Chicago Office Wraps Up Client's Christmas Project

CHICAGO—JWT wrapped Christmas gifts early for the Whitman Publishing Company of Racine, Wis., a new account handled by the public relations department here.

Whitman, a subsidiary of Western Publishing Company, also of Racine, is the world’s largest publisher of children’s books and games, a leader in coin-collecting equipment and guides, and a producer of gift wrappings and ribbons.

Holiday preparations with Whitman wrappings followed a request from a major newspaper syndicate for a feature on how to wrap Christmas gifts imaginatively. Whitman’s art director, June Behling, suggested ideas and the Chicago staff went to work. They had been provided with a brilliant assortment of papers—handsomely striped madras, striped and solid foils, tissue papers of many colors and traditional Christmas printed designs.

They soon created a tubular package that looked like a Christmas candle, an oblong package that framed its own Christmas card, a tapered package masquerading as an angel, a fruitcake topped with artificial fruit, a child’s toy wrapped in Mother Goose paper and topped with bubble gum and other fanciful wrappings.

The finished feature on gift wrapping has been made available to 3,000 newspapers for November-December use.

Indiana Boy Scouts Promote Thompson Client’s Campaign

VALLEY FORGE, PA.—Indiana Bell’s popular Sons of Indiana newspaper campaign went camping with 60,000 Hoosier Boy Scouts at the Sixth National Boy Scout Jamboree here this summer.

The campaign, featuring little-known but interesting facts about the Hoosier state’s outstanding sons, is prepared by JWT-Chicago. Among famous sons appearing in the series are poet James Whitcomb Riley, comedian Red Skelton, author Newton Booth Tarkington, musician and composer Hoagy Carmichael, satirist George Ade, war correspondent Ernie Pyle and aviation pioneer Wilbur Wright.

The Boy Scouts used two-foot photographic enlargements of the portraits from the ads to form a campsite gateway.

Twelve advertisements in the series have been reproduced in a “Sons of Indiana” booklet prepared byJWT-Chicago. Indiana Bell furnished 1,500 booklets for Scouts to give away to their counterparts from the other 49 states at the Jamboree.

“Darling, have you discovered Masterpiece? The most exciting men I know are smoking it!”

NEW YORK—Another new major product will be launched by JWT this fall—Masterpiece pipe tobacco, latest addition to the Liggett & Myers line.

With Eva Gabor serving as spokeswoman for the brand, Masterpiece will receive cigarette-type advertising support in the broadest campaign ever put behind a smoking tobacco.

Liggett & Myers is currently introducing Masterpiece to the trade with promotion pieces such as the one reproduced above. Consumer advertising will begin in late November.

The JWT client is seeking a strong foothold in a rapidly growing market. Pipe tobacco sales are up by more than 25% this year.

Masterpiece is the latest in a series of major new products introduced via JWT in the past two years. Others have been Lark cigarettes, Kodak Instamatic cameras, Singer’s “Touch & Sew” machine, Cutex flavored lipsticks and the Mustang.
Client Executive, JWT Head Assess Advertising's Role in Man's Future

(An executive of a JWT client company and the chairman of the board of Thompson delivered talks last week outlining their respective approaches to advertising and sales. Excerpts from the two addresses appear below; in the right-hand column are the words of Alfred di Scipio, vice president in charge of Consumer Products Division, The Singer Company, delivered before the Sales Executives Club of New York, while the summation of Norman Strouse's talk, given at the New School for Social Research appears in the left-hand column.)

I believe there has been a significant change in the role of advertising in our economy since Raymond Rubicam made the flat statement, "The object of advertising is to sell goods. It has no other justification worth mentioning." When he said that the volume of advertising in this country was around $2 billion.

I believe that today Raymond Rubicam would be willing to drop the second part of his statement and add two words to the first so that it would read, "The object of advertising is to sell goods and ideas."

In its ability to sell ideas, and shorten the time lag between the exposure to and acceptance of ideas, and acting upon them, therein lies the opportunity for advertising to continue to make singular contributions to the growth of our economy.

