session by spraying Wind Song into the air and evoked immediate recognition of both the product and the advertising.

The ads, familiar to readers of fashion magazines, feature attractive men, each remembering a girl who wears "Wind Song." The copy explains that it diffuses differently on each wearer, creating an individual fragrance. The campaign, JWT's first for "Wind Song", began in 1959 and resulted in a sales increase of 140%.

Radio Big in Brazil

SÃO PAULO—According to media department estimates, JWT will place over 2.5 million radio jingles and spots for its clients on all radio stations in Brazil during 1963.

This compares with 1.7 million in 1961 and 1.9 million last year.

Markets in Britain Compared with EEC

(Continued)

sonal practices. A random choice from this table reveals these statistics:

Item	EEC %	Gt Brit %	US %
One or more cars	.28	32	77
Television set	.34	82	90
Radio	.79	76	91
Electric sewing machine	.11	12	45
Electric dishwasher	0*	0*	6
Elec. coffee percolator	.2	4	55
Telephone	.19	20	79
Hot running water	.35	77	93
Men who smoke	.65	67	69
Women who smoke	.20	38	33

*less than 1/2 of 1%

Six research firms conducted the study, each within its own nation's borders: Sofres of Paris, for France; Institut fur Demoskopie of Allensbach, for Germany; Misura of Milan, for Italy; Nederlandse Stichting voor Statistiek of 's Gravenhage, for the Netherlands; Sobemap of Brussels, for both Belgium and Luxemburg; and British Market Research Bureau Ltd. of London, for Great Britain. The last-named marketing organization is a part of the JWT-London operation.

Some Theories Upset

Some of the findings tend to support broadly accepted theories, while others upset what are fondly believed to be national attributes. For example, under the section relating to foods actually in the respondent's home on the day of the interview, it is revealed that a considerably higher proportion of both French and West German housewives had dry spaghetti or macaroni on hand than did Italian women. On the other hand, it is no surprise to learn that 98% of British respondents had tea on their shelves, against only 55% for EEC as a whole.

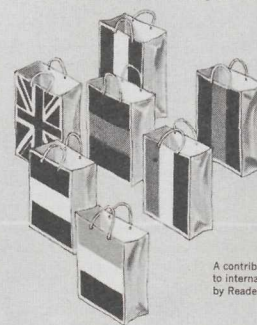
In addition to the detailed figures regarding ownership and use of merchandise of various types, the study goes at some

(Continued on next page)

Fresh Facts

about Common Market customers
what they own
what they buy

Condensed from the broadest market study ever made there...12,500 personal interviews in the Common Market...plus Great Britain



A contribution to international business by Reader's Digest

SAMPLE—Shown above is cover of booklet tipped into multipage advertising trade press promotion, summarizing findings of Reader's Digest Common Market-Great Britain Marketing Report.

	E.E.C.		FRANCE		W. GERMANY		ITALY		NETHERLANDS		BELGIUM		LUXEMBURG		GREAT BRITAIN	
	% Total	% RD	% Total	% RD	% Total	% RD	% Total	% RD	% Total	% RD	% Total	% RD	% Total	% RD	% Total	% RD
Radio	79	87	72	78	90	96	70	90	85	89	79	77	92	92	76	79
Transistor radio	17	32	30	41	12	25	11	31	16	22	18	36	23	40	32	43
Electric vacuum cleaner	42	64	37	57	66	84	7	28	95	97	40	72	60	90	72	78
Electric iron	81	90	84	92	87	92	66	79	96	98	83	88	93	100	91	94
Electric or gas refrigerator	40	62	41	61	52	70	30	61	23	40	21	51	57	81	30	42
Washing machine without dryer	18	24	12	13	24	31	4	15	58	46	43	40	47	35	31	28
Washing machine with dryer	12	21	20	32	12	17	4	11	11	16	9	21	27	34	14	19
Electric floor polisher	5	12	5	11	5	8	5	17	4	11	5	22	7	15	2	3
Portable typewriter	9	20	7	14	13	29	7	17	10	23	7	20	13	42	8	17
Office typewriter (in the home)	5	11	3	4	8	19	3	10	5	15	4	8	5	10	3	7
Television set	34	44	27	35	41	48	29	53	50	43	37	44	21	27	82	80
Electric coffee percolator	2	4	5	9	*		2	3	3	2	6	2	11	19	4	7
Electric dishwashing machine	—	—	—	—	—	1	—	—	1	—	—	—	—	2	—	1
Electric food mixer	21	42	24	39	23	46	14	40	22	40	31	56	39	66	5	7
Electric toaster	9	23	4	7	15	44	3	12	18	39	12	31	17	50	14	23
Pressure cooker	14	28	30	44	13	27	2	7	9	15	10	17	7	13	16	20
Sewing machine hand or foot powered	48	51	42	47	50	51	51	61	55	50	34	34	47	52	34	35
Electric sewing machine	11	19	14	21	10	18	5	9	24	36	13	27	15	34	12	20
Tape recorder	5	11	2	4	8	15	3	12	9	12	3	8	6	16	9	12
Movie camera	2	4	3	7	1	1	1	6	3	9	2	9	5	11	2	3
Record player	28	46	30	45	29	47	23	46	39	57	19	34	25	39	39	49
Knitting machine	2	4	3	6	3	5	1	1	3	3	1	—	3	2	2	2
Camping tent	4	8	6	10	4	8	—	2	8	19	2	7	3	11	5	5
Trailer	—	1	—	1	—	2	—	—	1	2	—	—	1	—	1	1
Automobile	28	50	40	57	26	42	20	51	26	49	30	51	48	71	35	45
Motor scooter	5	5	2	2	2	4	14	10	3	6	2	3	6	3	3	5
Motor bicycle	5	3	3	3	3	1	10	8	3	1	3	—	3	2	5	5
Full-size bicycle	44	43	43	39	43	45	40	37	78	76	44	30	36	42	32	26
Moped (bicycle with built-in motor)	15	16	33	31	10	5	2	4	32	25	11	7	3	3	2	1

