



J. WALTER THOMPSON COMPANY NEWS



VOLUME XXIX, NO. 13

FOR STAFF MEMBERS ONLY

APRIL 3, 1964

Singer Campaign Makes Debut Next Week

New Sewing Machine Will Be Featured

NEW YORK—JWT officially took over the advertising for the Singer Company Consumer Products Division on Jan. 1, 1964.

Work on the account actually began some three months earlier, immediately following JWT's appointment last September.

The fruition of these efforts for this new client will be seen next week by millions of Americans in a new Thompson-created campaign that is literally designed to change the entire face of sewing machine advertising.

Focal point of the initial JWT advertising for Singer is a new sewing machine called "Touch & Sew,"—the most dramatically new sewing machine to be introduced in many years. It features an exclusive, patented new "Push-Button Bobbin" which never has to be removed for winding, because it is wound right in the machine at the push of a button.

Name Originated by JWT

The name, "Touch & Sew," was coined by JWT, as was the phrase, "Push-Button Bobbin." One week after JWT's appointment by Singer some 100 persons on the creative staffs in the New York office crowded into the 10th floor theater to watch a demonstration of the new Singer machine. From this group more than 500 names were submitted for the machine. These were narrowed to four names: Touch & Sew, Stitchmaster, Bob-O-Matic and Slant-O-Matic (a name Singer already owned). "Touch & Sew" was selected after testing among 400 consumers.

This same JWT group submitted more than 150 names to describe the new pat-

(Continued on page 2)



for every woman
in America who hasn't
got a thing to wear

OPENER — This is the first of three consecutive pages, announcing the new Singer "Touch & Sew", as it will be seen in the April 10 Life.

SINGER has the beautiful new answer... →

Alberto, Ford Cooperate in Unique Joint Promotion

CHICAGO—Alberto-Culver is giving away 70 new Ford Mustangs in a million-dollar Sportscar Sweepstakes for Command hair dressing.

Biggest in men's hair dressing history, the promotion will run for eight weeks, starting May 1, in a heavy concentration of network and spot television, backed by spot radio and print.

Behind this announcement lies a tale of intensive effort on the part of JWT personnel in the Chicago, Detroit and Hollywood offices, embodying a demonstration of the value of top-notch relations with both

clients. For, although using automobiles as prizes is not a new promotional device, obtaining availability of a new and unannounced car is unique and unprecedented.

The idea for the Sweepstakes was first conceived by JWT-Chicago people last October, at a time they were still unaware of the future existence of the Mustang. Ford Division's emphasis on total performance and on sports car achievement made the tie-in with Alberto-Culver's new hair dressing most logical. It was only after Command advertising personnel had approved the promotion that the approach to

Ford was made for its cooperation; at this juncture, plans for the introduction of the new Mustang became known to those working on the Sweepstakes idea. (The Mustang will be introduced this month to coincide with the opening of the New York World's Fair.)

Preparation of Alberto-Culver's advertising and promotional material required that closely guarded prototype fibre glass models of the new car be released by Ford Division to the other JWT client. Filming of commercials meant that Ford had to agree to

(Continued on page 7)

ented thread-handling and bobbin system, which Singer had been calling Auto-Reel. Auto-Reel was tested along with three other finalists—Magic Bobbin, Auto Bobbin and—the winner—"Push-Button Bobbin."

Samples of some of the JWT advertisements for Singer are shown in this issue of JWT NEWS. They represent a dramatic shift for Singer. The consumer proposition for this introductory campaign is:

"Now, any woman, beginner or experienced sewer, for the first time can machine sew anything she wants for herself, her family, her home—easily, happily, without frustration or fear of failure, because the new Singer 'Touch & Sew' gives her a wholly new, easier way to sew."

This proposition is presented in advertising designed with an aura of excitement, warmth, joy and satisfaction. The advertising is bold and fresh in both copy and art treatment. It features the rewards of sewing on the new Singer rather than simply the virtues of the machine itself.

In addition, as part of its over-all effect, the advertising characterizes Singer, one of the oldest companies on the American business scene, as a company that is modern, up-to-date—and on the move.

Matching the execution of the "new look" for Singer is a creative media approach that will make it pretty difficult for anyone to avoid hearing or seeing the message for

"Touch & Sew." A three-page spread in the April 10 *Life* kicks off the drive. Then, in that same week, Singer will have 19 commercial minutes, nearly all color, on no less than 12 NBC-TV network shows. The Singer commercials will run on six daytime shows and six evening programs in the space of three days—April 9, 10 and 11.

This saturation will continue the following week, when Singer will unveil its new "Touch & Sew" song in radio commercials scheduled for all four national networks. Singer will have a total of 137 commercials between April 11 and 17.

(Continued on page 3)



Introducing *Touch & Sew* —the brilliant new sewing machine only Singer could make ...so new it even has a Push-Button Bobbin!



You'll never know how creative you are, till you try the new Touch & Sew by Singer. A completely new kind of sewing machine—and only Singer has it. Forget bobbin-winding as it used to be! Touch & Sew* sewing machine has an exclusive Push-Button Bobbin . . . just push a button and fill your bobbin right through the needle, right in the machine. And away you sew! Finger-tip switch to zig-zag! Just set the selector—and sew! Buttons and buttonholes . . . seam finishes . . . mending . . . decorative stitches—all at a touch of your finger! Discover the sheer joy of sewing—with the new Touch & Sew by Singer. Beautifully simple for a first machine, and a joy to the expert, it does so much more! Come sew on the all-new Touch & Sew at your Singer Center today.

What's new for tomorrow is at SINGER today!

VISIT THE SINGER BOOTH (EXHIBIT CENTER AT THE NEW YORK WORLD'S FAIR)
*A Trademark of The Singer Company, 20 Rockefeller Plaza, New York, N. Y. 10020

All Singer Personnel Briefed on New JWT Campaign

NEW YORK — Few campaigns have been merchandised so extensively within a client organization as has the new Singer program.

Since it represents an entirely new approach for the company, Singer felt it was important for every employee to be briefed before the campaign opened.

