

# Advertising: 'Watch Out for the Other Guy'

By WALTER CARLSON

Bob Watson and Sue Collins are two nice, well-meaning people. Behind the wheel of their cars, they're average drivers—the so-called "good guys" who occasionally make bad mistakes on the road.

In the new 1966 Advertising Council campaign for the National Safety Council, other drivers are being urged to watch out for Bob and Sue.

The campaign theme continues to be "Watch Out for the Other Guy," but the emphasis is being shifted to portray the "other guy" as Mr. Average.

"The other guy is not always the lane-hugging, road-burning, tire-squealing menace," according to Frederick D. Sulcer, vice president of Needham, Harper & Steers, Inc., the volunteer agency for the campaign. "He may well be a reasonably skilled, well-motivated and generally considerate driver who occasionally makes a costly mistake."

Those involved in the campaign believe that the good driver who unexpectedly makes a wrong move is probably a greater menace than the obviously reckless driver. "We instinctively defend ourselves against the careless driver," Mr. Sulcer said, "but we must consciously watch out for the good guy's blunders."

## National Concern

The new campaign comes at a time of tremendous national concern over the automobile safety issue, with countless people calling for safety measures of all kinds.

"It is imperative that we have safer cars and safer roads," Howard Pyle, president of the National Safety Council, said in a companion statement to the announcement of the new campaign, "but there is an inevitable time lag here. In the meantime, nearly 100-million licensed drivers have to cope every day with whatever deficiencies exist in cars, roads, and other drivers."

For that reason, the new campaign will concentrate on convincing motorists to "drive defensively whenever you drive."

"Sue Collins is out to get you!" the headline of one of the print ads reads. "But she doesn't know it," the copy continues. "Sue's a good driver. And that's the trouble. You've come to trust her over the years . . . but really, you can't. Because even the best drivers wind up in some of the worst accidents."

In view of all the concern



**IN NEW AFFILIATION:** William M. Weilbacher has joined McCann-Erickson's Center for Advanced Practice as an executive director. He had been senior vice president for broadcast, media and research and chairman of the plans board with LaRoche, McCaffrey & McCall agency.

with safety these days, the new campaign is likely to be one of the most extensively used public service campaigns ever sponsored by the Advertising Council. The 1965 campaign received the equivalent of more than \$40-million in media exposure—more than is spent for advertising by many major automobile brands. The council estimates that last year more than 3 billion TV home impressions and more than 98-million radio exposures were registered on networks alone.

One-minute, 30-second and 20-second radio and TV spots are being offered to networks and stations, as well as live radio and TV messages.

Newspaper and magazine publishers are being offered a variety of sizes of print ads.

And for the first time, live radio and television copy is being offered in French for the French-language stations in Canada and in Spanish for Spanish-language stations in the United States.

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## New Trade Center

The official opening tomorrow of the British Trade Center at Rockefeller Center is being

heralded in a 12-page special supplement in today's issue of The Times of London.

In addition to marking the opening, by the British Ambassador, Sir Patrick Dean, the supplement describes measures "now in hand" to foster Anglo-American trade.

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## Geographic Gaining

The National Geographic is apparently riding high in a generally rising magazine market, and without the benefit of newsstand circulation, supermarket distribution or cut-rate subscriptions.

The magazine is announcing another 500,000 circulation-base increase effective with its January issue, making its guaranteed circulation 4.9-million. In seven years, the magazine boasts, it will have more than doubled its circulation base, from 2.3-million in 1960—or an increase of 113 per cent.

And National Geographic anticipates that its actual delivery will be about 5.5-million in 1967.

At the same time, the magazine will make available to advertisers two international editions—Atlantic and Pacific—offering for the first time its overseas circulation as a regional purchase.

The base rate for the Atlantic edition, encompassing Britain, Europe, the Middle East and Africa, will be 225,000, while for the Pacific edition, covering the Philippines, Japan, Australasia and India, it will be 100,000. Overseas circulation, Geographic says, will continue to be a bonus with the magazine's complete edition.