



J. WALTER THOMPSON COMPANY NEWS



VOLUME XXIX, NO. 14

FOR STAFF MEMBERS ONLY

April 10, 1964

4 Ad Council Projects Enlist Staff Support

NEW YORK — There are four accounts handled here by JWT on which the company receives no commissions, fees or any other income.

Despite this absence of income, these accounts involve a considerable amount of man-hours by representatives, writers and artists—and they result in a considerable amount of advertising space and time in media.

These accounts are:

- American Red Cross
- Religion in American Life
- U.S. Savings Bonds
- Operation Goodwill Mexico

These are, of course, all projects of the Advertising Council, a non-profit public service arm of American business. The nature of its public service is to sell ideas.

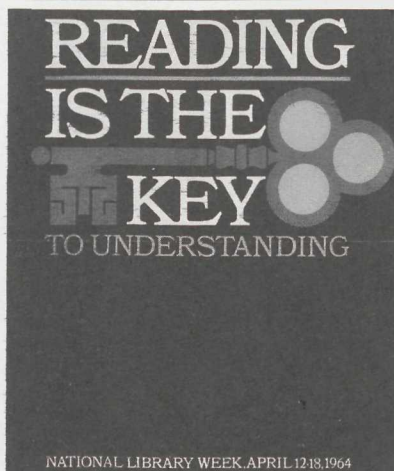
Set up in 1942 as the War Advertising Council, this organization is responsible for an estimated \$225 million of advertising a year. It carefully selects 15 major campaigns to conduct each year. To receive Council backing, a project must meet these criteria: Have national importance and be non-political, non-sectarian and non-commercial.

Business executives serve as account co-
(Continued on page 7)

Kraft Commercial Yields Over 45,000 Requests

CHICAGO—Perry Como's Kraft Music Hall on March 5 broke all records for recipe requests when a unique commercial treat-

Petroleum Group Widens Campaign



POSTER — With its golden key, white and blue lettering and solid black background, this is the official display piece of National Library Week for 1964.

Annual Event Calls Attention To Thompson Library Facilities

NEW YORK — National Library Week starts Sunday, April 12 and will continue through April 18.

This seventh annual event will be ob-
(Continued on page 2)

API Local Tour Promotion To Repeat Successful Format

NEW YORK—During 1963, there was an indicated 15.5% increase in a special kind of local automobile trip promoted by the American Petroleum Institute.

The significance of this figure lies in the fact that the increase occurred only in those markets in which the API campaign ran. In other closely surveyed control areas, where no such advertising appeared, there was a decrease of 9.3% in such local travel.

Tours Increased 27%

Thus, on a relative basis, the organization's "See America Best by Car" campaign can be credited with a 27% increase in this type of trip. As a result, beginning April 19, another such campaign will be launched, but on a greatly expanded basis.

By the time the last advertisement in this year's series runs on Oct. 25, there will have been a total of 1,309 insertions in 148 newspapers from coast to coast, having an aggregate circulation of 17,750,000. This compares with 1963's totals of 956 insertions in 84 papers, with an over-all circulation of about 13 million. Over \$1.25 million will be invested in the new program.

Campaigns Virtually Identical

In all essential aspects, the 1964 campaign will embody the features that marked last year's successful effort. Prepared by JWT-NY for the American Petroleum Institute, the basic newspaper campaign consists of a series of detailed guides to local tours of historic and scenic interest. Each advertisement has been written by a local authority — newspaper travel editor, regional historian, local free-lance writer, etc. — to provide a close-to-home trip of 150-200 miles. Tours are edited by JWT and checked with state travel agencies, local Chambers of Commerce, American Automobile Assn. executives and others. Each ad, too, includes a detailed map of the suggested trip.

This year, in addition to the expanded newspaper schedule, the API tour campaign will be tested on television in three communities. Live commercials will in each case promote four tours out of the selected cities, featuring historic and scenic points of interest within a normal week-end of travel.

Careful research studies will compare tourism activity in these three cities with
(Continued on page 6)

TONIGHT! COMO SPECIAL
Live! From Municipal Auditorium, New Orleans

Perry Como's Kraft Music Hall. Perry's guests are Mickey Rooney • Martha Raye • Al Hirt • Jacques d'Amboise
8 PM • Channel 50

SCIENCE-BUILDER — This Kraft advertisement, in newspapers March 5, called attention to special New Orleans Perry Como program.

Annual Event Calls Attention To Library Facilities *(Continued)*

served in all 50 states and Puerto Rico. This year's theme, as seen in the event's official poster, is "Reading Is the Key to Understanding."

This continuing campaign, sponsored by the National Book Committee in cooperation with the American Library Assn., enlists the support of some 60 national services, educational, professional and religious organizations, and stimulates widespread activities and projects created by local libraries and research centers.

"Libraries sustain and enhance our national life," said President Lyndon B. Johnson, in a statement issued in connection with National Library Week. "They are a fundamental and vibrant resource for human intellectual and cultural development."

"Libraries reveal great heritages of the past and provide doorways to individual attainments that can become great legacies for generations of the future. They are a fortress against intolerance and ignorance and an instrument by which the unfortunate poor may be helped to break their bonds of physical and spiritual poverty."

"I am proud of our American libraries and happy that there are more and more of them."

"I ask that National Library Week become a rallying point for cooperative year-around efforts to provide the library services necessary to meet the diverse and changing needs of all the American people."

Libraries and information centers main-

Library Week Supplement

In connection with National Library Week, a Special Supplement with this issue of JWT News reprints the text of an address, "The Power of Books," delivered at Syracuse University, April 17, 1958, by Robert B. Downs, director of the library and library school and a professor of library science at the University of Illinois.

Out of the Past

From the JWT NEWS, April 16, 1917: In order to gain some practical sales experience, a member of the JWT-Chicago staff spent some time behind the household goods counter at a department store. Said she, in part, "What impressed me most in my week's experience was that all women, rich and poor, are fundamentally the same. They are, on the whole, easily influenced. I believe that a woman seldom comes into a store determined to buy a certain brand of article and, not finding it, goes out without buying anything."

From the issue of April 10, 1924: A contest held by the Fleischmann Co. brought in "about 10,000 letters on the experience of users of yeast". . . . The Chicago office moved to its new offices in the Wrigley Building, completing the operation in 13 hours, despite a blizzard.

Do You Have The Library Habit?

Questions like those which follow are constantly being asked of JWT librarians . . . and answered by them. Learn to use your office's library facilities when you need information.

How does one address a former governor?

Do you have any background on Mr. X of XYZ Co.?

What percentage of the U. S. population is employed part time?

Where can I find information on the number of people who traveled to Latin America last year?

Who said that he climbed a mountain "because it was there"?

What is the market for sneakers in the U. S.?

Would you get me some pictures of famous lighthouses?

May I see some recent competitive toilet soap ads?

Do you have a basic book on television commercial production?

How long have we had the Chesebrough-Pond's account?

tained by JWT in its offices around the world have a special interest in this annual event, since its goal is to encourage people to make increased use of such facilities. Thompson library facilities are set up so as to aid creative and research personnel find the answers to questions of all kinds. Here, for example, the JWT-NY information center cooperates with the Special Libraries Assn., and thus has contact, for exchange purposes, with more than 1,000 special libraries in the New York area alone.

Commenting on how JWT libraries everywhere can serve Thompson personnel, Terry Munger, head of the JWT-NY Information Center, has this to say:

"Why waste valuable time searching for information that we might have at our fingertips? We may be small physically, compared to a public library, but, through our excellent collection and our outside contacts, our range is tremendous. We are organized to give answers as well as material . . . and quickly."

"Maybe you are a do-it-yourselfer. All

the more reason to have the library habit. We have the material to 'do' with . . . over 3,000 books, 200 consumer and trade periodicals, 185 vertical file drawers full of information on advertising, marketing, industries, JWT, travel, domestic and foreign affairs and hundreds of other subjects. Competitive advertisements, clipped from consumer magazines and newspapers, are another valuable addition to our resources. We have a highly trained staff, dedicated to finding, organizing and making available masses of information for your use.

"Take advantage of our service. Come and browse. Get to know what is available in your field. We are always open. Practically everything we have is borrowable, from two hours to two weeks."

"Get in the habit of calling on your library or Information Center for anything, from verifying the spelling of a word to initiating a major project. Visit . . . write . . . phone. Your questions help too. . . . knowing what is needed and used, your own JWT librarian can constantly build and improve his collection, to serve you better."



SURPRISED! — That's what Peggy Anderson, with JWT-Chicago for 12 years, experienced when she arrived for work on her last day to find a 24-sheet Oscar Mayer poster — for which she had posed — hung on a bulletin board near her desk.

Advertising for Kodak Instamatic Stresses Ease of Operation

ROCHESTER, N. Y. — A little more than a year after its introduction to the public, the Kodak Instamatic camera has been purchased by 2.5 million Americans. This is a total far greater than the client's original expectations.

Even a larger number would have been sold, but at one point during the year production had to be cut back because of a shortage of film.

JWT advertising for the new product stresses the ease and simplicity with which it is loaded and operated. During its 70 and more years, Kodak has consistently built labor-saving devices into its products, and has always used the angle of simplicity of operation as its primary advertising appeal.

The Instamatic — a name selected by Kodak with the help of JWT's Sid Olson, after an examination and analysis of hundreds of names — was introduced simultaneously on virtually a worldwide basis last year. Behind this operation was a sound reason: if the new Instamatic was to appeal to American tourists, film cartridges for it would have to be available at retail wherever they travelled.

