Coast Man Invents
The Silent Movie

From JWT—San Francisco comes word of the League of Silent Movie Eaters, more familiarly known as LSME, an organization founded by a San Francisco realtor to combat unnecessary eating noise in movie theatres.

After initial success in this country the organization became international when the first overseas branch was established in Great Britain at the end of February by Richard J. Martin, a graduate student at the University of Edinburgh. In addition to wide press coverage, Martin appeared on both BBC and commercial television and was interviewed on a BBC radio news program.

LSME San Francisco and LSME Britain have both endorsed greater consumption of raisins since a survey last fall indicated that raisins and cotton candy were the most satisfactory movie foods because of their low noise quotient.

It's National Raisin Week

In connection with the spontaneous establishment of this unique organization, it should be noted that the San Francisco office has produced a series of free display materials promoting National Raisin Week.

(Continued on page 4)

Insurance Campaign Wins Recognition

The "Wausau Story" advertising of Employers Mutuals of Wausau, handled by JWT—Chicago, was one of 25 campaigns winning Saturday Review magazine national awards for distinguished advertising in the public interest. The winners were announced in a recent issue of the magazine.

In addition, Employers Mutuals was awarded citations in two special categories, public service advertising and public relations advertising. Only 10 awards were made in each of these categories. The three awards are the latest in several Employers Mutuals has won in the last 10 years for advertising excellence as well as for outstanding art.

Robert Gunderson, director of advertising and public relations for Employers Mutuals, said, "We've always believed our Wausau Story advertising to be the best in the casualty insurance field. We're pleased to see our judgment confirmed again."

Clarence Lund, J. Walter Thompson vice president, is account supervisor for the Employers Mutuals account and Ross Littig is account representative.

PROUD & HAPPY— Mrs. Jean Simpson, selected as 1963 Chicago Advertising Woman of the Year by the Women's Advertising Club of Chicago, shows the award to George C. Reeves (r.), executive vice president of J. Walter Thompson and manager of the Chicago office, and Kenneth Ward, vice president of JWT.

Chicago Ad Women Cite Mrs. Simpson

Mrs. Jean Simpson, vice president of J. Walter Thompson Company, has been selected as 1963 Chicago Advertising Woman of the Year by the Women's Advertising Club of Chicago.

The award was formally conferred on Mrs. Simpson, a copy group head at JWT—Chicago, at the annual awards dinner meeting of the Women's Advertising Club in the Chicago Federated Advertising Club's quarters, Tuesday, April 16.

In selecting Mrs. Simpson for the award, the panel of judges cited her contributions to the development of others in advertising, her service to the industry through professional club activities, her many appearances as a speaker before advertising and journalistic groups and as an advertising spokesman to groups outside the profession, and the contribution of her professional skill and stature to other fields.

The award panel consisted of Mrs. Gladys W. Blair, columnist and publicity supervisor of Young & Rubicam, Inc.; George H. Hartman, president of George H. Hartman Co., Edward C. Logelin, president of the Chicago Assn. of Commerce and Industry and vice president of United States Steel Corp., John C. Bachrodt, president of Bachrodt, Newell, O'Kane & Gano, and N. N. Wexler, market service manager of Brunswick Corp.

Besides being named Chicago Advertising Woman of the Year, Mrs. Simpson now becomes a candidate for national

(Continued on page 4)
Item: Telecasters throughout the country this week received program materials based on a recipe booklet for outdoor cooking. The sponsor: Seven-Up.

Item: In March, Eastman Kodak’s new Instamatic cameras were introduced publicly around the world solely through the vehicle of public relations.

Item: Fleischmann’s yeast, a Standard Brands product, was declining steadily in sales prior to 1949. That year marked the start of a new public relations program for the product—and sales have been increasing ever since.

Item: Pacific Mills had a problem: How to get department stores to stock its new contour sheets? Answer: Run a program in cooperation with the American Cancer Society, which encourages people to turn in their old sheets for re-use as bandages. Some 1,000 stores eventually stocked the contour sheets.

Item: Science writers and editors throughout the country this month received copies of “Radiology News Digest,” a monthly publication digesting articles from radiological journals. The sponsor: Eastman Kodak.

**40 Clients Served**

These five items, picked at random, illustrate the diverse workload of JWT’s public relations department. They represent only a small sampling of the activities conducted for some 40 clients making regular use of Thompson PR services.

Not too many people may realize that JWT houses one of the largest public relations facilities available anywhere. It may rank, in fact, as the No. 3 public relations operation in the U.S., exceeded in size only by Hill & Knowlton and Carl Byoir, leading independent PR firms.

Public relations at JWT is under the capable wing of Joe Boyle, who heads a staff of 75 persons in the N.Y.O. Working with him are four group heads: Meredith S. Conley (Kodak, Reader’s Digest, Purator, among others); John Rost (food accounts—notably Standard Brands); Harold Smith (American Bankers Association and Liggett & Myers, among other accounts); and Gil Coburn (Warner-Lambert and Chesebrough-Pond’s), who recently rejoined the company.

**A Worldwide Operation**

The N.Y.O. operation is augmented nationally and internationally through the network of JWT offices. The Washington D.C., office—under the direction of John Barnhill—is largely a PR facility; it has a staff of eight. John Van Zant, who heads public relations activity in the Chicago office, has a staff of 30. There are nine staffers under George Wells in San Francisco,
1. Radio-Television: We maintain an extensive program service to radio and television stations throughout the country. Example: There is a monthly service to 175 women telecasters who incorporate food features in their programs. Departmental head: Jeanne Shea.

2. Hometown News Service: We supply a syndicate service of articles and photographs to some 4,300 small town dailies and weeklies. Departmental head: Rhoda Drindell.

