

J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

JANUARY 7, 1966

New 'Like' campaign stresses fashion slant

CHICAGO—A new advertising campaign for Like, the diet drink of The Seven-Up Company, a client of JWT-Chicago, has just been launched. It is strongly directed toward women and capitalizes on their interest in slimmness, smartness and fashion-awareness.

This mood is carried through all the new advertising for Like by the theme, "Stay as slim as you Like." The new campaign takes a positive approach to the use of Like—that of personal calorie control—rather than emphasizing loss of weight.

"Like is for people with good taste, discriminating in their choice of food and drink, people who understand and appreciate good things," explains J. M. Thul, vice president and director of advertising for The Seven-Up Company. "It is for people

(Continued on page 8)

Ford activity tops year-end news

Car and truck sales in U.S. score 15% gain over 1964

DEARBORN, Mich.—Ford Motor Company posted record sales for 1965, with the Ford Division selling more than 2 million passenger cars for the first time in history.

A breakdown by models indicates sales as follows: Ford, 996,164; Mustang, 524,791; Fairlane, 230,625; Falcon, 201,237; Thunderbird, 72,132.

Hailing 1965 as "the biggest sales year in automotive history," Henry Ford II, in a year-end statement, reported that Ford car and truck sales worldwide will total nearly 4.4 million units for the year when final figures are in.

This figure, the Ford Motor Company's board chairman said, represents a gain of 13% over the previous record level achieved

(Continued on page 4)

John Ryan is supervisor on passenger car account

DETROIT—The Thompson office here begins the new year with revamped leadership on the Ford account.

John C. Ryan has been named supervisor of the Ford Passenger Car account. He succeeds Franklyn R. Thomas, under whose direction he had worked for the past year as associate supervisor; Frank will now devote full time to his responsibilities as management supervisor and assistant general manager of JWT-Detroit.

Robert Gamble, at the same time, moves from senior representative on Ford Car



John C. Ryan

Thompson enters into 2 new business ventures

SAN JUAN—A major stock interest in The Porto Rican and American Insurance Company of San Juan has been acquired by the J. Walter Thompson Company.

This investment in the oldest and largest fire and casualty insurance organization in Puerto Rico, announced just prior to last month's holiday period, reflects JWT's "belief in the future of Puerto Rico and its deep interest in increasing its participation in the Puerto Rican economy,"

(Continued on page 8)

LONDON—The Retail Audit Division of British Market Research Bureau Limited, a subsidiary of JWT-London, has joined forces with Test Marketing Services Limited to form a new joint company which will be known as Retail Audits Limited.

The new retail organization will provide comprehensive auditing service, covering both national audits and test audit operations. It will provide retail inventory brand checks.

(Continued on page 8)

Billboards, television score for LA client

LOS ANGELES—Sea World, on Mission Bay in San Diego, a JWT-LA client since January, 1965, has afforded the account



FRAME WITH A PORPOISE—This kinescope of a gracefully jumping *Phocaena phocaena* is taken from the JWT-LA-produced commercial for Sea World.

group here an unusual marketing challenge.

How do you reach an area the size of Southern California on a limited advertising budget and get people to visit a tourist attraction that is 100 miles from the principal population center and is just one of more than 30 major tourist attractions in the area competing for the leisure-time dollar? The world's newest oceanarium and marine-life show center, Sea World is also a direct competitor with Marineland of the Pacific, which has been firmly established in Southern California for the past 10 years.

A thorough analysis of the leisure-time market in Southern California, which included residents and tourists, led to the conclusion that the most effective ways to reach the client's potential audience were to use outdoor billboards of a directional nature (showing the way to the park's ex-

(Continued on page 6)

broadcast, to become associate supervisor on Ford Passenger Car.

Jack Ryan came to Thompson's mail and messenger department here in June of 1950, following graduation from the University of Detroit. He later worked in traffic and production, international and the Field Service organization. During the period of the last-named assignment, he managed JWT's Cincinnati office and handled the Chicago Ford Dealer Assn. committee. He came back to Detroit in 1960 as a representative on Champion Spark Plug and

(Continued on page 5)

Caracas adds Pepsodent

CARACAS—Effective July 1, JWT-Caracas has been appointed to handle advertising for Lever's Pepsodent toothpaste here.

Chicago art director, Fred Boulton, retires

CHICAGO—Fred Boulton, who came to JWT for a summer job in 1923 and emulated "The Man Who Came to Dinner" by staying around for a while—a number of summers, and autumns, winters and springs—retired at the end of 1965.

Fred, who started as a member of the art staff, retired as a vice president of the agency, senior art director and a member of the JWT-Chicago policy committee.

Born in Mishawaka, Ind., in 1904, Fred showed early interest in the arts. He was brought up in Oregon and Washington. In 1919 he came to Chicago, finished high school, and enrolled as a student in the Art Institute of Chicago. It was his desire to earn tuition money for his second year at the Art Institute that brought him to Thompson in 1923.

Widely travelled

He obtained additional art education at the American Academy of Art, Chicago, and at the Academy Julian, Paris. He was a student of John Norton, C. O. Woodbury, and Joseph Allworth, and broadened his career in art with sketching trips to Europe, North Africa, Cuba and South America.

Many awards have been earned by Fred, but the one of which he is most proud was his selection as "Art Director of the Year" in 1955 by the National Society of Art Directors.

