



J. WALTER THOMPSON COMPANY NEWS

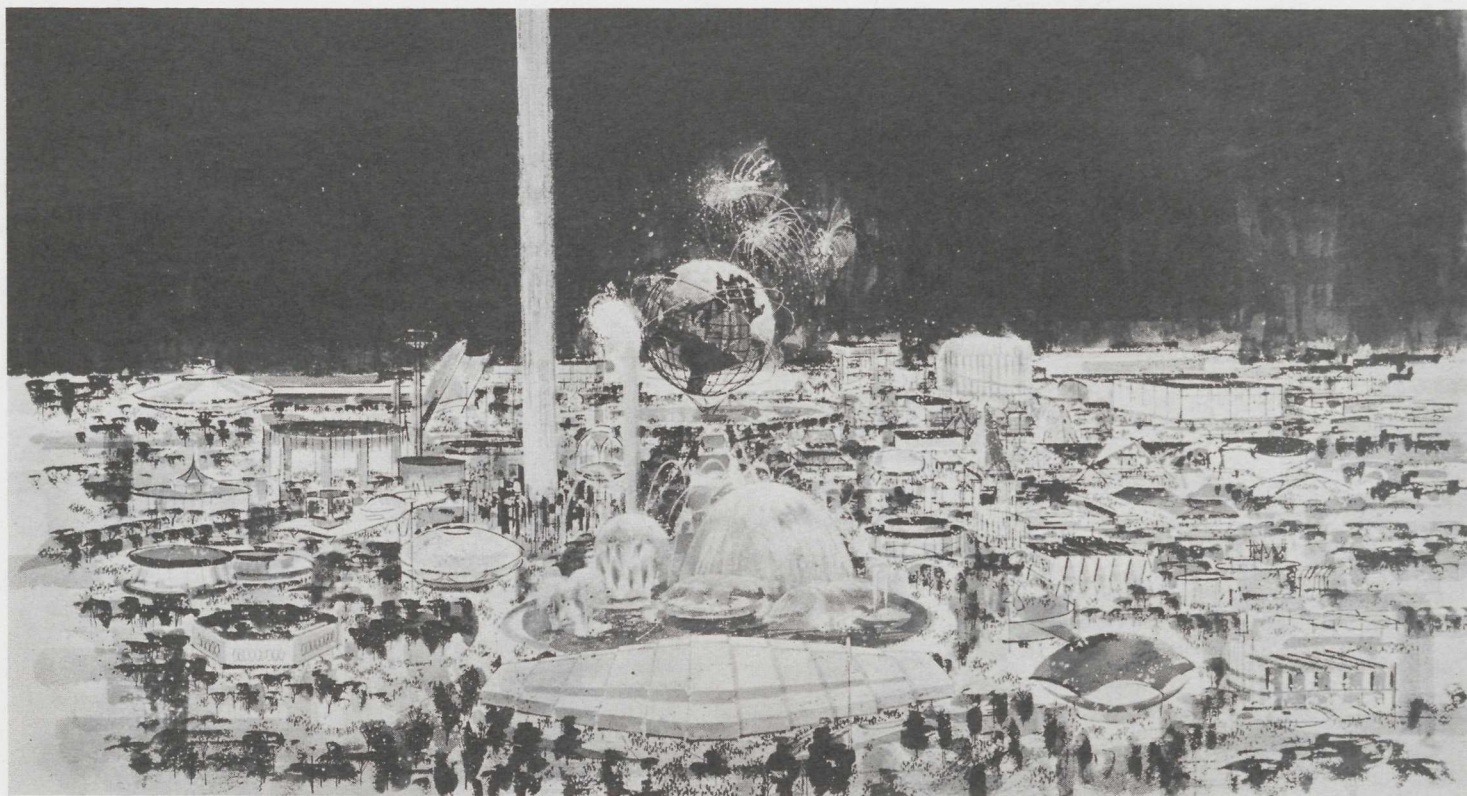


VOLUME XXIX, NO. 16

FOR STAFF MEMBERS ONLY

April 17, 1964

Opening of Fair Caps JWT Activity



EXCITEMENT — Capturing the spirit of the New York World's Fair 1964-65 is this rendition by artist David Shaw.

Ford's New Mustang Stars at Fair Time

DETROIT — There is a new car today in Ford dealer showrooms across the country.

The car is the Mustang, and the country has been blanketed with JWT advertising for the Ford Division's new model.

The Mustang is an entirely new automobile, and it will be star at the Ford Motor Company "Wonder Rotunda" when the Fair opens next week.

First exposure of the Mustang came April 16 in the nation's newspapers and on television.

To introduce its new model, Ford Division made an unprecedented television buy: Mustang introductory commercials were aired last night *simultaneously* on all three national networks. In addition to its regular show, "Hazel," on NBC, Ford bought three minutes on two competing programs, "Perry Mason" (CBS) and "Jimmy Dean" (ABC). Expected audience delivery was 60% of all television homes.

To call listeners' attention to this unusual schedule, Ford ran newspaper ads yesterday in the country's top 60 markets—as well as in *TV Guide*—pointing out that "The most exciting thing on TV tonight will be a commercial."

This will be followed up by 17 more minutes of commercial time on network programs during the next 10 days.

Introductory newspaper pages—headlined, "The Unexpected . . . here today!"—ran April 16 and 17. JWT is using 2,600
(Continued on page 10)

TRY TOTAL PERFORMANCE
FOR A CHANGE!

FORD

Mustang • Falcon • Fairlane • Ford • Thunderbird

UPDATED LOGO — With the addition of the new Mustang, client signature on Ford Division advertising now lists five cars.

11 Clients Participate As JWT Aids Big Show

NEW YORK—When the New York World's Fair opens its gates next Wednesday, April 22, it will inaugurate an attraction that is brand new to a global public. But to a considerable number of JWT staffers, it will be a focal event in a story with which they already are thoroughly familiar.

For not only has Thompson served as the Fair's advertising agency and marketing consultant since 1960—involving JWT personnel in many departments—but no fewer than 11 of the company's clients are actively participating in the Fair. Their account teams, too, have been actively engaged in Fair-oriented advertising and marketing operations for some period of time. (A summary of JWT client activity in connection with the Fair starts on page 2.)

In addition to its role as marketing consultant, JWT has served the World's Fair
(Continued on page 3)

Thompson Clients Active in World's Fair Program in Varied Ways

(Eleven of JWT's clients are actively participating in the World's Fair which opens Wednesday. Some will have huge, dramatic pavilions attracting millions of visitors, while others are offering merchandise or services to Fair-goers. Here is a rundown of how each of these clients will participate in World's Fair activity.)

* * *

Chunky

The World's Fair Candy Factory at Chunky Square will represent the ultimate in candy technology that it is possible to demonstrate under exhibit conditions. The public will see an operator placing the centers of Old Nick candy bars—previously made in Chicago since the machinery is too massive to reproduce at the Fair—on a feeding conveyor which transports them over a “bottomer” that coats the under-surface with just the right amount of milk chocolate.

