J. WALTER THOMPSON COMPANY
NEWS

VOLUME XXI, NO. 18 | FOR STAFF MEMBERS ONLY | MAY 20, 1966

Karachi office helps set up triple exhibits

KARACHI—A United States Information Service exhibit of the peaceful uses of a Central Treaty Organization microwave telecommunications system opened simultaneously in three cities last month. And JWT-Karachi was deeply involved in its preparation.

The CENTO microwave telecommunications system, linking Rawalpindi, Teheran and Ankara was formally dedicated April 20, with ceremonies in each of these capital cities. The USIS publicity plan made provision for three replicas of the microwave exhibit to be constructed for display at each of the dedication ceremonies.

Work started last June

The Exhibit Section of USIS, Karachi, contracted with JWT in June of last year for designs, artwork, research work, texts, captions and scripts for tape-recording for the microwave exhibit.

JWT was supplied with a 1/6 size wooden scale model of the exhibit, which was divided into five sections. Each section had to project by means of posters, photographs, texts and captions the different aspects of the microwave system. Texts and captions had to be written and tape-recordings made, in English and re-

(Continued on page 4)

Ford Division sales top Chevy totals

DETROIT—After having recorded its seventh consecutive monthly sales record in April, Ford Division moved out in front of Chevrolet during the first 10 days of this month.

It is the first time in recent years that Ford has surpassed Chevy's sales totals for any given period, and marks the culmination of a steadily narrowing gap between the two units' sales volumes.

Top 10 U. S. markets . . . 1965 sales, industry vs. Ford division

	Industry			Ford Division		
Market	Rank	Volume	% U.S. Total	Rank	Volume	% U.S. Total
New York	1.	477,442	5.13	4.	67,135	3.36
Chicago	2.	420,243	4.51	3.	75,445	3.78
Detroit	3.	369,244	3.96	2.	78,270	3.92
Los Angeles	4.	357,833	3.84	1.	82,001	4.10
Philadelphia	5.	225,627	2.42	5.	45,461	2.27
San Francisco	6.	157,015	1.69	6.	35,476	1.78
Boston	7.	151,506	1.63	7.	32,662	1.63
Washington	8.	143,885	1.54	9.	29,047	1.45
Cleveland	9.	131,548	1.41	8.	29,400	1.47
Pittsburgh	10.	122,280	1.31	11.	22,674	1.13

Of all major automotive manufacturers, only Ford Motor Company showed an increase for the May 1-10 period, compared to the similar period of 1965. Ford totals were 4.6% higher than last year for the first 10 days of May, while General Motors dropped 24%, Chrysler 13.6% and American Motors 27.4%.

Ford Division, during the early May segment, delivered 50,434 vehicles, up from 49,134 a year ago. Chevrolet's comparative totals were 49,209 against 69,611 during the first 10 days of May, 1965, a plunge of 29%.

* * *

For the first 100 days of 1966, compared to the Jan. 1-May 10 period of last year, here is how each of the four major manufacturers scored:

	1966	1965	% change
GM	1,643,000	1,742,000	—5.7
Ford	898,000	870,000	+3.2
Chrysler	521,000	490,000	+6.3
American	98,000	117,000	—16.2

In the area of market penetration statistics, Ford Division continues to gain on

(Continued on page 4)

Institutional promotes Ford in Chile

Created by JWT-Santiago, this full-page advertisement graphically points out that in 1965 Ford sold more cars in markets outside the U. S. and Canada than any other automobile manufacturer. The design unit (equivalent to "1st" in English) makes the twin impact of many cars and the entire globe at one glance. The copy concludes with an explanation of how Ford saves Chile hard currency, creates jobs in related fields and provides technical know-how.

Canadian promotion for Ford blossoms from telephone talk with JWT New York office

TORONTO — Newspaper advertisements for Ford of Canada running earlier this week provide another example in the continuing story of cooperation between JWT offices.

When Gordon Sisson, JWT Ford car supervisor here, recently wanted to present some new ideas to his client, he telephoned Fred Bishop, JWT-NY, Ford Dealers Advertising Fund copy supervisor, to discuss the project. Over the long distance wires,

(Continued on page 4)

Through Golden's Bridge and Tucson with script and ca

TUCSON, Ariz.—An "old West" flavor has been imparted to a 1-min. Phillips 66 TV commercial shot near here by producer Matt Harlib, director Peter Tewksbury and some 24 technicians from New York and Hollywood.