Earlier last year, Fred was elected to honorary membership in the Art Directors' Club of Chicago, an organization he helped found in 1932.

He made it five

When Fred was hired to his original summer job with JWT by art director Thomas Erwin, his affiliation swelled the art staff to five persons. The present Chicago art staff includes 21 art directors and a total of 21 specialists to assist them.

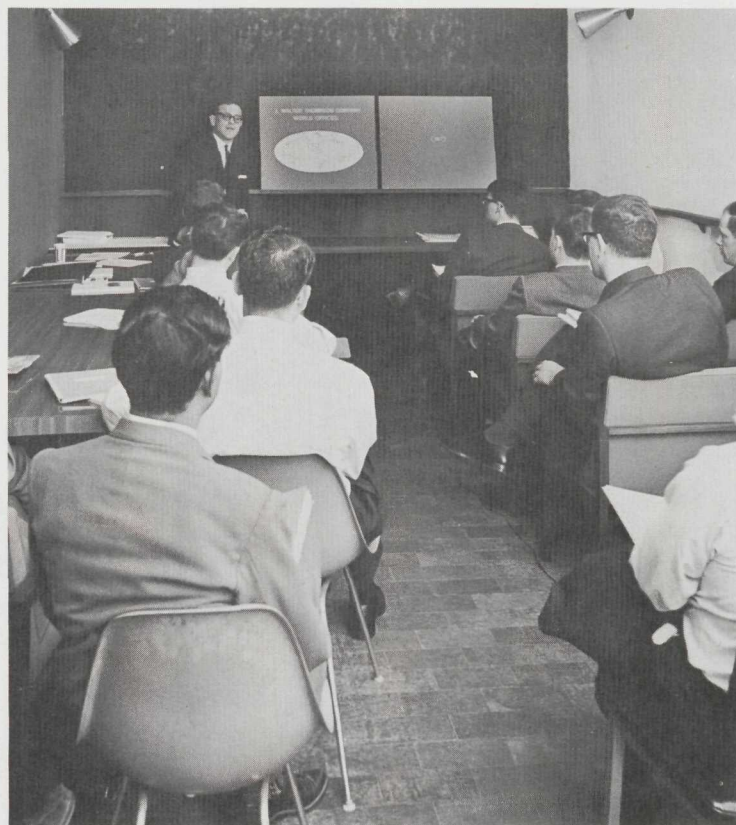
As Fred puts it: "By 1926 I had become an 'art director' handling several major accounts and like others in the business, flying by the seat of my pants and hanging on to the trousers of those at higher altitude."

In October of that year he left JWT to



Fred Boulton

INSTRUCTOR — Peter Zarzy, Executive Vice President Canada and manager of JWT-Toronto, speaks to MacMaster University students on ethics and agency-client relations during a recent advertising seminar in Toronto office.



Toronto plays host to Canadian universities

TORONTO—Sixteen times during the past two years JWT-Toronto has turned school room in order to better inform business administration students on the purpose and function of an advertising agency. The course, running a full day, has been given to groups ranging in size from 10 to 30. In some cases students have driven over 300 miles for the day's course.

The course covers history, organization,

T-square, marketing plan, review board, creative, media, production, research and ethics. Each subject is detailed by individual staff members.

Universities are already requesting dates for the 1966-67 series. In the words of Professor Johnston of the University of Western Ontario, "the presentation was extremely well received here and it is certainly one I would like to reserve for subsequent years should such be possible."

organize Art Directors Service, of which he was president. It was the first art studio in Chicago to specialize in art direction services for agencies and industry. Six years later, he returned to JWT, at the invitation of Jim Woolf and Henry Stanton, as a major art director. Through the years he worked on all JWT accounts.

Fred was promoted to director of the art department in 1943 and was elected a vice president of JWT in the following year. In 1946 he was art director and co-producer of the first television commercials prepared by JWT-Chicago. He subsequently organized and supervised the Chicago office TV art department.

His immediate plans on retirement are to escape the rigors of Chicago's winter and head in January with his wife, Lorna, for several weeks in the Carribean—St. Vincent, Antigua, and the Barbados—for some lolling and brush wielding.

After that he intends to return to do "what I started to do in 1922—before being waylaid by the advertising business and economic necessity—to paint and draw and experience the joys and frustrations of the finer arts." He will have a studio on

the North Shore and will continue to reside at the family's present home in Lake Forest.

Additional retirements effected in U.S. offices

Additional retirements which took effect Dec. 31 include the following:

- **New York**—Marie Mahoney, who had worked in the Representative area and who joined JWT in 1930; Frankie M. Robbins, a member of the Information Center staff since 1959.
- **Detroit**—Lee Leclair, a member of the Representative area since 1957; Mary McKinley, who joined Thompson in 1945 and served in the Personnel Department.
- **Chicago**—Nina Blue, in Administration, and a staffer at JWT since 1923; Lily M. Brough, who joined Thompson back in 1947 and was most recently in Broadcast Traffic; Mildred O'Byrne, in General Traffic, and with JWT since 1947 also.

'Reader's Digest' cooperates in TV driver test program generated by JWT personnel

PITTSBURGH—An unique audience-involvement television program, in which viewers at home were able to determine whether they could see well enough to drive an auto, was shown over KDKA-TV here last month. It was produced by the station in cooperation with JWT client *Reader's Digest*.