The bars then travel over a cooling slab and onto a mesh belt for the trip under the cascade of chocolate in a machine called the Greer Enrober, a brand new model to be first shown at Chunky Square. A stream of air removes the excess chocolate, and the bar then travels through the world's first transparent, outdoor cooling tunnel where it is subjected to exact temperature control so the chocolate coating solidifies properly without streaking or dulling.

The bars then go to a wrapping machine which has been slowed to an exhibition speed of 43 per minute, considerably slower than the usual factory rate. The bars, in groups of six, are then placed in cardboard trays which are automatically wrapped.

Elsewhere in the pavilion are a sales area where visitors may buy Old Nick and other Chunky candies, and an outdoor sculpture continuum.

* * *

Eastman Kodak

The Kodak pavilion, with its five-sided picture tower and free-form concrete shell, will be one of the most striking visually. The tower's color prints, 30x36", will be the largest in the world, and will be



IT'S ANIMATED — This is a triceratops, one of the stars of the show at the Ford pavilion.

Largest Fair Attendance in History Indicated

NEW YORK — The New York World's Fair, which is already promising the the greatest audience in the history of such spectacles, opens its gates to the public next Wednesday, April 22.

An attendance of 100 million is considered well within the realm of possibility. JWT is intimately involved with the Fair on many fronts:

1. JWT is advertising and marketing consultant to the Fair itself.
2. JWT has 11 clients represented at the Fair. Their participations are detailed in this “World's Fair Issue” of JWT NEWS.
3. The Fair will be opened by President Lyndon B. Johnson in the Singer Bowl (exhibition space of JWT client, The Singer Company). JWT executives will be present at these opening ceremonies.
4. Several JWT clients will introduce new products at the Fair. Most notable: Ford's launching of a new car, the Mustang. (See page 1.)
5. The Fair will become a prominent part of the advertising of many companies. Reproduced in this issue of JWT NEWS are two examples: JWT's current four-color house advertisement (see pages 4 & 5) and a spread of the Irving Trust Company, showing scenes from World's Fairs of previous years (see pages 8 & 9).

JWT has a long association with World Fairs. The Chicago office was originally opened in 1893 because of the business vistas opened up by the Columbian Exposition.

Facts About The Fair

- Nine miles east of Times Square in New York City, the Fair is at Flushing Meadow Park in the borough of Queens, Long Island.
- Operating dates: Wednesday, April 22, 1964, to Sunday, October 18, 1964; Wednesday, April 21, 1965, to Sunday, October 17, 1965; 360 days total.
- The Fair is open daily, including Sundays and holidays. Entrance gates open at 9:30 a.m. daily, with exhibits operating from 10 a.m. to 10 p.m. Amusement concessions may stay open until 2 a.m.
- Regular gate price of Fair tickets is \$2.00 each for adults and \$1.00 each for children, age 2 through 12. (For JWT personnel, tickets are available for \$1.35 and 68¢, respectively, through the cashier at JWT-NY.)

changed approximately once a month. The concrete roof has been designed as an attractive setting for photographers with sloping walkways, gardens and fountains, providing such dramatic backgrounds as the eerie Moonscape.

The pavilion will contain two theaters. The larger will be used for virtually continuous showings of “The Searching Eye,” a sensitive Saul Bass film about a little boy at the beach. The smaller theatre will be used for audio-visual demonstrations of products by Kodak and its subsidiaries in the chemical, textile and fashion fields.

The pavilion will communicate photography's ability to measure and document scientific progress, and industry's growing use of photography as an ingenious and trustworthy production tool.

A service area will be staffed with trained Kodak personnel who will answer visitors' questions and make minor repairs.

The current issue of the *Kodak Dealer-Finisher News*, a magazine published by Kodak for its dealers, is devoted to the photographic possibilities of the World's Fair. It is filled with background information on the pavilion and with promotion plans for increasing camera and film sales by stimulating interest in the Fair. A special contest matches prizes—cameras and trips to the Fair—for dealers who counter-sign the entry blank for a winning customer.

Ford

The Ford Rotunda, the largest above-ground structure at the Fair, will offer visitors a wide variety of educational and scientific attractions.

The Walt Disney International Gardens, authentic scale model reproductions of 11 nations of the world, including Ford-built cars from many countries, will be the first to greet visitors.

Visitors will ascend to the upper level by “speedramps”—escalators without steps—being entertained as they go upward by Disney-designed animated panels on the early days of motoring. On this level they will see an “Infinity Mirror,” a worldwide collection of photographs on “Ford Today,” and stylized paintings representing “Five Decades of Progress” and including famous figures from the world of sports, the theatre, politics, science and industry.

Musical instruments made of auto parts will tell their part in the story of a modern automobile, finally reappearing as a group in the “Auto Parts Harmonic Orchestra.”

The “Magic Skyway” ride begins in electronically controlled 1964 Ford convertibles which travel through a transparent tunnel circling the Rotunda and pass into a series of “time tunnels” in the rectangular part of the building. Visitors will see prehistoric scenes including dinosaur bat-

(Continued on page 6)

11 Clients Participate In World's Fair

(Cont.)

in five areas:

1. It has created, designed and placed overseas advertising, to arouse additional consumer excitement that has been generated by worldwide publicity for the Fair;

2. It has designed and distributed promotional posters on virtually a global basis, and has produced over 30 million copies of a consumer promotional folder in eight languages;

3. It has developed a program designed to activate sales of exhibit space to U.S. corporations, using direct mail, sales promotion techniques and print media advertising;

4. It has conducted advertising campaigns for Christmas gift packages of World's Fair admission tickets and for advance bulk discount sales, resulting in a pre-opening total sale of more than 30 million admissions;

5. It has completed an advertising campaign aimed at development of gate sales (should the need for it ever arise) and has created newspaper advertisements and radio spots that can be made ready to run on 24-hour notice, at the discretion of the Fair's vice president for communications and public relations, William Berns.

Representing the Fair in its marketing counsel role, JWT has been instrumental not only in suggesting participation to its own clients, but to many other business organizations as well.

President to Open Fair

When President Lyndon B. Johnson officially opens the 646-acre World's Fair in Flushing, N.Y., at 11 a.m. next Wednesday, he will address a nationwide audience via television from the Singer Bowl, an open air stadium seating 17,000 spectators, under whose stands will be housed an exhibit of the diversified products of the Singer Company. This JWT client's corporate name will be kept prominently before the expected 70 million Fair visitors during the next two years, because the Singer Bowl will be the site of trial competitions for United States Olympic Games participants, as well as for other athletic exhibitions, concerts and performances of varied national folklore. Many of these events will be broadcast, and millions of Americans not attending the Fair will thus be exposed to the name Singer.

Other JWT clients, participating in World's Fair activity in one way or another, include Chunky Chocolate Corp., Eastman Kodak, Ford, R. T. French, Pan American World Airways, Radio Corporation of America, Seven-Up, Scott Paper, Standard Brands and W. F. Young.

The JWT team handling the World's Fair account includes Charles Rheinstrom, management supervisor; Ted Royal, account supervisor; Bill Banks, international representative; Bill Seibert, copy group head; John Mangan, senior writer; Art Blomquist, art supervisor; Frank Vero, art director; Bob Welty and Jack McDougal, media; Irwin Epstein, research, Charlie Scott, traffic.