Wherever there are products exchanged between men, some form of advertising assists in the transaction. But the greatest service advertising can provide in the world today lies in its ability to support the urgent drive for greater production in other free countries in our race against Communism. Without dynamic drive behind growth of consumption and a desire for an advancing standard of living on the part of inhabitants of the Free World, greater productivity and utilization of that productivity would be an impossible goal.

In concluding this talk I would like to quote a proposition which James Webb Young, one of the creative minds of our business, stated not long ago, when he was discussing the function of advertising in the world today:

1. The wealth of a country is not determined alone by its natural resources;
2. What finally determines the wealth of nations is the release of the energies of men;
3. Men's energies are released by incentives—by what they consider desirable to exert themselves for in study, thrift, and work;
4. Advertising, by setting before the average man specific and concrete incentives for the acquisition of better ways of living, releases work to the. Perhaps this is why there appears to be a growing correlation between the volume of advertising in a country and a high per capita production and wealth, as in the United States.

In my opinion, communications and marketing are the forces that are bringing our world together today. Our hope for enduring peace may depend upon how well they perform this function.

... you might be interested in just how our new slogan, "What's new for tomorrow is at Singer today!" was born in this very year of 1964. Late last year, I asked our advertising agency to design a complete merchandising program to introduce a new line of Singer sewing machines.

The machines were quite new and different, representing the first major technological change in sewing techniques and methods since the basic thread-handling system was invented in the mid-1860's. Specifically asked that the merchandising package include a thorough research study aimed at naming these new machines. The result, as you may have heard, was that they were christened "Touch and Sew with the Push-Button Bobbin," a designation that has been quite successful.

At the same time that I gave our advertising people this assignment, I specifically requested that they not spend any time thinking up slogans or catch phrases since, by and large, I had become somewhat disenchanted by efforts along these lines. You can imagine, therefore, that it was with some trepidation (unnecessary, I might add) that they "sneaked in" the "What's New for Tomorrow is at Singer Today!" line during the presentation of the proposed new program for our "Touch and Sew" machines.

"Answer Is Simple"

Why did I change my mind, and why did I eagerly accept this phrase to underline all communications of our Division, and to characterize for our customers the "new look" we are trying to achieve at Singer today? The answer is quite simple.

This line, "What's New for Tomorrow is at Singer Today!" communicates sharply and distinctly within our own organization that we must be new and modern and up-to-date in our products, services and distribution methods, and especially in the appearance of our Singer shops, since by choice we operate our own retailing organization. Further, this line forces a discipline upon our research, development, engineering, and manufacturing people to make certain that the products going to market are worthy of being represented as "what's new for tomorrow."

The "What's New for Tomorrow is at Singer Today!" slogan also constantly reminds all of us in management that the rapid changes described earlier are continuously taking place around us at a pace that demands we keep our operations not

For every woman in America who'd like to create a masterpiece

BE OUR GUEST! We'll give you this fabulous new Touch & Sew machine FREE for a week!

The thoughtful moves in every matter of business or finance is an appraisal of the professional qualities of the bank involved. At home or abroad, the Irving is known as the "bank for bankers and businessmen."

IRVING TRUST COMPANY
1 Wall Street, New York, N.Y. Phone: AL 2-2000

HONORED—This full-color "chessmen" advertisement won recognition for Irving Trust Co. from Financial Advertisers of New York.
JWT-Detroiter Embarks
For Frankfurt Assignment

DETOIT — Language lessons, passports, moving details and vaccinations behind them—the William B. Thurbears and their three young sons embarked Sept. 30 for Frankfurt am Main, Germany. He leaves the staff of JWT-Detroit.

As soon as Bill's assignment to JWT-Frankfurt was a fact, he and his wife, June, began taking German lessons. Bill, whose assignment will include work on the Ford account, is determined to become a part of the German community.