On Feb. 28 last year, JWT public relations personnel cooperated with Kodak people to stage special press parties in such widespread localities as Amsterdam, Beirut, Brussels, Cape Town, Caracas, Copenhagen, Durban, Göteborg, Johannesburg, Kuala Lumpur, La Paz, Lausanne, Lima, Lisbon, London, Malmö, Milan, New York, Oslo, Panama City, Paris, Rome, Salisbury, San Juan, Singapore, Stockholm, Stuttgart and Vienna.

SIMPLICITY — Scheduled for June issues of *Life*, *Ladies' Home Journal*, *McCall's* and *Good Housekeeping*, this Kodak Instamatic ad stresses ease of operation.

Kodak Instamatic Cameras load instantly, automatically



SHOOT
...and take sharp, clear pictures time after time!

KODAK INSTAMATIC Cameras take color slides, color snaps, and black-and-white snaps with astonishing ease. No threading. No fumbling. No rewinding. Many models—most have built-in flash holders, some have automatic electric eye and automatic film advance. Complete Kodak INSTAMATIC 100 Outfit less than \$18. See your Kodak dealer for other models and prices.

EASTMAN KODAK COMPANY, Rochester, N. Y.
Prices subject to change without notice.

FEATURED AT THE KODAK PAVILION—NEW YORK WORLD'S FAIR
—AND AT YOUR KODAK DEALER'S



Playing Card Sales Aided by Initial Newspaper Advertising Campaign

NEW YORK—When Allison F. Stanley, president of the U.S. Playing Card Co., told the *Wall Street Journal* last week that first quarter sales and earnings for 1964 will be "better" than a year ago, he added that an advertising campaign in some 50 newspapers in major markets last fall had proved "very successful."

The campaign he referred to marked the first time in its 30-year relationship with JWT that the client had used daily newspapers—traditionally it has been a magazine advertiser.

Four different brands of U.S. Playing Card products were advertised in the top 45 card-buying markets, beginning in mid-September and continuing for 12 consecutive weeks. The brands promoted, each in the markets where it enjoys the highest demand, were Bicycle, Tally-Ho, Blue Ribbon and Bee.

Backed by enthusiastic promotional activity on the part of the client's sales staff, the 200-line advertisements appeared solely on the sports pages of the newspapers included in the schedule, since men are the primary customers for each of these four brands.

Merchandising cooperation from the paper was obtained, despite the relatively small advertising budget, through personal visits by U.S. Playing Card executives to every paper on the list. As a result of the

enthusiasm thus generated, the dailies cooperated to the extent of sending out giant postcards and other such promotional material to jobbers and retailers in their respective marketing areas.

Sports page position was secured, without premium rates, by granting each newspaper a Monday-through-Friday scheduling leeway each week.

The success of the program has encouraged the company's officials to approve a repeat of the newspaper advertising project this Fall, with the addition of seven or eight new markets and a schedule in *Grit*, weekly circulating largely in towns of less than 2,500 population.

The Congress brand, primarily purchased by woman, was supported in 1963 by four-color advertisements in *Ladies' Home Journal*, *McCall's* and the *New Yorker*. Plans for 1964 for Congress are now being finalized.

The account team includes O'Neill Ryan, management supervisor; Gurden Mooser, account supervisor; Marjorie Lewin, media buyer; Hugh Parker, copy group head; Alan Webb, writer and Bernie Owett, art director.

SPORTS PAGE ROYALTY — Newspaper ads for four brands of cards distributed by U.S. Playing Card Co. followed this format in 200-line sports page schedules.



**FOR A GOOD DEAL...
DEAL WITH BICYCLE**
A PRODUCT OF THE UNITED STATES PLAYING CARD COMPANY

Kraft Commercial Stress Service to Housewife

CHICAGO—Through the years Kraft commercials have been distinguished by their simple, straightforward approach with emphasis on *service to the homemaker*.

It all started back in 1933 when the country was in the grip of the Great Depression. Radio had become technically advanced enough and popular enough to be considered as a possible potent medium for mass sales. The question in the minds of Kraft and JWT people was: can we make people hungry for our cheese and salad products with only words and sounds . . . no pictures?

Kraft and JWT decided to give it a try, and Kraft's electronic commercial format was born on a two-hour show starring Paul Whiteman. The experiment was a great success from the outset. For example, eight weeks after Miracle Whip Salad Dressing was launched, it was in national distribution. Radio was credited, in large part, to the success of the new product.

So successful was the format that it became the basis of all radio advertising for many years. Through the years the format increased sales of any given product from 30% to 60% in any six-week period. And, of course, it was the foundation on which Kraft TV commercials were later built.

Sincere Presentations

Another mark of Kraft's electronic advertising is its friendly, sincere, ungimmicked presentation which sounds like soft sell, but is really very hard sell. Ken Carpenter of radio days helped establish this friendly atmosphere — now a highly successful "trademark" of Kraft salesmanship before the microphone.

Along came television. And Kraft and JWT people again were anxious to experiment.

The first live Kraft Television Theater was presented in 1947. At that time only a few thousand sets were around the New York area and time costs were about \$100 weekly.

Because of the small audience, Kraft and JWT decided to advertise a low-volume, high-priced cheese specialty, MacLaren's Imperial Club Cheddar. Within a few weeks every retailer in the entire New York area was cleaned out of this product.

TV's Influence Shown

Here was positive proof of television's great sales power for this type of food presentation.

Another milestone came in 1955. Kraft was the first to colorcast food commercials. At first only a few were scheduled experimentally a year. By mid-1956 Kraft began colorcasting weekly.

How successful this venture was is evidenced by this fact: if you buy a new color TV set today, your dealer will probably tell you to tune your color every week by the Kraft commercials . . . the most faithful color being televised today because it is usually sent live . . . and by some of the most experienced engineers and producers in the business.

Over the years improvements and refinements have been made in the original for-

mat. However, traditionally, JWT commercials feature a close-up of the famous "Kraft hands" demonstrating Kraft's good food and good food ideas through how-to-do-it menus and product sell.

With few exceptions, commercials are live, eliminating unnecessary repetition and providing great flexibility. Between New York production, Chicago writers, and the Kraft Kitchens which originate the cooking ideas, there is such close and long association that live commercials have been completely changed from one product to another and telecast live in a matter of hours.

Production Techniques Make TV Stars of Kraft Products

NEW YORK — Production personnel at JWT-NY work closely with Chicago's writers and Kraft's kitchen experts to realize two basic objectives for the client's TV commercials:

1. To persuade the housewife in America's 51,300,000 television homes that Kraft products are the greatest bargain in quality, taste, convenience and nutrition her food budget can buy;

2. To continue to build the Kraft name as a national brand, and to project continually the image that generates consumer confidence and establishes familiarity with the identifying umbrella that covers the vast array of company products.

Every Kraft TV commercial is designed to achieve — and is scrutinized carefully to make sure that it does achieve — clarity and simplicity. Easily understood graphics are employed to make sure there is never any confusion about what is said about a product; its description, use and qualities are always presented in easily understood detail.

It is generally acknowledged in the trade that, over the years, no series of commercials has given the consumer nearly as much helpful, useful information on food selection and food preparation as have the Kraft messages.

The product itself is always the star of the commercial. The use of the famous "Kraft hands," working in close-up, furnishes the viewer with a feeling of identity. The housewife herself can easily imagine that all the action is taking place in the familiar surroundings of her own kitchen.

Kraft has been the ground-breaker for every electronic improvement from the original single fixed lens iconoscope to the latest complex color cameras now in operation.

Flexibility of production operations make it possible for Kraft to be seasonal, offering on the air those products best suited for Christmas selling, for Halloween, for the famous Fall Cheese Festival. Contests can be initiated and sustained on either a national or a regional basis. TV advertising can be scheduled and produced to match changing print campaigns. In-store, point of purchase promotion can be, and is, regularly introduced and maintained for the duration of a TV promotion.

Selected Frames, F



Commercial 1

"For the family gathering—America's most frequent form of entertaining—"



Commercial 2

"For the committee lunch, a Tray-Gay menu that requires very little last-minute attention..."



"... this is where the franks get their really fancy flavor..."

Kraft Commercial (Cont.)

menu story. Product sell and how-to-do-it were handled in the usual Kraft manner.

The day following the show Kraft's switchboard lit up like a Christmas tree. People called from all over the country asking for the recipes. So great was the enthusiasm that many requests went something like this: "We can't wait to get the recipes! We know we're supposed to send

From Kinescopes, Tell Kraft's "Tray-Gay" Story



"...a delicious menu and our Tray-Gay way of serving it."



"For your salad...a special dressing... equal amounts of Miracle French Dressing and Miracle Whip. Add Velveeta cubes..."

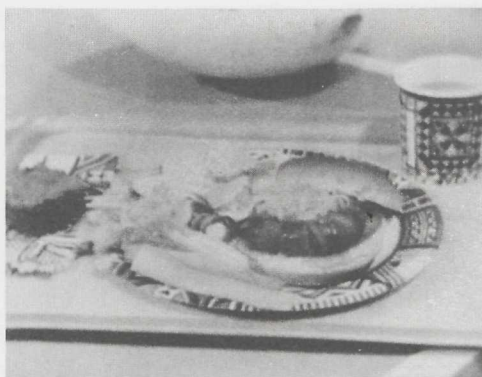


"Your grocer has all the good Kraft foods you need to duplicate tonight's Tray-Gay supper..."