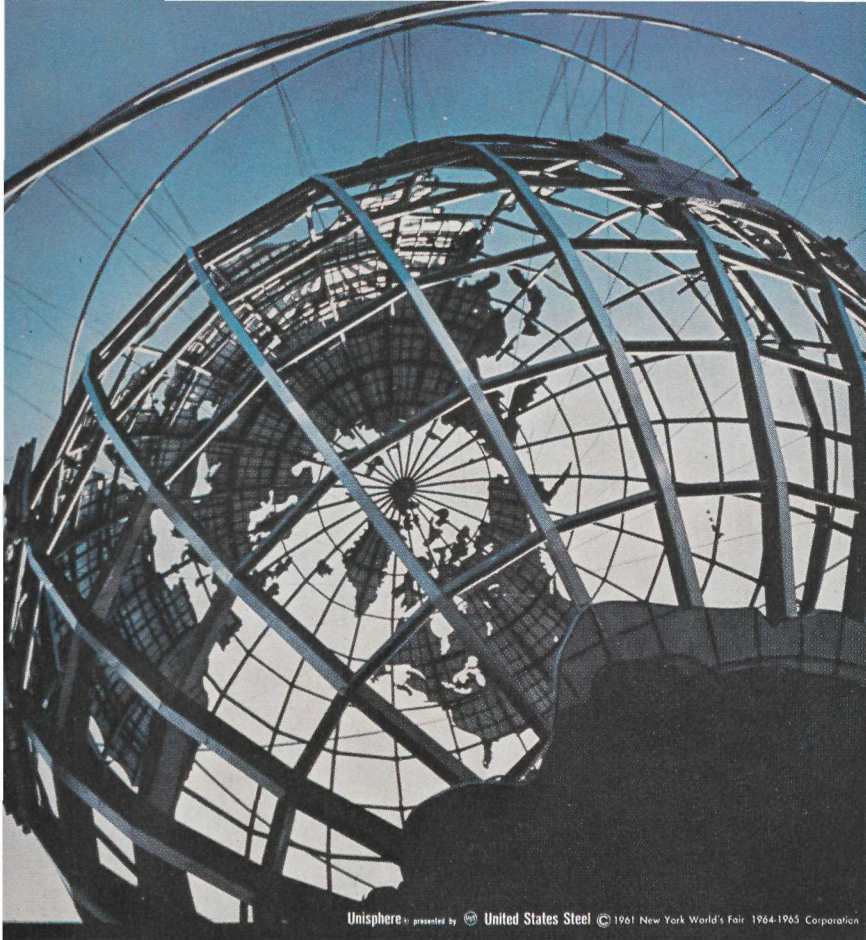
CONSULTATION — Discussing plans at the Eastman Kodak pavilion are (front row, l. to r.) E. P. Genock, manager of broadcast advertising for Eastman Kodak; Ham Lusk, producer of the Walt Disney World's Fair show; Walt Disney; and Linc Burrows, Kodak's director of World's Fair planning.



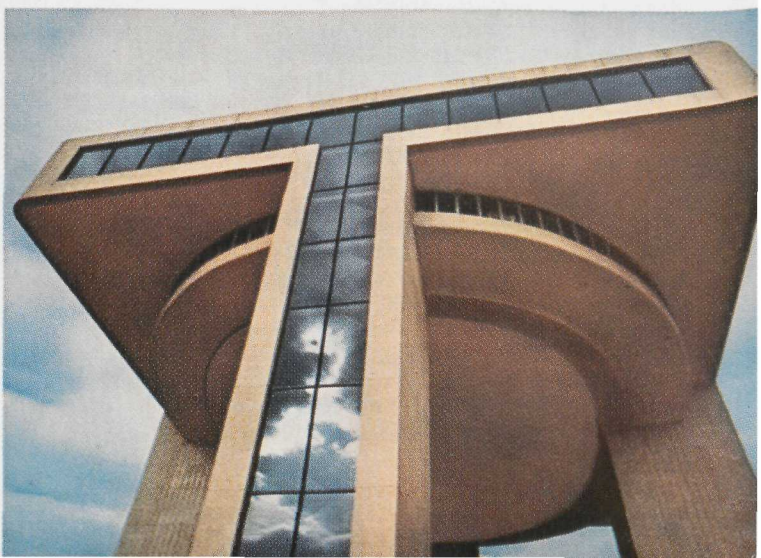
ON SITE — Chatting outside RCA's exhibit building are Ralston H. Coffin, staff vice president, advertising and sales promotion, RCA, and Walt Disney.

DIRECTIONS — To guide the anticipated millions of visitors — and perhaps some bewildered natives, as well — New York is currently displaying thousands of signs such as these.





Unisphere presented by United States Steel © 1961 New York World's Fair 1964-1965 Corporation



To the company that seeks, in its advertising, the same excitement it *knows* is in its product...

The product: excitement The challenge: communicate it

The very immensity of the New York World's Fair 1964-65 is a stunning fact. Imagine seeing—as we have seen—650 acres set aside in the greatest city in the world. Visualize the scope of over one billion dollars in exhibits and construction—the work of the world's best-known architects, industrialists, writers, sculptors, musicians and planners.

From the beginning, we have worked with the men whose dream has become the reality of the Fair. We have shared their basic purpose—to dedicate the Fair to "peace through understanding."

The excitement in their plans has excited us. Plans to entertain you—with the great theatrical productions of our time; to amaze you—with a walk on the surface of the moon and a ride into tomorrow; to enthrall you—with the priceless *Pieta* by Michelangelo and the great Spanish masterpieces; and to awe you—with astonishing predictions for the future.

Yes, this is truly **EXCITEMENT**—the greatest spectacle ever staged. This is the excitement it is our task to help

communicate—communicate in a way that will excite over 70 million people—and get them to come to the Fair and see the world.

Not every product or service has the built-in excitement of a World's Fair. But somewhere, in every worthwhile product, true excitement is present. At J. Walter Thompson, our constant goal is to find it. For this is the extra virtue that creates extra value in the mind of the consumer.

To communicate this excitement in a way that will move people, we offer the finest organization of talents, services and facilities in an advertising agency today.

We welcome the company that seeks, in its advertising, the same excitement it knows is in its product.

J. Walter Thompson Company

420 LEXINGTON AVENUE, NEW YORK 17, N. Y. 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

JWT Clients in World's Fair Activities in Varied Ways

(Continued)

tles and events in the early life of man all enacted by electronically operated figures. Another time tunnel will bring them to the "City of Tomorrow" where they may leave their cars to examine a variety of scientific exhibits.

When visitors "return to earth" they can examine dream cars specially built by Ford for the Fair. A Disney animation depicting scenes of city and country life will form the background for a "Product Parade" of current Ford-built cars, trucks and tractors.

A hospitality area, a model dealership and a lounge area displaying an original painting of a scene from each of the 50 states, each done by an artist native to the state, will complete the Rotunda.