3. Special Publication Service: We have a syndicate service for some 3,000 special publications—employee magazines, shopping news, grocery giveaways—with a combined circulation of approximately 40,000,000. Departmental head: Francis Smith.


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**A JWT Profile**

**Joseph Boyle**

A practical approach is brought to the problems of PR

A visitor recently asked Joseph E. Boyle whether the craft of public relations has changed much over the past 30 years. Without any hesitation he replied, “No. The semantics may have changed—but not the ground rules.”

This reaction tells much about the Joe Boyle approach. It’s fashionable these days to talk about “public relations counselors” and “image-makers” and “manipulators.” PR men themselves are anxious about their “professional standing.” Joe Boyle, who has headed JWT public relations for 19 years, remains faithful to a pragmatic view of his business. Unlike many PR men, he doesn’t blanch at the word, “publicity.” The public relations department is geared to get public exposure for the products and services offered by clients. Its basic aim: to help JWT sell more products. And Joe expects to make a profit for providing this service to clients.

**Explanation for Success**

This hard-headed no-nonsense approach helps to explain why JWT’s public relations-publicity department has functioned so successfully through all the years when other advertising agencies have been plagued by the problem of making their PR service a going business in its own right.

Joe is a product of the hard-knocks school of American journalism. Born and educated in Kansas, he edited the college daily at the University of Kansas and then served his apprenticeship on the *Emporia Gazette* under the famed editor, William Allen White. He describes these two and one-half years in Emporia as the “best instruction I ever had.”

From Emporia Joe went on the Associated Press, where he ran one-man bureaus in four midwestern cities. Running a one-man bureau for the AP was no cinch in those days. It has a day-and-night vigil over the state legislature, the state executive departments, the state prison and everything else in sight. One of Joe’s harrowing experiences from this period was covering a lynching in Texas. He witnessed a burning—at-the-stake—and wrote a first-person account of the event for the AP.

**A Group of Clients**

In 1928, at the urging of friends, Joe deserted the newspaper field to set up his own publicity bureau in Chicago. Joe’s first clients made a strange amalgam of business, education and religion—Brink’s Express, Lawrence College and the Episcopal Church of Chicago. He maintained his company through the dark years of the depression—and then moved to New York to become director of promotion of the National Council of the Episcopal Church.

Joe came to JWT on Aug. 1, 1943 to get out of public relations, but before long he was heading up what was then called the “Press Bureau.”

Under Joe’s direction, the JWT Public Relations Department has evolved the

...
Mrs. Simpson (Continued)
Advertising Woman of the Year, to be crowned at the annual convention of the Advertising Federation of America in Atlanta, Ga., in June.

Mrs. Simpson became associated with J. Walter Thompson in Chicago in 1956 as a copy group head. Previously she had been a copywriter with Leo Burnett Co., Knox Reeves Advertising, and Sherman K. Ellis & Co.
She has edited two cookbooks, "Fashion Cooks" and "Ann Pillsbury Baking Book." The latter, now in its ninth printing, was a best seller when it first appeared.

New and Notable

Proofs of New & Notable ads are available for travel to other offices after their New York display. Contact Dione Guffey.

Another group of outstanding JWT-created advertisements, chosen by the Art Advisory Committee, goes on display today—Friday, May 3—in the 10th floor galleries.

Of the twelve specially selected ads, four are reproduced here, together with quotations from the comments of the AAC, which explain why these particular ads were chosen and are being exhibited.

After one week of display, the current series will be moved, for an additional week's exposure, to the 9th floor of NYO.

Below, left—"Modern products for modern living presented in a modern way...excellent type selection."

Below, right—"Free-style layout and candid photo imply carefreeness."

Below, center—"An advertisement with a personality air. Everything about this ad reflects femininity, delicacy and product quality."

Coast Man (Continued)

which ends May 4, for the California Raisin Advisory Board. Point of purchase displays available to grocers and bakers center on the theme of Raisin Week itself and on related items such as raisin pie in addition to the more familiar raisin bread and small raisin packages.

Colorful streamers and menu clip-ons advertising raisin specialties—as well as raisin recipes—have been distributed to restaurants. Most of these pieces are readily recognizable by the appearance of a bright little sun face surrounded by a halo of raisins.

Selections from recent advertisements found to be of special interest by the Art Advisory Committee of the NYO are available for travel to other offices after their New York display. Contact Dione Guffey.

Right—"A picture tells so much so simply...interesting use of underscores in body text."

Below, right—"Free-style layout and candid photo imply carefreeness."

Below, center—"An advertisement with a personality air. Everything about this ad reflects femininity, delicacy and product quality."

Nobody gets around the Pacific like a Pan Am traveler

More legs to more places. Only Pan Am gives you a choice of 14 Pacific destinations from Los Angeles—23 Jet Clipper flights each week to Hawaii alone! widest choice of routings. Go via Hawaii to Japan, Hong Kong, and Round the World. Ordinarily to Tokyo, the exclusive Clipper route. Via Hawaii to Manila and Southeast Asia. Or across the South Pacific to Fiji and Australia, with Clipper connections from Fiji to New Zealand. Enjoy international service. On your Jet Clipper to Hawaii, for instance. Scabbards attendants serve cuisine and champagne by Maxim's of Paris—compliments of Pan Am. Choose 1st-class President Special or low-fare Rainbow economy service.

Enjoy the President's special experience, unmatched by any other line, assures you of a happy trip in every way. See your Pan Am Travel Agent.

Look! Three Great Work savers from Scott

Scott Twin Platinum Scott Family Cups Scott Family Napkins

Why Listerine especially—during pregnancy?

For the past twenty years, doctors have been using Listerine® and its fresh breath effect to help the body maintain a cleaner mouth and nose which is so vital to the general health of the body. But...?