Commercial 3

"It's a homemade Hootenanny for the teenagers at your house..."



"...a Tray-Gay Hootenanny spread they can whip up themselves."



"Slice some of that good Cracker Barrel Brand natural Sharp Cheddar..."



Tag

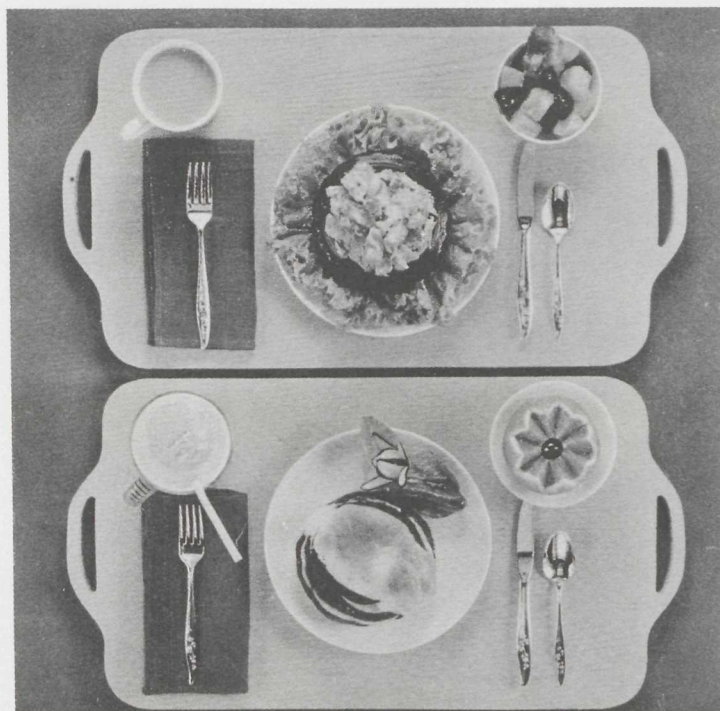
"If you would like the recipes for tonight's Tray-Gay menus, send to..."

in our name and address. But, can't we give it to you over the phone?" Others asked to be given the recipes over the phone.

Magazines also carried the Tray-Gay promotion. Advertisements ran in *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal* and *Woman's Day*.

A future note: special commercials featuring summertime picnic ideas and carrying the theme, "Eat-Outable Salads," will be presented on the Como show May 21 from Chicago.

SUPPORT—Magazines also carried Tray-Gay promotion. This advertisement ran in *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal* and *Woman's Day*.



newsy, tempting "tote your own tray" meals—bright with the special spicing of flavory Miracle Whip



TRAY GAY

Party Lunch Tray—Center attraction...Tuna Terrific with the matchless flavor of Miracle Whip. Combine 1 1/2 c. (7-oz. can) drained, flaked tuna, 1/2 c. sliced celery, 1/4 c. chopped green pepper, 1 tbsp. chopped onion, and enough luscious, creamy Miracle Whip Salad Dressing to moisten. Soften 2 env. unflavored gelatin in 1/2 c. tomato juice; dissolve over hot water. Add 3 1/2 c. tomato juice and 2 tsp. grated onion. Chill in 4 individual ring molds till firm. Unmold on lettuce; fill centers with tuna salad. Serve with pea soup, strawberries and pineapple for dessert.

Teen Treat Tray—featuring a delicious new sandwich idea, Burger Puffs. Beat 2 egg whites till stiff; fold in 1/2 c. Miracle Whip. It's Miracle Whip that gives these sandwiches their lift and adds the pleasing taste. That famous flavor comes from gently-blended spices. For each burger, spread a slice of toast with Miracle Whip. Cover with hot broiled beef patty, onion slice, tomato slice. Top with Miracle Whip mixture; bake at 400° until lightly browned. Make 6 sandwiches.

Petroleum Group Adds To Schedule

(Continued)

that in three matched communities where only the newspaper advertising will appear.

A special 210-line regional series will be added to this year's promotion to call consumer attention to six Heritage Trail tours of longer duration. These include New England, Lincoln (Tenn., Ky. and Ind.), Dixieland, Old West, Ozark and Wiawatha (S.D., Minn., Wis., Ill., Iowa).

The nature of the API campaign is such that it has attracted widespread editorial support and advertising tie-in activity. Newspapers throughout the country devoted much editorial space last year—through editorial page notice, special travel pages or sections and columnists' comment—to what many of them characterized as "a valuable public service." The advertising copy just barely mentions the client, and it is this unusual approach that has evoked the support of many newspaper editors.

Local Business Involved

A further factor in enlisting newspaper cooperation has been the meetings New York JWT personnel have held—and have repeated and extended in connection with this year's broadened schedule—with newspaper editors and special feature writers in each market. Local oil industry executives, tire and battery distributors, travel promotion men, retailers and others are invited to these sessions and shown how an increase in local tourism—spurred by the API ads—will benefit their own business operations.

As a result, local newspapers have been able to sell pages and, in some cases, entire sections, built around the API tour advertisements.

Oil Companies Support Campaign

The entire campaign is financed through support of the oil companies that are members of API, and is a project of the organization's Travel Development Committee, assisted by its Advertising Subcommittee.

For JWT, the campaign is a demonstration of successful cooperation among many departments and a manifestation of the combined application of separate skills.

Those who have been involved in formulating, executing and developing the campaign include Tom O'Grady, management supervisor; Chet Hopkins, account supervisor; Walter Prior, representative; Hugh Parker, copy group head; Carroll Carroll, Walt Cooper and Frank Decker, copy;

API Campaign Honored

VALLEY FORGE, Pa. — The George Washington Honor Medal Award for Advertising this year went to API for its "See America Best By Car" campaign.

The award is made annually by the Freedoms Foundation for "an outstanding accomplishment in helping to achieve a better understanding of the American Way of Life."



Picnic, hike, and take pictures on the way to an Indian reservation.

Through Indian and Stage Coach Country to a 4 story Prehistoric "Apartment House"

This easy-to-drive 247-mile circle tour from Phoenix will give you and your family a picture of how the west was won.

(CLIP AND SAVE THIS TOUR)

HERE, amid some of southern Arizona's most eye-popping desert-mountain scenery the Old West rubs elbows with the New. Old stagecoach stations and Apache haunts lie but a step away from some of the nation's largest copper-pit mines and Arizona's thriving new industrial communities. A prehistoric apartment-house watchtower looks out on thriving fields of cotton. You may visit old adobe homes and sleek resorts and tour some of the world's finest natural desert gardens.

So pack a picnic lunch, pile the whole family in the car and head for a real day's vacation. Carry your camera with lots of color film. This trip is worth remembering.

0. MILES. Start at Central Avenue and Van Buren Street and drive east on Van Buren (U.S. 60-70). You'll go along famous motel row, past Papago Park, with the new municipal golf course, Maytag Zoo and Desert Botanical Garden (which could be profitably visited before this trip). In TEMPE, you'll pass the Arizona State University campus on your left. In MEHA the exquisitely landscaped, imposing Mormon Temple will be on your right. Free guided tours of the grounds are available.

32m. APACHE JUNCTION. This is the fast-growing desert community where the Hohokam Colts train each spring. In the background stand bold and broken SUPERSTITION MOUNTAINS, said to be the locale of the Lost Dutchman Gold Mine. Continue southeast on U.S. 60-70 where, about nine miles along, a spur

road (left) runs toward the mountains to Apache land, a western movie set and amusement center. At FLORENCE JUNCTION, keep left on U.S. 60-70. And proceed to...

61m. BOYCE THOMPSON SOUTHWESTERN ARBORETUM. You'll find this on your right at the foot of jutting PICKET POST MOUNTAIN which was used as a heliograph station during Apache warfare days. The Arboretum covers some 1,100 acres, part of which can be explored on easy-to-follow, self-guiding nature trails. Nearby areas are good for hunting interesting stones such as the translucent Apache tears.

64m. SUPERIOR. This spot, at the mouth of deeply etched QUEEN CREEK CANYON, began life as a bustling silver camp. Now it boasts one of America's richest and deepest copper mines. Behind town rises red-streaked Apache Leap. In the 1870's Apache warriors plunged over the cliff rather than surrender to U.S. cavalry. Make sure your gasoline tank is full, then at the junction with Route 177, turn right, over the Pinal Mountains where every bridge forth dramatic vistas that will delight amateur geologists.

82m. RAY COPPER PIT. Operated by the Kennecott Copper Company, this is one of the country's biggest open pit mines. You can watch operations from overlooks on the edge of the highway. About a mile down the road lies Kelvin, site of the old Riverside stage station between Globe and Florence.

99m. WINKELMAN Has gone through several name changes since its founding some 85 years ago, shifting from the Wells Fargo express area Mesquite to a bustling trade center for the surrounding mines and stock ranches. From here, where the route south becomes Route 77, you parallel the San Pedro River to MAMMOTH whose ruined boom of a 1880's mining camp.

124m. SAN MANUEL TURNOFF. A six-mile turn-off over cactus-studded hills brings you to the community of San Manuel, built just 10 years ago to recover one of America's biggest deposits of low-grade copper. It's an amazing portrait of how a complete town can mushroom out of the desert. Returning to Route 77, at ORACLE, a thrilling back road (left) winds to the crest of the Santa Catalina Mountains to join the Mt. Lemmon road to Tucson.