* * *

R. T. French

French's has been named the "New York World's Fair Mustard" and will be served exclusively at the Brass Rail refreshment centers from replica one gallon jars with new automatic dispensers. It is estimated that visitors will consume 150,000 gallons of mustard on 50 to 60 million hot dogs during the Fair's two-year run.

French's will also sponsor continuous entertainment at three of the Brass Rail centers. A fashion show, "Instant Food, Instant Fashion" will feature a tie-in of the Copper Kitchen sauce line with original designs for a variety of social occasions. A second program will feature a talking spice tree, and a third is still in the planning stage.

* * *

Pan Am

Pan Am plans to demonstrate quite literally that it is the gateway to the World's Fair by providing a helicopter shuttle service from the Pan Am Terminal at Kennedy Airport to the pad on top of the Top of the Fair Restaurant—six minutes! And the company hopes to receive the final permits this Summer to inaugurate the "world's most spectacular ride"—helicopter service from the top of the Pan Am Building to the World's Fair pad.

The Pan Am Building and the Unisphere are juxtaposed in artwork appearing on the more than 18 million copies of the Pan Am calendar which are distributed around the world. A black and white stylized version of the same two structures has been reproduced as a poster printed in many



ALLEY-OOP — Characteristic shell that marks 7-Up International Sandwich Gardens is made ready for positioning as construction nears final stages.

languages for wide overseas distribution. Window displays and decals with the poster design have also been widely distributed to travel agents to attract visitors to this country by means of the Fair.

A movie called "Prologue to the Fair" features footage shot at the Paris Fair of 1896. The original version, filmed a year ago, necessarily showed only models of attractions at the 1964 Fair, but a revised version, now in production, will show the real thing. The film will be distributed in many languages, world-wide.

* * *

RCA

The RCA exhibit will center on color TV and the giant steps made in its development during the past 25 years. A closed-circuit color TV network — to be used, among other things, for reuniting lost children with their parents — will be the largest setup of its kind in the nation. Over 200 receiving points, using RCA Victor color sets, will be set up in exhibits, restaurants, lounges and other public sectors of the grounds, and a mobile TV unit will cover still other areas. The network will carry general reports on Fair activities, fashion shows, children's programs and general interest non-commercial material from other exhibits, concentrating

on aspects of the Fair which visitors might otherwise miss.

The pavilion itself is a circular building, like a group of giant drums with white tops and copper sides. Visitors will move along a gallery giving a panoramic view of everything that goes into the production of color TV programs. They will see a studio equipped with cameras, video tape machines and color film chains. Monitors will allow them to see on the screen the action they observe on the production floor.

* * *

Seven-Up

Viscount Hinchingsbrooke, 21-year-old heir apparent to the Earldom of Sandwich, will be on hand Wednesday to greet visitors to the 7-Up International Sandwich Gardens. The pavilion, which has a seating capacity of 408, is a cluster of colorful, airy "shells," grouped about a 107-ft. clock tower. Seven-Up and a variety of international sandwiches, created especially for the Sandwich Gardens by The Brass Rail, will be served. There will be continuous entertainment by international performers on two stages-in-the-round in the dining area.

Of special interest will be a display of glass jars of soil from 61 countries in which 7-Up is bottled. In place of the usual ground-breaking, these soil samples were shipped in last May and mingled to signify international goodwill. This international soil has been planted as a special flower bed in the landscaping plan of the pavilion.

* * *

Scott

The Scott pavilion, called "The Enchanted Forest," is the only paper company exhibit at the Fair. It is located on a triangular plot of ground facing the Pool of Industry and the Fountain of the Planets.

The first of the three buildings in the Scott pavilion contains the exhibit proper. A brook runs through the building itself which is decorated to create a forest setting, although indoors. In the first part of the exhibit the visitor sees how paper is made; the second and third parts show Scott's consumer and industrial products. Some have only been test-marketed to date and so will be new to the general public.

The second building of the exhibit is a lounge area. Particular attention has been paid to the needs of visitors with babies and young children.

The third building will house administration offices for the pavilion.

The over-all impression of the pavilion is of a restful green oasis, attractively landscaped and set with benches, where visitors may pause to relax.

* * *

Singer

The Singer Bowl will be the site of numerous World's Fair special events—opening day ceremonies, U.S. Olympic trials in wrestling and boxing, many concerts and

(Continued on page 12)



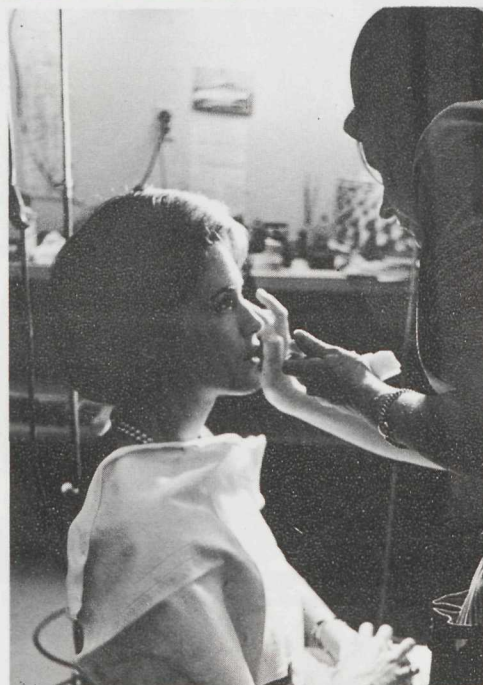
UNUSUAL VIEW — Normally seen from the inside arena area, this shot of the Singer Bowl shows where the client's product exhibit area is located, under the stands.

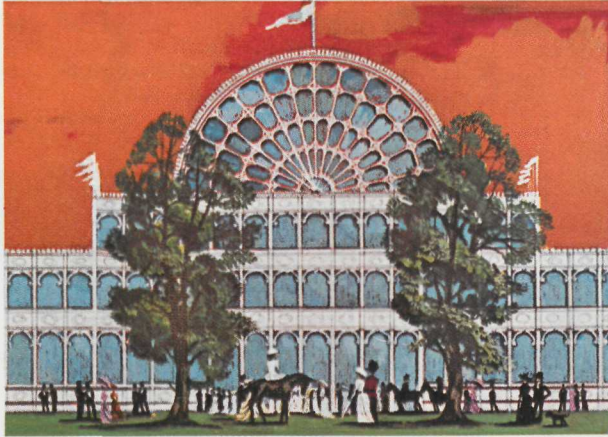
One Example of How Thompson Is Serving Its World's Fair Clients



Pictured at the left is Terry Trieste, a New York student, chosen by the World's Fair to broadcast over the RCA closed-circuit color TV news service every hour on the hour at the World's Fair. For a period of many weeks, Terry was given voice training, taught the techniques of appearance before the camera, given new hair styling, instructed in the use of make up . . . all under the expert guidance of JWT personnel. Result? The Terry Trieste whom Fair-goers will see is the girl whose photograph appears in the lower right hand corner of this page!