SUMMARY CHART—The above table, reprinted from the *Reader's Digest* marketing study of the Common Market and Great Britain, shows the percentage of households with one or more of each of the items listed in the total EEC, its six member-countries and Great Britain, both for total respondents interviewed and for *Digest* readers.

(Continued)

length into personal and family activities, such as travel experiences and plans, frequency of dining in restaurants, musical instruments played in the home and smoking habits.

Its section on "Special Attitudes and Opinions" reveals some reactions about

Knowledge and attitude toward the Common Market
Attitude toward Common Market developments
Sense of well-being and prosperity
Willingness to emigrate to another country
Country of choice if forced to emigrate
Impression of the 16-25-year-old generation
Religion in children's upbringing
Knowledge of languages
Education received
Satisfaction with own education

Although 60% of the respondents in both EEC and Great Britain said that their

living conditions are better than they were five years ago, in both areas only 22% claimed that they were "much better," while the remaining 38% of that group said that they were only "slightly better." Percentages varying from 4 to 24 said that their living conditions were now "slightly worse" than they had been in 1958.

A section of the report dealing with descriptions of characteristics of people in various countries would seem to indicate that people do not always see themselves as others see them. To the French, for instance, the French are "pleasure loving, hard working, gay, conscientious," while the British see these same people across the Channel as "excitable, gay, romantic, amorous." On the other hand, the British report that they see themselves as "reliable, hard

working, conscientious, pleasure loving," although the French view these same Britishers as "cold and stiff, disciplined, scientific, conscientious."

Anywhere from 18% (Luxemburg) to 32% (Great Britain) of those interviewed in the seven countries expressed a "willingness" to emigrate to another nation. Of the countries chosen "if forced to emigrate," the United States was named by 12% of those interviewed in EEC nations and 7% of the British, with 21% of *Reader's Digest* readers in West Germany setting the high for this category.

In all cases, the questionnaire results were weighted to project the final figures into an equal relationship with the population of the specific country involved and with total EEC population.

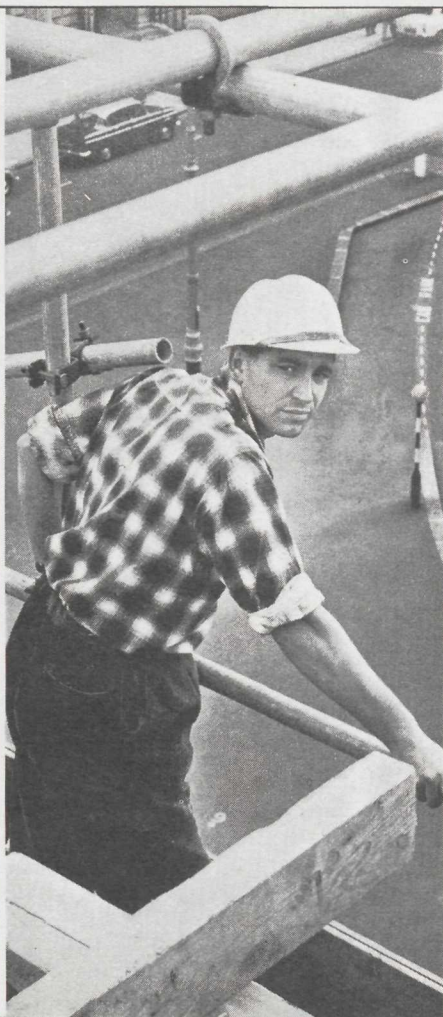


Beware, wild one!

Beware of Chantage... Dangerously feminine... A little unscrupulous. A provocative perfume for playing unfair, a delicious whisper he'll never forget... barely forgive. If his heart can stand it, give him the full magic with...
 CHANTAGE PARFUM DE TOILETTE * TALCUM POWDER * SOAP * BATH SPARKLES * BUBBLE BATH and in beautiful gift sets, too.
 Or first, flutter YOUR heart with Petit Chantage (purse size)
 CHANTAGE BY ATKINSON OF BOND STREET



CHANTAGE



**"All right...
 who did put up
 the money to
 put up the works?"**

**SOME OF HIS NEXT DOOR NEIGHBOURS
 ...AND PROBABLY SOME OF YOURS!**

In the old days of hand craftsmanship, a worker might need no more tools than would go in his tool-bag—he often owned them himself.