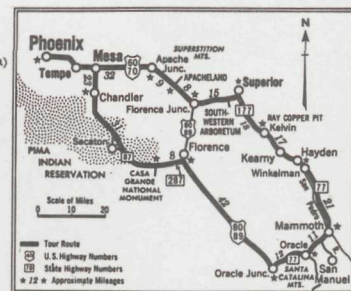
143m. ORACLE JUNCTION. This is a gas and rest stop. Turn right on U.S. 80-89, the Pioneer Parkway, to



FLORENCE. Here, on both sides of the highway and along untraveling byways, lie some of the Southwest's most outstanding natural desert gardens. Almost every kind of desert flora found in Arizona grows here: giant saguaro, fuzzy cholla, hedgehog, pin cushion and prickly pear cacti, yucca, mesquite, ironwood and dozens of other plants, all attractively placed by nature and all supporting many forms of animal and bird life easily visible to those who linger, look and listen.

185m. FLORENCE. Here you have one of the oldest white settlements in the state. You can still find a few historic adobe buildings along the back streets of this seat of Pinal County and trade center for the surrounding cotton country. At the junction with Route 287, turn west and continue to...

193m. JUNCTION WITH ROUTE 87. For a journey into the era of a



bygone Hohokam civilization over 600 years old, drive a short distance south on Route 87 to the CASA GRANDE NATIONAL MONUMENT turn-off. Round trip from the junction is about two miles. Protected by a huge steel "umbrella," the "great house" of Casa Grande rises four stories above the desert. Twenty-five cents a person will take you through this ancient watchtower-apartment house where old inscriptions present puzzles, doorways are wait-high, unique calendar holes tell seasonal time and the builders' handprints (hardly larger than your children's) remain patted on the adobe walls. A small museum on the adobe walls. A small museum tells more about this early civilization. From the National Monument, the route runs northwestward across the GILA RIVER RESERVATION (Pima Indians) with its scattered, baked-mud homes, tiny farms and wandering horses. Stares at SAGACON, off the highway, sometimes have bargains in the famous Pima basketry.

224m. CHANDLER. Here, on the left side of the plaza, stands the oldest resort in the Valley of the Sun. It's the SAN MARCOS HOTEL, noted for its tasty cuisine, elegant service,

private art collection and spacious grounds that include an 18-hole golf course. Route 87 continues north through rich agricultural land to MEHA where U.S. 60-70 brings you back to...

247m. PHOENIX. As you reach home again—impressed by the grandeur of Arizona's natural and man-made wonders—the pleasures of the trip will be just beginning. For in the weeks to come, each member of the family will relive the rewarding experience of meeting the desert at its best.

This series of tour suggestions is published on behalf of your local service station dealer by the American Petroleum Institute—to remind you that you see America best by car.

See America Best...By Car



REPRESENTATIVE—This advertisement, which ran in the Phoenix (Ariz.) *Republic Gazette* in 1963, is typical in the American Petroleum Institute's "See America Best By Car" campaign, to be renewed and expanded this year.

Frank Stephenson, art supervisor; Charles Ziegler, art director; Gerry Lesser, marketing/merchandising representative; Anne Wright and Frank Sweeney and Carlo Zezza, media selection; Walter Glaeser and John Shimell, research; and Dan Scarpone, Arnold Somers and John Martin, traffic.

The original campaign, last year, was conceived and conducted under the copy direction of Carroll Carroll and Ian Rose.

As was the case last year, the new campaign uses standardized art work, depicting a typical family of four engaged in various activities normally associated with touring, thus avoiding expensive art changes

that would otherwise be required to depict local scenes.



DISTRIBUTION — Deborah Adams offers reprints of API local tour advertisement over WFIL on behalf of the Philadelphia Inquirer.

Professional Efforts of JWT Personnel Aid Advertising Council Projects (Cont.)

ordinators on the projects, advertising agencies create the campaigns without charge and media donate the space and time.

JWT's association with the Council goes back to its start. Present at the founding was James Webb Young, who presented the case for such a body. During World War II, JWT created the campaign for U.S. Savings Bonds, making it the oldest of the Council accounts serviced here. JWT's Henry Schachte recently rejoined the Board of Directors of the Council.

The U. S. Savings Bonds account is divided into numerous sections handled in all by seven different agencies. Thompson now creates the ads for farm magazines and radio. The basic theme line of the current campaign is "Keep freedom in your future with U. S. Savings Bonds" with secondary emphasis on an older line, "America depends on Americans — like you."

Ads show farmers in work situations, explaining in down-to-earth language their practical and patriotic reasons for buying Bonds.

Don Nason is group head and representative; Charles Lind assists on copy; Ted Biza is art director.

Stanley Resor was instrumental in the Council's decision to undertake advertising for Religion in American Life, and the account was assigned to Thompson in 1949.

Religion in American Life, Inc. is a non-profit, non-denominational association. A copy committee composed of representatives of different churches acts as a policy-making group and approves the campaign which begins each November. The general aim has been to encourage people to attend their church or synagogue without getting into the denominational differences of what they may find there.

Each campaign is built around "theme art," generally a stylized design, which is used for posters and car cards and as a logo in print and TV. The current campaign features photography by Howard Halma and the copy is centered on the place of religion in family life. The television commercial, shot in color for the first time, is a video adaptation of the print ad "Love, Honor, Cherish."

Wyatte Hicks is account supervisor; Gordon Conley, account representative; Hugh Parker, copy group head; Alan Gillies and Alan Webb, writers; Else Larsen, art director. Frank Sebastiano designed the theme art. And considerable volunteer work is done by people not included on the official account team.

The Red Cross account was assigned by

the Council to Thompson in 1957. A new campaign is prepared for each spring to coincide with the beginning of the Red Cross drive in communities where a separate fund drive is held. (Alternate wordings "Give to . . ." and "Support the Red Cross" are used in different areas). The core of the current campaign is the design of the poster and basic magazine ad — a sketch of a family with the Red Cross symbol and the slogan "Always there, with your help."

More specific ads also publicize particular Red Cross activities such as swimming classes, first aid instruction and aid to refugees. A newspaper ad features a picture of President Johnson and a message from him urging Americans to support the Red Cross. The current television commercial utilizes movie footage — shot by the Red Cross — of its various relief activities, the first time this particular source has been used.

Joe Urey is account supervisor; Charles Lumb, account representative; Kent Hansen, art director; Don Brown, television producer. Copy for the current campaign was produced by a group headed by Granger Tripp with Nancy Mullin and John Carter as writers. A new copy group under Dave Boffey is now working ahead on next year's campaign.

Operation Goodwill Mexico, assigned to Thompson in 1962, marks something of a departure for the Advertising Council. Done in close cooperation with the Consejo Nacional de la Publicidad (the Council's Mexican equivalent), the campaign is emphatically not a travel program but an attempt to improve mutual understanding between the two countries by demonstrat-

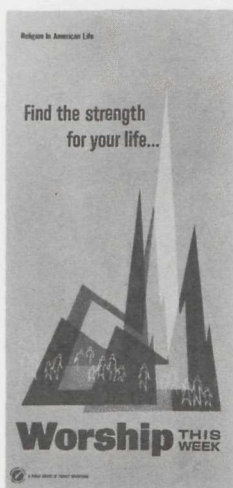
ing American interest in Mexico. Print, TV, and car cards all try to replace the patronizing "sombrero" image with a knowledge of the varied and advanced culture of modern Mexico.

The campaign centers around Mexican achievements in four areas: education, industry, medicine and the arts.

An ad run in *Reader's Digest* and *Sunset* was headlined "The most modern university in North America is 85 years older than Harvard," with illustrations emphasizing the blending of old and new at the University of Mexico. The Spanish language edition of *Reader's Digest* for Mexico mentioned the ad appearing in the American edition, and Consejo Nacional bought 3,000 copies of the *English* edition for distribution in Mexico. More than 5,000 people have taken the trouble to write for a free color booklet, "Know Mexico," offered in transportation car cards and newspaper ads in metropolitan centers across the country. (JWT personnel may obtain a copy of this booklet through JWT NEWS.)

Designed to counteract cliché-ridden images of Mexico, the campaign has produced an important feedback in Mexico itself. Many Mexican newspapers, some of them traditionally hostile to the U.S., have commented favorably on the campaign.

Peter Dunham is account supervisor; Hugh Parker, creative group head; Alan Webb, Peter Gridley, writers; Frank Decker, TV writer; Don Brown, TV producer; Tom Naegele, TV art director; Frank Sebastiano, print art director. Wally Raheb, although no longer associated with the group, worked on print art in the planning stages of the campaign.



NAME A ONE-STORY, MILE-HIGH HEART CLINIC

Dr. Ignacio Chaves is recognized by the medical world as a leader in cardiology. His pioneering work in heart surgery has saved countless lives around the world.

Dr. Chaves and his fellow physicians worked in a low, modern building, the National Institute of Cardiology in Mexico City—making the Mile-High City one of the important medical centers of the twentieth century.

Now, as President of the Autonomous National University of Mexico, he helps guarantee the continued progress of the medical arts.

Mexico is not a country of riddles to people who know it well—the facts speak for themselves.

Knowledge of our modern neighbor is important. Send for the free 16-page booklet, "Know Mexico," Box 1900, New York 19.



Presented in the interest of international goodwill through the cooperation of The Advertising Council, the Consejo Nacional de la Publicidad, and the Newspaper Advertising Executives Association.