Having spent six days in Frankfurt this past July during a business trip that included stops in Cologne, Zurich, Paris and Brussels, Bill was able to give his family firsthand facts and impressions about the city that's to be their new home. He explained, for example, that suburban living as we know it doesn't exist in Frankfurt, where city apartment dwelling is the prevailing mode.

Bill, who joined JWT-Detroit in 1953, leaves the post of representative on the Ford International Staff account. His Thompson assignments have included form-

ning the Detroit office's first Media Research Department, serving as associate media director, account representative in Forward Planning, and account representative on Ford Truck. Early in his JWT career, Bill spent a year at NYO in the International Department.

In talking about his July stay in Frankfurt, Bill tells about flagging down a cab and reeling off the address of our Frankfurt office only to have the driver say, "Oh, you're going to J. Walter Thompson."

The Detroit office staff wished Bill "bon voyage" and "auf Wiedersehen" at a farewell gathering.

Swimming Star to Spend Olympics Behind Mike

LOS ANGELES—Murray Rose, called by some sports authorities the greatest swimmer in history, and the son of Ian F. Rose, creative consultant to JWT-LA, ended an international sporting controversy last week by accepting an offer from NBC to comment on the Olympic Games from Tokyo. This step will take him out of the

amateur ranks while still at the height of his extraordinary career which included winning 6 Olympic medals for Australia.

With a world record in the AAU championship at Los Altos last August after only 6 weeks' training, and a second world record in September, Murray looked a certainty for the Australian team as he had been in 1956 and 1960. But the Aussies rejected his claims for inclusion on the grounds that he had been overseas when the team was selected as far back as last February. At the same time, the Olympic code states that no athlete is permitted to absent himself from his job to undergo any long preparation.

The subsequent ruckus over the Australians' inflexible adherence to their own rules brought strong comment from England, the country of Murray's birth, as well as America, the country of his adoption. Canada,

Schoolboys Outperform Johnny Carson on 'Digest' Fitness Show

NEW YORK—An article on physical-fitness training in a California high school has been used by JWT-NY as the take-off point for a successful public relations program on behalf of Reader's Digest.

Five students from LaSierra High School, Carmichael, Calif., were recently brought to New York with their coach for a series of personal appearances to demonstrate the school's physical fitness program. Although the program was developed for boys with no particular aptitude for athletics, 40% of the LaSierra student body annually reaches the highest level of fitness prescribed by the President's Council.

In programs designated as "Reader's Digest Physical Fitness Demonstrations," the boys did push-ups, sit-ups, handstands and press-ups—extension push-ups done with just the tips of the fingers and the toes—at Rockefeller Center and the U.S. Pavilion at the World's Fair. JWT public relations personnel brought the boys to the attention of the wire services and of television and radio news programs, network and local. Articles appeared on news and sports pages of hundreds of papers across the country, virtually all of them giving Reader's Digest credit.

In a 20-minute spot on the Johnny Carson Show (which would have cost $286,000

if paid for at regular advertising rates) the boys demonstrated their prowess to an estimated 14 million viewers who also saw Johnny try, and fail, a hand-over-hand wall-climbing exercise that the boys did with apparent ease.

They visited the sports editors of all New York papers and demonstrated press-ups on their desks, then left with them buttons reading "Reader's Digest Press-Up Champ." These were also sent to sports editors of major papers across the country. (You too can get a button if you can demonstrate that you're the estimated one in each 30,000 Americans who can do a press-up.)
GATEFOLD—As the new '65 Fords were being introduced in the U.S. with dramatic gatefolds. A similar technique was being employed in the French weekly, L'Express, by JWT-Paris for the new Ford Taunus. Shown above is the inside spread from the Oct. 2 issue. Ford continues to lead the imported car market in France. Of the 80,800 foreign makes imported into France during the first six months of 1964, Ford's British and German cars accounted for 32%. At right is shown a newspaper ad introducing the new Taunus to Belgium, through JWT-Antwerp.

FOLLOW-UPS—Shown at left are two advertisements in the new '65 Ford Division series, typical of those running in magazines, following introductory ads for the new Ford car line on Announcement Day. These two will appear in national weekly and monthly publications between now and December.
Television Production Course Opens 3rd Series of Sessions

A third series of meetings of the Television Commercial Production Course began Wednesday, Oct. 7, with Granger Tripp and Sam Walker leading a discussion on the mechanics of writing television scripts. The popularity of the first two series of classes led to the decision to hold the meetings once again. As on the previous occasions, the course is led by JWT staff members and personnel of MPO Video Productions.

Six classes in all will be held, over the next five weeks. Enrollment in the course is limited, as previously, to 25 people.

Experimental TV Drawings Hung

A series of drawings by Dick Hurd, used to present a unique idea for a proposed Ford television commercial some months ago, will go on exhibit today for a one-week period in the 10th floor Corridor Gallery.

Worked out by a JWT experimental group consisting of Sid Olson, Jim de Kay, Phil Schultz and Tiu Nauts, the commercial was to have been based on the idea of taking over an entire town for several days, during which an actual village parade would be filmed. Local talent as well as professional actors were to be used.

The bulk of the parade, of course, was to be the 17 new proto-type models of the 1965 Ford cars, and the very heart of the idea was the fact that cars never look so beautiful as when being paraded very slowly, at walking pace, past a movie camera.

After field trips, three New England towns were chosen tentatively, with Woodstock, Vt. as the leading prospect. The commercial was to be shot as a five-minute deal-one that was never defeated it. Certain virtues obtain to JWT, nonetheless; our right to experiment boldly as an agency is precious and must be maintained; play-it-safe considerations are not always the best guide to a client's real needs.

The drawings were made as part of the experiment in a deliberate attempt to break away from traditional storyboards.

Other Exhibits

10th Floor, First Gallery, Oct. 9-16.

Exhibit of the works of Sita Gomez de Kanelba, who received her training at the Lycée Français de New York, the High School of Music and Art, and the Parsons School of Design.

The artist has previously exhibited at the Von Bovenkamp Gallery, Albert White Gallery, American Greetings Gallery and elsewhere, and has shown in windows at Bonwit Teller.
Introducing some brand new ideas and expanding on others that have been carried out in past years, the JWT Professional Forum 64-65 will shortly get underway with a comprehensive lineup of programs to be made available to all staff members at JWT-NY.

A detailed memorandum, explaining the benefits to be derived through participation in any, some or all of these projects, will be distributed to each staff member Monday, Oct. 12. Accompanying it there will be a registration form, enabling you to sign up for those programs in which you wish to participate. Here, in brief outline, is an advance view of each of this season's programs:

**Eyes on Thompson**

Providing an inside look at the widely varied functions and activities of JWT, this program is specifically designed to expose new staff members to the workings of the Company and to furnish older members with an opportunity to further their knowledge and understanding of JWT. *Once each week.*

**Professional Perspectives**

Speakers from various backgrounds will discuss subjects related to achieving a broader understanding of the consumer and of advertising, marketing and the related social sciences. Included in the list of guest lecturers will be advertising, sales and marketing executives of client companies. *Every other week.*

**The Creative Screen**

Already under way, this project culls and presents the newest, most exciting and most advanced developments in the field of visual communications, including documentaries and short subjects and television commercials gleaned from the entire advertising industry. *Once a month.*

**The Advertising Workshops**

Working teams offer the stimulation and the challenge of participation in small-sized account groups. In many cases, these units—organized along account group lines—will work on new products, actually preparing marketing plans and creating advertising campaigns.

**The Creative Workshop**

A program especially designed to develop the writing skills of staff members who are not currently copywriters and who thus may possibly become candidates for later writing assignments. Admission to this workshop will be based on the results of an initial copy test.

**The Copywriters' Workshop**

For beginning writers who have joined JWT within the past year, this project is organized into small groups, enabling participants to work directly with senior members of the JWT creative staff. Participants in this program will create copy for actual assignments given to them.

**Department Seminars**

A new development, planned for the benefit of staff members, which will expose JWT personnel to the operations of a number of Thompson departments.