(In the top row of photos below, for example, Terry is shown with JWT'ers Alex Leftwich, TV producer; Gayle Carlisle, fashion; and Phil Schultz, TV workshop. In the first photo, second row, she is working with Jack Mangan, editorial, and Lois Barry of the World's Fair, while in the other shots, Terry is being groomed by experts in the specialized fields shown.)

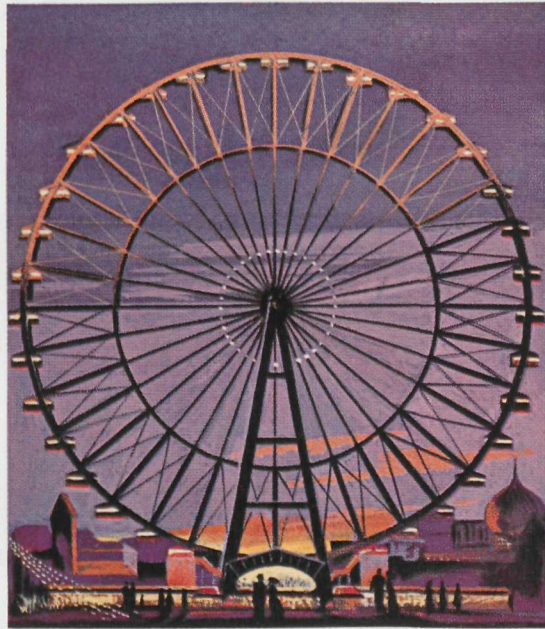




Crystal Palace—Great Exhibition, London 1851



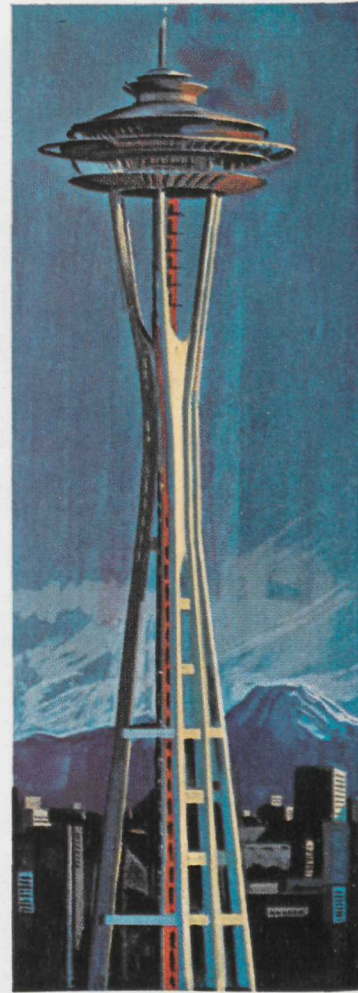
Eiffel Tower—
Universal Exposition, Paris 1889



Ferris Wheel—World's Columbian Exposition, Chicago 1893



Tower of Jewels—Panama-Pacific International Exposition, San Francisco 1915



Space Needle—Century 21
Exposition, Seattle 1962



Tylon & Perisphere—New York World's Fair 1939-40



Unisphere® presented by United States Steel ©1961 New York World's Fair 1964-65 Corporation

Atomium—World's Fair, Brussels 1958

In 1851, the year of the world's first truly international fair, the Irving Trust Company was founded. Since then, through steady growth and expanded services, it has become known both at home and abroad as "the bank for bankers and businessmen."

IRVING TRUST COMPANY

Capital Funds over \$170,000,000

One Wall Street, New York 15, N.Y.

Total Assets over \$2,000,000,000

GEORGE A. MURPHY, Chairman of the Board

WILLIAM E. PETERSEN, President

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Presenting the unexpected... New Ford Mustang!



This is the car you never expected from Detroit. It is so distinctively beautiful it has received the Tiffany Award for Excellence in American Design, the first automobile ever to be so honored by Tiffany & Co. Mustang has the look, the fire, the flavor of one of the great European road cars. Yet it is as American as its name . . . and as practical as its price. Because Mustang is an amazingly versatile car and can be inexpensively tailored to the widest variety of individual tastes, many very different people will find it surprisingly easy to say: "This is the ideal car for me." Turn the page and you'll see why.

DOUBLE DOUBLE IMPACT—This is the opening spread of advertisement announcing the new Mustang, to appear within the next few days in *Life*, *Look*, *Saturday Evening Post* and *Reader's Digest* . . .

Ford's New Mustang Stars At the World's Fair (Cont.)

newspapers to present the Mustang. A massive magazine drive gets under way next week. Four-page color units run in *Life*, *Look*, *Reader's Digest* and *Saturday Evening Post*. Two-page color units are scheduled in April, May and June issues of 24 other magazines, everything from *Ladies' Home Journal* to *Palm Beach Life*.

There will be #200 showings on outdoor boards in 53 major markets during the coming month, and #100 showings in an additional 170 markets.

JWT staff members in Detroit and New York have worked with Ford for more than a year in planning the marketing of this new entry, starting with major participation in the naming of the car (JWT pumped hard for "Mustang").

Brings Back Price Listing

Mustang advertising is unusual in many respects. First of all, it brings back to automobile advertising a price listing. Prominent in all copy is the suggested retail price, \$2368 f.o.b. Detroit—"and we're not fooling," says the parenthetical addition in newspaper ads.

The JWT copy strategy is to support the *versatility* of the Mustang via the concept, "Designed to be designed by you." Through the availability of a wide range of options, the Mustang can be anything from a practical family car to a powerful sports car racer.

The Mustang buyer will be able to select from four different engines—a 170 six,

and three V8's—and from three different transmissions—a three-speed stick, four on the floor and a console-mounted automatic. JWT ads thus feature the "three faces of Mustang"—the Mustang as the car you can use on trips to the school or supermarket, the Mustang as an all-out luxury automobile, the Mustang as a "hot-blooded sports touring machine."

The Mustang, in other words, is being sold as a "personal car." It is designed to appeal not just to the young—but to "the young in heart."

The fundamental copy appeal can be summarized as follows:

"This is the car you never expected from Detroit. It has the look, the fire and the flavor of one of the great European road cars. Yet it is as American as its name, and as practical as its price—just \$2368. Because it is an amazingly versatile and practical car and can be inexpensively tailored to the widest variety of individual tastes, many very different people will find it surprisingly easy to say, 'This is the ideal car for me.'"

Another unusual feature of introductory advertising for Mustang is a self-liquidating offer of a toy model Mustang for \$1.00. This is being offered in all announcement ads—the first time this has been done by a manufacturer. Still another feature of the introduction is the display of the Tiffany Award for "Excellence in American Design"—the first time an automobile has ever been so honored by Tiffany & Co.

The Mustang will get extra exposure in the coming weeks through a series of nationally-advertised tie-ins. Mustang will be featured in the Command Sports Car Sweepstakes to be run by JWT client Alberto-Culver. There will be Mustangs on

display at 125 leading Holiday Inn motels. And there will be special tie-ins with Jantzen Inc., Sea & Ski and the Indianapolis 500-Mile Race (Mustang will be the pace car).