The plot is about two desperados making an escape after a big robbery. The first scene shows them racing down a dirt road, the windshield of the getaway car pock-marked with bullet holes. The driver, played by actor Dick Wilson, is an easy going rogue with a three-day beard. In the back seat amidst piles of paper money, the boss, a nervous weasel-type played by actor Bill O'Conell, is frantically stuffing bills into leather pouches, while other bills are blowing out, forming a green confetti shower in the car's wake.

Just as the getaway looks successful, the desperados discover they'll have to stop for gas. The scene switches to a big new Phillips 66 station where a series of wacky exchanges takes place between the robbers and the attendant, played by actor Jim Wellman. The theme is that the service is so thorough that the desperados get caught because of the delay.

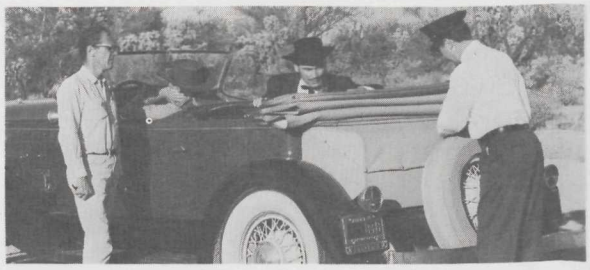
In the original script, the criminals used a modern car, but after arriving in Tucson, producer Harlib decided that the plot could be improved by using an old "Capone era" vehicle. A search led to the local Horseless Carriage Club, and produced a Franklin Sport Phaeton with a one-off custom body, one of 12 Franklins owned by Tom Hubbard, who refinishes them as a hobby.

At first he didn't want the classic car driven, only posed in various situations. However, after arriving on the set and learning that actor Wilson flies a plane in his spare time and is mechanically able, Mr. Hubbard entered into the spirit of the commercial and decided to let him drive it.

Filming the car as it was being driven presented another problem solved by improvisation. Instead of sending for a special truck to hold the equipment, the crew removed the trunk lid from a Ford, thus also proving the superiority of another JWT client product. To film the scene, the Ford held a Mitchell BNC sound camera, its operator and his assistant, a sound mixer, tape recorder, cameraman, director and driver!

Finally, after overcoming melting makeup from the Arizona sun, planes zooming over during sound recordings, and assorted local citizens who popped out from behind the mesquite to watch, the filming was completed and appeared during April on Phillips news and weather programs.

"Phillips 66 is the gas that won the west, Boss! It's got more gallop to the gallon!"



"Just put in a quarter's worth."

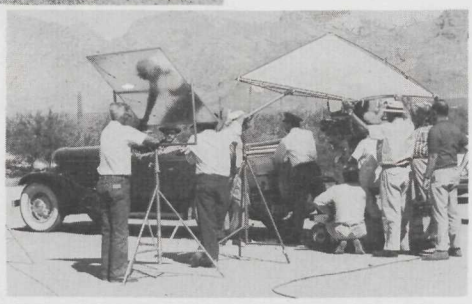
"I'm just going to vacuum out your car, sir!"

"Please! No more service!"

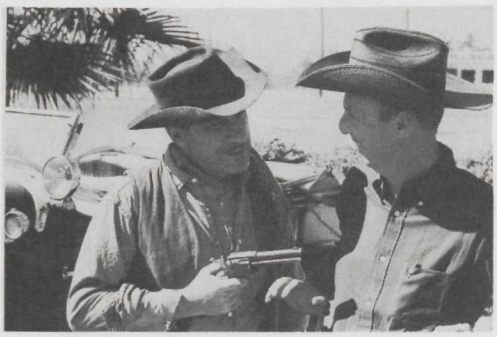
"Curses, foiled again!"

The bullet holes were painted on the Franklin, built in 1931 by Merrimac and one of two still in existence.

Below, the crew toils in the Arizona sun.



Actor Dick Wilson kibbitzes on the set.



Two recent location shootings for JWT clients, one in Arizona for a Phillips 66 TV commercial and one in New York for a Bright Wash print advertisement, proved the quality of the imagination and determination of Thompson production teams.

Considering the problems of logistics and weather and the success of the ads produced, JWT crews might well adopt the Post Office motto, "neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds."

camera

GOLDEN'S BRIDGE, N. Y.—Producing a photo for a print ad for Lux Bright Wash, a new low sudsing product for hand washables, posed a set of difficult problems on a farm here, with the weather at a very cold 35°.

