

# Awards for New Style Ads

New York—A children's wear ad that sought to promote racial understanding as well as the company's apparel, a motor-oil firm's campaign to cut down traffic accidents, and a liquor distiller's ad discouraging young people from drinking are among the winners in this year's "Moral Tone in Advertising Awards," presented annually by Manhattan College.

The awards, established in 1962 by the Christian Brothers institution, are intended to call attention to advertisements which instruct, inspire and aid the common good in addition to selling a product or service. "Such advertising should be cited as an example for other advertisers."

Ten advertisements were singled out for citations at an awards ceremony July 13. They included five newspaper ads created for Ford, the International Ladies' Garment Workers Union, the International Paper Corporation, Kemper Insurance and the National Automobile Dealers Association; three magazine ads, for Health-tex clothes, the Mobil Oil Corporation and Seagrams Distillers; and two TV ads, for General Electric and the Institute of Life Insurance.

In a selection process that was begun last January, hundreds of award candidates from ads appearing in 1966 were selected by senior marketing majors in Manhattan College's School of Business. These were reduced to a maximum of 15 nominees in each category by a faculty-committee representing all departments in the college, including Theology, Psychology, Literature, Accounting and Economics.

**THE WINNERS** were selected by an awards panel consisting of Mr. Robert E. Lee, head of the Federal Communications Commission; the Rev. Thomas M. Garrett, S.J., director of the University of Scranton's Institute on Business and Social Ethics; Thomas B. McCabe Jr., vice president of the Scott Paper Co.; William Okie, president of J. M. Mathes, Inc., a public relations firm; Armando Sarmiento, president of McCann-Erickson, Inc., an advertising agency; and Brother Walter Tobbs, F.S.C., acting dean of Manhattan College's School of Business.

This year's winners, which were also selected for their high ethical, moral and human standards, consisted of the following ads:

• A magazine advertisement for Health-tex children's clothes, showing four youngsters of different races holding hands beneath headline asking, "Why are people different colors?"

The accompanying text presents the scientific theory that skin color was determined by the climate of the world's first inhabitants who were born in. "Later,

these people began to travel from climate to climate so there are now people of all colors living in all parts of the world. They inherited their skin color from their parents, just as you have. But no matter what color a person's skin is, everyone belongs to the same big family, the family of man." A tie-in sales pitch follows: "Children who wear Health-tex are one big happy family..."

• Mobil Oil's extensive "We want you to live" ad campaign, featuring numerous tips on safe driving, ranging from a list of ways that children can be kept quiet on long car trips to sarcastic ads: One shows a thick-lensed man beneath the headline, "In 31 states this man can renew his driver's license. Yet he is legally blind." Another shows a young couple necking while the boy is driving. The headline reads, "Till death us do part." (The Manhattan College award was given to a specific all-text newspaper ad announcing Mobil's campaign for safety.)

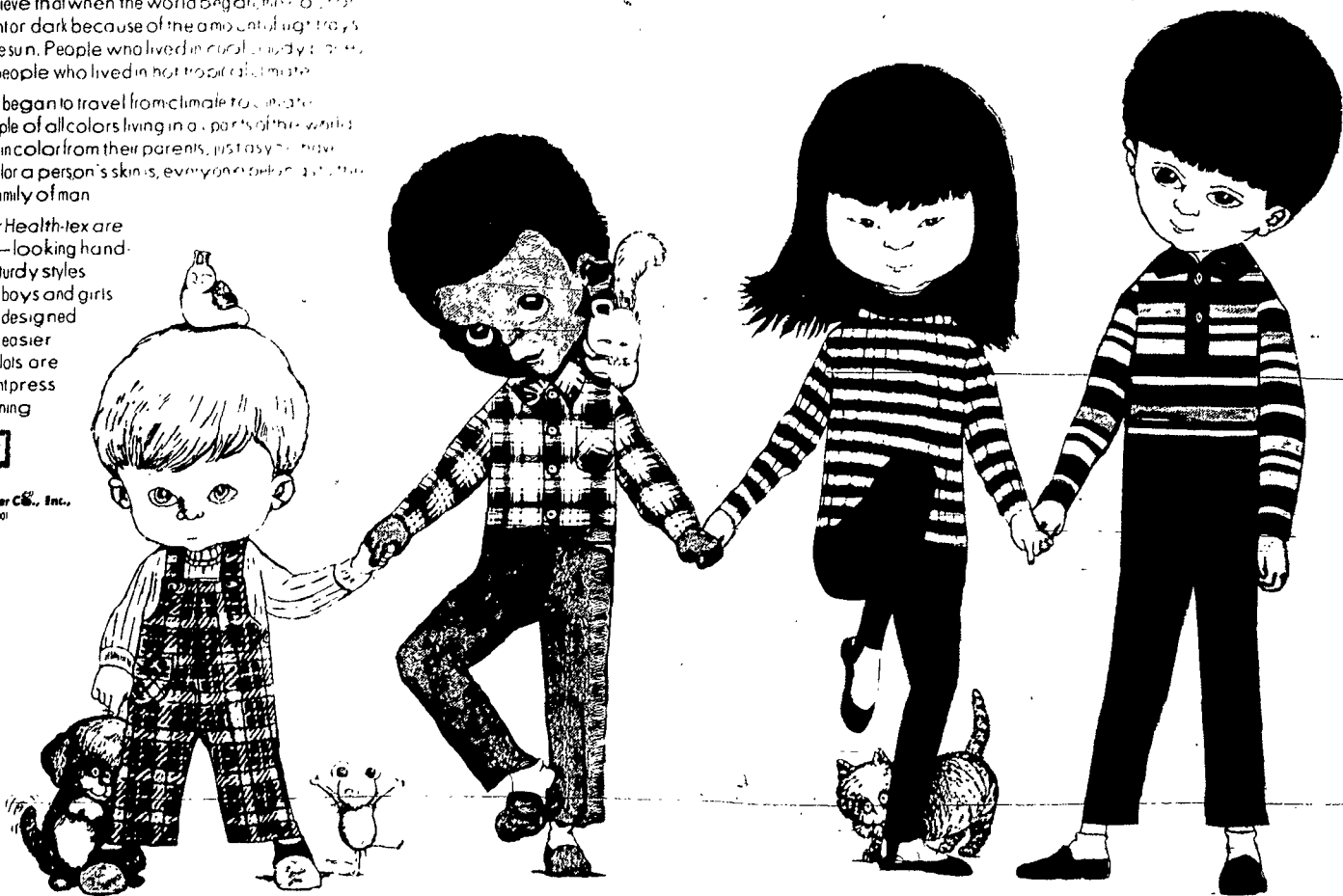
• A Seagram's "Father's Day message" showing a teenage boy asking, "When can I start to drink, Dad?" The answering text notes that there is a legal age for drinking, "but, even more important, 'grownup' means that he has arrived at a certain maturity. And just when that happens is a hard thing to judge. We believe the tap root of balanced judgment

# Why are people different colors?

Many scientists believe that when the world began, all people's skin was lighter or dark because of the amount of light they received from the sun. People who lived in tropical areas had lighter skin than people who lived in temperate areas.

Later, these people began to travel from climate to climate, so there are now people of all colors living in all parts of the world. They inherited their skin color from their parents, just as you have. But no matter what color a person's skin is, everyone belongs to the same big family, the family of man.

Children who wear Health-tex are one big happy family—looking handsome in all the smart, sturdy styles Health-tex clothes for boys and girls 6 months to size 8 are designed to make a mother's life easier. All are washable and last are treated with permanent press so they never need ironing.



# "When can I start to drink, Dad?"



You knew it was coming. Sooner or later. And now you're going to have a little talk.

We can't give you the script. But we can give you our thinking.

Frankly, we view drinking as a grown-up pleasure. That means, flat out, that nobody tries to fudge the law. A young man wants to buy his first drink until he is legally permitted to do it.

But, even more important, "grownup" means that he has arrived at a certain maturity. And just when that happens is a hard thing to judge.

We believe the tap root of balanced judgment has to be the parent. He defines what being adult means. By words. And by deeds.

If you see drinking as we see it as a pleasure to be enjoyed sensibly, moderately, and in context with the rest of the good things of life then, the chances are your son will too. The chances are he won't violate the trust you give him.

Certainly some young people do not always conduct themselves as they should. We would have our heads in the sand if we didn't see it. But that doesn't mean we have to go along with it.

For our part, we will continue to discourage this kind of behavior. We don't want that kind of business. And never have.

You can help in a very positive way. Simply by expressing your own healthy, adult point of view. In what you say, and what you do. To your own son. And to the friends he may bring into your home.

Then, when the time comes, we can all be sure that the products we sell are in steady and responsible hands.

A Father's Day message from... Seagram/distillers since 1857



"There is only one child in the world and the child's name is all children."

# Till death us do part.

It may be beautiful to die for love in a poem.

But it's ugly and stupid to die for love in a car.

Yet how many times have you seen (or been) a couple more interested in passion than in passing? Too involved with living to worry about dying?

As a nation, we are allowing our young to be buried in tons of steel. And not only the reckless lovers—the just plain nice kids as well.

Everyone is alarmed about it. No one really knows what to do. And automobile accidents, believe it or not, continue to be the leading cause of death among young people between 15 and 24 years of age.

Parents are alarmed and hand over the keys to the car anyway.

Insurance companies are alarmed and charge enormous rates which deter no one.

Even statisticians (who don't alarm easily) are alarmed enough to tell us that by 1970, 14,450 young adults will die in cars each year.

(Just to put those 14,450 young lives in perspective—that's about 4 times the number of young lives we have lost so far in Viet Nam.)

Is it for this that we spend our time and dollars to all but wipe out potholes? Is it for this that medical science conquered diphtheria and a typhoid?

What kind of society is it that keeps its youngsters alive only long enough to sacrifice them on the highway?

Yet that is exactly what's happening. And it's incredible.

Young people should be the best drivers, not the worst.

They have the sharper eyes, the steadier nerves, the quicker reflexes. They probably even have the better understanding of how a car works.

So why? Are they too dense to learn? Too smart to obey the obvious rules? Too sure of themselves? Too careless? Or simply too young and immature?

How can we get them to be old enough to be wise enough before it's too late?

One way is by insisting on better driver training programs in school. Or after school. Or after work. Or during summer.

By having stiffer licensing requirements. By rewarding the good drivers instead of merely punishing the bad ones. By having uniform national driving laws (which don't exist today). By having radio and TV, and the press deal more with the problem. By getting our jobs less complacent.

Above all, by setting a decent example ourselves.

Nobody can stop young people from driving. And nobody should. Quite the contrary. The more exposed they become to sound driving techniques, the better they're going to be. (Doctors and lawyers "practice" why not drivers?)

We at Mobil are not preachers or laywers. We sell gasoline and oil for automobiles, and we want everyone to be a potential customer.

If not today, tomorrow. And we want everyone, young and old, to have his fair share of tomorrow's Mobil.



We want you to live.

# Pontiff Praises U.S. Race Gains

Vatican City (NC)—Pope Paul has lauded efforts in the United States to work for racial harmony at an audience granted to Whitney Young, president of the National Urban League and 11 other Americans.

The audience lasted 15 minutes and the Pope spoke throughout in English.

The Pope's visitors have been in Rome attending the International Conference on Automation and Full Employment.

Among those present at the audience in addition to Young were Theodore Kheel of the American Arbitration Association and Thomas Melady, a member of the board of the Catholic Interracial Council and the observer to the United Nations of Pax Romana, international organization of Catholic students and intellectuals.

The Pope noted that the problems of automation and full employment "are most serious for those with the fewest opportunities for education and training, and we encourage all your efforts to secure the full benefits of modern society for all its members without regard or discrimination for any motive whatsoever. All men are brothers under the fatherhood of God and all have human rights of self-development and perfection which must not only be respected but fostered, promoted and defended."

Young said that the meeting was "most satisfactory" and that he had visited the Pope to urge him to take the leadership in the task of opening men's hearts. He added that, although laws of equality have been won, there still is prejudice at work in the racial areas. He said he would go to Geneva at the end of the week for a similar meeting with Dr. Eugene Carson Blake, a Presbyterian from the U.S. who is secretary general of the World Council of Churches.

# Birth Control Funds OK'd

Washington (RNS)—Nations which guarantee a fully voluntary birth control program involving education and contraceptive services now may have such programs financed through the Agency for International Development, (AID), the U.S. government announced.

# WEEKLY CROSSWORD

Crossword puzzle grid with clues for Across and Down words.

Crossword puzzle grid with clues for Across and Down words.

Vertical sidebar of advertisements including: 'Whi...', 'LAKELINE recruited at...', 'You...', 'GENE', 'THE HOFF MUSIC SJ', 'HOSETC', 'GULF MOTOR', 'MODER BEAUTY SP', 'PACI', 'Browncroft', 'HENNE', 'NORTHG', 'DUKE SPIN ORGAN C', 'O'NEILL LIQUOR S', 'AT'.