HENRY T. EWALD, ADVERTISING MAN

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Steven S. Arnett

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HENRY T. EWALD, ADVERTISING MAN

By

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FOREWORD

From the corner of Detroit's Rivard Boulevard and Vernor Highway to the intersection of Crooks and Long Lake Roads is a distance of about 20 miles.

In horse-and-buggy days, it was a drive of a few hours, along tree-shaded roadways, past cool, inviting old homes, nestling far back in broad, green, butch-cut lawns.

Today, if the traffic lights are favorable and the driver is in no hurry, it requires something under an hour and traverses an area that is truly big city, the essence of metropolitan life -- Detroit.

Detroit, with its endless streams of automobiles, surging rivers of steel and chrome, leather and glass, rainbows of hurrying reds, greens, blues and all the colors in between. Detroit, roaring motor capital of the world.

Detroit, where 20 miles means a mere nudge of the throttle, a couple of turns of the steering wheel, and a

toe-touch to the power brake. A short, quick trip indeed!

On April 20, 1885, at the intersection of Rivard Boulevard and Vernor Highway (at that time Prospect and High Streets), Henry T. Ewald was born. Sixty-seven years later he died. He lies in White Chapel Mausoleum at Crooks and Long Lake Roads, about 20 miles from the spot where he came into an easy-going, unhurried, unworried world.

Detroit, literally, was his life. There he was born, lived practically all of his days (excluding a short stay in South Bend, Indiana, with Studebaker), became wealthy and famous, and died. In Detroit he lies buried, as was his wish.

Detroit was generous to him and he demonstrated his gratitude in a host of ways. Virtually every forward move the city made bore some mark of his support and participation. He and Detroit "grew up" together, and he loved his parent city with every fibre of his being.

Although he travelled to the important countries of the world and, of necessity, spent much of his life away from his native city, he always welcomed the opportunity to get back.

It is quite appropriate that the corner lot on which his original home stood should later have become the site of a gasoline service station. For automobiles (together

with a host of other dynamic commodities) and Henry T. Ewald were to become inseparably associated.

One of his grandsons, when a small boy and thrilled over the fact that a service station now occupies the corner where his grandfather's home once stood, remarked, with greater pride than accuracy, "My grandfather was born in a gas station"![1]

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[1]R. F. Field, Henry T. Ewald, A Brief Biography. Detroit, February, 1951, unpublished manuscript.

CHAPTER I

CHILDHOOD AND EARLY YEARS

Henry Charles and Theresa (Seifert) Ewald were extremely proud of their children and were overjoyed when their new son and third child arrived at the family home on the corner of Front and High Streets on April 20, 1885.

In fact, they were so proud they christened him with no fewer than six given names; Henry, Theodore, Julius, William, Frank, and George. The reason, the boy later confided, was that many of his parents' close associates wanted to be chosen godfather.

The possibilities were practically unlimited, since the elder Ewald was an active member of Germania Lodge, Knights of Pythias, Concordia Society, and Knights of Honor. Henry facetiously contended that his parents' restraint, despite the six names, was highly commendable.

This burden of names, however, was soon lightened to Henry Theodore and, eventually, as the boy reached school age, simply to Henry. As the years passed and Henry became one of the most outstanding businessmen and civic figures

of America, his closer associates knew him as "H.T."

His parents were Germans who immigrated to Detroit from their native Mecklenburg. Both were industrious, courageous, and forward-thinking. They loved their new homeland and their adopted Detroit and made every effort to demonstrate the sentiment. A Detroit newspaper said of the elder Ewald,

> "Henry Charles Ewald was a well-known citizen. For a number of years he was employed at Gies's, but later went into the confectionery business on Gratiot Avenue near Chene Street."[2]

While the elder Ewalds provided well for their children, young Henry showed an early inclination toward independence and, when a pupil in the Bishop School, decided to pay at least a part of his own way.