"Where do you get your rebozos?"

"The same place I get my cement!"

Many years ago, rebozos (colorful hand-woven shawls) were a major export of Mexico. Today, Mexican exporters are more apt to be offering cement.

Like other nations, Mexico became industrialized and more technically accomplished. Now, Mexico exports more than 1000 manufactured articles ranging from ball bearings to electric toasters.

Half of the imports of our number one Latin American customer are machinery, equipment and supplies to keep production booming.

The tradition of quality synonymous with rebozos is kept alive in today's products. You can still get rebozos—the same place you get your cement.

Knowledge of our modern neighbor is important today. Send for the free 16-page booklet, "Know Mexico," Box 1900, New York 19.



Presented in the interest of international goodwill through the cooperation of The Advertising Council, the Consejo Nacional de la Publicidad, and the Newspaper Advertising Executives Association.

THE NEW MEXICO—Boxed newspaper advertisements, leading off with teaser headlines, have been created by JWT to carry out the "Operation Goodwill" project. Copy succinctly states the thesis: "Mexico is not a country of riddles to people who know it well—the facts speak for themselves."



Teponaxtlis ...

Mexico honors an ancient tradition in choosing outstanding advertisements

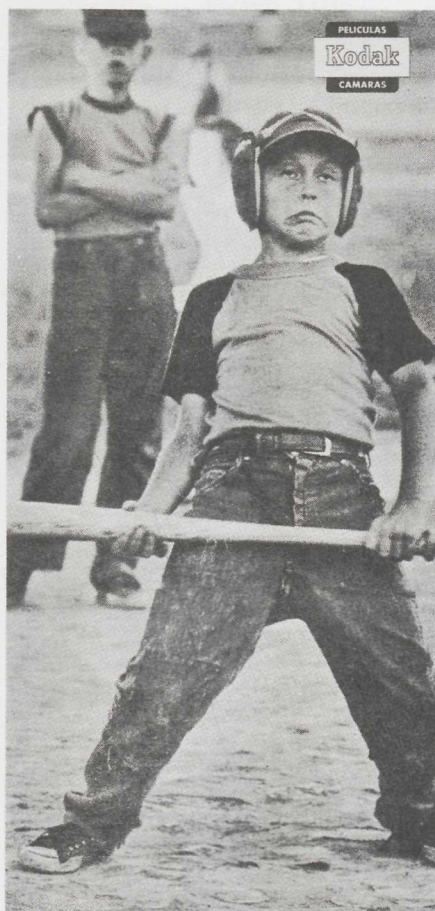
Halfway between the towns of Tenancingo and Chalma, in the State of Mexico, lies the picturesque village of Malinalco. It was founded by Malinalxol, sister of the god Huitzilopochtli.

It was here that the aborigines made their primitive percussion instruments — Teponaxtlis — out of hollowed trunks of trees, beautifully polished and carved.

Today the Teponaxtlis of Malinalco serve as the symbol of the best advertis-

ing produced in Mexico. Every year, Mexican Institute of Advertising Studies chooses the advertisements it deems best, awarding silver plaques for first prize, and identical designs, in bronze, for second prizes in each of several categories.

Shown on this page, in addition to one of the six silver Teponaxtlis awarded Walter Thompson de Mexico this year, are two of the advertisements prepared by WTM which were cited for first prize.



la de malas con la bola...
y la de buenas con la foto



Hay que aprovechar esos momentos. Sólo apunte su cámara... y ¡track! Eso es todo.

¿Qué cámara? Desde luego la Brownie Fiesta. La más fácil de manejar... y la más económica.

¿Cuánto se necesita saber de fotografía? Nada. Con la cámara Brownie Fiesta es tan sencillo como apuntar y apretar. ¿Resultado? ¡Dose maravillosas fotos de cada rollo en color o blanco y negro... exteriores o interiores.*

¿Precio? Sólo \$ 69.50... la más económica de las famosas cámaras Brownie.

¿Por qué esperar? En vez de esperar a que alguien le regale una cámara Brownie Fiesta, regístrese usted mismo, y emplee a disfrutarla cuanto antes. Sólo \$ 69.50 con su distribuidor Kodak.

*PORTAFOTOS EXTRA

CAMARA BROWNIE

fiesta \$ 69.⁵⁰

POR QUE FORD 200 ES EL LIDER DE LOS COMPACTOS



Conserva el más alto valor de reventa

Si usted maneja, le encantará saber que su esposo ha tenido la espléndida idea de cambiar su Ford 200 — por otro, nuevo. (Conste que no sabemos si la ha observado manejar a usted.)

Cuando hace unos años él decidió comprar un auto que usted también manejaría, ¿supo usted por qué eligió un Ford 200?

El Ford 200 conserva el más alto valor de reventa — cosa que cualquiera puede comprobar en cualquier lote de autos usados.

¿Ya ve usted qué inteligente es su marido?

También sabe que el Ford 200 cuenta con la garantía de encontrar siempre, en cualquier parte, servicio especializado y refacciones legítimas, ahora a precios rebajados.

Para tranquilidad suya, cuando vaya manejando su auto, señora, acuérdesese con placer que es un Ford 200 — el líder de los compactos.

**¡Compre Ford... le irá mejor!
¡Ahora y también después!**



Ford Motor Company, S.A. Y SUS 118 CONCESIONARIOS EN 97 CIUDADES.



The Power of Books

by ROBERT B. DOWNS

There is a popular misconception which holds that books are futile objects, with very limited power and influence. The idea prevails widely that books are harmless, innocent, and ineffective, full of theory, and of little significance for the practical man of affairs. According to this attitude, books have a place in the schools; they are appropriate for children, invalids, and clubwomen; and perhaps they may have some value for recreational purposes. Otherwise, they are of slight consequence.

The savage in the jungle is given a more realistic understanding than this, as he bows down before the printed page, with its strange power for carrying messages. Throughout history, the evidence is piled high that books frequently are *not* inanimate, peaceful articles, belonging to the cloistered shades and academic quiet of monasteries, universities, and other retreats from an evil, materialistic world. On the contrary, books may be dynamic and vital, capable of changing the whole direction of events, sometimes for good, sometimes for evil. Whenever dictators and other tyrants have wanted to suppress opposition and to kill ideas, their first thought, almost invariably, has been to destroy the books, and oftentimes their authors. They were shrewd enough to realize the explosive forces pent up in books.

In order to demonstrate the enormous power wielded by books, I have selected sixteen titles, which, in my opinion, have exerted the greatest influence on the history, economics, culture, civilization, and science of our time. My principal criterion is that each book selected must have had a profound effect on human thought and action, not in one nation alone, but for a large segment of the world.

Of the sixteen selected titles, six classify science, published from 1543 to 1915; and ten as social science, printed from 1523 to 1927. Such a classification has no particular significance, however, for the social influence of the several scientific works that are included has been fully as

profound as those defined in the social sciences proper. Three of the scientific books belong to the physical sciences and three to the biological sciences. Each group can be most logically treated in chronological order, with every one building upon what has gone before, a characteristic of modern science.

★ ★ ★

Nicolaus Copernicus

Concerning the Revolutions of the Celestial Spheres

Following this order, the first name to appear is that of Nicolaus Copernicus, with his book *Concerning the Revolutions of the Celestial Spheres*, 1543. "The father of modern astronomy," as he is called, was born in Poland in 1473, and died 415 years ago.

For more than fourteen centuries, a system devised by Claudius Ptolemy, an Egyptian astronomer, had been accepted as the true conception of the universe. Ptolemy held that the world was a fixed and immovable body, situated at the center of the universe, about which all heavenly bodies, including the sun and the fixed stars, revolved.

Doubtful of this theory, Copernicus started testing a new system which he conceived. This was a century before the invention of the telescope, and his instruments were primitive. His conclusions, described in his celebrated book, were cataclysmic. The sun was the center of the universe, the Earth only a planet, like Mars, and it and all the planets revolved about the sun. Upon the Copernican system, modern astronomy was built. The book was completed in 1530, and dedicated to Pope Paul III, a strategical consideration, but not published for thirteen years. Copernicus did not care to state his views too bluntly for fear of the Inquisition and heresy trials. Finally, when Copernicus was 70 years old, he was persuaded to re-

lease the book for publication, though it did not come off the press until a few hours before his death.

Later astronomers added to and corrected Copernicus' theory: Kepler showed that the planets moved not in circles, as stated by Copernicus, but ellipses; Newton formulated the laws under which the planets moved; Galileo made important contributions; and some of the remaining riddles were solved by Einstein. Perhaps more than any of these, however, Copernicus' book revolutionized man's outlook upon the universe, and shook the foundations of philosophy and religion.

★ ★ ★

Sir Isaac Newton

Philosophiæ Naturalis Principia Mathematica

The next great figure is Sir Isaac Newton, whose *Philosophiæ Naturalis Principia Mathematica* came out in 1687. One authority has commented that Newton's "laws of physics are employed in the design of every motor car, every airplane, every Diesel locomotive, every safe railway bridge."

Newton conceived his two greatest contributions to physics and mathematics in the 1660's, as a young man in his mid-twenties. These were the principles of gravitation and the differential calculus. It was not until about 20 years later that his great treatise on physical science was permitted by the reluctant author to be given to the world.