The assignment was to shoot a picture illustrating the copy point, "I just can't help it. New Bright Wash got my slip so bright I have to show it off." Third in a four-part magazine series which began in February, this ad was set at the Hunt Club and the others at the Plaza Hotel in New York, a theatre opening and a boat sailing.

Facing photographer Don Nichols, JWT creative art supervisor Santo Pulise, copywriter Wilma Hodges and fashion coordinator Sally Herndon was a formidable array of talent—model Dee Jay, assorted extras, one horse and four dogs loaned by the Golden's Bridge Hunt Club.

Working all day in the wind and cold, the crew finally reached the moment when the dogs were still, the model didn't have gooseflesh, the horse could be swung in on time and the wind had subsided so that hair and clothes didn't blow.

With such formidable logistics problems overcome, the finished photograph shown at right was produced and ran in *McCall's, Ladies' Home Journal, Good Housekeeping* and *Better Homes & Gardens.*

Pink coats, jodhpurs and shivering models dot the landscape at the Golden's Bridge Hunt Club.

Ford Division sales top Chevrolet totals *(Continued)*

Chevrolet. Retail car delivery totals for the first 100 days of the two years show 22.3% and 24.4%, respectively, for Ford and Chevrolet this year, compared to 21.7% and 26.4% last year. Of the five Ford Division models, Mustang advanced from 5.7% to 6.2% penetration for the comparative periods, and Fairlane was up from 2.3% to 3.1%, while the other models dropped slightly.

In the important New York market area, where some 5.13% of all cars were sold in the U. S. last year, Ford Division has begun to score important gains. During the first 10 days of May, sales in this key district were more than 7% ahead of the same period last year.

A total of 2,344 cars (up 5%) and 337 trucks (up 34%) were delivered during the month's initial period by the district's 124 dealers. A 22% increase in Mustang sales contributed to the total car volume, which marked the eighth consecutive 10-day period in which car and truck sales topped year-ago figures.

"May could be the best sales month in the district's history," said Ford Division New York district sales manager, R. Brien Medler, in announcing the figures. The New York district includes New York City, Long Island, Westchester county and the five southern counties of Connecticut.

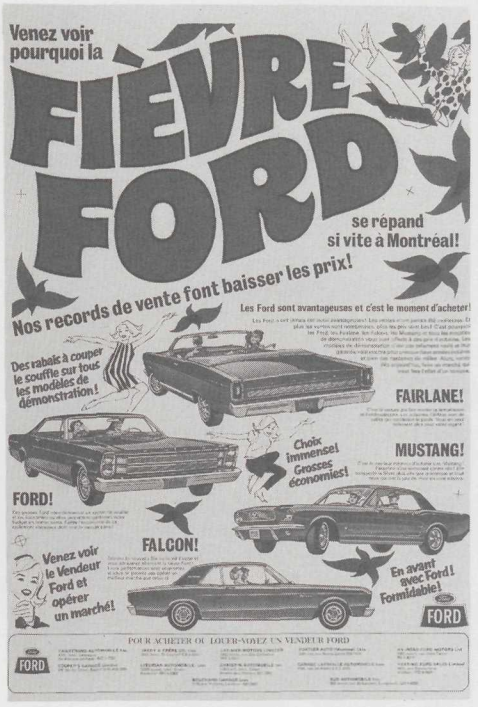
Karachi office helps set up communications exhibits *(Cont.)*

gional languages.

The United States and the three regional countries shared the total microwave project cost of $30 million. Iran, Pakistan and Turkey invested the equivalent of some $10 million, while the United States met the remaining costs.

The JWT team assigned to the job consisted of senior account representatives Hasan N. Effendi and Patrick A. Gonsalves, and senior visualizer Rashid Ahmed. Hasan Effendi and Patrick Gonsalves also doubled as art director and copy chief, respectively.

FIELD PROJECT—Buenos Aires office trainees Andrés C. Weisz, Tomás D. Lawrie and Pedro Kember (*l. to r.*) interview a store owner in a pilot survey serving as part of their three-year training program at JWT-BA. They will spend a month or more in each section of Thompson's operations, under the supervision of JWT specialists.



BILINGUAL—Original English language "Ford Fever" theme makes for a handy French translation in these advertisements run in Montreal papers.

Canadian Ford promotion stems from phone call *(Continued)*

the two worked out plans for a "Ford Fever" approach, presenting the full Ford line, and listing dealers in the Montreal area, where the ads appeared.

The "fever" theme was decided upon not only for its promotional appeal, but because it was a natural for translation into French, as well.

Following discussion with his New York colleague, Gordon went to work with his creative personnel. The team worked, in his words, "night and day" to create the ads in time for insertion this week. In fact, art director Eric Johnson put in so much time and concentrated effort that—perhaps suggestible to the theme of the advertising—he ended up in bed, with a fever.

The ads, which appeared in two colors, grew out of a similar theme that was developed earlier for FDAF use in the U. S. Featuring illustrations of the Ford, Fairlane, Falcon and Mustang models, the copy notes in a headline that "Ford sales are breaking records and you're looking at the reasons why!"

DISCUSSION GROUP—Photographed at a conference held in Bombay to discuss Chesebrough-Pond's advertising (*l. to r.*) William Erskine, JWT vice president, who was paying his first visit to India; Mrs. Nuru Swaminadhan, JWT-Bombay; P. G. Spencer, general manager of the client's Far East Division; and E. J. Fielden, general manager, JWT-Bombay.

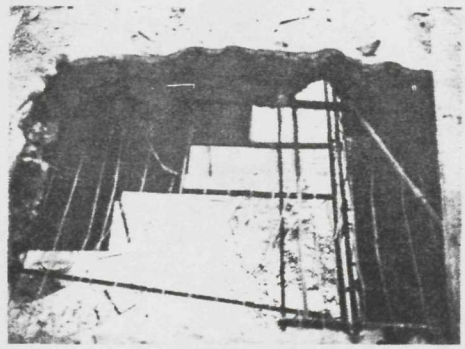
J. WALTER THOMPSON COMPANY
NEWS
New York News
May 20, 1966
FOR STAFF MEMBERS ONLY

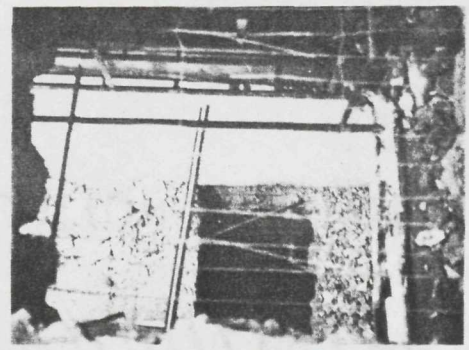
New system will provide 2-hr. mail delivery

A plan to increase the speed and efficiency of JWT mail delivery was put in action last week when workers began installation of a vertical mail conveyor in the squares on floors 7 through 14.

When the construction dust clears in September, the central mailroom and the teletype, shipping, wrapping and messenger services will be relocated on the 8th floor. A new addition, satellite mailrooms, will be located in the squares on all other floors. A vertical shaft containing a conveyor belt will pass through each of the satellite mailing stations as well as the central mailing room.

One mailboy will be stationed permanently in each satellite room to handle incoming and outgoing mail for that floor. The rest of the mailboys will work in the central room on 8.





BEFORE AND AFTER—The pictures above show some of the demolition process undergone to install the new mail chute. At left is the first excavation made for the chute, with a solid floor still below. At right, the seemingly bottomless chasm descends through several floors.

New method of delivery

When the incoming mail is delivered each morning, it will be sorted by floor in the central room and put in fibreglass containers, which will be placed on the conveyor belt, on prongs programmed to a memory unit. When a floor number button is pushed on a control panel, the conveyor belt will deliver each container to the appropriate floor and eject it. The mail in the container will be sorted and delivered by the mailboy working on that floor.

In turn, he will pick up both intra-office and outgoing mail on his floor. The outgoing mail will be sent directly to 8 in a container and mailed immediately. The intra-office mail will be sorted and sent directly to the correct floor, also via container, cutting total intra-office delivery time from one day to about two hours.

Under the present system all mail—incoming, outgoing and intra-office—is sorted in the central mailing room on the 12th floor. Every batch must be sorted and redelivered in baskets carried to the appropriate floor by elevator, a time consuming, "double-work" process.

By using the conveyor and the control panel at his station, the mailboy in each satellite will be able to receive all mail for his floor and deliver all mail from his floor without leaving his station except for pick-ups and deliveries. Because it is automatic, the conveyor belt will deliver the containers even when the mailboy is away from his post, picking up and delivering to the mailboxes on his floor.

The efficacy of the new system was proven last year in a test run. A mailboy was stationed on each floor and three others acted as a human conveyor belt, using the stairways. After three days of testing, the increase in speed and efficiency was proven—just eliminating the one and one-half hours spent by each mailboy every day waiting for elevators saves a considerable amount of time.

The new system will also handle the sending and receiving of teletype and telegraph messages. The operators will be stationed in the central mailroom and the messages will be sent in bright-colored envelopes for quick identification and delivery. It is also anticipated that extra delivery now done by the messenger service, the stock room and receiving may also be transferred to the conveyor.

Charity drive goes into high gear

"The JWT Coffee Break," Thompson's once-a-year charity drive, moves into high gear next week as volunteer solicitors move throughout the Company to collect employee pledges. All solicitations must be in by noon on Friday, May 27.

Built around a venerable American tradition, "The JWT Coffee Break" offers the opportunity of donating to any of one's favorite charities. The 1966 goal, largest in Company history, is 10% higher than last year's successful Round-up Rally.

To induce giving, JWT is offering a record number of 173 prizes, worth $1,400. Grand prize is a 21" RCA Suffolk color TV. Other top prizes are a Singer portable TV, a Singer stereo phonograph, a Singer Featherlight sewing machine and a Singer battery-operated phonograph.

In addition, there are six *Reader's Digest* multiple-record albums, six one-year subscriptions to *Reader's Digest* and 150 copies of the *Reader's Digest Almanac*. Rounding out the list are five $10 packages of Prince Matchabelli products and a $25 R. T. French Treasure Chest, containing items from their product line.

The minimum donation is $12—the approximate amount JWTers spend for coffee each month—or an amount equal to last year's donation, whichever is the larger. This will entitle each donor to a free cup of coffee plus a chance at one of the prizes. For an additional 10%, each person receives a second free cup of coffee and another chance at the prizes.

With one out of each 10 Thompsonites receiving a prize, the drawing will be held at noon on Friday, May 27.

LET'S DO IT AGAIN—Captain Judi Baratz (*l.*) and first baseman Jeanne Blank posed last year with the trophy won by the JWT girls' softball team with a 7-0 season in the Cardinal League. The 1966 team lost its first game to Tiparillo 9-7 last Monday and needs players, particularly pitchers. Support the team and come out to the next practice on Thursday, May 26. For further information call Judi on X2160.

New Arrivals

Virginia Colton

joins JWT as a PR writer on Gorton's of Gloucester, National Fisheries Institute, Shrimp Assn. of the Americas and Halibut Assn. of North America. Previously service copy editor of *Good Housekeeping*, she also spent 3½ years as editor of *Forecast For Home Economists*. A Manhattanite who enjoys singing, painting, playing the piano and the guitar, Virginia studied literature and languages at the University of Nebraska. X3182.

Alfred Socolow

is a writer and producer on the Ford account. He comes to Thompson after two years of experience with Benton & Bowles as a writer and producer on Chemical Bank, Yuban, Post Cereals, and Liquid Prell. Earlier he had worked in the documentary film producing industry—first as a producer, editor and photographer for Harvest Films and later as a free-lance producer. Al received his B.S. degree in Films from C.C.N.Y. and completed four years in the Air Force as a staff sergeant. First stationed in the Arctic on isolation duty, he served as a weather analyst. In his leisure time, he was staff announcer for the Armed Forces radio service station WXLC. A member of the National Audubon Society, Al also plays baroque music with a recorder group. He and his wife Doris live in Teaneck, N.J., with their two children.

WINNER—Don Patrick, JWT senior account supervisor for Lever Brothers, was one of five advertising executives to attend the 1966 Kentucky Derby in a private railroad car, courtesy of *Women's Day*. Don was selected as one of the guests in a drawing at a *Women's Day* sales presentation held in a stationary railway car in Grand Central Station April 19-22. Welcoming Don aboard the Deby special is W. Page Thompson, the magazine's national advertising manager.

FORD CAR SALES SWEEP TO RECORD

"New York district sales of Ford cars during the first third of May were up 5.1% from a year ago. This increase in May comes on top of seven consecutive record sales months since the introduction of the 1966 Ford car," said R. B. Medler, Ford Division New York District Sales Manager for 124 New York-Connecticut Ford Dealers.

Why Are Ford Sales So Good in New York and Connecticut

THERE ARE 4 BIG REASONS

1. QUALITY – The kind of quality that gives you a strong, safe, silent ride.

2. STYLING – The kind of styling that sets Ford apart from the look-alikes. Styling that's clean, classically trim and uncluttered.

3. GENERAL ACCEPTANCE – The kind of acceptance that makes people come back and tell us how much the 2-way doorgate on their Ford wagon means to their family. Or the kind of acceptance that moves people to write us saying they never got a kick out of driving until they bought their Mustang.

4. SAVINGS – The kind of savings you get from generous trade-in allowances and legitimate sales events such as the special sale price we'll give you right now (if you buy out of stock.)

YOU'RE AHEAD IN A FORD ALL THE WAY

See a member of the New York District Ford Dealer Association

SALES RECORD—Illustrating Ford's gains in the New York market (see *story p. 1*) is this ad which ran earlier this week in key New York newspapers.

Classified

FOR RENT—Garden apt. with separate bedroom on E. 85 St. near Gracie Square. Nice elevator building, air-conditioning, with dining room, living room and attractive, quiet private garden and patio. $160. Call YU 8-8225, weeknights after 8 p.m.

IN YOUR FUTURE?—1965 VW, sunroof, ruby red, AM-FM radio, 10,000 miles. After 6 p.m. and weekends, 475-7203.

FASHION CONSCIOUS?—Then take a look at a most unusual collection of pierced and nonpierced earrings. The selection includes striking filigree designs and beautiful stones, all brand new. X2116, ask for Lee.

FOR SALE—Looking for a second car with a personality? Blue on blue four-door 1955 Pontiac. Good engine and excellent body. Am taking monstrous loss. Best offer above $115. X3119 for complete details.

STUDIO SUBLET—8 minute walk from JWT. Furnished, 36 St. and 3rd. New building with many conveniences. $164. X2571.

GRAB A CHAIR! . . . OR TWO—Pair of matching green Naugahyde chairs, barrel style, good condition. $40 the pair. Interested? Call M. Hirschman, X2908.

EAST SIDE APARTMENT — E. 77 St. Patio apartment, New building, doorman, laundry room, sleeping alcove, dishwasher, wall oven, dressing room, windows in kitchen & bathroom. One-year sublet, $180. Available July 1. X2224.

FOR RENT — Completely furnished apt., 8th floor, 2 exposures. Large living room, 9′ x 12′ dining area, kitchen, bath, large dble. bedroom, many closets. 24 hr. doorman and elevator service, 67 St. between Park & Madison. Available June 1 to Nov. 1. $300 month. For further information call X3478.

SUMMER SUB-LET—June thru Aug., married couple preferred, 4-rm. furnished apt., terrace, doorman. Forest Hills, 20 mins. from midtown Manhattan by subway. Gas and elec. inc. $175. TW 7-2728.

Art Exhibits

• *First Gallery, 9th floor, May 20*-June 3—An exhibit of the photography of Mort Schreiber, a renaissance personality in clean jeans. As a university undergraduate, majoring in music, he set down his trombone to pick up a camera and record his impressions of the jazz greats. Through his camera's eye, he found he could explore a many-faceted universe. His explorations have taken him from science laboratories to fashion workshops, from the schoolroom to the racetrack. A love of form, a keen sense of style and mastery of the camera craft have won him repeated credits in *Esquire, Good Housekeeping, Fortune* and *Redbook*. His advertising credits include General Electric, Celanese, Equitable Insurance and American Express.

SCIENTIFIC PRINCIPLES—This photograph was done by Mort Schreiber to illustrate pre-acquired assumptions in an article for *Esquire* entitled "A Dumbbell's Guide to the Space Age."

• *Corridor Gallery, 10th floor*, May 20-June 3—An exhibit of the work of Burt Groedel. A free-lance illustrator for JWT, BBD&O, Fuller, Smith and Ross, O.S. Tyson and for Sullivan, Stouffer, Colwell and Bayles, he has worked on such accounts as Scott, Pan Am, Good Humor, RCA and S&H Green Stamps. He enjoys working with three-dimensional paper sculpture and has done window displays for Bergdorf Goodman and book jackets for Doubleday. A graduate of Pratt Institute, he won awards in Illustrator Shows in 1961, 1963 and 1965.

Books available

Books which were a part of JWT's old Resor Library, formerly stored in the recently refurbished 14th floor reception area, are now available free of charge to Thompson personnel. Those interested will be able to select books on Monday, May 23 between 12:30 and 2:00 p.m. near the night elevators on 14.