In 1894, four years before completing grammar school, he began his business career as a newsboy, delivering the Detroit Abendpost. Although this paper had a large circulation among Detroit German readers, young Henry soon decided to extend his operations to include English language dailies.

Delivering newspapers brought him into constant contact

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[2]Detroit Free Press, April 23, 1912.

with influential people and opened a host of new avenues for satisfying his thirst for facts on every possible subject. His was an acquisitive and retentive mind.

Fig. 1. -- Henry (arrow), a pupil in the old Bishop School, Detroit, in 1898.

Although he was intensely busy from morning until night, he continued with his education for a time and completed two years of high school at Detroit's Central High. In 1900 he left school, but 32 years later was awarded an honorary high school diploma.

His German background and associations served him well, and one of his first jobs was with the Hoeing-

housen Coffee Store as a combined coffee-grinder, delivery boy and all-purpose roustabout.

In 1899, as a lad of 14, he landed his first full-time job. It was with the Detroit & Cleveland Steamship Company (D. & C. Lines) as a combined clerk and messenger. That he took a keen interest in his work is clearly indicated in Figure 2.[3]

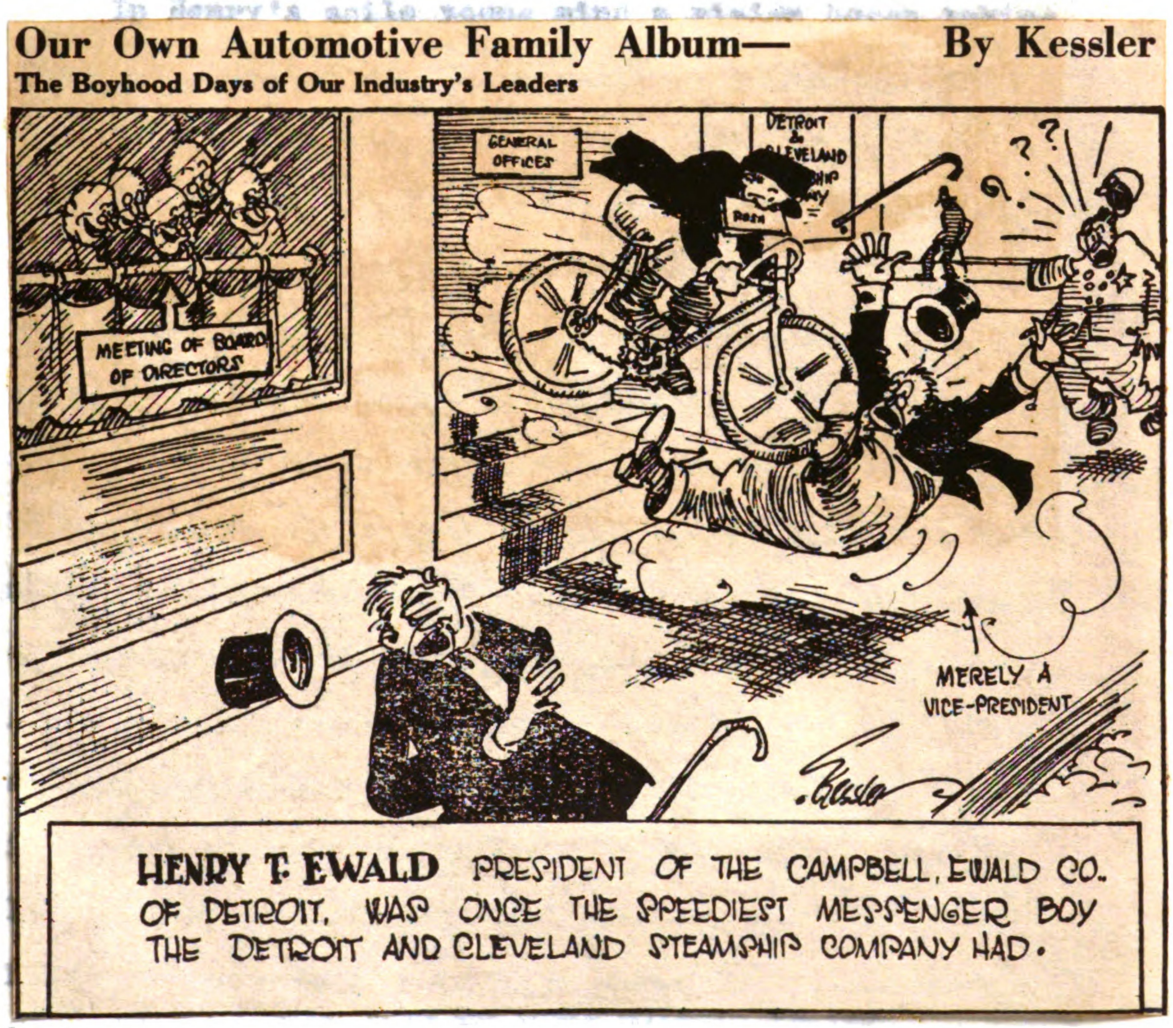

Fig. 2. Henry, the demon messenger boy with D. & C.

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[3]Automotive Daily News, Detroit, November 5, 1926.

Five years later, still in his teens, he had become its advertising manager. With D. & C. Lines he began building a reputation for originality of thought, a flair for the catchy phrase, and an uncanny ability to capture the attention of those to whom he wished to sell his ideas.