In modern industry, "tools" have mostly become complex "machines." A single lathe or loom may cost thousands of pounds; a million is soon spent in equipping a big factory.

Where does the money come from? Much of it from the 3½ million ordinary people who buy shares.

The Stock Exchange provides the market place for stocks and shares that makes all this investment possible. It helps industry to find the capital it needs to produce the goods we use and export. It attracts the savings of millions of people and puts them to work, creating employment and spreading prosperity.

HOW ELSE DOES THE STOCK EXCHANGE SERVE US?

Investment is vital to our industry and commerce, and to the Government itself, as a means of raising hundreds of millions of pounds every year.

Even if you've never bought a share in your life, you may well be an indirect investor. For pension funds, trade unions, friendly societies, banks, building societies—organizations like these invest funds—your money—through the Stock Exchange because they know it benefits you and the community.

LIKE TO KNOW MORE? For explanatory leaflets and a list of Stockbrokers, write to The Secretary, Room H9, The Stock Exchange, London, E.C.2. Or you can watch the Exchange at work from the Visitors' Gallery and see a film about it. Open from 10.30 to 3.0, Monday to Friday; entrance at 8 Throgmorton Street.

In addition to but independent of the London Stock Exchange are the Council of Associated Stock Exchanges, with separate Exchanges in 23 of the larger cities and towns, and the Provincial Brokers Stock Exchange, with members in about 110 other centres throughout the British Isles.



"By word is my bond"

**THE
 STOCK EXCHANGE
 LONDON**

If you are interested in a **CAREER IN ADVERTISING**

Can truthfully answer Yes to the following questions, then we may be able to offer you a rewarding career in the Newspaper Industry.

HAVE YOU 5 Subjects G.C.E.?
 Selling experience?
 Personality & Initiative?
 Capacity for Hard Work?

Having proved yourself to us, would you be prepared to await the opportunity to fill a position of Deputy Sales Manager? APPLICATIONS for a number of well paid appointments should be addressed to Sales Manager, Box L.M.66.



3

WHAT ANOTHER JOB?

YOU MUST BE A
 FRIEND OF THE
 PRODUCER!

NO - I JUST
 FIT THE PART

Why Shell-Mex and B.P. s

Look at the credits for the new tunnels that are surfacing along the banks of the main British estuaries nowadays—why is it that we've played a part so often?

Take one of the latest bottlenecks to be eased—the Clyde crossing. (Here the first of the two tunnels saves north-south traffic a congested seven-mile detour.) The logistical problem was

supplying the Co Brand and Son L different fuels and machines needed. Not only expert at our Scottish assoc Scotland Limited,

Although our tunnel-work get range includes eve

6



VYBOROVA STARTS A PARTY

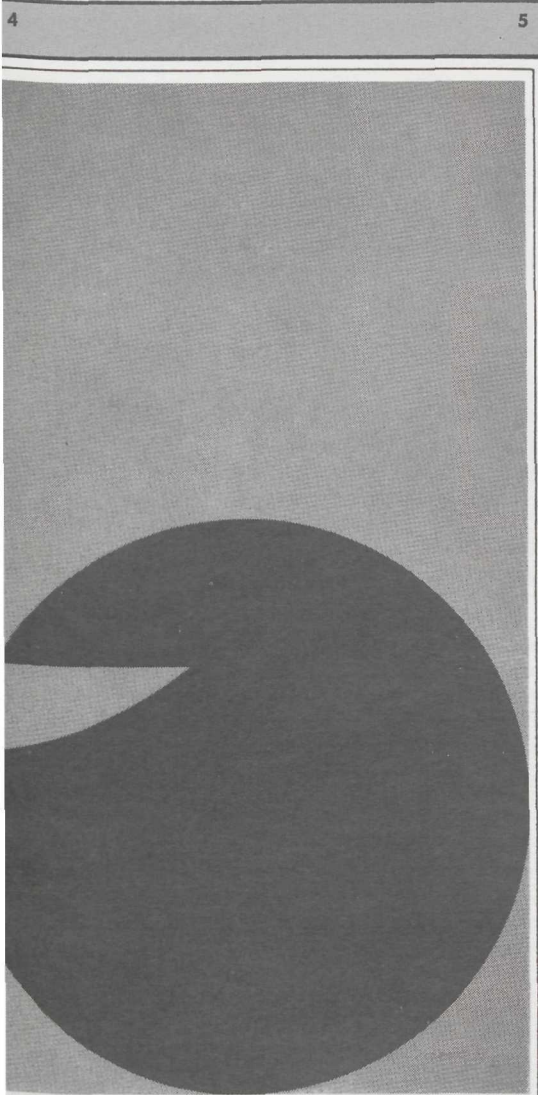
STIFF BUT NOT STARCHY

The Vyborova Martini is strong, bright, bone-dry. And not too conservative. Polish Vodka Vyborova sets the stamp of progressiveness on you and your entertaining. Drink it in cocktails, with tonic, or straight, but always icy. It makes gin taste reactionary.

From your Wine Merchant.

For ideas about entertaining with Vyborova and food to serve it with, write to:

Sole Agents
Edouard Robinson Ltd.
21 Old Compton Street, W.1
VODKA FROM POLAND



often get parts in tunnels

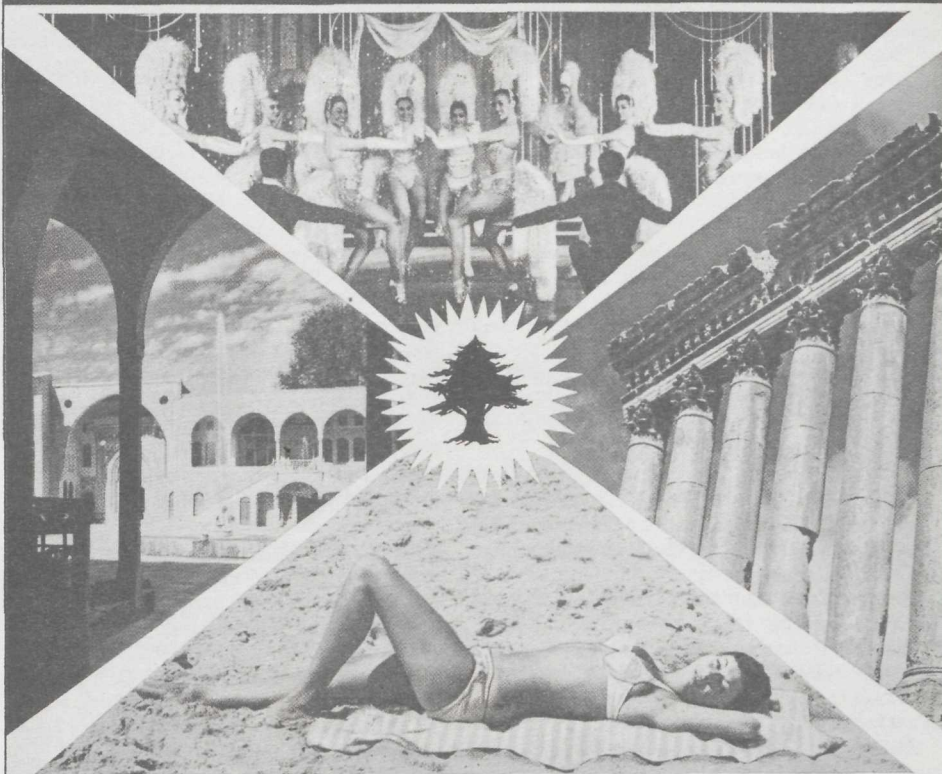
tractors, Charles
nited, with all the
lubricants their
e were able to offer
ice—but, through
ites Shell and BP
n-the-spot service.
performances on
ave notices, our
y job that involves

supplying any fuel or lubricant. Take another of the new Scottish projects—the Forth Road Bridge—we're playing our part there, too. It's an interesting and profitable life!



SHELL-MEX AND B.P. LTD
ALWAYS GIVE A GREAT PERFORMANCE

Lebanon



(Photography: National Council of Tourism in Lebanon)

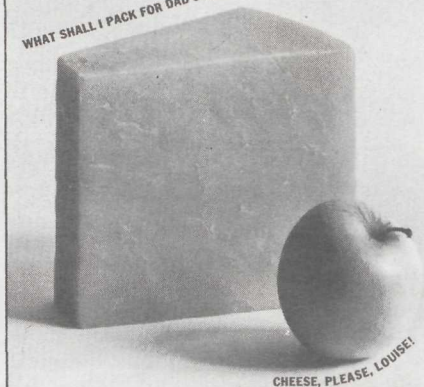
Visit the land of guaranteed sunshine. Sail, water-ski, skin dive or just relax in the sun on the golden Mediterranean beaches. Visit Baalbek or the Cedars, Beiteddine or Byblos, Tripoli or Sidon and Tyre; then return for an evening in Beirut, the city of nightclubs, and enjoy oriental and cosmopolitan cuisine with a French flavour.

There are daily flights to Beirut—gateway to the Middle East. Moderately priced accommodation in comfortable up-to-date hotels and an international atmosphere make Lebanon the new playground for the away-from-it-all 20th century holiday-maker. Consult your Travel Agent or write today for further information and free illustrated brochures:—

NATIONAL COUNCIL OF TOURISM IN LEBANON
INFORMATION OFFICE, 47 REEVES MEWS, LONDON, W.1

... SAY **CHEESE**—NO LUNCH BOX IS COMPLETE WITHOUT IT
Cheese. No lunch box is complete without it. And don't just leave it at cheese sandwiches—try cheese and apple, for instance, or cheese and ham—there are so many exciting variations with delicious tangy cheese.

WHAT SHALL I PACK FOR DAD'S LUNCH TODAY?



CHEESE, PLEASE, LOUISE!

The spat shoe

Shades of the Edwardian man-about-town! Simpsons new slip-on spat shoes would make him green with envy. No clumsy buttons! The grey suede 'spat', elasticated at the sides, is built in one with the smooth black calf to give unbroken elegance. Also in brown calf with brown suede. Sizes 6-11, including half sizes. Price £6.10.0.



Simpson
ICCADILLY



What time does this restaurant get into Paddington?

The biggest chain of restaurants in the country is on wheels. All over Britain, millions of people have discovered that eating in the restaurant of a British Railways train is a very good idea. What do they get for their money? A well-varied menu. Food excellently cooked and served. Wine selected from one of Britain's largest cellars (also run by British Railways). And a smaller bill than on any other railway in Europe.

Next time you travel on business, don't go by car and settle for a sandwich. Go by train and have a good meal instead. As an added bonus,

you dodge the delays and frustrations of the other means of travel—only a train takes you right into the business centre of a city at 70 mph. Going by train is by far the most relaxed way to travel.

Hotels too. Within five minutes of your arrival you can be relaxing again. Most main-line termini have a British Railways hotel nearby.

British Railways

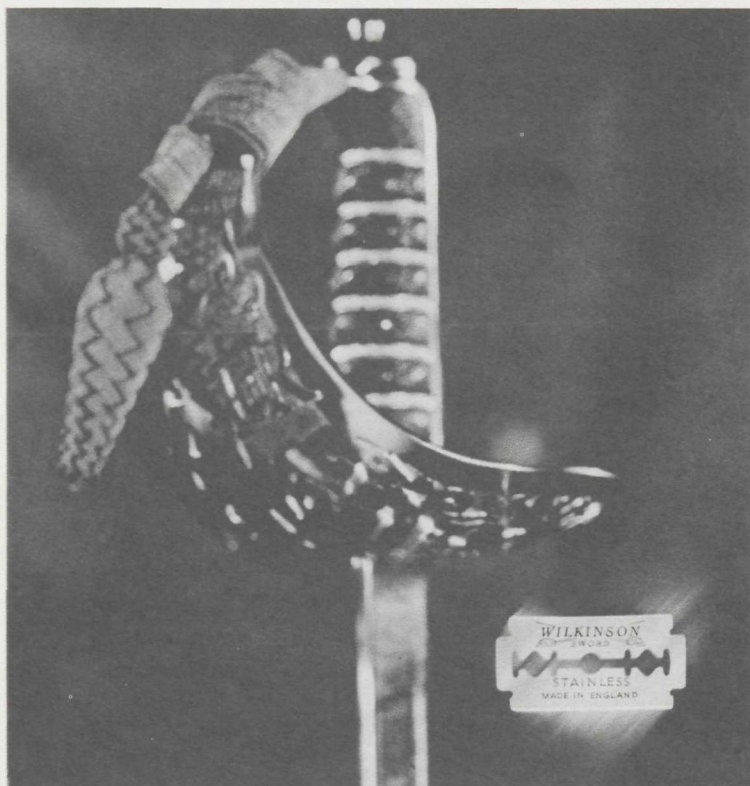
Travel warrants save accountancy, save carrying cash. £500,000 were used last year on business trips. Ask for details at your station.

British Railways Steamers. To the Continent and Ireland. Most reliable, most comfortable any all the year round.

Hire a car through British Railways Automobile service. Till the booking office when you buy your ticket, be met by the car you want at any one of 45 rail centres.

All Business Travel. Ask your British Railways-appointed Travel Agent to plan it for you. He has all the facts and figures of rail and sea services. He will be glad to help.

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WILKINSON SWORD THE WORLD'S BEST BLADE
TEMPERED BY CRAFTSMEN HONED WITH LOVING CARE



This is the best blade in the world. To understand why, you must know two things about its makers, Wilkinson Sword Limited. First, that they have been making fine swords for a hundred and ninety-one years. In all they do, they have the craftsman's care for perfection—something far beyond the standards set by mass production. Second, they have the most highly qualified and best equipped research team ever devoted to the improvement of the razor blade. A concern for quality above the needs of commerce; an ability to achieve the best—these have made the Wilkinson Super Sword-Edge Blade. No wonder these blades are sought after. They're the smoothest, sharpest, longest-lasting blades you can buy. Ask a Wilkinson shaver.

FORGED WITH THE CRAFTSMAN'S CARE FOR PERFECTION

11

On October 30 'PUNCH' will introduce a Classified section in its advertisement pages. This service, in response to many requests, will become a regular feature of the magazine. Rates on application.

12

"Campari is always ready for drinking" said Tom swiftly.
"It should be served with chunks of ice" she responded frigidly.
"Isn't it gloriously pink?" he persisted, hunting for the right shade.
"To what do you attribute its elusively bitter taste?" she puzzled cryptically.
"What else but the herbs from four continents" he said with a worldly air.
"But they must be macerated in pure grape spirit" she interjected steeply.
"Ah! then you have the perfect aperitif" he interpreted appetizingly.



Ask for Campari wherever you go
—imported by F. S. Matta Ltd., London S.E.1

13

The Face of Advertising No. 1: Great Britain

1. Atkinson, a Unilever company, backs Chantage line
2. A JWT-London ad for the Stock Exchange
3. "Capacity for hard work," it says
4. British promotion for France's largest selling cigarette
5. Gin is reactionary
6. Shapely advertising
7. Sunshine is guaranteed
8. "Cheese, Please, Louise" is a JWT-London effort
9. Making the modern seem old
10. JWT-London promotes the "Iron Horse"
11. The "sword" that upset the razor blade market
12. Punch succumbs to classifieds
13. Tom Swifties, courtesy JWT-London

Two Excerpts from 'Round the Square,' JWT-London Publication



Three of the staff members of JWT-London are also members of Parliament. One of them is Richard Hornby, whose background, personality and attributes are made clear in the slightly tongue-in-cheek profile reprinted, on the lower portion of this page, from a recent issue of *Round the Square*, the Thompson London office publication for

its personnel. Mr. Hornby, a former editor of *RTS*, has just been named Under Secretary of State for the Commonwealth Relations Office and the Colonial Office.

As for the other reprinted item: who is now to say that advertising doesn't make its impact on all elements of the population?

A reply . . .

This was the headline on the front page in the *Evening Standard* on Aug. 20, when the police in charge of the Great Train Robbery case released the accompanying photographs. To judge from the Fray Bentos, Campbell's, Oxo and Brillo packs in evidence, the answer was JWT.

All the goods and equipment were found in the robbers' hide-out at Leatherslade Farm near Aylesbury. When they fled with their £2,500,000 they left all this behind.

. . . and a profile

A Toast To Hornby, A Sociable Tory

Dick Hornby used to be a great one for running. Once upon a time he smoked a good deal and was constantly going out to the tobacconist; he always ran there and back. He ran upstairs and downstairs, he ran from the office door to the bus stop or tube station. He even ran for long spells when out for country walks.

One day he adopted a dog from the Battersea Dogs' Home, whisked it off to the country, harangued it briefly on the merits of conservative thinking in dogs, christened it carelessly and took it off for a walk. After a mile or two he started his usual run. He'd sprinted little more than a step and a half when the dog, reminded no doubt of a savage and radical past, leapt forward, sunk his teeth in Dick's ankle and brought him to the ground. A lot of MPs would have kept quiet about that.

He has a sort of passion, a quiet but driving need to see that in anything to do with him, fairness and justice are respected. His integrity, if that over-profaned word may still be used with meaning, is a good deal more than toeing a particular line. During the Suez crisis his deep and genuine anxiety was not translated into the platitudinous drivelling you could hear on all sides but in the greatly increased number of

Light Ales he started to put away.

Indeed one of his most appealing characteristics is the way he reveals his mood. On the night he was offered this new post in the Government he said nothing but continually and elatedly swung his right foot backwards and forwards; a competent foot to swing, incidentally, since it has in its time played Soccer for Oxford, Pegasus, and Bury.



As for the growing boy, young Master Hornby, somehow it doesn't matter so much that he was educated at Winchester and Oxford, subsequently going on to teach young Etonians what he'd learnt at those twin Establishments, as it does to know the very first book he remembers reading is somebody or other's *First Principles of Agriculture*.

After teaching at Eton, he sold soap for one of the Unilever companies, joined JWT, and unsuccessfully fought a bye-election against Attlee before going into Parliament as the member for Tonbridge after an unexpectedly stiff tussle. He also got married and there is a story, imperfectly remembered I'm afraid, of buying his wife some flowers around the time they got engaged, losing the tissue they were wrapped in (how?), hurriedly wrapping them, like fish and chips, into a newspaper and so presenting something which at first blush looked more like a bunch of celery than the devoted offering they were, no doubt, intended to be.

Untidy, sociable, energetic Richard Phipps Hornby, MP, Under Secretary of State for the Commonwealth Relations Office and the Colonial Office—your health, Sir.

Clients' Sales Totals Grow, Markets Expand

During recent weeks, JWT clients have continued to experience rising sales levels and have indicated expanded operations for the future, as the following round-up shows:

- **Ford Division** reported, as of Nov. 13, that the daily sales rates for both cars and trucks in the first 10-day selling period of November were the highest in division history for that period.

- Retail sales of cars for the 10-day period totaled 45,040, while truck sales amounted to 10,206 units. Sales of 166,709 cars in October set a record for any single month in Ford Division history, it was also announced.

- Thunderbird showed the greatest sales increase for any individual car in the Division's line for the first 10 days of November. Units sold were 21% higher than during the first days of 1962.

- **Pan American World Airways** flew 586,949,000 revenue passenger miles during October, a jump of 14.7% over the total for October of 1962.

This marked the 32nd consecutive month in which Pan Am traffic had been greater than for the same month of the preceding year. Transatlantic traffic for October was up 14.2%; transpacific, 23%.

- Pan Am was also the beneficiary of a 3-1 decision by the Civil Aeronautics Board, authorizing the airline to fly passengers nonstop between California and Tahiti, on a route extending to New Zealand and Australia.

- **Eastman Kodak Co.** noted its expectation that 1963 sales totals, ahead of the

(Continued on page 9)

Kodak Names JWT-Amsterdam

AMSTERDAM — Eastman Kodak has named JWT-Amsterdam as advertising agency in the Netherlands, effective Jan. 1.

Thompson will thus be handling Kodak advertising in 18 different offices throughout the world.

Broadcasters Face Revenue Loss In Cancelled Spot Advertising

NEW YORK—Cancellation of spot advertising during the four-day period following the assassination of President John F. Kennedy is estimated to have cost the television industry some \$8 million. Radio stations lost about \$7 million revenue during this same emergency period.

The average tv station in any one of the major markets of the U. S. cancelled about 500 national spot announcements from the time of the shooting on Friday, Nov. 22, until the end of the special coverage, which ran through Monday, Nov. 25.

It is currently expected that many of the national advertisers whose spots did not reach the air will agree to future broadcasting of their commercial messages, thus reducing losses originally faced by the nation's tv and radio stations. Such "make goods" will be in addition to advertising scheduled for future use.

In addition the suspension of network programming for four days will have an effect upon the broadcasters over-all revenue, since available time which can be offered for make goods is necessarily limited. It is estimated that the three networks undertook expenses totaling about \$10 to \$12 million dollars in order to provide the

(Continued on page 9)

Ad Council to Use RCA World's Fair Tv

NEW YORK—The Advertising Council has accepted an offer from the Radio Corporation of America to use RCA's operating color television facility at the 1964-65 New York World's Fair for the production and taping of public service messages.

As volunteer advertising agency for the Red Cross, JWT will be the first advertising agency to use these facilities for taping public service messages.

RCA will make available free of charge the studio, the equipment and the technical manpower needed to produce special public service messages in behalf of government agencies and private organizations. RCA and the Council are currently developing plans for producing color videotape announcements for the Peace Corps, the National Safety Council and Religion in American Life (in addition to the Red Cross) and other groups helped by the Council.

Public Service Messages

RCA has also agreed to carry public service announcements and information messages regularly over its closed-circuit color tv network which will blanket the Fair grounds. These will include reminders to Fair visitors to drive carefully going home and not to be a litterbug, as well as Smokey the Bear's appeals to avoid forest fires, get-out-the-vote pleas and others.

William R. Baker, Jr., Chairman of the Council's Board, accepted the offer as a most generous contribution to the Council's public service campaigns. Color videotapes produced at the RCA exhibit will be distributed by the Council to commercial television stations that support public service programming. James M. Toney, director, RCA World's Fair Exhibit, has told the Council's board of directors that RCA's Fair exhibit will include the most modern production equipment in the broadcast field; four color cameras in the studio, three in a mobile unit, four solid-state color video tape recorders and three color film chains.

Official Communications Center

The RCA exhibit has been designated as "The Official World's Fair Color Television Communications Center." It will operate 12 hours a day, seven days a week and will be the base of operations for many companies and organizations desiring to stage or film shows at the Fair, Mr. Toney said.

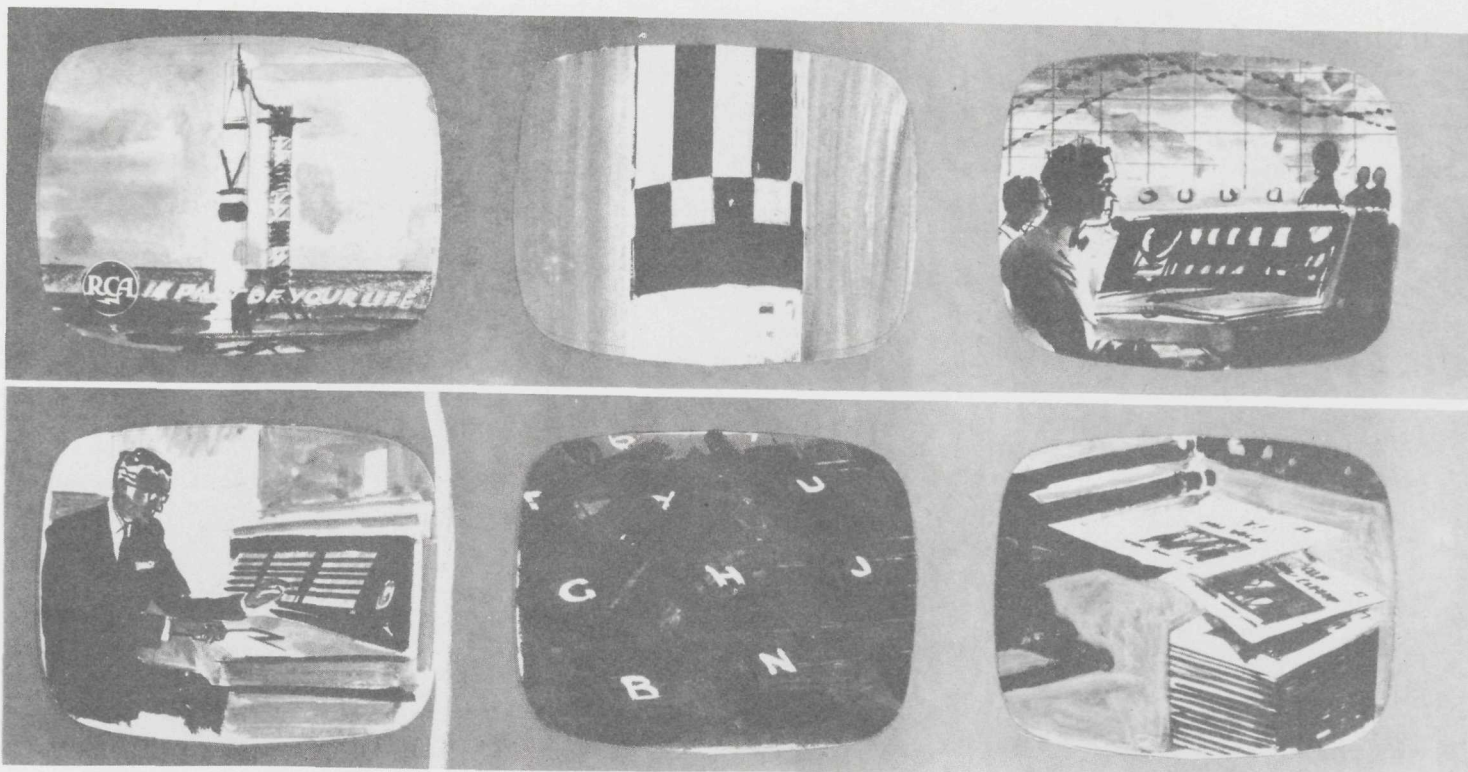
Pan Am Waives Tv Claims

Pan American Airways has notified television stations that it is waiving its claims on advertising pre-empted by the continuous news coverage following the assassination of President Kennedy. It will not ask for credit on cancellations or for delayed showings.

Pan Am sponsors news or weather shows on a Monday through Friday basis in New York, Chicago, Miami, Washington, D.C., San Francisco and Los Angeles.



HONORS—Harry A. Lee, vice president and manager of JWT-San Francisco (center), is shown presenting the city's Ambassador Extraordinary credentials to Robert A. Davis (left), advertising manager of Kraft Foods, and to Perry Como. Acting in his capacity as president of the San Francisco Chamber of Commerce, Mr. Lee lauded the entertainer and the Kraft official for bringing honor to the city by originating the NBC-TV Perry Como Kraft Music Hall from San Francisco's War Memorial Opera House Nov. 21.



FOR FUTURE AIRING—These storyboard sections show how Radio Corporation of America television commercials will support the previously announced corporate campaign, demonstrating consumer benefits of RCA products.

Clients Gain

(Continued)

1962 pace so far this year, will continue to remain ahead for the balance of the year.

"The fourth quarter depends . . . on Christmas trade," said president William S. Vaughan, "and we won't be able to tell for several weeks how products are moving." However, he added, "Dealers' orders look encouraging."

- *The Singer Co.*, according to president Donald P. Kircher, currently has a 20% share of the Japanese market, an area in which it sold no sewing machines at all as recently as five years ago.

- *Aluminium Limited* reported record sales of aluminum for the nine months ending Sept. 30. Total sales were \$490 million as against \$417 million for the same period of 1962.

Revenue Loss

(Continued)

listening and viewing public with continuous and up-to-the-minute developments.

Print media, too, were compelled to make drastic changes in material scheduled for distribution shortly after the events of Nov. 22. In the New York area alone, it is estimated that some \$1.5 million in advertising was pulled from daily newspapers.

Life is reported to have scrapped more than 2 million covers prepared for the Nov. 29 issue, while *Time* threw out 5 million circulation brochures which referred to the late President.

Singer Products Discounts Offered

NEW YORK—JWT employees in the United States can now purchase Singer Company products at the same discounts offered to the client's own employees.

Sewing machines, typewriters, toys and other items can be obtained at 10% to 30% less than regular retail prices. Letters have been distributed to JWT personnel in U. S. offices which, when signed by the employee and presented with identification at a Singer Sewing Center, will serve to make discount prices effective.

NYO personnel should note that in New York, such arrangements can be made only at the center located at 396 Fifth Ave., near 36 St.



HOLIDAY HARMONY—Bob O'Malley, NYO traffic, and office choir leader, rehearses a group of seven- and eight-year-olds for a musical program held Dec. 1 for the benefit of the Bergen-Passaic unit of the New Jersey Assn. for Retarded Children.



Typical campus scene: Ball State Teachers College, Muncie, Indiana, now observing its 45th Anniversary. It has a student body of 9100 and a faculty of 395.

40 colleges and universities—some large, some small, all located in the area we serve—offer a wide variety of educational facilities important to industries that locate in the smaller cities and towns. They provide an available source of talent trained in technology, business administration, research and the professions. ☐ Industry also benefits from the advantageous business climate prevalent in smaller towns where taxes are favorable; ample, low-cost industrial sites are available. Cooperation from local industrial corporations frequently results in very desirable lease-purchase agreements for available buildings or new construction. Payrolls are important to the economic well-being of these communities. Therefore an active interest in the welfare of local industry always prevails. ☐ We provide low-cost electric power to more than 2,300 such communities in 7 states—Ohio, Indiana, Michigan, West Virginia, Virginia, Kentucky and Tennessee. We know these towns intimately and are confident that one of them can meet your plant site requirements and help increase your profits. To save time and money, phone HA 2-4800, or write Mr. Lee Davis, Vice President, Department E-1114.

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FOR INDUSTRY—The latest advertisement in a series prepared by NYO for the American Electric Power Service Corp. publicizes the 40 colleges and universities in its 7-state area as an inducement to industrial development. The ads, all of which are designed to attract industry by emphasizing various advantages of the small-town population pattern in its service area, run at monthly intervals in *Business Week*, *Fortune* and the *Wall Street Journal*.