



J. WALTER THOMPSON COMPANY NEWS



VOLUME XXIII, NO. 2

FOR STAFF MEMBERS ONLY

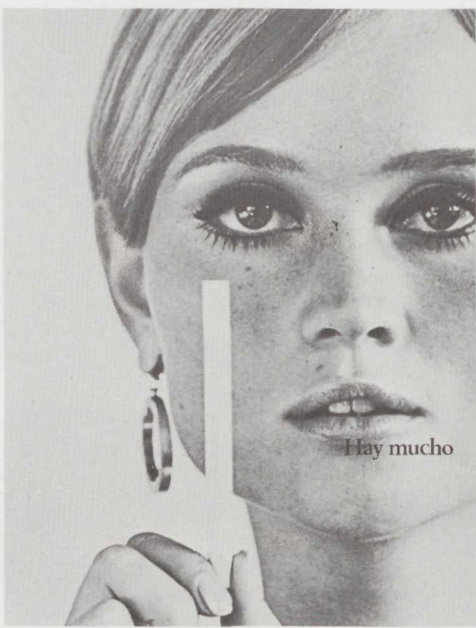
JANUARY 12, 1968

JWT-Madrid: Creative strategy determined by needs of the market

MADRID — JWT-Madrid might be a "young" office chronologically (it opened Jan. 1, 1967) but it already is steeped in the Thompson outlook—internationally. That outlook was pinpointed by Dan Seymour in his year-end message (JWT NEWS, Dec. 29, 1967): "JWT is one company . . . but . . . we have strong offices everywhere which have to stand on their own feet. We don't prosper anywhere because business is fed from New York or Chicago or London. We do well in a market because we have good people there—the best professionals you can find."

Score one then for Madrid and its recent campaign for L&M 100's, which served as the best answer to the frequently held belief that most "foreign" agencies merely adapt ads prepared in other countries for use in Spain.

A double page color advertisement (shown at right) from the campaign was cited as "The Ad of the Month" in *Con-*



Name change for JWT subsidiary

SAN JUAN—Effective January 1, 1968, the name of the Porto Rican and American Insurance Company, a 92% owned subsidiary of JWT, was changed to Puerto Rican-American Insurance Company.

Established in 1920, PRAICO is the oldest and largest fire and casualty insurance organization in Puerto Rico. Insurance premiums written in 1967 were over \$7,000,000, setting a record and exceeding 1966 by 19%.

trol, the most important advertising trade publication in Spain. But, queried the columnist who cited the ad, "I would like to know whether this campaign was created in Spain or only adapted."

"This advertisement and the whole campaign has been created, prepared and executed in and for Spain," answered Julian Bravo, JWT-Madrid media-marketing director, in a letter to the columnist which was published in the following issue.

"L&M 100's problem in Spain, where three other 100mm brands already had been introduced and a new brand was already launching an introductory campaign, was a difficult one," he wrote. "We had to convince consumers of the apparent and real superiority of L&M 100's over the other 100mm cigarettes."

"This was the starting point of our work. And the results seem to have rewarded us. Not only is this campaign to-

(Continued on page 4)

Singer sales in U.S. hit one million in '67

NEW YORK—For the first time in its 117-year history, The Singer Company sold 1 million sewing machines in a single year to retail customers in the United States.

This is a first for the industry in any country.

Company-wide sales for Singer in 1967, including its divisions, exceeded a billion dollars for the second successive year.

The millionth U.S. sale for a new or used sewing machine was predicted by computer

analysis to fall on December 27, 1967 and was celebrated symbolically at the flagship Singer Center at Rockefeller Plaza in New York City.

When Mrs. James Keneally of Middlesexboro, New Jersey bought a Singer Golden "Touch & Sew" sewing machine at 11:55 a.m., she became the symbolic one millionth purchaser and was awarded a variety of Singer products, including a TV set, typewriter, vacuum cleaner, records and fabrics.

The event was marked nationally with the presentation of a little "Touch & Sew" sewing machine to each purchaser of a new machine at Singer's 2,000 retail outlets.

Singer, historically and presently, is the

(Continued on page 4)



SALES RECORD—Mrs. James Keneally, a home economics teacher and the mother of two teenage sons, is congratulated by Alfred di Scipio, group vice president, North Atlantic Consumer Products Group, The Singer Company, upon becoming the symbolic one millionth U.S. purchaser of a Singer sewing machine in 1967.

Marsh & McLennan to Chicago Firm has world-wide offices

CHICAGO—Marsh & McLennan, Chicago-based insurance brokerage firm with offices throughout the world, has named JWT-Chicago to handle its advertising, effective April 1.

The team for the new account will include management supervisor Pat O'Brien, account supervisor George Walthius, creative director Frank Johnson, associate creative directors Bill Ross and Bob Taylor and group head Jim Sawyer.

Two-stage FDA campaign uses outdoor posters to "tease" Californians

LOS ANGELES—Ford Division has combined funds with the Ford Dealers Advertising Association of Southern California to support a highly intensive first quarter advertising program.

The campaign started with outdoor teasers on December 26, 1967 and moved into high gear this week with "reveal" copy and art appearing on some 1,260 outdoor posters throughout Southern California.

Three cars, Torino, Mustang and Ford LTD, are featured in the first stage of the campaign which ends Feb. 3. The teasers for each car are seen in the advertisements shown on this page, which are supported by three different TV spots (which will be aired some 400 times on major stations) and heavy flights of radio commercials (on 72 stations).

Stage two of the program, which features a special new Mustang for California, will run through late February and all of March.

Limericks laud Brasso captivate military market

NEW YORK—"I'm a poet and didn't know it" has now become a standard line for members of the U.S. Armed Forces and their families caught up in a unique



There once was a boot
from El Paso
Who knew what to do
with his lasso.
But his brass it was dingy,
And his dates they
were stingy
Until he was told about
BRASSO.

Moral: Girls
take a shine to a
Brasso man.



TENN-SHUN Send your Brasso limerick to Brasso Div., R. T. French Co., Rochester, N.Y. 14609 U.S.A. We'll pay \$5 for each limerick published.

This advertisement from the first campaign in 1966 features the "starter" limerick written by Charlie Glass.

Beautify our highways.

LTD by Ford



Southern California gets rapid transit!

TORINO by Ford



Everyone in Southern California ought to move.

MUSTANG '68



To get an idea of what the teaser posters looked like block out the car names and illustrations in these advertisements. The "reveal" copy and art were added in the second stage.

consumer involvement campaign for R. T. French's Brasso.

The poet laureates of the Army, Navy and Marines are all busy turning out limericks praising Brasso's polish power. And they get \$10 for any which appear in print.

It all started in 1966, when NYO's Charlie Glass wrote the first limericks for a new Brasso campaign designed to reinforce brand awareness in military markets. The advertisements (see this page) appeared in American armed forces newspapers and such magazines as *The Leatherneck*.

After the first few advertisements were published, the contest element was added and servicemen were encouraged to send in their own contributions. The prize is \$10 for those published, \$5 for honorable mention.

Now, an average of 30-35 creative efforts reaches R. T. French headquarters in Rochester, New York each month. Sometimes the language is salty, and sometimes the meter kind of wanders in the fifth line, but consumer interest is so high that the campaign will continue into 1968.

The present account team for R. T. French products advertised in military markets includes account representative Ken Cole, group head Al Haman, art director Bill Lowe and writer Joan Swift.

This advertisement is from the latest campaign and features the most recent winner's limerick.

Brasso

Memo to:
Sergeant McBean
Your belt buckle
isn't quite clean.
Though Irish
you are,
it'd be better
by far
to Brasso off
some of that green.

\$10 and thanks to:
SGT. Philip Blair, Jr.
US 52 682 430
Co E, 4th Bn, 5th Bde
USARS
Fort Gordon, Georgia 30905



TENN-SHUN!
Send your Brasso limerick to Brasso Div., R. T. French Co., Rochester, N.Y. 14609, U.S.A. We'll pay you \$10 for each limerick published.

Chicago PR kit aids fight against drug abuse

CHICAGO — "Never Abuse — Respect Drugs" is the theme of a kit being issued by the National Assoc. of Retail Druggists, JWT-Chicago pr client, to 40,000 drug-store-owning pharmacists early this year.

Purpose: To combat drug abuse by youngsters.

Part of a massive education program launched in cooperation with the U.S. Food and Drug Administration's Bureau of Drug Abuse Control, the kit enables pharmacists to educate youth and adult groups at the local level on the dangers of misusing drugs—amphetamines (stimulants) barbiturates (depressants) and hallucinogens (LSD and others).

The basic N.A.R.D. kit holds a variety of aids which can be readily reordered. Material includes a fact sheet on misused drugs; a detailed plan for a short program to be given to schools or clubs, list of available visuals, newspaper articles, radio and TV announcements, plus illustrative materials from the Bureau of Drug Abuse Control and data from the American Medical Association.

During the kit's planning stages, JWT-Chicago's Eileen Sharpe attended a law

IN THE FIGHT—As part of their massive educational campaign to combat drug abuse, Willard Simmons (above r.), executive secretary of the National Association of Retail Druggists spoke at the recent Chicago-area conference for editors of high school papers. The youthful editors took notes and planned articles for their school papers about the new N.A.R.D. program.



Did you know?

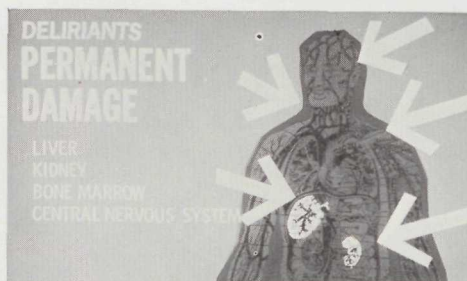
Little-known facts about drugs in the JWT-Chicago N.A.R.D. kit:

- LSD has "afterflash"—hallucinations can recur up to a year after drug was taken.
- Withdrawal from barbiturate abuse is painful, can include spasms and convulsions.
- Overuse of amphetamines ("pep pills") can cause mental blackouts, highway accidents.
- LSD is odorless, colorless, tasteless, and a pinhead holds enough for a trip. Some trips are one-way. Clinics are getting hundreds of patients with LSD-caused paranoia and schizophrenia.
- An overdose of barbiturates (depressants known as "goofballs") can make the user seem intoxicated; speech is slurred, coordination poor.
- One symptom of hallucinogenic drugs: eye pupils dilate.
- Psychedelic drugs don't expand the mind, tests show. Sharpening of the user's sense of creativity is not borne out by evidence. I.Q. scores drop.

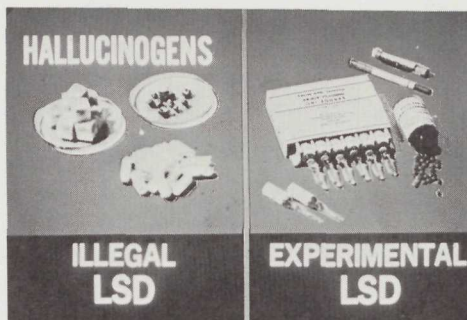
enforcement training course conducted by the Bureau of Drug Abuse Control. She has since worked closely with bureau officials in selecting materials.

The new kit has been cited as a major contribution by druggists in safeguarding their nation's health.

With the finished kit, the pharmacist member of N.A.R.D. now can become a focal point for schools, homes and institutions seeking facts on drug abuse. With the kit's information at hand, the pharmacist can cite the symptoms of drug abuse, summarize clinical findings and verify legal penalties. He will be in a position to emphasize the valid use of drugs while documenting the dangers of misuse.



Slides in the N.A.R.D. kit, such as the ones shown on this page, help pharmacists discuss abused drugs and the body damage they cause.



JWTer elected secretary of Brazilian agency association

SAO PAULO—C. J. Shellard, treasurer of JWT-Brazil has been elected secretary of ABAP, the Brazilian Association of Advertising Agencies.

The purpose of ABAP, to which belong

Charles J. Shellard



150 Brazilian agencies, is to raise professional standards and make the work of its associates better understood by industry, advertising media and the general public.

Multi-lingual Brussels office surmounts language barrier

BRUSSELS—JWT's spanking new office in Brussels has acquired the international outlook of this Common Market capital city quite rapidly. One of its account team recently addressed 30 visiting salesmen—in Italian.

The salesmen represented the Gallino company, a new Italian distributor for Champion Spark Plugs, and were on a visit to Champion's European headquarters in Belgium. Martyn Brownhill, an Englishman who works with the JWT-Brussels group co-ordinating the Champion account for Europe, was asked by the client to talk on Champion advertising.

Stefano Cocchiglia, Champion regional sales manager in Italy, and Emile Robberechts, Champion European advertising manager, originally had planned to ask JWT's Milan office to help with the talk.

However, Martyn, who worked in JWT's Milan and Frankfurt offices prior to going to Brussels, was found to speak Italian fluently and had no problem giving the talk himself.

And it proved especially advantageous to Champion's international image to have an English-speaking person address the salesmen in their own language on what



Martyn Brownhill in action (r.).

was for many of them their first visit abroad.

Commenting on the ability of his staff to speak several foreign languages, JWT-Brussels manager Bob Doyer said: "... it not only adds to the international dimension of our company and its role in communications, but it also enables us to look beyond our borders and learn from the experience of other countries."

Madrid: Creative strategy determined by needs of mkt.(Cont.)

tally Spanish, but our New York office has asked for it to adapt in other countries and has already ordered its publication in international media such as *Life en Español*."

With his letter Julian enclosed an advertisement from the U.S. introductory campaign for L&M 100's, with a totally different approach stressing the copy headline, "It's What's Happening."

One last word from the columnist. "I'm

very pleased to know that this campaign was totally created in Spain. . . . We agree with your refusal to follow the American line, which sometimes can be perfectly adapted to our mentality and habits, but this time it would not have been right."

The account group for L&M 100's includes account supervisor Pedro Llubes with Jaime Sainz de la Maza and Lee Pavao on the creative end.

CORRESPONDENCIA PRIVADA

"Jorge:

Dos palabras solamente sobre tu sección en la revista *CONTROL*: "Si o no a los genios", del número de octubre, y concretamente sobre el apartado "el anuncio del mes".

Nos complace mucho que el anuncio elegido haya sido el nuestro de L&M-100. Aunque, para ser sinceros, la verdad es que teníamos, y tenemos, mucha confianza en esta campaña.

Por otra parte, he aquí lo importante, que satisfará además gratamente tu curiosidad y la de tus lectores de *CONTROL*: Este anuncio, y toda la campaña ha sido totalmente concebida, preparada y realizada en España y para España.

El problema del L&M-100 al llegar a España, donde ya había tres marcas de 100 milímetros, y otra nueva iba también a comenzar sus actividades aparecía difícil, pero claro: había que tratar de convencer a los consumidores de la aparente y real superioridad de los L&M-100, sobre todos los otros 100 milímetros. Y esto con un presupuesto de publicidad que no permitía hacerse notar, tanto como fuera deseable, entre las demás publicidades competitivas.

Este fue el punto de partida para el trabajo de toda nuestra agencia. Y los resultados parecen habernos compensado.

No sólo la campaña es totalmente española, nueva y original, sino que, además, nuestra oficina de Nueva York nos la ha pedido para tratar de adaptarla a otros países. (De hecho ya se ha publicado, ordenado por Nueva York, en medios internacionales, como "Life en español").

Te envío un ejemplo de lo que ha sido en U. S. A. la campaña de introducción L&M-100, que nosotros conocíamos y no quisimos utilizar, para que veas el enfoque totalmente diferente.

Y nada más. Te saluda atentamente,

JULIÁN BRAVO
Dtor. Marketing-Medios
J. Walter Thompson, S. A.

It's what's happening.



At left is the *Control* column in which Julian Bravo's letter and the U.S. advertisement for L&M 100's appeared.

Me satisface muchísimo, es cierto, que esta campaña haya sido totalmente creada en España. Mi felicitación más cordial a todos los componentes de vuestra agencia. Comparto también vuestra negativa ante la línea americana, que si bien en otras ocasiones encaja perfectamente con nuestra mentalidad y costumbres, en esta ocasión, no hubiese sido acertada. He aquí el ejemplo que me enviaste.

Pan Am plans new U.S.-Australia service via Japan

NEW YORK—New air service permitting passengers to travel between the U.S. and Australia via Japan will be inaugurated by Pan American World Airways starting February 1, subject to foreign government approval.

Singer sales in U.S. hit one million in '67 (Cont.)

undisputed leader in sewing machine sales as well as the fastest growing company in the industry. Unit sales in 1967 were up about 10% over 1966 and 19% over 1965.

Alfred di Scipio, group vice president at Singer, attributes the increase in sales to the generally increasing interest in home sewing. The home sewing market now comprises nearly 42 million American women of all ages.

The new service will be made possible by extending the carrier's New York-San Francisco-Honolulu-Tokyo-Guam route to Sydney.

This extension will provide:

- The first single-plane, American-flag service between the U.S. and Australia via Japan.
- The first single-plane, American-flag air service between Tokyo and Sydney via Guam.

• Three flights weekly from Tokyo to Sydney, including one via Guam and two via convenient connections at Hong Kong.

• A new circle tour of the Pacific Basin, with a typical routing being New York-San Francisco-Honolulu-Tokyo-Guam-Sydney-Nandi-Honolulu-Los Angeles-New York.

New York-Sydney flights via Tokyo will be offered once a week in each direction.

Pan Am dishes up handy dining companion

NEW YORK—Betale. Lasku. Regningen. L'addition.

That's how you ask for the check in restaurants in Denmark, in Finland, in Norway and in France.

If you want to know how to ask for the bill in 11 other European countries, Pan Am has a book for you. It's called *Menu Translator* and it does just what the name says.

The 160-page, hardcover book is a dictionary of food and drink small enough to fit into a pocket, yet hold the answers to myriad little problems that, piled one after the other, can make or break a vacation trip to places where the languages and eating customs aren't familiar.

If you're hungry in Portugal, for instance, a newcomer might order a plate of salsa—which sounds like salsa in Spanish. They're even spelled alike. But Spanish salsa is sauce and Portuguese salsa is parsley, and alone, neither is very filling.

And money can be saved by knowing what "s.g." means on an Italian menu. It means, "no set price"—as the cost of a lobster, which is priced according to size.

The *Menu Translator* performs in the same informative way when you are ordering wine and tells you 15 ways to say please and thank you.

The book costs \$2.95 and is on sale at all Pan Am ticket offices and bookstores. Or, write to Pan Am Publications, P.O. Box 757, Melville, New York 11746.



BOMBAY'S INTERNATIONAL NIGHT—Miss Poonam Chandiramani, "Miss International Tourist Year" and Mr. Noshir Chikliwala, "Mr. ITY" (above) were crowned at Bombay's first International Tourist Fair in a contest sponsored by JWT client Chesebrough-Pond's and two other Bombay companies. JWT initiated C-P's participation in the contest, whose entrants were chosen from girls at the Fair. Semi-finalists were given a travel grant to determine the winners, who were awarded a trip to Kashmir.



J. WALTER THOMPSON COMPANY

NEWS



New York News

January 12, 1968

FOR STAFF MEMBERS ONLY

Man with the Better Ideas says:

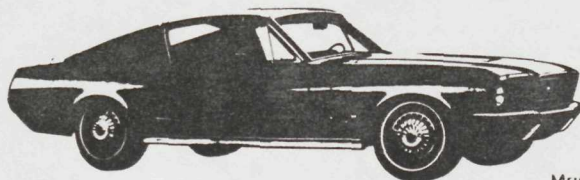
"We've got 13 models listing under \$2594. And the list prices go out the window when you get our deal."



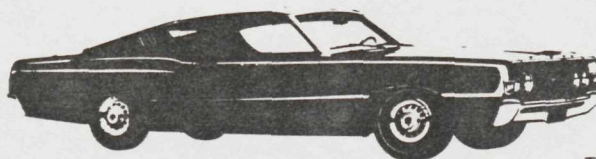
See the man who's selling Fords

I've got a Better Deal for you

Only in Ford Country



Mustang



Torino



Galaxie

fastbacks in 3 sizes!

As shown, Ford's new fastbacks are actually 20% longer than the previous models. How much longer? That's up to you. Because time is money, and you know it.



FORD

has a better deal



"I've got 48 Ford models with list prices starting at \$2228³². And the list prices go out the window when you get my deal."

See the man who's selling Fords. 

These advertisements are from the current print campaigns being done by the NYO-based FDA creative group. The headlines are variations of two Ford themes—"Ford has a Better Idea" and "This is Ford Country." The advertisement top left and the subway poster above were shot locally at Gotham Ford. P.S. Recognize NYO's George Eversman?

Art Galleries

• *Corridor gallery, 10th floor, Jan. 5-19*—“Photographs of the Sea” by Martin Meltz will be the exhibit. Mr. Meltz has been taking pictures for over 15 years and has concentrated on naturalistic themes. In recent years, most of his work has dealt with the sea and the photographs in this display were taken on Monhegan Island, Maine, where the photographer spends his summers. Meltz has exhibited widely, most recently at Rosemont College and the University of Maine Summer Arts Festival. When not out photographing, Mr. Meltz is a high school math teacher in Philadelphia.

Classified

AN ANNUAL OFFER—Will trade for any one week this coming summer; My 3-bedroom country home, on 2½ acres with trees, grass, cool, fresh air, cat, dog, barn, swimming, antiquing, superb country restaurants and dependable car, for your air-conditioned Manhattan apt. big enough for 2 adults with three sub-teen boys. Live a little! Gordon Jett, X2595.

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

FOR SALE—Nikkormat FT with F1.4 lens and case, extras. Mint condition. Used very little, \$165. X2292.

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—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.

MUSIC LOVERS—Tix to New York City Ballet at N.Y. State Theatre. Sat. eve., Jan. 20 at \$5.95 each. X3188.

FOR SALE—Minolta CDS 16 Sub-miniature camera fully automatic. Flash attachment, CU and filter lenses, carrying case included. Plus Minolta Mini-16 slide projector with Auto-Load attachment and carrying case. Two years old. Perfect condition. \$60 takes everything. X2175.

MUSIC LOVERS—3 Friday nite concerts Jan. 12, Feb. 16, March 15. Festival Orchestra of New York at Philharmonic Hall. Tix \$7.50 pair. X3188.

AMAGANSETT (EAST HAMPTON)—For rent, new 2-bedroom furnished cottage, block from ocean, private street. Fireplace, dishwasher, washer-spin drier, TV, many extras. July, \$550; June \$300; both \$750. Includes heat, electricity, gas, water. Call Miraed Peake, X3165.

FOR SALE—Antique mirrored custom-made coffee table must go . . . fast. Circular 48". Victorian, one of a kind hatrack/marble stand. Marble, mirror, drawer. Almost 8' high. X3535.

WANTED—Collector of Italian antiques or replicas desires large oil painting of city of Rome to complete collection. Prefers bright hues with expressive Roman ornamentations. X3351.

COIN COLLECTORS—For sale at bargain prices: 1964 Canadian Proof Sets (\$3.50); 1965 Austrian Proof Sets in leather case (\$6); 1964 Austrian Proof Sets (\$4). X3287.

FOR SALE—Pekingese—brown, 13 weeks old, pedigreed AKC pup. Papers and inoculations included. X2480.

New Arrivals

Michael Gill



is a writer in Sid Olson's group. Mike attended Yale University, edited its literary magazine, rowed for the crew team and took one year off from college to discover America. After Yale, he decided to take a respite from the “real world” and do some serious, uninterrupted writing. He, therefore, moved to Dundrum, Ireland. Two years, one autobiography, a wife and one daughter later he returned to the States to begin an advertising career. In his leisure, Mike writes, enjoys the opera, athletics and taking an occasional steam bath at the Yale Club. The three Gills reside in the West Village. X3131.

Melinda Morris



has joined JWT to write on Scott Viva, Confidets and new Pond's products. Her previous copywriting experience was with Benton & Bowles and Daniel & Charles. At B&B her assignments included Chemical Bank of New York, Vick Chemical and new business while at the latter agency she worked on the Hazel Bishop account. A native of Los Angeles, Melinda attended the University of Arizona. Her interest in the theatre and writing sparked her to write a play “Studio Legacy.” She now makes her home on the Upper East Side. X2280.

Marvin Glasser



has joined JWT's broadcasting department to work on Lever. His 8½ years of media experience was acquired at Ogilvy, Benson & Mather; Doherty, Clifford, Steers & Shenfield; and Cunningham & Walsh. Most recently, at Ogilvy, his account responsibilities included Lever Bros. and Bristol Myers. Marv graduated from N.Y.U. with a bachelor's degree in marketing. He completed an eight-year hitch in the Army active reserves. Marv, his wife Ellen (who he admits is a golf widow) and their two daughters, Jill and Jeri make their home in Greenlawn, N. Y. X2362.

Charles Woodruff



is a media planner on First National City Bank and Miles Laboratories. He comes to JWT from Papert, Koenig & Lois where he was a media supervisor on Quaker Oats and Piel's Beer. Prior to this he was at Needham, Harper & Steers as a media planner and print supervisor assigned to all 21 accounts in the agency. Much of Chuck's professional career was spent at Sullivan, Stauffer, Colwell & Bayles. There he worked on Noxema Cover Girl cosmetics, Lever Bros. and Pall Mall. He received his bachelor's degree from the University of Chicago and master's from Columbia. He then spent two years in the Army stationed in the Far East. Most of Chuck's leisure time is devoted to the theatre. He is a member of the Amateur Comedy Club and will play the leading role in its February performance of “Room Service.” He also finds time to renovate and decorate his summer home in Bay Shore. Chuck also has bachelor quarters in Manhattan. X3024.

Marriages & Births

Born: A son, Jonathan Geoffrey, to Norm Pearl, Creative . . . ; a son, Joseph Evan, to Richard De Padilla, Data Processing.

Forum

• *Eyes on Thompson*—Two aspects of creativity will be discussed on Tuesday, January 16 from 1-2 p.m. in Room A. Phil Mygatt will take the first half hour to talk about the organization and philosophy of JWT's creative department. Larry D'Aloise's topic for the second half of the program is the “Crux of Creativity.”

Also welcome to:

Suzanne Chandler, John Gray, Terry Taffinder, Maria Vodopivec (Art); Edward Lanzo (Auditing); Nicholas Sattler, Blanche Radowski (Broadcasting); Rafael Varon (Client Acctg.); William Voss (Data Processing); John Russell (Edit.-Film); Joan Savin, Dione Wallace (Estimating); Mary Viener (Fashion); Theresa Horner (General Acctg.); Iris Mercado (Liaison & Custodial); Yildirim Guner (Mailing & Shipping); Ann Marchiano (Print Bill. & Pay.); Robert Beckwith, Richard Dever, James Garrison (Prod. Bill & Pay.); Frank Gary (Traffic); Paula Rysewyk (Transcription).