Within two years after graduation from Cambridge University, Newton made three great scientific discoveries, each of which would have entitled him to a distinguished place in the history of science. First was the mathematical method known today as the differential calculus, which forms the basis of modern mathematics, and is the chief instrument by which problems in theoretical physical science are now solved. The second was the law of composition of

light, which led Newton on to the study of the nature of color, the character of white light, and an explanation of the rainbow. The third, and most famous discovery was the law of universal gravitation, which is said to have stirred the imagination of scientists more than any theoretical discovery of modern times, with the possible exception of the Copernican system.

The three volumes of the *Principia* were produced in a period of about 17 months, an incredible achievement, during which it is reported that Newton was so engrossed he often went without food and took very little time to sleep. The work was finally issued in a small edition in 1687, bearing the imprimatur of Samuel Pepys as President of the Royal Society, although it is to be doubted whether the learned diarist could have understood a sentence in it.

★ ★ ★

Albert Einstein

On the Electrodynamics of Moving Bodies

Jumping now in this progression from the seventeenth to the 20th century brings us to Albert Einstein, who has been called "the godfather of the atomic age."

In 1905, while serving as an obscure official in the Swiss patent office, Einstein published a paper entitled, *On the Electrodynamics of Moving Bodies*, in which he set forth the special theory of relativity. This theory challenged man's existing concepts of time and space, of matter and energy, and has since profoundly affected science and philosophy. In a second article published the same year on relativity, Einstein developed a new equation for the conversion of mass into energy. The equation reads: Multiply a mass by the speed of light and again by the speed of light, and you have its enormous potential field of energy. As one physicist commented, "Without that equation experimenters might still have stumbled upon the fission of uranium, but it is doubtful if they would have realized its significance in terms of energy, or of bombs. . . . Influence is a weak word for the work of Albert Einstein. The theories he advanced were revolutionary. In them was born the atomic age."

★ ★ ★

William Harvey

Essay on the Motion of the Heart and Blood

Turning from the physical to the biological, or "life" sciences, the first name chronologically is William Harvey, author of *Essay on the Motion of the Heart and Blood*, 1628, a 72-page book published in Latin, in Frankfurt. In this treatise was described for the first time the discovery of the circulation of the blood. Harvey's influence upon modern medicine was perhaps greater than any other individual, because of his use of experimental methods.

For more than 1,000 years before Harvey, no substantial contribution to man's knowledge of blood circulation had been made. Aristotle had taught that blood originated in the liver, went from there to

the heart, and then through the body to the veins. Others of the time taught that the arteries carried a subtle kind of air or spirit. Galen in the second century, A.D. discovered that the arteries carried blood, not air, but for centuries after him physicians believed that a spirit of some sort had a part in the blood system, perhaps animating the heart.

After graduating from Cambridge, Harvey took a medical degree in Italy, and returned to England to become personal physician to James I, and later Charles I. By nature, he was more of an experimenter than a practitioner of medicine. He dissected and watched for evidence of circulation in dogs, pigs, serpents, frogs, fishes, oysters, lobsters, shrimps, and even insects. By the time he published his theory, it was well known to his contemporaries through his lectures, and already widely accepted, though it naturally met with conservative opposition at first.

★ ★ ★

Charles Darwin

The Origin of Species

Skipping a little over two centuries, we come to another great biologist, Charles Darwin, and another book that shook the world, *The Origin of Species*. He commenced his first notebook on evolution, which was the beginning of *The Origin of Species*. He read enormously, going over whole series of periodicals, books of travel, sport, general natural history, horticulture, and the breeding of animals. He prepared skeletons of many kinds of domesticated birds, comparing the age and weight of their bones with those of the wild species. He kept tame pigeons and made laborious crossing experiments. Extensive correspondence was carried on with other scientists on the transport of seed, geological questions, geographical distribution, and many other points. Finally, the book came out in 1859 in an edition of 1,250 copies, all of which were sold on the day of publication.

Darwin's thesis had an explosive effect on scientists, clergy, and laymen the world over. It has had a penetrating influence on our whole contemporary world, not only in the biological sciences, but in nearly every other discipline, particularly psychology, religion, sociology, political science, and education, and to a considerable degree the physical sciences.

★ ★ ★

Sigmund Freud

Interpretation of Dreams

The third and last of the great biologists is Sigmund Freud, founder of psychoanalysis. Freud, a Viennese, set out to become a medical doctor, and was engaged at first in the practice of neurology and pediatrics. He became interested in clinical psychology, especially in hypnosis as a means of treating hysteria and reviving hidden memories. Of his prolific writings, I have selected Freud's *Interpretation of Dreams*, 1900, his own favorite, as repre-

sentative, because it contains nearly all of his fundamental observations and ideas.

Freud's influence is difficult to weigh, but it may not be too much to say that he changed our whole outlook on civilization. The prejudices which he had to surmount in order to spread his gospel were even more intense than those with which Copernicus and Darwin had to contend. Nevertheless, psychoanalytic principles are now widely accepted in medicine, psychiatry, and psychology, as well as by millions of lay public, including Hollywood, the novelists, and the playwrights.

★ ★ ★

Niccolo Machiavelli

The Prince

Proceeding now to social science books whose impact has been similar in force to those named for the sciences, a chronological approach again is perhaps as logical as any.

The first title then, chronologically, would be Niccoló Machiavelli's *The Prince*, printed in 1523, certainly one of the great books of all time. As one commentator suggested, "So much observation on the facts of political life has never been compressed in so small a package by anyone else." *The Prince* has been the treasured handbook of those who have aspired to tyrannical rule.

Machiavelli was a minor official in Renaissance Florence, who learned politics by firsthand observation as a secretary and ambassador. He was sent as envoy to Cesare Borgia. Machiavelli was charmed by Cesare's combination of political audacity, prudence, cruelty, fraud, firmness, and flexibility. In *The Prince*, Machiavelli idealized Cesare's political character, seeing in him the strong man who someday might unite Italy.

The Prince was written after Machiavelli lost his government job, and records what he had learned about realistic politics. He analyzed how power is won, lost, retained, consolidated, transformed, and what it is that moves men to obey, fight, betray, and revolt. Taking the Medici in Florence, the Borgias in Rome, and the King of France as examples, he was the first to understand that the main purpose of politics is success. Machiavelli assumed that man is a political animal and will behave like an animal. Necessity overrules ethics. Machiavelli was almost inhumanly detached and unemotional. He believed that fair dealing may be too costly a luxury for a ruler. Over and over again he had seen chicanery beat clumsy honesty, and the experience impressed him. Nevertheless, Machiavelli did not assert that the state ought to be immoral. What he taught was that the state had nothing to do with morality. He wished to separate politics from ethics. He believed in a strong state, a well-trained governing élite, and stressed war and militarism. All these things entitle Machiavelli to be called not only the father of power politics, but also the father of the martial spirit, of the propaganda technique, and of the totalitarian state. His writings are generally accepted today as the greatest expositions of the realistic tradition of political theory. That is why *The Prince* has been a best seller for over 400 years.

Adam Smith

The Wealth of Nations

Next in order is Adam Smith, with his *The Wealth of Nations*, in 1776. In this work, Smith produced one of the most hardheaded, fact-filled, and influential books about business ever written. It has made him the patron saint of free enterprise and a businessman's hero, considered by many to be the founder of modern capitalism.

Smith may have begun work on his magnum opus as early as 1750, but it matured slowly, and was not published until 1776. A work of 380,000 words, readable but discursive, it discussed everything from history to money and taxes, the state of education, and the agricultural practices of the Romans, plus contemporary economic problems. Essentially, the book was a rebellion against the established economic order of Smith's day. His sympathies were with workers and farmers. He argued against the mercantilist notion that a nation's wealth consists of gold and silver, and for the idea that a nation's real wealth is the consumable goods it produces. He was against tariffs, export subsidies, and so-called "favorable balances of trade." Instead, he favored free competition and a free market, with as little governmental interference as possible, high wages for workers, and other ideas which we would classify today as "enlightened capitalism."

The enormous, world-wide prestige of *The Wealth of Nations* did not come for some years after its publication, when Britain had become industrially revolutionized in the 19th century and, by following Smith's precepts, became for a time the world's richest nation.

★ ★ ★

Thomas Paine

Common Sense

Published in the same year as Smith's *Wealth of Nations* was another title in my list, but of a very different nature. This was Thomas Paine's *Common Sense*.

The revolutionary political pamphleteer and agitator, Thomas Paine, was born in England, and did not come to America until 1774, when he was 37 years of age.

A little over a year after his arrival, on January 10, 1776, Paine published an anonymous pamphlet of 47 pages, priced at two shillings, and entitled *Common Sense*. It urged an immediate declaration of independence, not merely as a striking political gesture that would help unite the colonies and secure French and Spanish aid, but as the fulfillment of America's moral obligation to the world. Paine argued that the colonies must break with Britain eventually in any case, because, as he put it, "a continent could not remain tied to an island." In this little book, Paine may be said to have discovered America's mission.

The success of *Common Sense* was amazing. In less than three months, 120,000 copies were sold, and in all about half a million, a large total in relation to the population of the colonies, equivalent to something like a sale of 30,000,000 in the

United States today. Within a few months after the appearance of *Common Sense*, most of the states had instructed their delegates to vote for independence.

★ ★ ★

Thomas Malthus

Essay on the Principle of Population

About 22 years after Smith's *Wealth of Nations* and Paine's *Common Sense* appeared, there was published in London a little book which, in the years since, has greatly influenced the thinking of economists, sociologists, political scientists, theologians, scientists, and indirectly many others. This was Thomas Malthus' *Essay on the Principle of Population*, 1798.

The basic principle stated by Malthus was that population increases much faster than food. As he put it, "Population, when unchecked, increases, in a geometrical ratio. Subsistence increases only in an arithmetical ratio. Through the animal and vegetable kingdoms, nature has scattered the seeds of life abroad with the most profuse and liberal hand. She has been comparatively sparing in the room, and the nourishment necessary to rear them."

A logical sequence of Malthus' line of reasoning is that there must be constant checks upon the growth of population. The most dramatic check of all is the scarcity of food. Other checks include unwholesome occupations, severe labor, extreme poverty, diseases, bad nursing of children, great cities, plagues, famine, and vice, to which Malthus added "moral restraint."

Malthus concluded that if human beings were to enjoy the greatest possible happiness, they should not assume family obligations unless they could afford them. Furthermore, public policy, such as governmental charity, public housing schemes, and high wages, should avoid encouraging the laboring class and others to marry early and to bring into the world children whom they could not support.

The appearance of Malthus' book loosed a storm of criticism, protest, and vituperation, chiefly from two sources: the theological conservatives and the social radicals.

★ ★ ★

Henry Thoreau

Essay on Civil Disobedience

Next on our list is another American, a striking contrast to the firebrand, Thomas Paine, but similar in his effect. This is Henry Thoreau. During the summer of 1845, Thoreau was arrested for nonpayment of poll tax. He was protesting against slavery and chose "civil disobedience" as a form of protest. He spent but one night in jail, the tax to his disgust, being paid by one of aunts. Thoreau told the story of his jailing in his essay "On the Duty of Civil Disobedience," published in 1849. He quoted Jefferson's statement, "That government is best which governs least," and carried it further by declaring, "That government is best which governs not at all." What Thoreau actually meant was that the citizen's duty is to resist evil in the state even to the point of open and deliberate dis-

obedience to it. Thoreau was an individualist rather than an anarchist. His essential thesis was: The state was made for man and not man for the state.

Now we come to the next chapter in the story. During the period which Mahatma Gandhi spent in South Africa, 1893-1914, he encountered problems of racialism, imperialism, and nationalism. While in South Africa, he read Thoreau's *Essay on Civil Disobedience*, and it made a profound impression on him. Under its inspiration, he used South Africa as a laboratory for the development of a new weapon—the weapon of nonviolent resistance in the struggle of a handful of Hindese against the might of the British Empire and the government of South Africa. Later, the same weapon was used by Gandhi in India, a campaign which ended by India and Pakistan gaining their independence from Britain.

★ ★ ★

Harriet Beecher Stowe

Uncle Tom's Cabin

Gandhi was also greatly influenced by Thoreau's ideas on the simple way of life and anti-industrialism. The spinning wheel, the emblem of nonviolent resistance in India, had both political and sentimental significance to Gandhi.

Another relentless enemy of slavery threw her bombshell about three years after Thoreau's, when Harriet Beecher Stowe's *Uncle Tom's Cabin* appeared. Harriet was the daughter of Lyman Beecher, pastor of the Congregational Church, who moved to Cincinnati to become head of the Lane Theological Seminary. There Harriet married Calvin Ellis Stowe, Professor of Biblical Literature. The Seminary was a hotbed of antislavery sentiment and abolitionism, but apparently Harriet's only firsthand contact with slavery was on a visit she paid to a Kentucky plantation, on the other side of the Ohio River, where she saw the life of the slaves in their cabins.

It was not until her return to New England in 1850, during discussions over the Fugitive Slave Law, that Mrs. Stowe's anti-slavery feelings became intense. She began work on a book, *Uncle Tom's Cabin*, or *Life Among the Lowly*, first published as a serial, 1851-1852, in the *National Era*, an antislavery paper of Washington, D.C. In 1852, it was brought out in two volumes, with a woodcut of a Negro cabin as the frontispiece. About 10,000 copies were sold in less than a week, and by the end of the year 300,000 copies. It was pirated in England, where sales of 1,500,000 copies were reported. It was translated immediately into a score of languages.

Uncle Tom's Cabin served as a match which lighted a fuse leading to a powder keg. The success of the book depended upon its timeliness. Accusations of unfairness and inaccuracy were made against Mrs. Stowe, but the violent feelings aroused helped to create the atmosphere for civil war. *Uncle Tom's Cabin* brought the slavery system home to people, and stirred the emotions of multitudes who had never read a political speech or heard a serious debate on any subject. Though exact figures are

not available, it seems certain that as a best seller *Uncle Tom's Cabin* in a little more than a century since it first made its appearance has outstripped any work of American fiction, and possibly any work of fiction in any language.

★ ★ ★

Karl Marx

Das Kapital

Shortly after the end of the great Civil War, which Mrs. Stowe's book helped to precipitate, another world-shaking book made its appearance, in Germany. In the year 1867 was published Karl Marx's *Das Kapital*. Marx—social philosopher, revolutionary leader, and founder of the chief current in modern socialism—originally planned an academic career, but later turned to journalism.

Beginning in 1844 and continuing for about 20 years, Marx engaged in writing an enormous work intended to cover the entire field of economics. The manuscript was never published in its original form, but a less comprehensive book, *Das Kapital*, was issued by Marx in 1867. *Das Kapital* is Marx's description and analysis of the capitalist system as he found it in 19th century England. The chief arguments offered by the book are these: (1) Most of the world's troubles have sprung from the exploitation of class by class; (2) The ascendancy of the working class would abolish classes by making every man a producer; and (3) Abolition of private property in the means of production would mean that nobody would have anything to exploit anybody with.

★ ★ ★

Alfred William Mahan

The Influence of Sea Power upon History

A little more than two decades go by, until we reach another high-water mark in the world of books, and I use the term "water mark" advisedly, for the book is Admiral Alfred William Mahan's *The Influence of Sea Power Upon History*. Admiral Mahan was called to lecture on tactics and naval history at the newly established War College in Newport in 1886, after 27 years' experience as a United States naval officer. In 1890 the lectures were published under the title *The Influence of Sea Power Upon History, 1660-1783*.

The book won immediate recognition, though far greater in Europe than in America. Mahan has rightly been called "the first philosopher of sea power." *The Influence of Sea Power* and his later writings were translated into many languages, and were nowhere more assiduously studied than in Japan. By encouraging rapid naval expansion and armament races, Mahan helped to promote the philosophy of big navies, leading to World War I.

★ ★ ★

Sir Halford Mackinder

The Geographic Pivot of History

An exponent of land power as opposed to sea power is our next candidate for the hall of fame: Sir Halford Mackinder, author of a little book entitled *The Geographic Pivot of History*, 1904. Mackinder was a British geographer, who warned statesmen that the power which controlled the

great inner reaches of Eurasia—a space now roughly synonymous with Soviet Russia—could one day rule the world. His argument ended with the oft-repeated warning: "Who rules East Europe commands the Heartland; who rules the Heartland commands the World Island; who rules the World Island commands the world."

This formula was Mackinder's way of expressing a basic geographic conception: that is, the three continents, Europe, Asia, and Africa, constitute the great central unit of the land mass of the earth, a mammoth island set in oceans which of themselves cover some 75% of the surface of the earth. The minor land units—the Western Hemisphere, Australia, etc.—are appendages, as it were, supplemental to this World Island of the Eastern Hemisphere. The key to the World Island, Mackinder maintained, was the inner area which extends roughly from the Himalayas to the Arctic Ocean, and from the Volga to the Yangtze, stretching 2,500 miles north and south, another 2,500 miles east and west. Invulnerable to sea power because of its inland position, this Heartland could, if properly developed and organized militarily, become the seat and pivot of effective world power.

Mackinder's theories were extremely influential in the Germany of Hitler's day and before, and in present-day Soviet Russia.

★ ★ ★

Adolf Hitler

Mein Kampf

There follows logically the final book on the list: Adolf Hitler's *Mein Kampf*, first published in 1925-1927, which, however much we may dislike it, has to be acknowledged as a powerfully influential work. Hitler wrote his inflammatory testament from 1924 to 1926, in 781 ranting pages. It has been called "The anatomy of megalomania," but whether or not it made sense, it became the philosophy of millions of people. In 1939 alone, 5,000,000 copies were sold in Germany.

The underlying idea in *Mein Kampf* is blood and race, that is, the racial interpretation of history. His anti-Semitism and anti-Marxism grew out of his theories of racism. Doubtless the most significant contribution to political science in the book deals with power—how to capture, extend, and consolidate power. Hitler studied the propaganda techniques of the Marxists, the organization and methods of the Catholic Church, British propaganda of the first World War, American advertising techniques, and Freudian psychology to perfect his own understanding of the propaganda art. All the principles of psychological warfare are there.

In his book, Hitler divides men into leaders and the herd. According to his theory, "only a fraction of mankind is energetic and bold." The rest are cowards and dupes. Accordingly, human material must be divided into two great groups: followers and members. The followers are the mass, the members are the ruthless, disciplined group who will stop at nothing in the struggle for power. Great emphasis is

placed on state control of education, in order to train tools for the state.

★ ★ ★

As one reviews these dynamite-laden books, there is always a question present: Did the times make the book, or vice versa? That is, was a particular book influential chiefly because the period was ripe for it? Would the book have been equally significant in another era, or could it even have been written at any other date? It is impossible to escape the conclusion in nearly every instance that the time produced the book. In some other historical epoch, if the work had appeared at all, it would have attracted little attention.

Examples are on every hand. Machiavelli's *The Prince* was written for the express purpose of freeing his beloved Italy from foreign aggression. England was ready for a vast expansion of her commercial and industrial economy when Adam Smith was writing *The Wealth of Nations*. Thomas Paine's *Common Sense* triggered the American Revolution, already primed for explosion; and Harriet Beecher Stowe's *Uncle Tom's Cabin* did likewise for the Civil War. Except for dreadful conditions prevailing in European industry in the mid-nineteenth century, especially the English factory system, Karl Marx would have lacked ammunition for *Das Kapital*. Inauguration of a naval race among world powers after 1890 was inspired by Admiral Mahan's *Influence of Sea Power Upon History*, but the pressure for expansion and imperialistic adventure already existed. Adolf Hitler might well have remained an unknown Austrian house painter except for the chaos in Germany following World War I.

The most striking single impression made by the six books relating to science is the continuity of knowledge—the connecting threads which tie them together. Truly, as Hutchins phrased it, there is in progress here "The Great Conversation." Copernicus received inspiration from the ancient Greek philosophers. Newton, in turn, "stood on the shoulders of giants"—Copernicus, Galileo, Kepler, and others. Without them, an Einstein might never have existed. Darwin freely acknowledged his debt to a host of preceding biologists, geographers, and geologists, on whose work he built in developing the theory of the origin of species. The experimental laboratory approach to science, as opposed to the strictly philosophical, may be said to have begun with Copernicus and to have been practiced by all his great successors, including Harvey, Newton, Darwin, and Freud.

By way of summary, certain characteristics shared by a majority of the authors stand out. Omitting the scientists in the group, for whom the comments are less pertinent, the books included were written by nonconformists, radicals, fanatics, revolutionists, and agitators. Often, they are badly written books, lacking in literary style. The secret of their success, to repeat, was that the times were ready for them. The books carried messages, frequently of a highly emotional nature, appealing to millions of people. Sometimes the influence was beneficent and sometimes evil; clearly, books can be forces for both good and bad.



Exhibit of Halsman Photos Opens on 10th Floor Today

The work of Philippe Halsman, who was named in an international poll in 1958 as one of the world's 10 great photographers, goes on one-week display starting today in the 10th floor Corridor Gallery.

In 1945, after only five years in the United States, Halsman was elected the first president of the American Society of Magazine Photographers. Though best known for his portraits, he is equally at home in all the illustrative arts: reporting, theatrical, industrial and advertising.

In addition to having his photographs appear on over 95 covers for *Life*, Halsman also works for *Look*, the *Saturday Evening Post*, *Time*, *Newsweek*, and *McCall's*.

The artist's technique is distinguished by the razor-sharpness of his negatives, combined with imaginative application of lighting to control the mood of the picture. More important to him, however, is his continued endeavor to capture moments of truth: a woman's evanescent beauty or the character and strength of a man.

Hors de Combat

The following NYO staff members are away from their desks due to illness:

Lucie Ayling, 3 Midland Gardens, Bronxville.
Mary Campanelli, 1031 Olympia Rd., No. Bellmore, N.Y.
Alfred Dailey, 1825 Madison St., Brooklyn 27.
Endel Kaert, 265 E. 153 St., Bronx 51.
Teresa Maxwell, 4325 Douglaston P'kway, Douglaston 63.
Sidney Olson, 21 Pryer Lane, Larchmont.
Christine Pappas, 963 57 St., Brooklyn 19.
Miriam L. Wilson, 10 Edgewater Dr., Old Greenwich.

Classified

IDEAL FOR A BACHELOR!—2-room apartment on sublet. 2nd fl. at 223 E. 50 St., just 10 min. walk from JWT. Pullman kitchen. \$144 mo. X3046 or PL 1-5744 after 6 p.m.

BRIGHTEN THE CORNER WHERE YOU ARE!
Be the first on your estate to own a very small antique church organ by Estey—in superb walnut case. Reasonable, of course. Great for barrelhouse, blues, ballads. After all, anyone can own a guitar! YUkon 9-0123 any time.

WASHER & DRYER—Lady Kenmore, electric, 2 matching unit in white porcelain. Purchased from Sears in 1961 for \$400 plus, used for 1 year only. Now in storage in New Rochelle and still in A-1 condition. Both units, \$200. X2722.

GUITAR—Flamenco-made in Spain. Good for folk or what have you. With hard case. X3175.

FASHION DEPARTMENT SALE—9 to 9:30 A.M. ONLY. BIG REDUCTIONS.

ROOMMATE WANTED by 2 girls. 85 St. btw. 1st & 2nd. 3-room apartment. Foyer, living room, bedroom, kitchen and bathroom with window. Free gas. Air conditioned. \$147 a month. X2744 or AG 9-0583 after 7.

Salisbury of 'Times' To Open Political Series

Harrison Salisbury, director of national correspondence for *The New York Times*, and Champ Clarke, senior editor of "The Nation" section of *Time*, have been announced as the two speakers in a series of six talks to be given in this office on contemporary politics.

Mr. Salisbury will lead off on April 21, Mr. Clarke will follow him on May 19, and their talks will alternate thereafter. The six talks will be spaced to cover the periods before, between and immediately after the two national conventions. Each will be followed by a question and answer period, the entire session planned to last about an hour. Sessions will start at 4 p.m.

The series has been instituted following the enthusiastic response to a questionnaire and tear-out coupon placed by the Committee on Political Responsibility on the NYO page of JWT NEWS, Feb. 21. Nearly 100 staff members, or 6% of readership, took the trouble to fill out the coupon indicating which of several proposed programs on election year politics would be of greatest interest to them. Talks by newsmen working in the political area were the overwhelming favorite.

Harrison Salisbury was Moscow correspondent for *The Times* from 1949, when he joined the staff, until 1954. He won the Pulitzer Prize in 1955 for articles on the Soviet Union. In 1959 and again in 1961 he revisited the Soviet Union and made extensive tours of the country. He is responsible for the development and presen-



Harrison Salisbury

tation of *The Times* national news report and has direct supervision over the national news staff, both in New York and around the country.

The possibility of implementing another section of the proposed political education program — a series of meetings on the mechanics of politics, with emphasis on fuller voter participation, to be conducted by the League of Women Voters — is under consideration.

Jayne Shannon, Media Aide, Leaves Thompson To Study Law

Early next month Jayne Shannon will leave her position as media supervisor in the Broadcasting Department to go back to school. A few months work will complete her undergraduate courses at Washington Square College (NYU), then she plans to go on to law school.



Jayne Shannon

Jayne's career started in art school — the Traphagen School of Design. She did some designing then took a secretarial job in the media department at Kenyon & Eckhardt. After little more than a year there she came to Thompson as a time buyer. Through the years she has worked on most of the major accounts in the house, but her current assignments include Standard

Brands, Warner Lambert and Lever Bros.

To explain the thinking behind her plans, Jayne said she realized she could finish up her undergraduate credits in a few months and preferred to do it this way rather than drag it out any longer. The idea of law school has grown gradually: "It started 7 or 8 years ago as a mirage . . . now it's materialized to the extent of being a vision."

More specifically, she feels that professional status is a great asset to a woman in a business career. Plans beyond law school are necessarily indefinite, but she hopes to stay in the general field of communications.

Unintended Slight

The sons of Old Nassau in the New York office were a little miffed this week at the inadvertent omission of their school in last week's JWT NEWS report on the educational backgrounds of staff members. For the record, let it be stated that the New York office has 14 staffers with B.A. degrees from Princeton. This total is topped only by Harvard.

New York Gallery

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

Terry Munger, who has been director of the Information Center since the spring of '61, came into library work in a roundabout way. After graduating from college she taught for two years at a private girls school—"everything from phys ed to Latin, with psychological testing on the side." Feeling "slightly incarcerated" she broke loose and came to New York where she worked for a while as a junior accountant in an estate management office.

The next move was to Compton Adver-

tising where she started as a library clerk, became assistant and then head librarian. In October, 1958, she left Compton to join JWT as one of several reference librarians.

Terry is active in the Special Libraries Assn., served as business manager, then editor of "What's New in Advertising and Marketing," a guide to sources of information. She is now chairman of the New York Advertising Group and is working on a special project—a plan to eventually publish a listing of all periodical and special

services holdings of all special libraries in the New York area.

She is fond of sports, especially skiing and golf, and fills spare minutes between seasons by reading mysteries.

Terry
Munger



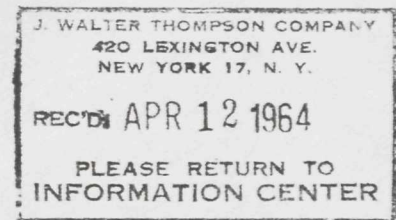
It's JWT-New York's Be Kind to Library Week!

In past years, the Information Center has arranged special exhibits or events for National Library Week.

But this year, it's "man bites dog." We are asking you to do something for us.

So if you see this...

At last count, 2,615 items are out on loan from the Information Center... 204 books, 709 magazines, 791 advertisements and 911 pamphlets and articles. Many are overdue. It would take over a week of constant telephoning to call this material back. We can't afford the time!



or this...

J. WALTER THOMPSON COMPANY
INFORMATION CENTER

on any material that you have, return it to us on 12 SE. There's a reward waiting for you.

Thank you, neighbor!