The program was suggested and planned by Jeanne Shea, JWT-NY Public Relations, who each month helps arrange a promotion based on an article in the current *RD*. Actual production was accomplished by members of KDKA-TV's staff, using pertinent film clips, and enlisting the aid of local authorities.

The television show was based on an article, "Your Eyes, Your Auto and Your Life," which appeared in the December *Reader's Digest*. The article says, "At a mile a minute, your life depends on your eyes." It then gives a few tests which you should be able to pass. If you can't the articles continues, "You should see an eye doctor."

Film crews from KDKA went on location to film various driving situations for screening on the program. The specially photographed motion picture film of highway conditions was taken through various lenses simulating different degrees of vision to help motorists recognize the dangers of below-standard sight in driving.

Mr. Peanut, 50 years old, enjoys market leadership

NEW YORK—In 1916, just before the Yanks began singing "Over There," and while Model T Ford ambulances were dodging shell craters along the Meuse and the Marne, "Mr. Peanut" was created as the Planters Company trademark. 1966 will complete his 50th year as ambassador for Planters nut products.

Although the peanut is a tiny item, and it takes a lot of peanuts to make a pound, each year brings a peanut harvest of *one and one-half billion pounds in the U.S.A.* This is enough to provide a 6-ounce bag of peanuts for every man, woman and child on earth. About a quarter of this crop reaches the market as the familiar roasted, salted peanuts. The rest is processed into peanut butter, peanut oils and peanut candies.

A new way of processing peanuts was developed in 1962 . . . the dry-roasted method, in which peanuts are roasted in high temperature ovens without oils or sugar. They're crisp, dry to the touch, low in calories and delicately spiced. In 1962 the market for dry-roasted nuts was shared about equally between Planters and one competitor. Latest 1965 figures show Planters far and away in the lead, with the original and several newer competitors strung out behind. Planters' share of market is steadily increasing.

This Planters dry-roast processing now

includes six kinds of nuts: peanuts, cashews, mixed nuts, almonds, pecans, and the recently announced Spanish peanuts.

An expanded advertising program for 1966 will feature all products in maga-



Mr. Peanut

zines, network and spot TV. Major emphasis will continue to be placed upon the dry-roasted line. Planters Peanuts are a product of Standard Brands and have been a client of JWT-NY since Sept. 1, 1961, after having been with Thompson from 1933 to 1950.

Christmas party

Surprise

It has been tradition at JWT-Buenos Aires to invite clients to share the celebration of the holiday season. This year, however, the clients helped honor retiring manager Manuel Mortola by surprising him with a party. With the aid of JWT-NY, a secret project was undertaken—the making of a "This Is Your Life" type film. Manuel Mortola's career was traced, with the help of his wife Carmen and by digging into JWT and client files. The result: a combined color and b&w production, running for 25 minutes. Carroll Carroll did the script and Bob Colwell supervised production at JWT-NY. Peter Dunham flew the film to Buenos Aires.

Right—Mort surrounded by clients enjoying the film on his life produced in collaboration by JWT-BA and JWT-NY. This film took him completely by surprise.

Below, left—Mort being congratulated by Peter Dunham of JWT-NY before being presented with commemorative scroll from Board of Directors. In the background is Eddie Williams of JWT-BA Radio and TV department.

Below, right—An "abrazo" of friendship from José L. Proenza, district and traffic sales manager of Pan American.



Ford vehicle sales set new records

(Cont.)

in 1964. In the U.S., car and truck sales will show an increase of 15% over the previous year.

Noting that economists predict that the gross national product will increase by more than 6% during 1966, Mr. Ford's statement continued:

"Another good year for the economy should mean another good year for the automobile industry. We detect no signs of strain in the automobile market. Consumer car buying intentions are up from last year. Dealer inventories are in good balance and we estimate that dealer profits for the first nine months were 22% higher than in the same period last year. Used car prices, although off slightly as a result of the excise tax cut, continue to be remarkably strong. Nearly 6 million old cars are being scrapped annually. The number of new households and the number of families owning two or more cars continue to rise sharply.

Models intrigue consumers

"In their first few weeks on the market, the 1966 models have proved their appeal to customers. The excise tax cut scheduled for Jan. 1, 1966, will be passed on, as was this year's reduction. Again next year, the American car will be a better value and a better buy than ever before.

"If the presently scheduled reductions in the auto excise tax are carried out, and if Government policies foster continued sound economic growth, we see no reason why the automobile industry should not share in the rising prosperity of the nation, as it has in the past.

"For 1966, my estimate is that new car sales will be at approximately the same level as in 1965. Actually, this represents sizable growth in view of the fact that 1965 sales were increased by several hundred thousand units that would have been sold in 1964 had it not been for production losses caused by strikes.

Optional equipment popular

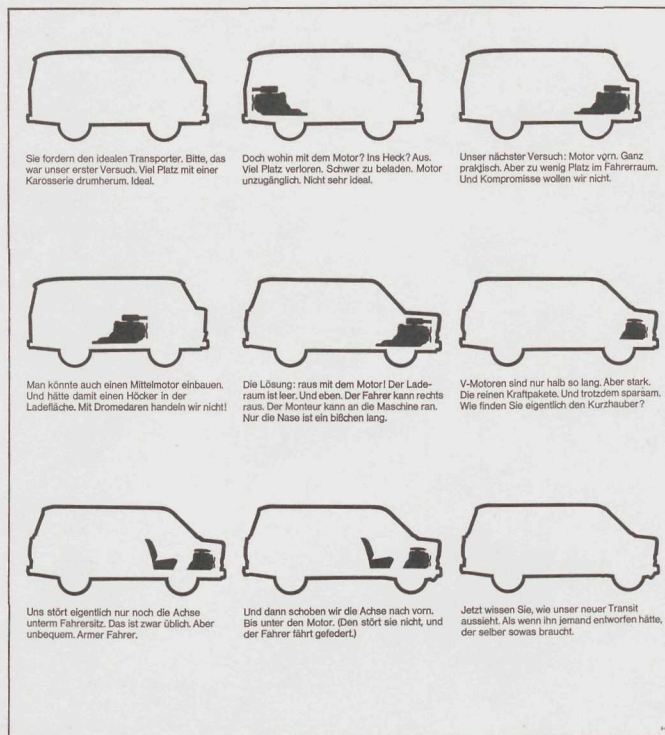
"Moreover, we expect that dollar sales will continue to rise faster than unit sales because customers are turning increasingly to top-of-the-line models and are buying more optional equipment. For example, 75% of our 1966 models have been bought with V-8 engines, compared to 51% of our 1960 models. Over the same period, air conditioning has climbed from 6% to 21%, and power steering from 23% to 57%.

"The outlook for car and truck markets outside the U.S. is also very good," he continued. "Car sales in Canada have been stimulated by the rapidly expanding Canadian economy and by price reductions. The U.S.-Canadian automotive trade agreement improves the outlook in Canada still further. Over-all, we expect foreign automotive markets to continue the steady growth of recent years.

"Ford will enter the new year with excellent prospects for maintaining or improving its share of expanding world markets. Sales of our 1966 car models in the

Ford-Idee

(Oder: Angenommen, Sie würden einen Transporter bauen)



Ford Transit — die Linie der Vernunft

PRECEDENT-SETTER — Here's historic 3-page Ford truck newspaper advertisement appeared when it ran in the *Frankfurter Allgemeine*. Page shown here at left with opening right-hand page in full, followed by the other two spread.

'Wunderbar' greets publication of history-making

FRANKFURT—Ford of Germany's newest model was unveiled last month with 3-page ads in leading newspapers announcing the new Ford Transit light commercial.

Aiming for maximum impact on the German market, the JWT account team recommended that Ford create as much excitement as possible by running the first 3-page newspaper ad ever used in this coun-

try for a single product. The new model warranted the splash—it's the first new light commercial from Ford of Germany in 12 years.

The first page of the spread is a teaser on the basic design concept of the Transit, preparing the reader for visual acceptance of this type of delivery truck, which is brand new in Germany. The second page

U.S. have been running more than 7% above the very high levels of a year ago. October was the biggest car sales month in the history of the U.S. company and last month was the best November we have ever had.

"Reflecting the strong demand for our U.S. products, we will set a fourth quarter record by assembling about 870,000 cars and trucks. We expect to set a January record by assembling 270,000 vehicles.

"In 1965, for the first time, Ford-built cars took first place in sales in the total world market outside of North America. Ford of Germany's new models were particularly successful, registering a 40% sales gain in the German car market."

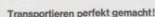
During 1965, said Mr. Ford's statement, the company spent \$635 million on new and improved facilities, a figure which will reach \$800 million worldwide this year (of which \$500 million will be invested in

the U.S.), and also \$700 million during 1967. "The total for the four years," he stated, "will be \$2.6 billion, substantially more than we have ever spent in any four-year period."

These investments, he noted, include improvements in customer service as well as expansion and modernization of manufacturing facilities. Between 1964 and 1966, about 1,700 dealers will have built new facilities or expanded existing ones.

Mr. Ford also announced that the company has taken an active role in reclaiming scrap steel from junked cars, and is actively engaged in building new facilities for its Automotive Safety Center. "Ford Motor Company is actively concerned about these problems," he added, "not only as a responsible corporate citizen, but also because we know that the future growth of our industry depends upon finding solutions."

(Oder: So werden Ihre Wünsche serienmäßig erfüllt)



Wir gehen einen neuen Weg im Nutzfahrzeugbau. Den Weg der Maßarbeit vom Fließband. Damit unsere Nutzfahrzeuge Maß für Maß auf Ihre Transportaufgaben und auf höchste Wirtschaftlichkeit abgestimmt sind. Ein Nutzfahrzeug nützt Ihnen nur, wenn es genau paßt. Rundherum. Erst dann ist es ein wirkliches „Nutz“-Fahrzeug für Sie.

Mit dem neuen Ford Transit stellen wir eine neue Transporter-Klasse vor. Neu, weil die Anpassungsfähigkeit der Nutzlasten, Motoren, Modelle und Türkombinationen den bisherigen Rahmen der Variationsmöglichkeiten sprengt. Und neu, weil eine Vielfalt von Bewährtem und Bahnbrechendem im neuen Transit vereint wird (V4-Motor vor dem Fahrerhaus, Breitspurfahrwerk, „Einweg-Entladung“, Schiebetüren, „atmende“ Sitzpolsterung, „Elektro-Tauchgründung“, 10.000-km-Wartung, detaillierte Kartendatelle).

Das Ergebnis: Rationelles Transportieren perfekt gemacht!

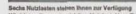
Ihr kompromißloser Verdienener!

Zu wenig Nutzlast und Motorkraft sind teuer. Sie müssen öfters fahren – zu wenig Kilometer, Benzin, mehr Kosten. Zu viel Nutzlast und Motorkraft sind gleichfalls teuer. Sie fahren zu oft leeren Raum spazieren; zahlen zu viel Steuern, zu hohe Versicherungen. Deshalb will Ford Ihnen jetzt Ihren Transit ganz genau nach Ihrem Bedarf anpassen. Mit der für Sie passenden Nutzlast und dem darauf abgestimmten Motor. Mit dem für Sie idealen Aufbau und Radstand. Mit der richtigen Turbokombi. Mit dem individuellen Zubehör.

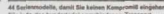
■ 6 Nutzlasten	■ 3 Motoren	■ 18 Türkombinationen
■ 2 Radstände	■ 44 Serienmodelle	

stehen am Fließband bereit. Eben weil wir glauben, daß sich Tausende von Nutzfahrzeug-Verwendern nicht über wenige Modelle scheren lassen. Weil es Tausende von Transportproblemen gibt. Aus der Vielzahl der möglichen Ford Transit-Modelle bestellen Sie Ihren Transit nach Ihren besonderen Transport-Aufgaben. Das Resultat: Ihr kompromißloser Verdienner.

(Oder: Ein Dutzend guter Gründe, die Ihren Gewinn bestimmen)



Drei Motoren, damit einer immer der Richtige ist



44 Serienmodelle, damit Sie keinen Kompromiß
akzeptieren müssen. Einzigartig. Einzigartig. Einzigartig.



18 Türkombinationen, damit Ihre Ladung freie Bahn findet. Wenn Sie noch nicht wissen, was Sie mit der Ladung anstellen möchten, ist das kein Problem. Denn Sie können jederzeit die Ladung wieder abholen. Und wenn Sie sich für eine der 18 Türkombinationen entschieden haben, ist das auch kein Problem. Denn Sie können jederzeit die Ladung wieder abholen. Und wenn Sie sich für eine der 18 Türkombinationen entschieden haben, ist das auch kein Problem.



Handreichung für besondere Anforderungen

Nachbarkristen, die ihren Schrecken verloren ha-

Nicht als Ersatz für Ihre Locken

Fliesen-Erdbeer® – hammmmer nicht's nicht



100

100



became account supervisor the following year.

He has also been account supervisor on Burroughs International. In 1962, he was elected a vice president.

Jack, who is 38, and wife Barbara, have five children (three boys and two girls) and live in Birmingham, Mich.



His hobbies include snow skiing, swimming and reading. Football and hockey are his favorite spectator sports. Two of the Ryan children are potential swimming

Gamble moves

Robert Gamble joined JWT-Detroit in 1961, coming from Maxon, where he was supervisor on that agency's Gillette account.

He and his wife Audrey have 7 children (four girls and three boys) and live in Grosse Pointe, Mich. Born in Scotland 43 years ago, he came to Windsor, Canada as a pre-school age child and became a nationalized U. S. citizen in Algiers during

In addition, due to the tremendous volume of material needed, and the short time period from approved prototype to introduction date, the Ford team again turned to international cooperation; a U.S. art studio produced more than 100 pieces of finished artwork in a matter of weeks—and dealers throughout the country are calling the printed material *wunderbar*.

World War II. He coaches a Mel Ott baseball team and conducts a boys' gym class at Bethany Lutheran Church.

An avid golfer, he also enjoys snow skiing and belongs to a Friday night poker club. He calls himself a professional student as he has taken college night courses for 17 of the last 20 years; in fact he has just recently completed a computer course at Wayne State University. On the home front, he refinishes antique furniture.

Ford tops Manhattan market

NEW YORK—Out-registering their nearest competitor by more than 17%, new Ford passenger cars sold 1,034 units in the pivotal Manhattan area during October. The total compares with September's 722, which also topped all other makes.

Sea World uses billboards and television to reach the tourist

(Continued)

act location) in the San Diego area and to develop a spot TV campaign for the Los Angeles market to reach Southern California's population center.

Sea World welcomed its one millionth visitor in September. Attendance figures have risen, an average 94% the past summer season over the figures of a year ago. In June attendance was up 84% over the previous June; July showed an astronomical 121% increase in patronage; while August was up 87%.

In a recent issue of the *Sea World Newsletter*, George Millay, president of Sea World, states, "We have always felt that Los Angeles area residents represented the major source of revenue for San Diego visitor industries. Our promotional programs for the past nine months have been aimed directly at the Los Angeles area. In a recent survey, one of the most promising statistics was that 85% of out-of-county visitors to Sea World planned, before leaving home, to come to Sea World . . . 45% of these people had seen our television commercials."

A unique attraction within Sea World's 22 acres is the Theatre of the Sea, an immense underwater theatre-in-the-round. More than 900 spectators at a time can view the show through 20-ft. picture windows.

Inside the 45-ft. square tank, dolphins, Sea Maids and a male hero star in a three-act drama of the deep. The 20-min. show illustrates the high intelligence and abilities of the dolphins. Music and narration

OVER-ALL VIEW—Located on Mission Bay in San Diego, California, Sea World's 22-acres of beautifully landscaped park offers a wide variety of entertainment for the entire family.



accompany the action as the humorous plot unfolds.

In the Sea Grotto, Sea Maids cavort among the rare fish on display, pointing them out to visitors and describing their habits in a running commentary to the audience watching through picture windows.

Another major attraction is the Japanese village sponsored by the Murata Pearl Co. of Kobe, Japan. The display of Japanese culture includes a teahouse, gift shop and a glass-walled tank through which specta-

tors watch girls selecting pearl-bearing oysters from the bottom. "A little corner of Japan," the center was fabricated in Tokyo and shaped for assembly on the site at Sea World.

In Sea World's Dolphin and Whale School, visitors watch the world's largest dolphin, 10-ft. Samson, perform. Two pilot whales demonstrate training techniques and a humorous "visit to the doctor" skit. Both above-water and underwater viewing are available.

Memphis Ford dealer group sponsors contest for "Miss Liberty Bowl"



MEMPHIS, TENN.—Charlene Bellew, who was unanimously chosen Miss Liberty Bowl '65 by the Memphis District Ford Dealers Advertising Fund, was awarded a '66 Mustang during half-time ceremonies at the Liberty Bowl game last month.

The Memphis FDAF sponsored the game on regional TV and radio, and used the half-time ceremonies to introduce its "Ford Dealer Hawaiian Holiday Sweepstakes" with a 40-ft. float built in a Hawaiian motif, complete with five hula girls. The sweepstakes will be marked by the largest media advertising campaign in the local group's history.



30 Hawaiian Holidays to be won! All you have to do is come in and register!

**FORD DEALER
HAWAIIAN HOLIDAY
SWEEPSTAKES**

**The 1965 Ford
rides quieter
than a Rolls-Royce!**



mph	67.4	72.3	4.9
40 mph	75.9	81.4	5.5
66 mph	82.6	85.4	2.8

[illegible]

PRODUCTS OF MOTOR COMPANY

Test drive Total Performance '65...best year yet to go **FORD**

Admen choose two Ford efforts

JWT received top awards in two out of six categories in a *Printers' Ink* contest to determine Outstanding Advertisements of 1965 (see Ford "Rolls Royce" newspaper ad at left and Falcon poster above). No. "firsts" were given, but *PI* readers were invited to mail in ballots voting for the top five ads in each category from among the magazine's more than 100 nominees, selected by an anonymous panel of advertising men. The other categories were magazines, television, radio and business publications.

MPH	FORD	ROLLS-ROYCE	FORD QUIETER BY
20 mph	67.4	72.3	4.9
40 mph	75.9	81.4	5.5
60 mph	82.6	85.4	2.8

[illegible]

ar yet to go **FORD**

... and Chicago wins honors, too



7-UP

**DON'T
RUN
SHORT!**



FOLLOW THE PFEIFFER

Approximately 2,400 entries were submitted by agencies and artists from all over the Mid-Western states. 300 pieces were selected for hanging in the Awards Exhibit.

The best ideas are more exciting in CONCRETE

Concrete gives a world trade center built-in sales appeal

The buildings of New Orleans' new International Trade Center are designed to serve the buyers and sellers of merchandise from every corner of the world. Here, through the imaginative use of concrete, is expressed the very spirit and pace of modern-day trade. In the Convention Exhibition building, the New Orleans architects used a concrete barrel shell roof to create a vast space, as well as an interior, clear span of 225 feet, equivalent to less than 17,000 people. Textured concrete walls provide tasteful contrast. The 13-story Trade Mart tower also utilizes concrete throughout. The highly compressed qualities of New Orleans' soils were mastered by prestressed concrete piles, providing firm foundations for the light but strong reinforced concrete frame and floors designed by advanced new structural criteria. Gleaming exterior curtain wall panels of precast concrete assure visual impact. An eight-story concrete parking tower is nearby. **Architects and investors find concrete makes good business sense.**

Portland Cement Association

An organization to improve and extend the uses of concrete, made possible by the financial support of most competing cement manufacturers in the United States and Canada

JWT acquires insurance unit in Puerto Rico (Cont.)

Dan Seymour said in announcing the acquisition.

It comes as the culmination of some months of study of the possibilities of investing in another kind of business which is not in conflict with Thompson client interests, which has a proved record of soundness and which will not require JWT to assign any of its own personnel to management operations.

Present management continues

The present management of the insurance organization will continue to operate the business; in addition to Mr. Seymour, Howard D. Brundage and John F. Devine—JWT Vice presidents—Finance and Administration, respectively—have been added to the PRAICO board of directors.

PRAICO was organized in 1920 by a group of local businessmen. During its first year, it wrote premiums to the total amount of \$113,348; in 1964, the volume of premiums written came to more than \$4.5 million. The company's business in that year amounted to 8.7% of all multiple line premiums written in Puerto Rico.

Thompson has had an office in San Juan since 1956.

BMRB unit merges into new audit company (Cont.)

BMRB's retail audit operations were the first panels to be formed in Great Britain. Today they provide national consumer audits in chemist, grocer, hardware and ironmongery, radio and electrical shops and garages. Test Marketing Services, founded three years ago, specializes in test auditing, and now has about 30 test towns and a number of television area panels.

The annual volume of the new company, at about \$750,000, will make it the second largest retail auditing organization in the United Kingdom.

Fast service anticipated

By streamlining its administrative sections, and by making use of improved computing and processing facilities, Retail Audits Limited is expected to be able to provide fast and accurate service in a field which is experiencing sharply increasing demand. It has been particularly apparent in the need for greater knowledge of the competition in existing markets and the demand for better testing facilities of new products.

E. J. Davis and J. E. Fothergill of BMRB will be members of the new company's board, as will Andrew Sinclair, Secretary of J. Walter Thompson Limited.

Other research facilities provided by BMRB in the areas of consumer and industrial research, advertising and media research, and attitude and motivational research, will continue as previously, and are not involved in the merger.



PROMOTION—"Slim" is a key word in the new Like advertising campaign. Reproduction (above) of a four-color print advertisement for The Seven-Up Company's diet drink emphasizes in picture and words the new Like theme: "Stay as slim as you Like." At right are typical frames from new TV commercial.



New campaign for 'Like' stresses fashion slant (Cont.)

ple who want flavor, satisfaction, enjoyment—but at the same time understand that some degree of self control must be exercised.

"These are attractive people who wish to stay that way. That is what 'Stay as slim as you Like' is offering them.

"Since we are talking to people with taste—fashion-conscious women, and indirectly, of course, to all others—the Like advertising is built around fresh young women in the latest figure-flattering fashions. They are involved with the product and always in settings that carry the cool, fresh, invigorating promise of Like. The



copy has the same light, fresh feeling."

During 1966 the Like campaign will appear in print media, on radio and television, in newspapers and on outdoor posters. Final media selection has not been completed.



SPEAKER—Ben Wells (l.), president of The Seven-Up Company, addressed the luncheon meeting of the Executives' Club of Chicago last month. Shown with Wells at the luncheon meeting in the Sherman House are (l. to r.) Ted Jardine, management supervisor of the Seven-Up account; John Monsarrat, manager of the Chicago office; and Donald J. Erickson, president of the Executives' Club.



January 7, 1966

FOR STAFF MEMBERS ONLY

New Arrivals

Alex Exum



has joined JWT as a PR writer on Kodak and Listerine. Formerly an account executive in product publicity with Ruder & Finn, he came to Thompson from a position as Public Information Officer with HARYOU. He graduated from Hampton Institute with a major in business and economics and served with Armed Forces Radio in Hawaii and Japan for three years. Born in Hawaii, Alex spent his formative years on his father's schooner and learned Japanese as his first language from the crew. He is an aficionado of auto racing and diving, and qualified for the 1952 Olympics springboard semi-finals. X2962.

John O'Brien



has joined JWT as a programmer in the Data Processing Department. Formerly with RCA, he is currently studying for a degree at Rutgers University, with a major in marketing. A native of New Jersey, John lives with his wife in North Bergen and enjoys bowling and basketball in his leisure time. X3119.

Santo Pulise



has joined JWT as an art group head on Lever Brothers and Standard Brands. After graduating from Cooper Union, he served in the Marine Corps for three years, with most of that time in the Far East. Formerly with Erwin Wasey as an executive art director, associate creative director and vice president, he is chairman of judging of the annual Art Directors Club of New York showing this April. Santo lives with his wife and three daughters in Pound Ridge and enjoys playing football, softball, golf and boxing as leisure time pursuits. X2121.

No transit, but we showed up...

By train, by cab, by car, and by foot JWTers reported to work this past Monday despite the transit strike, and by 10:00 a.m. at least one-third of the staff had reported in.

By midday, roughly 70% of the NYO staff of more than 1,600 was in and heads of departments reported smoothly functioning operations. Attendance Tuesday, counting only those out for reasons of transportation, hit the 88% mark.

In general, no special arrangements were made and people in each department pitched in to complete vital work. Hardest hit were the service facilities. Only three of 15 messengers reported to work, the remainder unable to travel the long distances from their homes. Mrs. Angela Corrado stated only emergencies could be handled. Bob McGarry and four of a staff of 12 manned the Mail Room. In Reproduction, only two men, Udo Kesa and Arseni Tallman, were available to do the work which quickly stacked up in the receiving boxes.

But, despite the emergency, Thompsonites found ways to come in and carry out their regular tasks.

Computer group prepared

In anticipation of the strike, Dr. Norman Sondak, head of Systems and Data Processing, had called a meeting on Thursday before the holiday to set up emergency measures and transportation. Special preparations were necessary because computers operate on both long-range and short-range bases. In some cases they operate two weeks in advance of JWT itself, but others—such as the IBM key-punch operation in the Data Preparation Department—are day-to-day operations requiring constant attendance. As a result, some of the staff came in Friday, Saturday and Sunday. On Monday, Les Roberts rose at 4:00 a.m. to begin picking up people by car an hour later. At this point, although "still hurting," department personnel were managing to complete necessary procedures.

Mike Quill took his action at the worst possible time as far as the Payroll Department is concerned. In addition to the preparation of W-2 forms, this month marks the first time that JWT-NY is handling all domestic payrolls from every office, including San Francisco, Los Angeles, Detroit and Chicago. In addition, increased deductions, including Medicare and Social Security, have to be shown on new checks. Although already programmed on the computer, these checks must be sent out West a week in advance to be distributed by Friday, Jan. 14. In anticipation of the work load, two staff members had reported to work by 7:00 a.m. on Monday. By 11:15 a.m. all but three of the staff had arrived. Kay Gaughan stated,



WIDE OPEN SPACES—This is what one corner of the normally bustling 7th floor Media Department at JWT-NY looked like early Monday morning; but soon JWTers were at their desks, as usual.

"Our staff is here, but the calendar isn't helping."

Other departments were less seriously affected. Casting, Media, Broadcasting and Traffic reported no serious disruptions. Work in most areas was assigned a priority, and people cooperated to answer phones and complete essential tasks. In the Century Room, supervisor Ralph Ghist had set up a "self-service" coffee and cakes operation by 8:30 a.m. in the absence of the regular coffee carts. Six of his staff were in and planned to serve a luncheon of soup, one hot item and sandwiches. The Personnel Department notified various areas to lunch early to avoid undue crowds in the cafeteria.

Geography a factor

Total attendance in each department seemed to be dictated by geography. In Casting only three of 13 staff members were out. At the same time, head librarian Terry Munger operated the Information Center alone and the work of the Transcription Department, ordinarily done by a staff of 15, was carried on by department head Patricia Kennedy, one staff member and one part-time volunteer.

People helped out willingly in hard pressed departments. Carole Brady of the Kodak Store and Mary Ann Zaorski of Administration volunteered to pinch hit for the absent mailboys and both helped sort the overflowing mailbags. To various reporters from the *Journal-American*, *Business Week* and the *New York Times* who called to check our condition, Thompson was able to report business as usual. JWTers seemed to reflect the attitude—"Don't give in"—prevalent throughout the city.

Marriages

Margaret Ozer, Editorial, to Laurence Cadman . . . Ethel Littlejohn, Media, to Lawrence Jones . . . Francine Zinno, Editorial, to Reynold Baker.



GALA—Above is the giant 10th floor tree. Jon Brand, Editorial, shot his partying colleagues.



JWT Christmas features mountain of gifts

'Twas the night after Christmas and the annual gift-giving program for underprivileged children was a heartwarming success. This year JWT-NY staffers responded with a flood of 1,400 gifts for the children on our lists—about 100 from Abbott House, 300 from Willowbrook (a small fraction of that institution's total population).

After being displayed for several days in individual reception areas, the gifts—many of them, according to tradition, wrapped with great care and imagination—were heaped around the two-story tree in the 10th floor Conference Room where staff members could see them as they trooped to the traditional Open House on the 11th floor Dec. 23.

The party, as usual, features a buffet, Christmas carols by the JWT chorus, a drawing for prizes and the small children

of staff members underfoot. Norman Strouse, in his traditional message, extended Christmas greetings to the staff, expressing thanks to all those whose work often goes unacclaimed, particularly "our secretaries, without whom the apparent efficiency of our executives would completely fall apart."



Classified

FOR SALE—\$75: 2 Swedish modern chairs; 1 chest of drawers, black lacquer; 1 desk. X2880.

ANY SIGMA CHI ALUMNI in our midst? Please call Terry Elliott, X2310.

FOR SALE: 1964 Buick Special V-8. 12,000 miles, automatic transmission, power steering, power brakes. Must sell. Call Jim Maher, X2603.

SKI HOUSE—Convenience for the week-end skier! We need 4 or 5 more people to fill up a brand new chalet. One-half mi. from Mt. Snow (Vt.) lifts, near 6 other good mountains. Extremely reasonable! For further intriguing details, call X2254.

SUBLET 3-ROOM garden apartment. East End Avenue and 88 St. Renovated brownstone, air conditioned, TV watchdog system. \$190. 249-3265 evenings, Saturday and Sunday.

AUSTIN-HEALEY 1964 Mark II 3000 Convertible, Black, red leather, wire wheels, 4 speed, overdrive, Pirelli tires, Lucas driving lights, A-1 condition, expertly serviced. Only \$1995. George Beyer, Lever Brothers, MU 8-6000.

FOR RENT: Year-round weekend house. Furnished or unfurnished. Large, beamed living room, small bedroom, all electric kitchen, dining area. Skiing, boating, swimming, hunting, summer theatre nearby. Fish or canoe from yard. Private but not isolated. Commuting 1½ hours door-to-door, via Central of New Jersey. Located Sourland Mountains in Western N.J. Convenient to New Hope, Pa., Delaware Water Gap, etc. Photographs available. X2717 or OR 9-8135 evenings.

1962 PONTIAC TEMPEST, Le Mans Sports Coup 2 door, 4 cylinder, good condition, 2 Tone Blue. \$900. X2419.

Forum

• *Professional Perspectives* — This series leads off its '65-'66 season with two speakers, both of them named Johnson. John H. Johnson, publisher of *Ebony*, *Tan*, *Jet* and *Negro Digest*, will speak on the development and future potential of the Negro market (Tues., Jan. 11). Walter M. Johnson, a 20-year veteran of Time-Life and currently assistant to the publisher of *Fortune*, will speak on new product development and the role of advertising in new product success or failure (Thurs., Jan. 13). Both meetings will be held in the 10th floor Conference Room.

LOOK WHO'S HERE—Decorations on the 9th floor included a Christmas tree of caricatures by artist Anthony Paolucci. Among those in his gallery were, (l. to r.) Norm Todhunter, George Takayama and Charles Colby.