In Henry's agile young mind a vision began taking shape -- a vision of a great city -- Detroit. He sensed that fabulous developements were in prospect for his home town and that the best means of acquainting the world with the facts was through advertising. So, shortly before Christmas, 1905, he gathered a group of kindred thinkers into a room in the Wayne Hotel and sold them on an advertising club, where ideas could be exchanged, plans co-ordinated and objectives determined. The result was the Detroit Adcraft Club, one of the most active and respected groups of its type in America. Ironically, Henry was too young (20) to serve as its president (according to the bylaws), but since its first meeting he has been regarded as the guiding light in getting it away on a long, successful voyage. He later was chosen secretary, treasurer, and president. Each year at the club's annual banquet Henry is honored as the founder and "father."

Shortly after getting into the advertising department of D. & C. Lines, he produced one of his first advertising messages -- an announcement folder. In a yellowed and brittle clipping from a Detroit newspaper of about 1905 appeared this mention:

> A striking folder card announcing the formal opening of navigation by the D. & C. line has made its appearance. On the front is the new Steamer City of Cleveland, rushing through the water, head-on.
>
> At the point of the bow the card is divided and opens outward, and on the inside is seen a cross-section view of the new ship, showing all the features, including the electric elevator.
>
> On the back of the folder appears the D. & C. frog, floating in the open lake on a log. An added touch of realism is imparted by carrying over the smoke trail from the streamer, so that it floats in a haze in the distance. The folder is the idea of H.T. Ewald and its cleverness is causing much favorable comment.[4]

A leading newspaper of the time (then as now), described Henry as one "of the bright-witted men who are perpetually sounding the praises of Detroit and her products,"[5] when referring to the founders of the Adcraft Club.

Under the title, "An Advertising Genius," another publication of that era said of him:

> Henry T. Ewald, advertising manager of the D. & C. Line came up from Detroit in the Mackinac Sunday night, accompanied by a friend.

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[4]Undated clipping in old scrapbook.

[5]Detroit Free Press, August 18, 1907.