The Mustang is expected to be in limited supply during the first few months of introduction. Dealers already report thousands of advance orders from customers—even before the car was in showrooms and before advertising began.

First Quarter Figures Show Notable Gains for Ford

DETROIT—So far—even before the introduction of the Mustang—1964 has been a Ford year.

In the first three months of the year, Ford Motor Company took 26.1% of sales, compared with 25.1% in the comparable period last year.

Especially notable has been Ford Division's gain on Chevrolet. The following table, showing first quarter sales for 1963 and 1964, tells the story:

	1963	1964
Chevrolet	391,301	372,137
Ford	186,740	218,610
Falcon	76,346	82,470
Chevelle	—	78,258
Fairlane	79,394	70,265
Chevy II	90,050	47,368
Corvair	62,768	48,005
Thunderbird	14,589	25,848

In other words, the big Ford has made significant inroads on the big Chevy. Falcon now outsells the Corvair by nearly 2-to-1. The Chevelle, brought out to compete

\$2368* f.o.b. Detroit...and we're not fooling!



\$2368* f.o.b. Detroit is the suggested retail price for a completely equipped standard Mustang Hardtop (left). This price includes luxury features either not available or available only at extra cost in most other makes of cars.

- Deep-front bucket seats
- Padded instrument panel
- Full wheel covers
- Color-keyed all-steel interior
- Color-keyed wall-to-wall carpeting

\$2368* f.o.b. Detroit also includes these features which often cost extra in other cars:

- Sports steering wheel
- Chrome hub light
- Spare tire lights
- Floor shift 3-speed manual transmission
- Automatic center lights

\$2368* f.o.b. Detroit also includes these features as standard equipment:

- V-8 engine
- 289 cu. in. V-8
- 4-speed manual transmission
- Rallye Pace (tachometer and clock)
- 14-inch wheels and tires
- Heavy-duty battery
- 120-hp, 16-cylinder engine
- 170-hp, 16-cylinder engine

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Mustang was designed to be designed by you!

The basic Mustang is as economical and as practical as it is beautiful—and, with its four-passenger roominess, many people will find it all the car they want or need. But this is only the beginning of Mustang's possibilities. You can choose from an unusually long list of reasonably priced options, and for remarkably little added cost, you can design your Mustang "see below" as a hot-blooded sports convertible, a luxurious vinyl-covered hardtop, or anything in between. For instance:

You can make the trip to school or the supermarket a lot more fun when you add convenience options like these to your standard Mustang:

- 289 cu. in. V-8
- 3-speed Cruise-O-Matic transmission
- Power steering
- Power brakes
- White sidewall tires
- Push button radio
- Backup lights
- Deluxe seat belts front and rear
- On-the-go rearview mirror
- 3-speed electric windows and wipers
- Tinted windshield

You can make your new Ford Mustang an all-out luxury car to suit your special taste for elegance, with these luxury options:

- Full-length console between front seats
- Padded sun visors
- Roper panel molding
- Deluxe wheel covers with simulated knock-off hubs
- Air conditioner
- Tinted glass
- Vinyl covered hardtop roof
- Accent paint stripe
- Convertible with power-operated top and vinyl tonneau cover

You can have the ultimate in action by designing your own hot-blooded sports-touring machine from Mustang's exciting performance options:

- 289 cu. in. V-8
- 4-speed manual transmission
- Rallye Pace (tachometer and clock)
- 14-inch wheels and tires
- Heavy-duty battery



... And this is the spread that immediately follows it as the reader responds to the suggestion to "Turn the page" and find out why the new Mustang is the ideal car for him.

with the Fairlane, has resulted in only a slight reduction in Fairlane sales—but its effect on its smaller brother, Chevy II has been staggering. The Thunderbird is enjoying its most successful year since its introduction in 1955.

The Mustang will make the Ford picture look even brighter.

'Time' Devotes Cover Story To Mustang and Division Chief

Time features Lee Iacocca, general manager of Ford Division, and the Mustang on its April 17 cover and as the lead story in the "U.S. Business" section.

The story relates the career of Iacocca and the development of the Mustang—the first car developed from scratch since he took over as division head three years ago—to the over-all picture of the Ford Company.

The Mustang is heralded as a trail-breaker in the field of inexpensive sports cars... a field with tremendous profit potential. *Time* says of it: "Iacocca has produced far more than just another new car. With its long hood and short rear deck, its Ferrari flare and open-mouthed air scoop, the Mustang resembles the European racing cars that American sportscar buffs find so appealing. Yet Iacocca has made the Mustang's design so flexible, its price so reasonable and its options so numerous that its potential appeal reaches toward two-thirds of all U.S. car buyers.... the Mustang seems destined to be a sort of model A of sports cars—for the masses as well as for the buffs."

A six-page four-color spread shows the preparation of the Mustang in a develop-

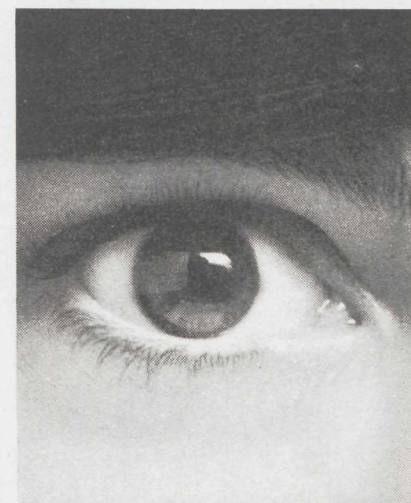
mental stage from the sculpting of the wooden body, to conform to drawing-board plans, through the final addition of aluminum foil and decal-like film to give a realistic impression of a chromed and painted car.

The magazine estimates that market conditions are excellent for the introduction of a car such as the Mustang. After two 7 million-plus auto years in a row the industry seems almost certainly headed toward the 8 million plateau that seemed unattainable only a few years ago. With the tax cut, the talk is now as to whether sales will be held to 8,200,000 or go to 8,500,000 and there is discussion of future sales of 10 million cars yearly.

Two other major factors are favorable to the introduction of such a car, says *Time*: nearly one in every five households owns a second car, and the younger segment of the market—who might be expected to most readily appreciate sports car styling—is growing rapidly. Iacocca is quoted as believing that a youthful angle is the broadest possible appeal, since in this country people of all ages will identify with those things having a youthful connotation.

AUDIENCE-BUILDER — This advertisement (right), calling attention to Mustang's commercials on three networks, ran April 16 in newspapers in the top 60 U.S. markets.

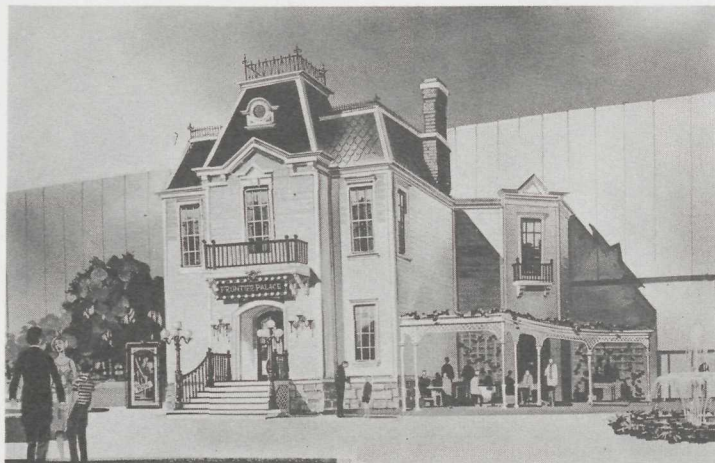
THE MOST EXCITING THING ON TV TONIGHT WILL BE A COMMERCIAL



GET YOUR FIRST GOOD LOOK AT THE YEAR'S MOST EXCITING NEW CAR...
...THE NEW FORD MUSTANG!
TONIGHT 9-10 PM

Eleven Thompson Clients Are Active in World's Fair

(Continued)



PARTICIPATION — The Frontier Palace (left), one of the buildings in the Texas exhibit, will be just one of the many places throughout the Fair grounds serving Standard Brands' Chase & Sanborn coffee, while (above) cards appearing in busses touring the Fair will remind the visitor of W. F. Young's special package for the foot-weary.

national folklore performances. An octagonal, open-air stadium, it seats 17,000 and is lit for night use. It has a movable stage 15 feet long and dressing room facilities for 200 performers.

It is located at the main entrance gate to the Fair.

The major Singer display, in a specially constructed exhibition area under the grandstand and facing out to New York Ave., features "The Wonderful World of Sewing." The latest advances in sewing machine design and operation will be demonstrated, and visitors will have a chance to try their hand under the guidance of expert sewing counselors.

Through the cooperation of McCall's patterns, a Millionaire Fabric Collection has been assembled from the work of eminent designers. Among the fabrics included are an altar cloth from a Tibetan lamasery, obi cloth, rich embroideries and laces, and fabrics handwoven by their designers.

In other parts of the exhibit area, visitors can type messages with Singer typewriters on cards provided by Singer and observe demonstrations of the company's latest designs in floor care equipment.

* * *

Standard Brands

Standard Brands products will be featured at a number of major exhibits scattered throughout the Fair.

At the House of Good Taste, a display of the best in modern home decoration, Standard Brands products appear throughout the kitchen exhibits.

Chase & Sanborn Coffee will be served exclusively at Top of the Fair, the restaurant atop the Port Authority heliport; at the Ice-Travaganza in the New York City Pavilion; in all the restaurants of the Belgian Village; on the Mississippi Show Boat; in the restaurants of the Texas, Maryland and Florida pavilions—all in all, at more than 70 restaurants on the Fair grounds.

Planters nuts and candies will be displayed and sold at the Ringling Brothers Circus; dry roasted nuts and peanut butter will be sold at the Wonder World, a spec-

tacular water show; and Planters products will be available in vending machines at all Brass Rail refreshment centers.

* * *

W. F. Young

A new packaging concept for Absorbine Jr. and Absorbine Powder will be featured in vending machines in 50 locations at the Brass Rail Refreshment Centers. Two aluminum-foil packets of each product, packaged, will be sold for 25¢ from machines also dispensing Bromo Seltzer and Wash 'n Dri. Within the foil envelope, each

product is held in a super-saturated sponge.

This innovation in packaging was designed expressly for the Fair to act as a method of sample distribution and to gain exposure for the Absorbine Jr. name. It will be tested at the same time at newsstands and tobacco counters in drugstores, hotels and transportation terminals in the New York area.

Car cards featuring the regular packages will appear in New York subways and buses and in the special Greyhound buses on the Fair grounds itself. Absorbine will be one of a very few products which are not major exhibitors to be advertised on the Fair grounds.



LOOKING THINGS OVER — JWT-NY personnel, at the 7-Up pavilion, and with the U.S. and Spanish government structures in the background, get their bearings. They are (l. to r.) John Rost, Meredith Conley, Gil Coburn, Joe Boyle, Ted Royal and Hal Smith. All are members of the pr department, except Ted, who is account supervisor for the World's Fair.



JWT Hoopsters End Dismal Season

Well, it's all over. The basketball season, that is. The JWT basketball team wrote *finis* to a not-altogether-successful season last Thursday night when it lost a crucial encounter to Interpublic, 58-47, despite heroic efforts by John Florida and Dave Sackey.

This left the JWTers with a record of six victories and nine losses, good enough for fifth place in the Cardinal League of the New York City Center Recreation Assn.

Finishing below JWT in the final standings were William Morris, Benton & Bowles, Union Carbide and Ziff-Davis. Finishing ahead were Interpublic, Rice-McHugh, H. J. Stotter and undefeated Papert, Koenig, Lois.

The game with Interpublic settled fourth place. A victory would have sent JWT into the playoffs.

The results left the JWT players disappointed but still sanguine. Having dropped five out of their first six games, they feel they made a remarkable recovery. The season just wasn't long enough.

... But Softballers Meet With Heads and Hopes High

Tryouts and first practice session for the onrushing softball season take place next Wednesday, April 22, on the North Meadows of Central Park, just in from the Fifth Ave. entrance at 96 St.

Aspiring ball players are requested to meet Ben Davis in the lobby of the Graybar Building shortly after 5 p.m. that day. As groups of five players congregate, they will be rushed off to the field in cabs. Opening practice is expected to start at about 5:30. Locker facilities are available at the field.

Classified

Classified ads are printed as a service to staff members of JWT-NY. Copy can be filed in the JWT NEWS office (12SE) each week up to Monday, 3:00 p.m. for publication in the issue dated the following Friday. X2086.

POINT LOOKOUT, L.I.—Shorefront property. 3 large bedrooms, 2 baths. Kitchen, dining and living rooms face the water. Attached garage, fireplace, patio and sundeck. 5 minute walk to private beach and marina. Live here year round or at summer-time. \$34,900. X3108.

FOR SALE—1961 Bonneville, Convertible—all white. red interior. Radio, heater, white walls. Excellent Condition. X2804. After 6 p.m., VI 8-0531.

ARGUS C-3 CAMERA—With flash attachment and separate light meter. Both in leather cases. Excellent condition. \$25. X2713.

FOR RENT, UNFURNISHED—306 E. 84 St. 3½ rooms floor through in brownstone. Skylights, over-

Staffers Demonstrate Techniques of Layout

Allan Sacks, a representative, and Fred Kittel, an art director, teamed up last week to make a "here's-how-we-do-it" presentation to parents and students of New York's High School of Art and Design.

More than 100 persons, most of them parents interested in the future careers of their children, attended the session, which was held on the evening of April 8 in the high school's auditorium.

Using a Carousel slide projector, which was run by Mary Ann Zaorski, a JWT secretary, Allan and Fred gave a basic demonstration of what's involved in advertising and the steps an art director has to go through in preparing a layout.

As a case history, they used a Cutex layout.

The JWTers then stayed to answer questions from the anxious parents. A point of special concern to much of the audience was: Is a college degree necessary to break into the art department of an advertising agency? The answer of the JWT team was: No. Talent and interest are the two main criteria. A degree is of secondary importance.

The Sacks-Kittel presentation was extremely well received—and one reason perhaps was the liberal use of humor. In showing the day-to-day working of an agency, Allan and Fred prepared color slides in which their colleagues served as models. Here, for example, are some scenes from the presentation, reproduced from the original slides.



Rudy Dusek (above) plays the client . . .

Jan Pyk (right, above) plays the crestfallen art director whose layout is rejected . . .

Nancy Lener (right) plays the "happy art secretary" whose boss has just won an OK from the client.

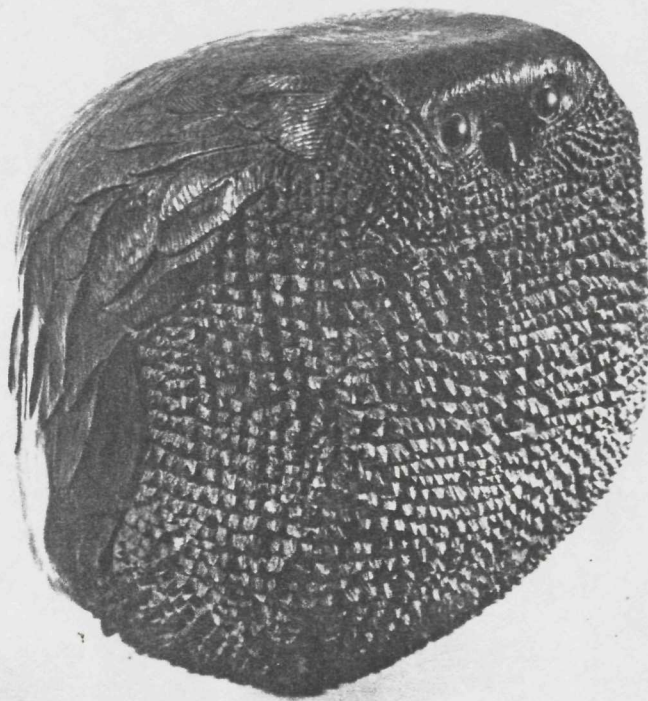


looks lovely garden, high ceilings, woodburning fireplace, livingroom 15x16. \$189. Available May 1. BU 8-5896.

SUMMER SUBLET—306 E. 84 St., June 15-Sept. 15. Fully furnished 5½ rooms in brownstone, 50' sunny garden. Ground floor: 1 bedroom, bath, kitchen with dishwasher—wall oven—diningroom opening on garden. Spiral staircase leads to livingroom with 12' ceilings on second floor overlooking garden. Sliding door closets, hall, bath, master bedroom on front of building. \$425 mo. BU 8-5896.

FRENCH PROVINCIAL CHAIRS—Uncommonly beautiful. Ladderbacks (carved), rush seats. Four, \$140. Cynthia Shalen, X2564.

SUBLET THROUGH FEBRUARY 1965—Available July 1st: 2½ rooms on 10th floor of 15-story, 2-year-old, elevator apartment house. All modern conveniences, free air conditioning and gas. Comfortable size living room, private dressing room, separate kitchen with window and louvre doors. 4 blocks from Main Street Flushing IRT line. \$115 monthly. X2150 (9 to 5); after 6 p.m., TU 6-4232.



OWL — This bronze by Leonard Baskin, on exhibit in the 11th floor gallery, is from the collection of the Chase National Bank.

Work of Leonard Baskin Now on Exhibit Here

"Man is the measure of man. The human being is at the burning center."

These are the words of Leonard Baskin, whose contemporary etchings, woodcuts and lithographs are currently on display in the 11th floor J. Walter Thompson World Gallery of Contemporary Art. While the thoughts are not new, they have been described as having been "so long neglected they evoke an immediate sense of the totally original."

Amidst the contemporary abstract-expressionist school of painting, the work of Leonard Baskin stands in bold and vigorous contrast. Unlike the expressionists and the action painters, Baskin's work, as Brian O'Doherty has said, "is an embodiment of a diminishing tradition, a humanistic tradition that has shrunk as the universe has expanded..."

Consistency Is Hallmark

Baskin's humanistic philosophy is expressed in a variety of ways, but several themes appear with great consistency in much of his work. First, there is a basic compassion for the common man, for "everyman"; there is great concern with the ennobling power of death; a fascination with the horrors which result from man's exercise of his will to power is sometimes evident and, lastly, an interest in the world of nature which surrounds man. The artist's series on birds, especially owls, is strongly representative of this latter interest.

Mr. Baskin was born in 1922 in New Brunswick, N. J. He studied first with Maurice Glickman and, later, at the New York University School of Fine Arts and the New School for Social Research from which he was graduated in 1949. In 1950-51, Mr. Baskin studied abroad at the

Academie de la Grande Chaumiere in Paris and the Accademia di Belle Arti in Florence.

Since 1953, he has been an associate professor at Smith College. In Northampton, Mass., the artist, with his wife and a friend, Richard Warren, operates the Gehenna Press which produces rare books and is one of the best small presses in America today.

Countless one-man shows of his drawings, sculpture and prints have been held in Europe and the United States. Among prizes awarded to the artist are: the Erickson Prize of the Society of American Graphic Artists, a Guggenheim Fellowship, the Ohara Prize at the Tokyo Biennale and various purchase prizes from many of the United States' leading museums, libraries and universities.

Tokyo Office Advertisements

Comprise One of 2 New Displays

An exhibit of nine color proofs of advertising created by JWT-Tokyo for the All Japan Leather Assn. goes on display today in the Corner Gallery on the 10th floor.

At the same time, the Corridor Gallery will house an exhibition of the photography of Claude Chassagne.

Mr. Chassagne was born in France in 1928. He graduated from the Beaux Arts and then came to this country in 1953 where he lived in Arizona with the Navajo Indians for four years.

Since he has been a photographer in New York, he has done work for *Time*, *Life*, Manufacturers Hanover Trust, General Electric, Eastern Airlines, NBC, Johnson & Johnson, Gerber's Baby Food, American

Standard and Mead Paper, working with such agencies as Young & Rubicam, McCann-Erickson, N. W. Ayer, BBDO, and Fuller & Smith & Ross.

Along with being a "shooting" photographer, Claude Chassagne's predominant strength comes from his ideas. He believes that it is not technique, nor what one shoots that brings forth creativity as much as it is the way one looks at an object. He feels that photography is an art in itself and that the work of a good commercial photographer belongs in museums along with contemporary paintings.

New Arrivals

Joseph Hoffman



has joined Media Research as a senior research analyst. He comes to JWT from Doyle Dane Bernbach where he held a similar position. A graduate of Columbia, his first agency assignment was at Donahue & Coe. X2125.

Marjorie La Terre



joins NYO editorial as senior writer for Lux Beauty Soap. Formerly copy supervisor for Colgate and Pond's at Norman, Craig & Kummel and copy chief at Wesley Associates, she has been advertising director for Orlane Cosmetics and Jean d'Albret Parfums. X2456.

Also Welcome to:

Keith Williams (Auditing); Todd Weintz (Editorial); Robert Feinschreiber (Estimating); Terry Elliott (General).