This briefing encompassed the following:

- A chart and film presentation of the new advertising was prepared and shown to top Singer executives in New York;
- Enthusiastically received, it then went on the road as a slide presentation—to Philadelphia, Atlanta, Chicago, Toledo, Indianapolis and San Francisco. Result: To

date, top supervisory personnel of 29 of the 31 General Agencies which make up the Singer sales system have now seen the presentation;

- The presentation was given before 300 Singer factory supervisors at Elizabethport, N.J. (where the "Touch & Sew" machine is made). Also in attendance were over 100 staffers from Singer's Research & Development Division;
- A 12-page *Life* facsimile showcasing the forthcoming advertising was prepared and distributed to 13,000 Singer employees;
- A modified filmstrip presentation has been prepared and delivered to the 1,514 Singer-owned-and-operated retail outlets for showing to all sales personnel;

- A record of the "Touch & Sew" song has been given to all Singer employees.

The presentations were made by a two-man team, consisting of G. L. Newcomb, Singer's advertising manager, and Dick Brecker of JWT. Thompson's Bill Smith also participated.

\$1 Billion For Home Sewing

In 1963 American women spent a record \$1 billion on sewing machines, fabrics, patterns and notions. Sewing machine sales have grown from 1.4 million in 1952 to 1.6 million in 1963. Singer estimates 52 million American women know how to sew, and of these, 40 million sew creatively.

Singer

(Continued)

Following this three-day TV Spectacular and Radio Week, Singer will run on April 26 a Sunday supplement advertisement that will be carried by 307 newspapers. Adjoining this full page will be a column listing street addresses of local Singer Centers, inviting consumers to come in for a free demonstration of "Touch & Sew."

Finally, in the May and June issues of 15 leading women's magazines, Singer will be represented with 33 pages of eye-catching four-color advertising.

In short, this introductory campaign is one of the most exciting ever fielded by JWT, comparable in many ways to a new car introduction for Ford.

Singer Account Team

Rudyard C. McKee
Richard L. Brecker
William A. Smith

Management Supervisor
Account Supervisor
Account Representative—
Local
Account Representative
Account Coordinator
Copy Group Head

John Tassos
Robert Torrey
Barbara Peabody
Paula Brown
Margaret Carroll
Phyllis Fairbanks
David Loovis
Betty Salay
Maureen Toomey

Copywriters

Richard Hurd
Kent Hansen
Thomas Naegle (TV)
Rudy Dusek (local)

Art Supervisor

Art Directors

Sid Olson
Catherine Ames
Georgia Tillinghast
Robert Lilien
Bruce Adaire
Thurman Pierce
John Novotny
Ray Bailey

Forward Planning
Commercial Producer
Associate Producer
Associate Media Director
Media Planner
Print Supervisor
Print Buyer
Marketing/Merchandising
Associate
Associate Research Director
Account Research Manager
Research Assistant
Manager, Broadcast Dept.
Broadcast Supervisor
Broadcast Buyer
Print Traffic
Broadcast Traffic
Print Estimator
Broadcast Estimator (spot)
Broadcast Estimator
(network)

Philip Thompson
Frank Reeder
Robert Thompson
Robert Buchanan
William Perry
Thomas Leidner
Phil Clarke
Virginia Moore
Christina Vitaliano
Adrienne Zobel
Anne Moore

Public Relations

Hilda Burns
Adele Gilruth
Isabel Hamilton
Sara Labas
Trudi Ross
Jeanne Shea
Ronald K. Sherman
Joan Wood

Singer's Goal: Growth

What's new for tomorrow is at SINGER today.

This slogan, which is running virtually as a logotype in the "Touch & Sew" introduction, has become the new corporate symbol of the Singer Company.

Developed by JWT, it sums up the direction in which the company is moving: The company's name has been changed (it used to be Singer Mfg. Company), other companies have been acquired (Friden, for example), new products have been developed, the Singer Centers have been expanded and upgraded.

Singer sales, now in excess of \$800 million annually, have increased by more than 40% since 1958. Stated corporate objective: \$1 billion in sales, with sewing machines and related items accounting for only one-half of this volume.

Campaign Aims to Reach the Young Housewife

NEW YORK — The strategy behind the new Singer campaign is to reach and sell young American housewives, who are the key to the sewing machine market.

Seven out of 10 new sewing machines are bought by young married women with children. Women with children under the age of six account for 44% of all sales.

The company's prime marketing problem, in a nutshell, is to increase its share of the first-time user market. Women who are buying a machine for the first time account for 62% of total unit sales.

The median age of the first-time purchase is 30—hence the accent on youth.

The major Singer goal then is to

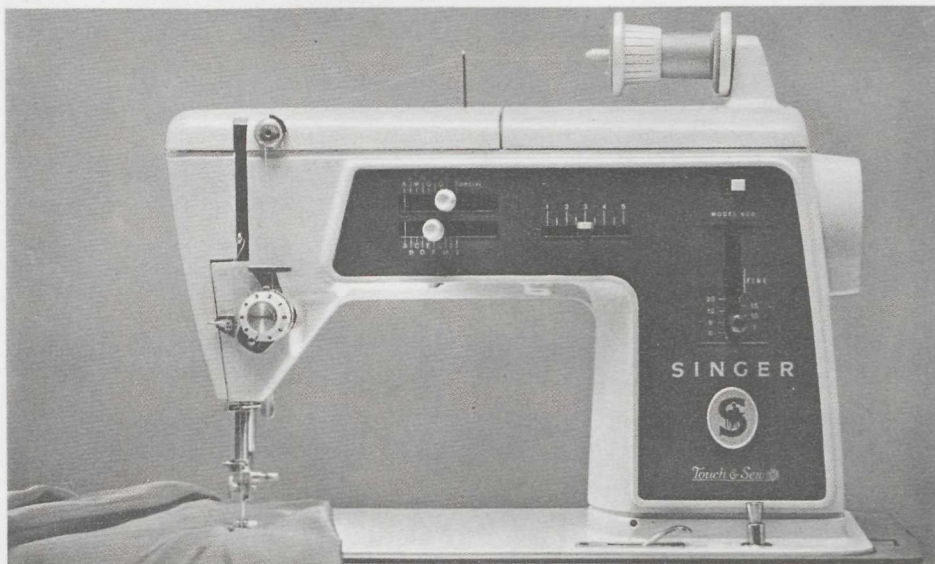
strengthen its market position among the young married women who are buying a machine for the first time.

To reach this market, there will be a heavy concentration of advertising in women's magazines, including those publications which reach wage earner households (*True Story*, *Modern Romances* and *True Confessions*, for example). Research shows that these households consider a sewing machine an important purchase—and they buy high-priced units. The new "Touch & Sew" machines (the Thunderbirds of the Singer line) retail from \$199.40 (for a straight-stitch model) up to \$349.50 (for the zig-zag).

for every woman
in America
who hasn't
got a thing to wear



Introducing... *Touch & Sew* —the brilliant new sewing machine only Singer could make...so new it even has a Push-Button Bobbin!



You'll never know how creative you are 'til you discover the new Touch & Sew* sewing machine... the machine that makes sewing a breeze with all these fascinating exclusive features:

- The exclusive Push-Button Bobbin (now you just push a button and fill your bobbin right through the needle—right in the machine!)
- Exclusive Horizontal Spool Pin (now, always smooth and steady thread tension!)
- Finger-tip switch to zig-zag (just set the selector and sew.)
- Snap-down light (pours light down on your work!)



- Slant-Needle construction (lets you sew better.)
- Lightweight aluminum body (pounds lighter than comparable competitive models.)
- Simplified Stitch-Pattern Selector (so easy to see and sew by!)
- Handsomely designed to be completely portable or mounted in a cabinet of your choice.
- All this—and much more, can be yours for a small down payment and only \$2.90 weekly on the Singer Budget Plan.

*A Trademark of The Singer Company, 30 Rockefeller Plaza, New York, N. Y. 10020
SEE ADJACENT COLUMN FOR LISTING OF LOCAL SINGER CENTERS

This is the Push-Button Bobbin exclusive with Singer.

Singer Retail Outlets Operate in 50 States

NEW YORK—Singer sells in all 50 states of the U. S. through 1,514 company-operated retail shops called Singer Centers, 79 leased departments in department stores and 292 franchised dealers.

In addition to sewing machines, the Centers carry floor-care equipment, portable typewriters and some home entertainment items. Also, several hundred stores now sell fabrics by the yard.

One of JWT's assignments is preparation of retail advertising for the Centers. This is handled on a fee basis, with the advertising sent to the Centers for placement at local retail rates.

WITH LISTINGS — This version of the "Touch & Sew" announcement will run in 307 newspapers as a Sunday Supplement ad on April 26, to be faced by a single column of local dealer listings. (See other Singer advertising on p. 8.)

Survey Reveals Diversified Educational Backgrounds of

NY Staffers Hold Over 500 Degrees

NEW YORK — Staff members of the JWT New York office have attended more than 375 different colleges and universities.

They hold, among them, more than 500 degrees, including 475 B.A.s (Bachelor of Arts) and 87 advanced degrees. There are seven Ph.D.s (Doctor of Philosophy) and 10 lawyers in the office.

These figures emerge from a survey of personnel records. They do not cover the entire staff. There are some 1,600 staff members in the New York office and this survey covered only about 550 of the professional staff.

The results testify, however, to the diverse educational backgrounds of Thompson staffers. They have attended schools in every section of the country—and abroad as well. JWTers have studied at 34 schools located outside the U.S.—and 19 have degrees from these schools.

A good many staff members have also attended more than one college. Thus, the total number of enrollments in colleges by JWT staff members runs to more than 1,000.

The survey dispels the notion held in some quarters that the advertising business is dominated overwhelmingly by graduates of Yale, Harvard, Princeton and other Ivy League schools. Today, it is clear, the company draws its people from a wide variety of schools.

Some highlights from the survey:

- Harvard has more graduates at JWT than any other school. There are 18 JWTers with B.A. degrees from Harvard — plus nine with graduate degrees;
- Next come New York University, with 14 graduates; Columbia, Yale and the Uni-

versity of Michigan, 12 each, and Dartmouth and Brooklyn's Pratt Institute, 10 each;

- From the standpoint of total enrollments, the leader—understandably because of its proximity—is Columbia University, which a total of 63 JWTers have attended at one time or another.

- Among other schools in the New York area, NYU has attracted 57 JWT people; CCNY, 25; Fordham University and Brooklyn College, 13 each.

- There is one graduate from the U. S. Military Academy at West Point.

Here are other schools which JWT personnel have attended in some numbers, and from which many have received degrees:

	Attended
American Institute for Foreign Trade	9
Boston University	12
Brown	8
University of California	15
University of Chicago	8
Colgate	10
Cornell	9
University of Illinois	9
University of Missouri	8
Northwestern	21
Ohio State University	9
Pace College	9
Rutgers	9
Syracuse	13
University of Wisconsin	14

One other interesting statistic emerges from the survey—and that is the number of people who never went to college. A college degree is no proof of education and absence of one is no proof of lack of education (Norman Strouse never went to college and James Webb Young never graduated from high school). Forty staffers in New York have had no training beyond high school — and two did not graduate from high school.

US College Enrollment Again At Record High

WASHINGTON — For the 12th straight year, college enrollment in the United States has broken all records, according to figures released by the Office of Education.

A total of 4,529,000 students represents a 7.7% increase over last year at 2,140 colleges and universities; projections indicate that by 1970 the total number of collegians might well reach 7 million.

Public Universities Challenged

Since most private institutions refuse to expand very much, the public universities face the prospect of accommodating most of this incoming flood of students. Public campuses now enroll 64% of all college students, compared with only 50% a decade ago and there seems little likelihood of the trend being reversed.

About 40% of those in the 18 to 21 age group are now pursuing a higher education, compared to 25% in 1951. Since those currently in college are expected to tend to send their children to college, a total enrollment of 9 million might be achieved by 1980.

The 12 biggest universities in the country, in terms of student enrollment totals, are these:

City U. of New York	101,247
U. of California	101,064
State U. of New York	72,918
U. of Minnesota	49,228
New York U.	41,700
U. of Wisconsin	38,883
U. of Illinois	35,889
Indiana U.	34,032
Ohio State U.	33,284
Michigan State U.	31,538
U. of Texas	30,927
U. of Michigan	30,799

One-Magazine Media List Gets Good Results for Yale Alumni Fund Campaign

NEW HAVEN, Conn. — The alumni of Yale give far more annually to their Alma Mater than do alumni of any other college or university in the United States.

One reason for this may very well be the tiny-budget, limited-media advertising campaign carried out on behalf of the Yale Alumni Fund by JWT-NY. With the expenditure of only a few hundred dollars each year, the advertising is limited to one magazine — appropriately enough the *Yale Alumni Magazine* — and an occasional direct mail piece.

"Most of the time in advertising, the trick is to get someone to spend some money on a product or service where he gets something out of it," says writer Sam Day. "In the case of the Yale Alumni Fund, the trick is to get people to give away money and get nothing out of it... nothing, that is, but personal satisfaction."

Some of the advertisements solicit immediate donations, while others in the continuing series ask the reader to remember the university in his will. One ad notes that every Yale man enjoys the benefits of

a "scholarship" in the sense that "... even if a student pays every cent of his tuition charges, room and board bills, and all fees, he still does not make up the amount he costs Yale." The remaining sums, the copy points out, are largely provided by Alumni Fund gifts.

Available records fail to indicate just when JWT first started to handle Yale Alumni Fund advertising. However, the origins of the relationship lie in the fact that the late Stanley Resor was an Eli, and that at some past time, fellow alumni asked him to create advertising for the Fund.

While it is possibly Thompson's smallest account, it is a large one in the delight its group gets from working on it. In addition to Sam, art director Donald Dane and group head Bev Corbin are active on the account.

PERTINENT — Typical advertisement for university's alumni fund in *Yale Alumni Magazine* cites classical allusion.



Personnel in New York Office of Thompson

A career for exceptional men

... Some notes about you, about us, and the advertising business

About you. If you are the man we seek, you have an insatiable curiosity about people and the world around you. You're alert and responsive to new ideas, new ways of doing things. You like to take on new problems . . . you see them as opportunities.

You dig deep into the *why* of things. And the best answers you can come up with today are never good enough for you tomorrow.

You're an individualist. Yet you thrive on team spirit.

You have conviction about freedom of choice, consistent with the rights of others.

You're the kind of man who could be successful in business for himself, but you see the greater challenge implicit in today's major enterprises.

About us. The J. Walter Thompson Company was formed 100 years ago and has long been one of the world's largest advertising firms. Its stock is owned by more than five hundred active staff members.

We help over 500 companies in the United States and abroad sell thousands of products and services to hundreds of millions of people. Last year alone, we were responsible for the advertising investment of close to a half-billion dollars.

There are 6,900 people working with Thompson around the world. Their backgrounds range far and wide. And so do their assignments, which include writing, art, broadcasting, market research, media buying, international business, marketing and merchandising, accounting, music, styling, the theatre, and the social sciences.

In our experience, superior individuals from every graduate and undergraduate educational discipline find successful careers in a major agency such as the Thompson Company. Staff members in our New York Office alone represent nearly three hundred colleges and universities here and abroad.

Your career with us. You may be surprised to learn that while an advertising company must have artistically creative people, it depends just as much on people who are imaginative and inventive in other ways.

Our business is selling. Communicating through the written and spoken word is *how* we sell. You must possess the ability to speak and write well so your ideas may be shared and understood.

We are looking for the kind of men who wish and are able to assume substantial responsibility early in their business lives. To such men we offer a remarkable chance to grow and develop—one seldom found in any firm.

Previous advertising experience is not required. Basically, our interest is in the nature of a person rather than in his specialized knowledge and abilities.

We offer you no standard starting salary, no cut-and-dried training program. Beginning salaries are individually considered and compare favorably to those of other national firms. We help you tailor your own development program, based on your interests, your abilities, your goals. Your program will differ from other men's programs just as you differ from other men.

When you join us you will work side by side with experienced advertising men. Your growth will be based on your own initiative, your own development. There are no age or seniority requirements to limit the responsibility you can earn.

We encourage you to follow your curiosity into *all* phases of advertising, because we want you to become a well-rounded practitioner as rapidly as possible. Experienced advertising men are eager to coach you individually in your efforts to develop your capabilities. Additionally, you are free to delve into every nook and cranny of advertising through our annual series of professional seminars, workshops and classes. You learn from men who are experts in their fields.

About men who join us. A remarkable number of college men who have joined us in the past decade have remained with us and are enjoying varied, exciting careers.

Because of our emphasis on early growth, relatively young men commonly handle major responsibilities in many phases of our business—both in this country and abroad.

All initial assignments are in New York City or Chicago, but we have many other offices in the United States and throughout the world; and if you are interested, you may request a transfer later on.

If you wish to be a candidate, you must graduate in 1964 and be able to join us by June of 1965. You may obtain further information at the placement office. Please check there regarding the possibility of a personal interview. We shall be on campus February 10 and 11.

J. Walter Thompson Company

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Belo Horizonte, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Osaka, Manila.

AN EQUAL OPPORTUNITY EMPLOYER

88 Colleges Reap Benefits Of Matched Giving Program

In June 1963 JWT announced the institution of a Matched Giving Program whereby company funds would be used to equal staff members' donations to colleges and universities (not necessarily those of which they were alumni) up to \$250 per individual contribution. By the end of the year, 142 pledges had been made to 88 institutions for a total of \$19,177. The company's matching contributions were somewhat less than this because some contributions were for more than \$250.

Program Continued

The program has been continued and expanded for 1964. The fund will now match gifts to one or two institutions instead of only one, and the maximum amount which will be matched for any one donor has been increased from \$250 to \$500.

In a memorandum issued to all members of the company at the time of the plan's institution, Norman Strouse set forth its purposes: "Because of the importance of alumni support and to stimulate individual contributions to accredited colleges and universities, the J. Walter Thompson Company Fund, Inc., has decided to give its primary emphasis, in the field of education, to a Matched Giving Program. . . . Through this program tangible recognition will also be made to the past and continuing benefit accruing to J. Walter Thompson from colleges and universities as a source of new staff members."

RECRUITMENT AD —
JWT recruits every year now at some 65 colleges. Prior to the arrival of an interviewer on campus, this advertisement runs in the college newspaper.

Modern American Phenomenon—"The Multiversity"

Recent years have seen the emergence of the giant University on the American scene, witness the enrollment figures at the 12 largest schools in the country.

Clark Kerr, president of the University of California (enrollment: 100,000), has commented meaningfully on this

development in his recent book, *The Uses of the University* (Harvard University Press).

He calls the modern University a "multiversity." What is a "multiversity"? Mr. Kerr explains the term as follows in his book:

"The Idea of a Multiversity" has no bard to sing its praises; no prophet to proclaim its vision; no guardian to protect its sanctity. It has its critics, its detractors, its transgressors. It also has its barkers selling its wares to all who will listen—and many do. But it also has its reality rooted in the logic of history. It is an imperative rather than a reasoned choice among elegant alternatives.

Many Developments Recorded

President Nathan Pusey wrote in his latest annual report to the members of the Harvard Board of Overseers that the average date of graduation of the present Board members was 1924; and much has happened to Harvard since 1924. Half of the buildings are new. The faculty has grown five-fold, the budget nearly fifteen-fold. "One can find almost anywhere one looks similar examples of the effect wrought in the curriculum and in the nature of the contemporary university by widening international awareness, advancing knowledge, and increasingly sophisticated methods of research . . . Asia and Africa, radio telescopes, masers and lasers and devices for interplanetary exploration unimagined in 1924—these and

other developments have effected such enormous changes in the contemporary university as to have made the university we knew as students now seem a strangely underdeveloped, indeed a very simple and an almost unconcerned kind of institution. And the pace of change continues."

Expenses Run High

Not only at Harvard. The University of California last year had operating expenditures from all sources of nearly half a billion dollars, with almost another \$100 million for construction; a total employment of over 40,000 people, more than IBM and in a far greater variety of endeavors; operations in over a hundred locations, counting campuses, experiment stations, agricultural and urban extension centers, and projects abroad involving more than fifty countries; nearly 10,000 courses in its catalogues, some form of contact with nearly every industry, nearly every level of government, nearly every person in its region.

Vast amounts of expensive equipment were serviced and maintained. Over 4,000 babies were born in its hospitals. It is the world's largest purveyor of

white mice. It will soon have the world's largest primate colony. It will soon also have 100,000 students—30,000 of them at the graduate level; yet much less than one third of its expenditures are directly related to teaching. It already has nearly 200,000 students in extension courses—including one out of every three lawyers and one out of every six doctors in the state. And Harvard and California are illustrative of many more . . .

Several Answers Offered

What is the justification of the modern American multiversity? History is one answer. Consistency with the surrounding society is another. Beyond that, it has few peers in the preservation and dissemination and examination of the eternal truths; no living peers in all history among institutions of higher learning in serving so many of the segments of an advancing civilization. Inconsistent internally as an institution, it is consistently productive. Torn by change, it has the stability of freedom. Though it has not a single soul to call its own, its members pay their devotions to truth.

Chicago Account Supervisor Bests Former Chess Champ

CHICAGO — George Dibert is a dyed-in-the-wool chess player . . . and he can prove it by what he has just recently accomplished:

Bobby Fischer, 21, five-time national chess champion, took on 71 Chicago area chess players simultaneously in a 9-hour marathon exhibition match in the Edgewater Beach hotel. When the chess men were cleared away, 56 expert players had fallen by the wayside, 11 had obtained draws, and only four defeated Fischer. One of the four was George Dibert, JWT account supervisor.

Included in the Chicago area field of players in the exhibition match were several masters and a former United States champion. Twenty players had been defeated by 6 p.m. in the match which started at 2 p.m. George's game lasted until 10 p.m., an hour before the marathon play ended, with Fischer resigning that game after Dibert's 39th move.

Fischer highly praised George's play and autographed his score sheet.

George's late father was an accomplished chess player and around the turn of the century participated in correspondence games with foreign players. He taught George the game when the son was 10.

Out of the Past

From the JWT NEWS, April 9, 1917: A study of the small town market, conducted among 41 drug and general stores in nine Indiana communities led the Cincinnati office to conclude that a manufacturer should rely on jobbers—not on his own sales force—to sell in towns of less than 2,500 population. . . . The rotogravure section of the April 1 *Chicago Tribune* carried nine pages of advertising, of which four and one-half were placed by JWT.

From the issue of April 3, 1924: Lux offered \$12,125 in cash prizes, ranging from \$25 to \$1,500, in a four-way contest, announced in spreads in the *Saturday Evening Post* and *Ladies' Home Journal* and in additional advertisements in *Pictorial Review*, *Good Housekeeping*, *Vogue*, *Modern Priscilla*, *Butterick*, *McCall's*, *American Weekly* and a newspaper list. Major prize was for the best letter on "Why I Value Lux." . . . Paint and varnish sales increased 37% in 1922 over 1921 and 19.6% more in 1923. An industry leader said, "Many manufacturers have attributed the great majority of increase the past two years as being due to . . . national advertising."

From the issue of March 31, 1927: Commenting on a letter received from a university student "asking certain questions about advertising practice," the editor noted: "It is interesting to note that, in a letter of less than 350 words, there are seven errors of grammar, four or five errors of diction, six errors in punctuation, and added to these, an obscurity which makes it somewhat difficult to tell what the information wanted actually is."

This is the package that
takes the guesswork out
of buying bacon!



See the slices from end to end!

Our new full-view vacuum package proudly spreads out the bacon slices so you see exactly what you're buying. This package is neat and easy to open. And you can re-seal it with your fingertips! It safeguards the delicate, deep-smoke flavor of Oscar Mayer Bacon better than any package ever has—keeps this top-quality bacon moist and rosy and smokehouse-fresh.

Good lean bacon like this gives you natural vitamins and complete protein you need for good health

ALL OSCAR MAYER MEATS CARRY THIS U.S. GOVT. INSPECTION STAMP—your added guarantee of wholesome quality
Oscar Mayer & Co., General Offices, Chicago, Illinois

DEMONSTRATION —
Magazine advertisement for Oscar Mayer & Co.'s bacon highlights visibility qualities of new package.

Packaging Held Important Advertising News

CHICAGO—Packaging developments are news to the consumer and this has been important in Oscar Mayer & Co.'s advertising, JWT's Hal Farris told the annual symposium of the Food Packaging Council here Wednesday, April 1. The panel discussion was on "Relating Your Package and its Design to Advertising Exposure."

Farris said that the rewards in relating Oscar Mayer's packaging developments to advertising exposure have been twofold:

1. Making available to the consumer the best in meat products through the best packaging in the meat field.
2. Providing longer shelf life—benefiting

Pop! New Client in Milan

MILAN — Spumante — Italian champagne — is a new account in the JWT office here.

Fratelli Gancia, 100-year-old Italian wine producer, had appointed JWT-Milan to handle its Spumante line — Asti Gancia, Riserva Reale, Grand Crémant-Nature and Imperial.

These sparkling wines are reserved mainly for festive occasions in Italy. The last quarter of the year accounts for 80% of sales, and gifts at Christmas and New Year represent 60% of sales.

The Gancia brands are leaders in their field here but competition, mainly from Cinzano, has been increasing recently.

the retailer—and permitting shipment of product without loss of quality to the network of distribution centers throughout the country.

More Oscar Mayer packaging innovations are under way, all designed to create more benefits for the consumer, he stated.

"Excellent product packages are a necessity in order to protect quality of manufactured product, assure customer satisfaction, and achieve broader distribution," Farris explained.

Vital Marketing Tool

Oscar Mayer & Co. has long realized that one of the vital links in its marketing was proper packaging of its products. The company has a continuous developmental and research program for the single purpose of bringing the consumer the ultimate in quality of product and packaging, said Farris.

He noted that the company's planning and research efforts paid off with a "remarkable" series of packaging developments beginning in 1944. The first was "Kartridg-Pak," a process that banded wieners together in cartridge-belt fashion. It proved so successful that the company formed a subsidiary to make the machinery available to the entire food industry.

Farris reviewed other packaging developments of Oscar Mayer through the intervening years, including a process adapted for bacon packaging in 1962.

Sweepstakes

(Continued)

the use of Mustangs that were being employed in the preparation of its own tv advertising. Only Ford Division's complete faith in JWT's integrity could have led—and did lead—to approval.

Backbone of the promotional campaign will be special 30-sec. Sweepstakes commercials that will be carried into seven million homes each week. They will be carried on six network TV shows—"East Side-West Side," "Dr. Kildare," "Breaking Point," "Ben Casey," "The Nurses" and "The Virginian."

Featured in these tv advertisements will be Dan Gurney, world famous Grand Prix and Indianapolis racing driver. To sign him up for the Command commercials, JWT's Jack Baity (Chicago) and Jack Peters (Detroit) went to Riverside, Calif., where Gurney was preparing for his winning appearance in this year's race. They signed him up in a trailer on the outskirts of the track. At nearby Griffith Park, with the cooperation of JWT-Hollywood personnel, the films were shot.

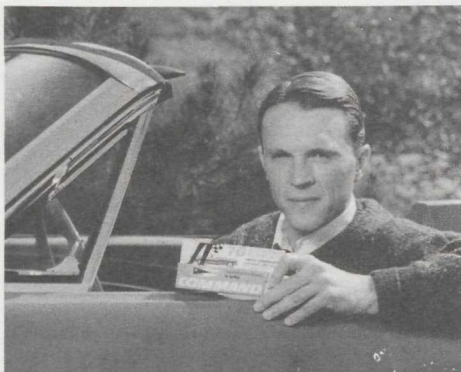
Some 31 million homes will be reached weekly through spot television in 31 markets, in addition to the impact made through the network show participations. Starting the third week of the campaign, 80 to 90 radio commercials will reach 60 million homes each week in the same market areas.

Alberto-Culver, normally a heavy television advertiser, is investing more money than ever before in magazines to promote the Sweepstakes. A full-page, two-color ad will appear in *Life*, *Sports Illustrated*, *Playboy*, *Motor Trend* and *Hot Rod*. Target is 58 million readers.

To enter, all the consumer has to do is write his name and address on the yellow end flap of any Command hair dressing package or write the word Command along with his name and address on a 4x5" sheet of paper and mail his entry to the designated Sweepstakes address. Four million entries are expected.

Among special point-of-purchase materials is a five-sided Command Sweepstakes package—designed by JWT-Chicago—featuring a selling flap with all the rules outlined on it. Other materials include floor displays and window banners.

An additional facet of JWT participation in this unique tie-in campaign is the activ-



FRAME—30-sec. commercial shows Dan Gurney at wheel of a Ford Mustang, holding up special five-sided Command Sweepstakes package.



Free from Command 70 Ford Mustangs!



New Ford Mustang—
Official Pace Car, 1964 Indianapolis '500'

Here's the Sweepstakes to end all sweepstakes. Command Hair Dressing gives you 70 chances to win the hottest sportscar in years!

Whatever you do, don't miss this one! 70 chances to win. 70 winners! Each of these Command Mustangs is equipped for real performance!

How hot is the car? Hot!! The Cobra 289 High Performance V-8 boots the Mustang from 0 to 60 in 7.3 seconds. Each of Command's 70 prize Mustangs is also equipped with a 4-speed all synchro transmission plus a complete Rally-Pac, including an electric tach scaled to 8,000 rpm. Grand Prix driver, Dan Gurney, says: "Mustang is best-handling of any car in its class."

Win a new Mustang and you've got a new problem—when the top goes down, your hair goes up! Answer? Command! Formula modern as the Mustang. No alcohol. No water. Non-greasy. Grooms your hair as it grew that way. Remember—no Command man ever finished last.

ENTER NOW. FOLLOW SIMPLE RULES.

1. Simply print your name, address, city and state on the back of the yellow end flap of any Command Hair Dressing package or if you don't have one, write the word COMMAND in block letters on a plain sheet of paper 4x5" along with your complete name and address and mail to Command Sportscar Sweepstakes, Reuben H. Donnelley Corporation, P.O. Box 700, Hinsdale, Illinois.
2. Enter as often as you wish but each entry must be mailed in a separate envelope.
3. All entries must be postmarked no later than July 1, 1964 and received no later than July 7, 1964. Winners will be notified by mail approximately 30 days after the completion of the drawing. A winners' list can be obtained by mailing a self-addressed stamped envelope to Winners' List, Reuben H. Donnelley, P.O. Box 725, Hinsdale, Illinois. Do not include self-addressed stamped envelope with entry.
4. This sweepstakes is subject to all federal, state and local regulations and is open to anyone except employees and their families of Alberto-Culver Company, its advertising agencies, the judging organization and residents of the state of Wisconsin.

PRINT MEDIA — Alberto-Culver is using a series of magazines to promote its Sportscar Sweepstakes for Command in which 70 Ford Mustangs will be given away.

ity of Thompson's far-flung Ford field service staff, whose members are working closely with Alberto-Culver regional sales managers to set up Ford dealer displays throughout the country.

As a result, display material will appear in thousands of Ford dealer locations as well as in Alberto-Culver's many retail outlets. This combination will provide Mustang with exceptionally broad consumer coverage at the very time the new car is being introduced to the public.

To announce the promotion to the retail trade, a two-page spread is scheduled in April issues of *Chain Store Age*, *Progressive Grocer*, *Supermarket News* and *Food Topics*. Two special Sweepstakes are directed to the trade. Drawings will be held for wholesale salesmen and direct accounts. Winning entry in each group will be awarded a Ford Mustang.

In line with the special coloring of the

Command package, all Mustangs to be given away by Alberto-Culver will be red models.



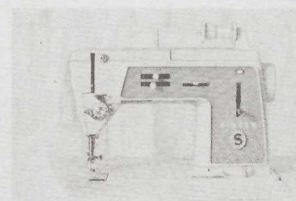
CLOSE-UP — Photograph shows how JWT-created package uses extra flap to promote Command's Sportscar Sweepstakes.



Shall you? Touch & Sew sewing machine... the rewarding, easiest way to sew ever invented!



Introducing...
Touch & Sew 
 —the brilliant new sewing machine
 only Singer could make... so new
 it even has a Push-Button Bobbin!



You'll never know how creative you are, till you try the new Touch & Sew by Singer. A completely new kind of sewing machine—and only Singer has it. Forget bobbin-winding as it used to be! Touch & Sew* sewing machine has an exclusive Push-Button Bobbin... just push a button and fill your bobbin right through the needle, right in the machine. And away you sew!
 Finger-tip switch to zig-zag! Just set the selector—and sew! Buttons and buttonholes... seam finishes... mending... decorative stitches—all at a touch of your finger!
 Discover the sheer joy of sewing—with the new Touch & Sew by Singer. Beautifully simple for a first machine, and a joy to the expert, it does so much more! Come sew on the all-new Touch & Sew at your Singer Center today.

What's new for tomorrow is at SINGER today!
© 1954 THE SINGER SEWING MACHINE COMPANY, NEW YORK, N. Y. 10001

for every woman
 in America
 who
 hasn't
 got a thing to wear



the beautiful answer... *Touch & Sew*  by Singer




Introducing Touch & Sew*, the brilliant new sewing machine only Singer could make—so new it even has a Push-Button Bobbin! Now you just push a button and fill your bobbin right through the needle—right there in the machine! And Touch & Sew brings you jumping switch to zig-zag! Just set the selector and sew! Buttons and buttonholes... seam finishes... mending... decorative stitches—all at a touch of your finger! Discover the sheer joy of sewing at your Singer Center where you can see and sew on the all-new Touch & Sew by Singer.

What's new for tomorrow is at SINGER today!

© 1954 THE SINGER SEWING MACHINE COMPANY, NEW YORK, N. Y. 10001

MORE PROMOTION — Shown at top is the Singer spread scheduled for *McCall's*, *Good Housekeeping*, *Woman's Day* and *Family Circle* in May, and for the *June True Story*, *Modern Romances* and *True Confessions*. Immediately above is the follow-up advertisement that will appear in some of the same publications a month later. At right is the lyric sheet for the new "Touch & Sew" song, written by Sid Woloshin, New York Editorial.

Touch & Sew LYRICS



NEW SEWING CREATION
 A GREAT INNOVATION
 THE MOST SENSATIONAL SINGER SEWING MACHINE
 THEY CALL IT
 TOUCH & SEW
 SINGER INSPIRATION
 TOUCH & SEW
 BRILLIANT NEW CREATION
 TOUCH & SEW
 YOU TOUCH AND GO LIKE A BREEZE
 YOU CAN SEW STRAIGHT AND HEM THINGS
 ZIG ZAG AND MEND THINGS
 BEGIN AND END THINGS WITH EASE
 TOUCH & SEW
 FOR PRO OR BEGINNER
 TOUCH & SEW
 IT MAKES YOU A WINNER
 TOUCH & SEW WITH THE
 PUSH BUTTON BOBBIN WAY!
 WHAT'S NEW FOR TOMORROW IS AT SINGER TODAY!



J. WALTER THOMPSON COMPANY

NEWS



FOR STAFF MEMBERS ONLY

New York News

April 3, 1964

New York Gallery

A group of word portraits of JWT people you've seen and heard about during your travels around the Graybar Building



What's the mustard served at the Rose Bowl Game?



FRENCH'S...spread the good word!

General Wolfe is supposed to have said as he died that he would rather have written Gray's Elegy than taken Quebec. Tom Welch likes copywriting because it gives you the chance to do both.

Now a writer for Kodak (Verifax), Mass Mutual and Phillips Petroleum, Tom came into advertising through the back door. After majoring in classics and theatre at

Fordham he decided other fields were greener and started work in the training program of Erwin Wasey, Ruthrauff & Ryan. From there he moved to copy and, early in 1962, to JWT-NY as a writer on the RCA account.

There are two kinds of copywriters, he says—advertising men who write, and writers who happen to write advertising. He feels they're equally valuable, but considers himself a member of the first group.

Art directors quickly discovered that Tom has an expressive, photogenic face and have used him regularly in Polaroid shots for rough layouts. Although his modeling has been hampered as a sideline career by the delicate problems of account conflicts, he has appeared in print a number of times. An advertisement earlier this year for French's mustard, done specifically for the Rose Bowl program, features Tom and

Tom
Welch



Exhibit of Photography Opens In 10th Floor Gallery Today

An exhibit of the photography of Marvin Koner starts today in the 10th floor Corridor Gallery, where it will hang for a one-week period.

Mr. Koner has been actively engaged in photography since 1949, the vast majority of his work being in the field of photo-journalism. He has worked for many of the country's leading magazines: *Life*, *Look*, *Fortune*, *Redbook*, *McCall's*, *This Week*, *Esquire*, *Show* and *Collier's*. His work has enabled him to travel extensively throughout the world.

New Arrivals

Art Mills



is an assistant television producer on the *Lever*, Chesebrough-Pond's and Brillo accounts. He comes to JWT from NBC where he was with *David Brinkley's Journal* in Washington. Prior to that he was assistant to the director on *The Music Man* for Warner Bros. He is a graduate of Hofstra and did graduate work at SMU. X2491.

Transfer

Miami to N.Y.: John Minahan (Editorial).

Also Welcome to:

John Peterson (Data Processing); Jeff Newby (Editorial); Jan Wells (General).

Classified

ARGUS C-3 CAMERA—With flash attachment and separate light meter. Both in leather cases. Excellent condition. Best offer. X2713.

FOR SALE, MG-TD, 1951—Rebuilt motor, new top, new paint, 4 ww tires, heater, other extras. FORD TUDOR SEDAN, 1956—46,000 miles, 4 new tires, radio, heater, power steering, 8 cylinder, auto. trans. Good city car or second suburban car. X2521.

FOR SALE—Ladies' hand-knit sweater, size 12-14. Peacock blue. \$7.00. Goldie Snipes, X2218.

other JWT'ers s-p-r-e-a-ding the good word.

Tom was one of the founders of the Advertising Writers of New York in 1957 and is now a vice president.

He has been active in a public relations campaign for the golden jubilee celebration of Regis High School from which he graduated. A group of senior students will attend summer school this year at the University of Vienna and Tom hopes to go along and do a story on the trip. A bachelor, he plays chess "semi-seriously."

Putnam Bank

(that's a client)

Becomes National Advertiser . . .

GREENWICH, Conn. — The April 4 issue of the *New Yorker* carries an advertisement created and placed by JWT-NY for a client not on the client list, handled by no account representative and maintaining no media schedule.

The client is the Putnam Trust Company, this community's only independent bank, and an organization which at one time numbered Stanley Resor among the members of its board of directors.

Designed in a distinct and original art style, written crisply and humorously, the advertisement is designed to reach three kinds of people: those who live in Greenwich or will eventually live here, those who live here now and are proud of the community but do not currently bank at the Putnam, and those who are now Putnam customers and share the bank's pride in the town.

The Copy Slant

The ad's message is that Greenwich is the place to live and that Putnam Trust is the place to bank.

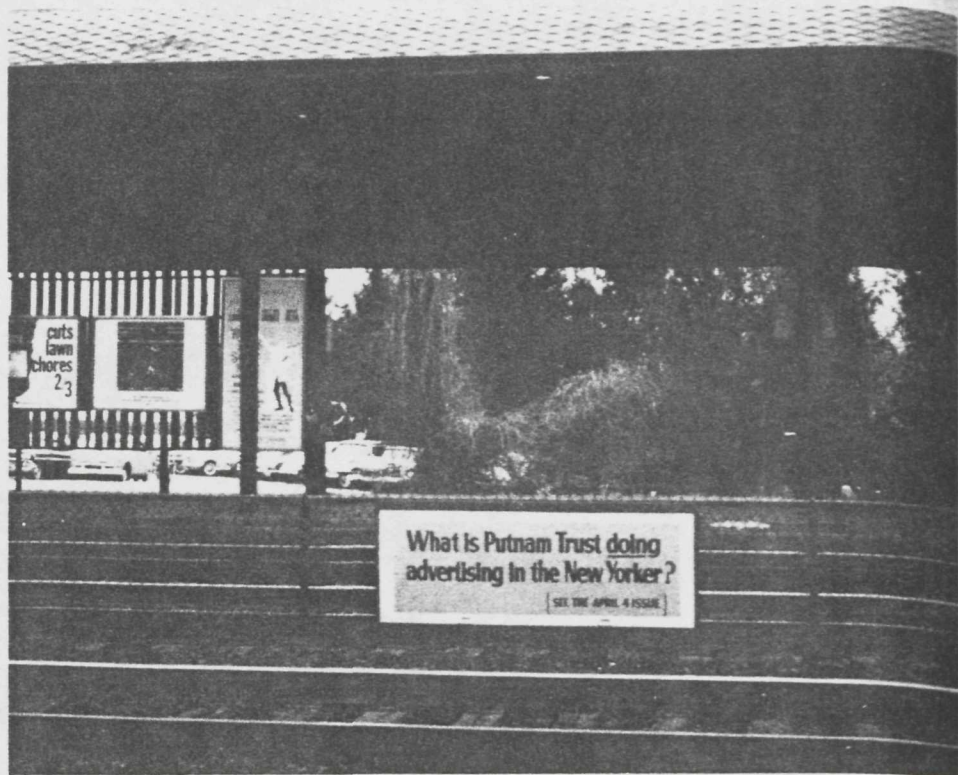
Advertising a local bank located in a relatively small community in a prestige magazine of national circulation, such as the *New Yorker*, represents a unique kind of media buy. A poster has been displayed at the community's New Haven Railroad station, where commuter will be faced with the question, "What is Putnam Trust doing, advertising in the *New Yorker*?" Reprints of the advertisement are being mailed to presidents of the nation's 500 leading corporations, counter cards are on display in the bank's offices, and local newspapers and magazines will carry the advertisement shortly.

Reprints To Go Out

Additional reprints are being sent to real estate agents, calling their attention to Putnam Trust as a good place for home mortgages.

In short copy blocks, each illustrated in calls the reader's attention to the town's schools, historical associations, country simple line technique, the advertisement and yacht clubs, commuting convenience, and, of course, makes it clear that "Putnam combines the fine traditions of old New England with the sophisticated knowledge of Wall Street."

Vincent Ostrom, president of Putnam Trust, is the client executive who has encouraged this unusual approach, executed by writers Bill Seibert and Bob Judd and art director Dana Cairns.



GENERAL PUTNAM'S Guide to GREENWICH

IT'S HIGH TIME

The gorgeous green phenomenon of Greenwich, Conn. was discovered 350 years ago. It is high time someone sounded the trumpet. Felicitous community — nice place to put down roots, own your own oak. Toot.

HOME BUYER

At last! Greenwich had 341 homes for sale ranging from a comfortable one-bedroom cottage for \$28,500 to a waterfront estate for \$490,000.

28 MILES FROM MANHATTAN

Although tempted by the surrounding sea bays, coves, beaches, lakes, rivers, hills, woods and valleys, an independent New England bank stays open on Saturday mornings.

Putnam gives its neighbors all the services of a New York bank and more. Toot. Toot.

Cease

Connecticut has no state income tax so you don't have to pay any. Toot. Toot. Toot.

Good place to bring the youngsters after the museum and the Greenwich Library. Over 163,000 volumes, 2 in mobile branches, and 1 on wheels!

LOCAL BEACH CRAFT

Greenwich maintains 3 splendid beaches for residents and their guests. One Greenwich beach is on an island and 2 ferries sail forth every half hour.

ONE of 25

When you send your child to a Greenwich public school, he'll be in a class of 25 students—or less. Worth noting: 10 fine private schools.

Of Your Own

Putnam Trust is the only independent bank in Greenwich. Our officers live here. They know the town. And they know banking. If you're moving to the New York area, drop us a line. We'll help you find the proper oak. If you already live here, stop in soon. As one friend put it, "Putnam combines the fine traditions of old New England with the sophisticated knowledge of Wall Street." Toot. Toot. Toot. Toot.

463 ELEGANT PARKS

an infinite number of CLUBS

Greenwich has 8 golf & country clubs, 7 boat and yacht clubs, beach clubs, tennis clubs, lawn bowling clubs, skeet clubs, or name your pleasure.

85

There are 85 trains a day. To and from New York. For snappy commuting, 45 minutes to 42 Street.

PUTNAM TRUST

THE BANK OF GREENWICH

A GOOD QUESTION
— Poster (above) in Greenwich station calls attention to New Yorker ad (right) for Putnam Trust Co.