> They went to the Island and spent a pleasant time 'round until yesterday morning when they returned on the Alpena.
>
> Mr. Ewald's ingenuity and fertility of ideas furnish the numerous and attractive oddities in the publicity work of the line. His inventions are as quaint and apt as they are original and unique.[6]

And, in later years, after he had achieved success and recognition in the advertising business, he still retained his Puckish flair for the original, the unusual and the intriguing. An example is furnished in a newspaper item:

> His friends say that he owes his success to the fact that he gets a lot of ideas. That's probably true of a lot of us, whether we are in the advertising business or not, but the fact remains that Henry thought up a corking stunt recently, when a small party was given at the home of Jerome H. Remick in celebration of the fifth anniversary of Osip Gabrilowitsch's coming to Detroit.
>
> Henry thought it would be a good idea if all the guests would equip themselves with collars such as our distinguished orchestra leader affects. This was done, and the effect on the guest of honor was startling. Undersized guests looked a good deal like miniature orchestra leaders and Ralph H. Booth, who carries just about the same noble proportions as the conductor, resembled, it is said, Gabrilowitsch more than Gabrilowitsch resembles Gabrilowitsch.[7]

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[6]St. Ignace Enterprise, September 1, 1905.

[7]Detroit News, January 14, 1923.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Henry indicated early an interest in all things mechanical. The printing presses of the big Detroit dailies fascinated him. Many of his friends expressed the thought that, in all probability, his early associations with publications gradually influenced his decision to enter the advertising business.

"Watching those marvellous presses pour out their millions of messages makes a man tingle with excitement," he said. "You have to admire the people who invented and perfected them, and you have to admire the men who run them. These pressmen are geniuses at their work. I think they are doing a great job and are helping greatly in keeping our economy moving. Ever notice what a nice team a press and a pressman makes? When the press is running properly the pressman doesn't have anything to worry about. But when something goes wrong, he moves in and proves his worth. Good men often are at their best when the going is worst."[8]

Especially was he interested in the various processes and mechanics of the graphic arts. This also may have influenced his decision to become an advertising man.

In a review of his life, a large newspaper recounted:

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[8]Conversation with the writer, 1941, in Los Angeles

One of his first errands in the humble capacity of messenger was to carry a zinc etching to each of the Detroit morning papers. It was a zinc etching of a boat. Henry would look at the flat pieces of metal and wonder by what miracle they would take the form of a ship at sea when the printing process was complete.

He was so curious about the matter that he remained up all one night until the first editions came off the presses. When he arrived home he patiently explained to his mother the reason for his tardiness and showed her the boat in the newspaper, sailing along majestically in a sea of white print paper.

The purpose of the boat was to advertise the maritime virtues of the fleet comprising the Detroit & Cleveland Navigation Company. Not long after, Henry was down at the foot of Third Avenue, working for the steamboat people.

That vivid imagination that later was to make him a leading advertiser and publicist, was given plenty of play down there. You can have pretty long, broad thoughts when you're coming in constant contact with sky and water.

Henry is generally given credit for the use of those huge green frogs as a symbol for life on the ocean wave.[9] (Figure 3).

Time hurried along for Henry and before he knew it his years with D. & C. drew to an end. So well had he performed his advertising work at the steamship line that officials of another form of transportation -- automobiles-- asked for his services.

In 1909 he was asked to become assistant advertising manager of the Studebaker Corporation. Here was an assignment entirely to his liking. Studebaker! The very word breathed of pioneers, of hardships overcome, objectives reached. A fine old company, highly

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[9] Detroit News, January 10, 1953

Fig. 3. -- The famous D. & C. Frog.

respected for its famous products -- products that were sturdy, glamorous and appealing. Henry grabbed the offer enthusiastically, despite the fact that it meant he must leave his home town and go to South Bend, Indiana. After all, South Bend was a fine town, too. His stay was brief.

Roy Pelletier, a famous, fired-up, hippodrome type of operator, headed advertising for Studebaker at the time. Production was zooming, and advertising campaigns

Fig. 2. -- Ira Thomas J. S. C. 1905.

responded for its famous products -- products that were sturdy, glamorous and popular. Every graduate also offer enthusiastically, despite the fact that it would be not leave his home town and go to South Bend, