



J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

JANUARY 5, 1968

Chicago youth campaign spurs community action

CHICAGO — A group of JWT-Chicago staff members has thrown a lot of talent, time, and energy into a "Youth Action" campaign to help inner-city youths channel their activities into constructive—rather than destructive—programs.

The program resulted from a request for aid from E. Stanley Enlund, president of First Federal Savings and Loan Association, a client of JWT-Chicago. Enlund is a member of the board of managers of the Chicago Metropolitan Y.M.C.A., one of the sponsors of "Youth Action."

The "Youth Action" program of the Metropolitan Y.M.C.A. and its co-sponsors, the Chicago Boys Clubs, Hull House Association, and Chicago Youth Centers, has been built up steadily, and involves working directly with gang leaders in the inner city. It seeks to interest the youth of the ghetto in (1) organized sports, (2) jobs, and (3) returning to school.

The JWT-Chicago staff members involved in the public service project came up with ideas for intensive communications support for the "Youth Action" year-end fund raising effort. One of the key

(Continued on page 2)

Seymour: Alberto-Culver's rise an advertising success story

CHICAGO—"The business of conceiving, marketing and advertising toiletries is probably the most volatile and demanding in the entire spectrum of consumer package goods. It's a tough league—and JWT is happy to be associated with the company that has stood this league on its head."

This was Dan Seymour talking about the Alberto-Culver Company at the annual agency-client Christmas party held in Chicago last month.

Mr. Seymour cited the growth of the Alberto-Culver Company as one of "the

(Continued on page 4)

Melbourne's first Dunlop effort a winner

MELBOURNE—Early in 1967 JWT Melbourne acquired the three major divisions—automotive, industrial products and corporate advertising—of Dunlop Australia Limited, one of Australia's best known companies.

Their first full campaign for the new client's automotive division won two advertising awards—one from the Outdoor Advertising Assoc. of Australia for an outstanding 24-sheet poster featuring a new tire, and the other from the Australian Assoc. of National Advertisers for

FIRST EFFORT — At left is one of the first advertisements created by JWT-LA showing McDonnell and Douglas products together. It is a dramatic illustration of the two companies' contribution to the nation's defense effort.



Teammates: Phantom & Skyhawk.

McDonnell F-4 Phantoms and Douglas A-4 Skyhawks cover the full tactical envelope from air superiority to close support. And they've earned a reputation the world-over

as tough, reliable, effective combat-proved aircraft.

Today, the men who created the Phantom and the Skyhawk work together as a team, with total design, production, and

management talents far greater than the combined sums of their original skills.

It's a force that will have far-reaching effects on the aerospace systems of the next decade.

That's McDonnell Douglas. It's quite a team.

Products of **MCDONNELL DOUGLAS**

McDonnell Douglas assigned to JWT-Los Angeles

LOS ANGELES—The merger of the McDonnell Aircraft Corporation of St. Louis and the Douglas Aircraft Company of Los Angeles has brought new challenges to JWT-Los Angeles.

The LA office (which has handled ad-

vertising for Douglas for the past 20 years) was selected as the advertising agency for the entire McDonnell Douglas Corporation.

McDonnell Douglas is now the country's largest government contractor and the second largest aerospace manufacturer. Although long-range plans for corporate advertising have just been finalized, JWT-Los Angeles is producing ads for McDonnell Company products, services and subsidiaries; for Douglas products and services and for both companies together.

Ads have been created for McDonnell corporate and recruiting and for McDonnell subsidiaries Conduction-Missouri and McDonnell Automation Company. For Douglas, JWT has continued to create ads for the company's commercial aircraft support program. And ads have been created showing both McDonnell and Doug-

(Continued on page 2)

(Continued on page 3)



INTERNATIONAL SUCCESS
—Angela Howard of JWT-London (r.) is congratulated by Denis Lanigan for the layouts and copy she created for Belgium's "Hunger in the World" campaign. Of the 105 layouts submitted by 19 JWT offices all over the world to JWT-Brussels (see JWT News, Nov. 10, 1967), Angela's was chosen as the one best suited to the campaign's objectives. Her text was adapted to local languages as illustrated by the handbill at right, which reads "She eats regularly . . . once in three days."

Chicago youth campaign spurs community action (Continued)

ideas was for a "Youth Action Week," around which a number of activities and approaches could be built. The period in late November and early December was

officially declared "Youth Action Week" by Chicago's Mayor Daley.

The JWT people, with the cooperation of agency suppliers, developed a basic newspaper advertisement, one 60-second and two 20-second television commercials, and a 60-second radio commercial for use by Chicago media.

The newspaper ads, of which there were six insertions, were each sponsored by a different Chicago firm. First Federal Savings sponsored two full-page ads in the *Chicago Sun-Times* and the remainder of the ads, each of 1500 lines, were run in the *Chicago Tribune* and the *Daily News*.

Free television spots were scheduled by six Chicago TV stations, and stories were scheduled by the *Chicago Tribune*, the *Sun-Times*, *Chicago's American*, *Daily News*, and the *Chicago Defender*. The project was given to Flora Goldenson, Don Boehme, and Glenn Fujimori of the Bob Heydt-George Hnatt creative group. Tom De Mint was the creative supervisor.

The publicity aspects of the project, including the lining up of television, radio and newspaper interviews and other news contacts with the media, were handled by Frank Patton of the JWT-Chicago public relations staff, who also is a volunteer director of "Youth Action." The entire project at JWT was under the supervision of Fred Charlton, management supervisor on First Federal Savings.



Giving boys like these good ideas is what Youth Action is about. Youth Action isn't just a name—it's the combined effort of the Y.M.C.A. at Metropolitan Chicago, The Chicago Youth Centers, The Chicago Boys Clubs, and the Hull House Association. Youth Action is trained workers who can get the trust of ghetto youth. People who proved that a little concern and attention can change a young man's life from violence to creativity. It's a hard job to give boys with ideas, good ones, but it's worth it. How much is it worth to you? Youth Action only works if you get involved.

This advertisement is sponsored as a public service by Carson Pirie Scott & Co.

I want to give them good ideas by giving to Youth Action, P.O. Box 1620, Chicago, Illinois 60690.

Name _____
Address _____
Phone _____

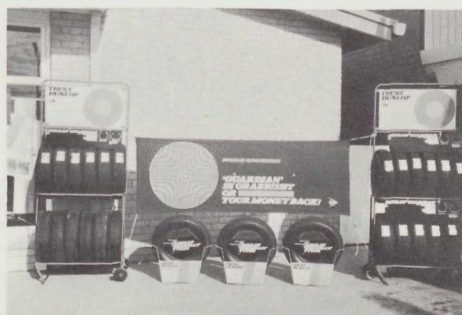
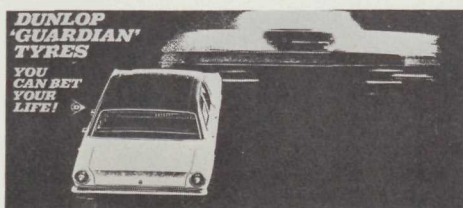
Make your check or money order payable to Youth Action

Your group can learn about ours.
Youth Action has a 20-minute film, "Up Tight" you can borrow for this purpose.
Call CE 6-6787, extension 259, Public Relations Department.

Melbourne's first Dunlop effort a winner (Cont.)

out the country.

The point-of-sale award was for material supplied to oil company service stations and the Dunlop Tyre Services (160 wholly owned outlets run by the Dunlop Automotive Division), for use in drive-ways and other areas.



AWARD WINNERS—The Dunlop driveway display material is shown above right and the poster from the "Guardian" campaign is pictured at left.

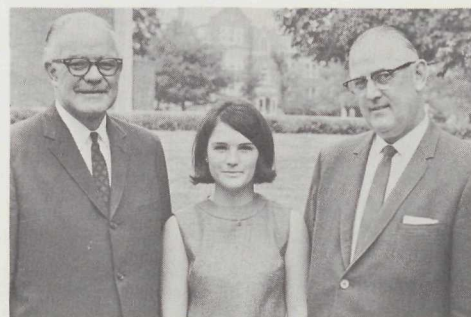


JWTers aid education

H. Robert Haldeman



ELECTED—Bob Haldeman, manager of JWT-Los Angeles, has been elected chairman of the Board of Trustees of the California Institute of the Arts, a college-level professional school of arts established in 1961 through the vision and efforts of Walt Disney. Cal Arts was founded to help meet the tremendous need for professionally trained, creative people in all of the arts and will move to a new 60-acre campus in Valencia, Calif. in 1970.



A SUPER HOST—Dr. Seymour Smith (I.) president of Stephens College, Columbia, Mo., is pictured with JWT-Chicago's Dean Jones and his daughter Jill. Dean is chairman of the College Dads' Committee, a 42-member group representing fathers of Stephens students from 30 states, which assists in the development and public relations programs of the college. During the recent annual Parents' weekend, the committee was host for 1700 parents, the largest attendance in the history of the college.



799 UNITED NATIONS PLAZA
NEW YORK, N. Y. 10017
YUuse 6-3424

UNITED STATES REPRESENTATIVE
TO THE UNITED NATIONS

November 10, 1967

Mr. James S. McDonnell
McDonnell Aircraft Corporation
Box 516
St. Louis, Missouri 63166

Dear Mr. McDonnell:

That great vacant parking lot in place of the United Nations is one of the most effective and thought-provoking dramatizations of the very real role of the U.N. that I have ever seen.

The McDonnell advertisement in the Globe Democrat of October 24 is a true public service. And your convictions as to the importance of the U.N. are great encouragement to all of us who have ever worked for peace here on First Avenue or with any of the U.N. affiliates.

Thank you for sending me the proof copies of your message.

With sincere appreciation and best wishes,

Cordially,

Arthur J. Goldberg
Arthur J. Goldberg

The U.N. advertisement at right was the first McDonnell project assigned to JWT-LA. Published in the St. Louis *Globe-Democrat*, it elicited the response from Ambassador Goldberg which is reprinted above.

McDonnell Douglas assigned to JWT-Los Angeles

(Continued)

las products side by side. One which shows the McDonnell F-4 Phantom and the Douglas A-4 Skyhawk operating from a carrier deck, graphically illustrates the vital role these two companies play in the nation's defense.

Creative and media services are pro-

vided by JWT-LA. Senior account representative Tom Keeton has been transferred to the St. Louis office of JWT. The Los Angeles account team is made up of representatives Mike Sanders and Don Moe and management supervisor Hugh Sutherland.



This is our pitch... roll, yaw, heave, slip, fore & aft.

At left is a JWT-LA created advertisement for a McDonnell subsidiary and at right one from the Douglas campaign.

OK, have it your way:



there's no UN.

We'll tear down the United Nations building, and use the land for something more profitable. Like a parking lot.

Then you'd have it your way.

We would have no forum where 122 nations can meet and debate differences. Muscle and nerves would be all that mattered.

With no UN we would eliminate the food for undernourished children of the world provided through U.N.I.C.E.F. There would be no food and agriculture organization to help change wastelands into harvests and poverty into plenty. Without the UN, the World Health Organization and UNESCO would not exist to provide hope instead of superstition.

So, good luck with the world. With no UN, we'll all need it.

How many times have you heard somebody say that the UN was useless? Maybe you even agreed, because the UN does have trouble working together.

But stop the UN, and you give the Four Horsemen—War, Famine, Pestilence and Death—a clearer chance to ride unfettered over most of the world.

Stop the UN, and you eliminate the leading organization specifically set up to help solve the world's problems.

WHAT YOU THINK IS IMPORTANT
...BUT YOU HAVE TO BE HEARD.

Your feelings—your constructive opinions on America's commitment to the United Nations—are important. So why not do some-

thing positive about it by making yourself heard. Here's how:

- Write a letter to Ambassador Arthur J. Goldberg. Address it to him at the U.S. Mission, United Nations, 799 UN Plaza, New York, N. Y. 10017. Tell him in your own words how you feel about the UN.

- Support your local UN Association.

Each year, beginning October 24, 1968, McDonnell Douglas personnel have observed United Nations Day as a paid holiday—the first company in the world to celebrate this historic event as a holiday. This year, McDonnell Douglas offices and plants will be closed for the annual observance on Monday, October 22, so that personnel may enjoy a long weekend.

MCDONNELL DOUGLAS



Genial giant. Douglas DC-8.

How can you tell when you're boarding a Super DC-8, or see one overhead?

One way is to look for the biggest jet you've ever seen. It's our Super DC-8, largest jetliner in the world. A giant.

Or you can spot a DC-8 by its nose. DC-8s are the ones that smile back at you.

Those smiles you see are aircoops, and they represent a typical Douglas touch: by taking in fresh air at the front of the plane for the air conditioning system, we eliminate any chance of jet engine exhaust fumes contaminating the passenger cabin air.

You'll discover many other ways Douglas helps make your flight more pleasant and comfortable when you fly a Super DC-8, or one of our quick and quiet DC-9 twinjets.

Take a Douglas jet next time you fly. You'll be all smiles, too.

MCDONNELL DOUGLAS

Seymour: Alberto-Culver's rise an advertising success story

(Cont.)

advertising industry's great success stories."

"Less than 12 years ago it was a small regional cosmetic firm. Today, it is one of the nation's leading marketers of consumer package products.

"Its sales are now at a record annual level of \$115 million—and they are still climbing.

"There's no mystery as to what fueled this amazing growth. . . . It was imaginatively-conceived advertising put behind exciting new products. If there was ever a company built by advertising, this is it.

"JWT's partnership with Alberto-Culver will be five years old next May, and we take an understandable pride in this client's record of accomplishment."

JWT's Dan Seymour (l.) and John Monsarrat (r.) chat with Leonard Lavin, president of Alberto-Culver Company at the agency-client Christmas party at Chicago's Palmer House.



New for '68

Biography of a brogue.



If it can be drunk, the chances are the Irish make it better. Irish ale and stout and Irish Whiskey and even the rich Irish cream are all justly famous.

And the talent travels.

One of France's all-time classic cognacs, for example, bears the fine old Irish name, "Hennessy," and not by chance.



And the label on a wonderfully soft and silken French red wine reads "Haut Brion," which is French for Gaelic: "O'Brian."



And over 100 years ago, Henry McKenna went from County Derry to Fairfield, Kentucky. From that day to this, the supply of Henry McKenna's remarkable Kentucky table whiskey has never equalled demand.

Only an Irishman could love whiskey enough to take this much care making it.

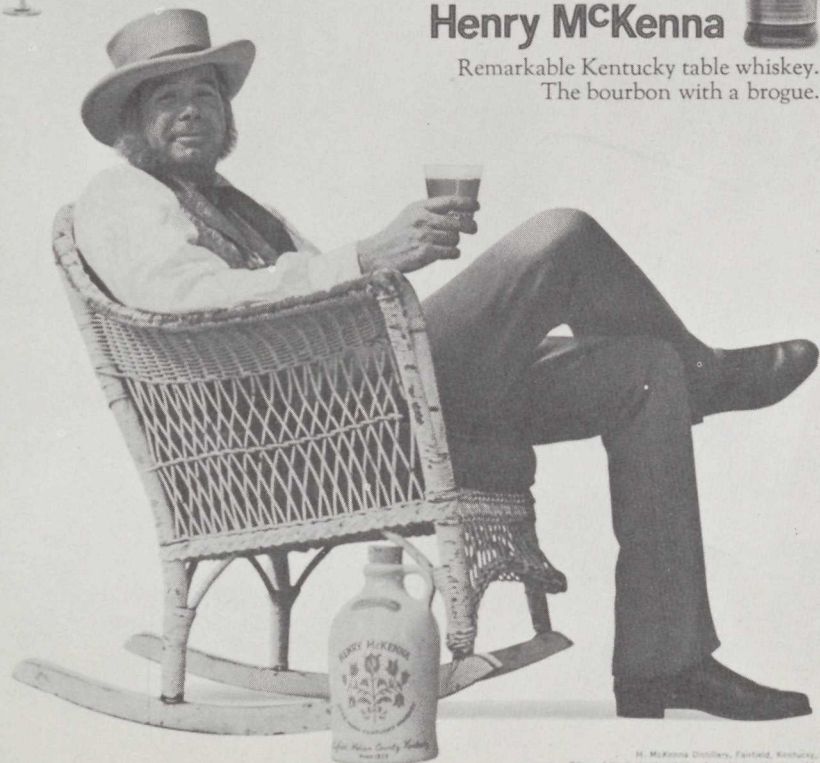
Henry McKenna's elegant table whiskey is not available everywhere, nor is it cheap.

But it is worth seeking out.

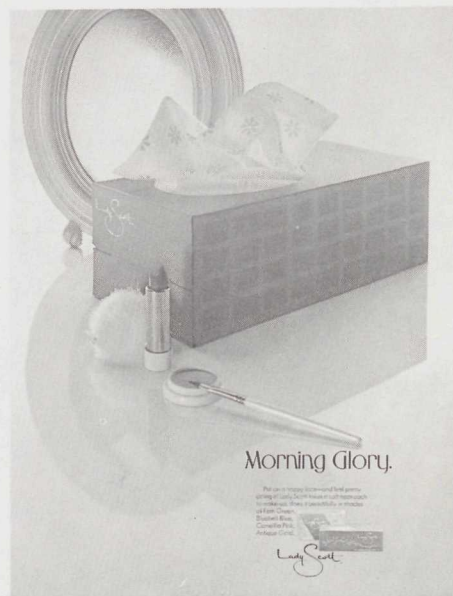


Henry McKenna

Remarkable Kentucky table whiskey.
The bourbon with a brogue.



H. McKenna Distillers, Fairfield, Kentucky.
50-proof Kentucky straight bourbon whiskey, six years old.





J. WALTER THOMPSON COMPANY

NEWS



New York News

January 5, 1968

FOR STAFF MEMBERS ONLY

Forum finishes up Fall season, revs up for the Spring

JWT is often referred to as the "university of advertising"—and with good reason.

Staffers at Thompson are given every opportunity and encouragement to develop and expand their knowledge and professional abilities.

The activities for this development are centered in the JWT Professional Forum, which provides a diversified collection of voluntary self-developed programs which allow each Thompsonite to choose the extent and direction in which he wishes to participate.

The 1967-68 Forum program, which will run into the spring, is a good example of how these annual Forums are set up and operated.

Actually Forum is an overall term used to describe a variety of programs going on within an overall framework. This year there are 13 programs ranging from Professional Perspectives, which provides speakers from a variety of fields pertaining to mass communications, to Art in Relation to Advertising, which presents the perspective of advertising viewed from the broad world of art.

This broad range of activities is designed to appeal to a varied audience:

1. New staffers, who want an overall introduction to the Company.
2. Veteran staffers, who can profit from fresh content which outlines Thompson's present status and direction.
3. Those who wish to learn more about a particular aspect of advertising or mass communications.

It's not easy to set up a program of this



Looking at one of the Forum program posters are (l. to r.) Steve Darland, Bill M. Lane and Tom Marchin.

scope and diversity and this year the task fell to three young men—Steve Darland, Bill M. Lane and Tom Marchin.

A graduate of the University of Washington, where he earned his B.A. in advertising and journalism, Steve has been working as general administrator of the Forum since he joined JWT this year.

Working with Don Gilbert, Steve set



THE GROUP—Those working on the various Forum programs include: (back row) Phil Winter, Patrick Nee, Ron Millican, Marty Fischer, Chris Barr, Bob Harris, Dave Maddox, Wade Gresham, Don Gilbert, Steve Darland and Chris Beck. Distaffers in the front row are: (l. to r.) Lea Hopkins, Maureen Kazarnoff, Ellen Green, Maybeth Tully and Brenda Downing. Missing from the picture are Vicki Baird, Ingrid Stamm, Bob Boyett, Ned Clausen, Bruce Wilson, Gary Press and Fred Ronai.

out to create a program which would have continuity and balance while providing a complete universe of "what's happening" inside Thompson. Among his major tasks were lining up speakers for the different programs within the Forum and coordinating the overall schedule.

Bill Lane and Tom Marchin took charge of communications and publicity and are responsible for all those eye-catching posters. Both are also newcomers to JWT. Bill is a copywriter in Sid Olson's group and is another alumnus of the University of Washington (B.A. in advertising and communications). Tom is an art director in Anne Foster's group.

The three did such a great job with the Fall Forum programs that they were rewarded—with another job. Asked to help with the December blood drive, they went to work with Lowell Williams and came up with that "Where were the missing 146?" campaign you saw posted in the halls.

The bevy of bright-eyed people pictured above handle various programs within the Forum. Administrative assistant is Vicki Baird and interoffice coordinator is Ingrid Stamm. Program administrators include: Phil Winters, Chris Beck and Lea Hopkins for Eyes on Thompson; Chris Barr and Ellen Green, Professional Perspectives; Marybeth Tully, Creative Screen; Luncheon Speakers, Wade Gresham; Breakfast and Luncheon Groups, Fred Ronai and REP Information Exchange, Bob Harris and Steve Darland. Workshop administrators are: Gary Press and Bruce Wilson, The World of Broadcasting; Jim Nieman, Prespective Writer's Workshop; Patrick Nee, Seminar in Creative Strategy; Marty Fischer and Ron Millican, Advertising Workshops; Ned Clausen, Art in Relation to Advertising; Bob Boyett and Dave Maddox, Problem Solving Seminar.



How Research and Creative Players Find Happiness On the Same Team.*

*To show you that's what the players without advertising, a business is in their hands representing the research group, the creative group and the advertising group.

SALES AND PROMOTIONAL PLANS TO GIVE YOU THE INSIDE STORY OF HOW JWT'S CREATIVE AND CONSUMER RESEARCH UNITS TEAM UP TO PRODUCE ADVERTISING THAT IS BOTH CREATIVELY FRESH AND STRATEGICALLY ON-TARGET.

**Tuesday, Oct. 31, 1967. 1:00p.m.
10th Floor Conference Room A**

PROFESSIONAL FORUM
1967-68
(JWT)

EYES ON THOMPSON

FREE COFFEE AT JWT
MEANS A LOT MORE THAN
SAVING 13 CENTS...



PROFESSIONAL FORUM 1967-68 EYES ON THOMPSON
TUESDAY DEC. 12 1 P.M. 10th FLOOR CONFERENCE ROOM

ACTION AND REACTION—These pictures appeared in the Daily News on December 15, the day after the JWT Chorus sang in the News building lobby. It was one of several appearances the Chorus was asked to make outside JWT.



NEWS photos by John Duprey

Season to Sing Jolly. Members of the J. Walter Thompson Chorus sing out with a Christmas carol under the direction of Robert J. O'Malley in the lobby of THE NEWS Building yesterday. The Schola Cantorum of St. Jerome's Church, Brooklyn, will be on hand today to fill our halls with the musical sounds of Christmas. For the audience reaction to the choristers see photo right . . .

—Story on page 14



This young listener finds the sounds just delicious.

Art Galleries

• **World gallery, 11th floor, through Jan. 26**—Audrey Skaling's second one-man JWT show, "Decoys," will be on exhibit. It includes nine shaped and painted wood sculptures varying in dimension from 14" to over seven feet. For Skaling, the word "decoy" and the sculptures she has entitled decoys can mean anything and everything. They are places, birds, persons, games, traps—each with a vital and special life of its own.

Forum

• **Professional Perspectives**—Stanley E. Cohen, who has been Washington correspondent for *Advertising Age* since 1943, will speak on Tuesday, January 9, in Room A from 1-2 p.m.

Mr. Cohen is primarily concerned with business-government relations and writes extensively about regulatory agencies and consumer protection. Anti-trust and other activity directed at marketing and merchandising practices are also among his primary areas of interest.

Classified

FOR SALE—A matched pair of 15" Coaxial University speakers encased in 9 cu. ft. oil-rubbed walnut cabinets. A sacrifice at \$275. Call TA 9-6860 after 7 p.m.

FREE FOR THE MOVING—Single mattress and box spring. Good condition. Free to first caller who can move out of two-flight walkup. X3327.

WANTED—Seeking female roommate in early 20's interested in locating Manhattan apt. Call Dawn Dallas at work (765-9250) or after 5 p.m. (866-4281).

SKIERS!—Now you can rent all your ski equipment and book fun-filled one-day and weekend excursions at the same East Side location . . . PL 9-9860.

FOR SALE—Underwood typewriter, standard office size, 6 years old, two-tone gray. \$40. Kay Sullivan, X3556.

NIKKORMAT FT—With F1.4 lens and case, extras. Mint condition—used very little. \$165. X2292.

FOR SALE—1961 Sunbeam Alpine. Radio, heater, wire wheels, new battery, great mechanical shape, three tops, 33,000 miles. Asking \$795, but will dicker. Alan Morris, X2044.

ROCKS AND MINERALS FOR SALE—Big selection cabinet-size specimens for beginners to advanced collectors. Quartz crystals, fluorite, octahedrons, sphalerite, galena, geodes, thunder-eggs, petrified wood and many others. 914-SP-9-4808 (Westchester).

KITTEN NEEDS HOME—Orphan black and white kitten left on my doorstep Christmas Eve. Approximately 3 to 4 months old. Box broken. Unable to keep, because have one cat already. Call Marilyn Sundal, X3012.

SUBLEASE—14 mos. left on lease. 4½ room garden apt. in Hartsdale. Fully carpeted, terrace, dishwasher, air-conditioned, pool, free parking. Commuting time to Grand Central: 37 minutes. \$235 monthly. X3027 or (914) 761-0989.

FOR SALE—Used Kenmore portable sewing machine in excellent condition. \$25. X2081.

Entrepreneurs Ceroni and Rosen will boost beef

Al Rosen and Bob Ceroni left JWT at year-end to go into business for themselves, following a combined total of 39 years experience in NYO's financial department.

Their new affiliation: owners of an exclusive franchise on Long Island for a national fast-food restaurant chain which features roast beef sandwiches. JWTers can look forward to their first Heap Big Beef eatery to open around June. Decorated with Indian motif, the restaurant will have inside counters, drive-in and take-out service.

Al, 37, joined JWT's former Wall Street office in 1948 as a messenger. He has been a bulwark in international billing and accounting since 1956, following a number of years on the domestic side.

Bob, 39, started out in newspaper billing in 1947. He subsequently worked in most areas of domestic and international accounting and in January of this year was named Assistant Treasurer.



Al Rosen

Bob Ceroni

Marriages & Births

Married: Margaret Dapcich, Public Relations, to Ray Nisler; . . . Marilyn Deviney, Editorial, to Mark Steinberg.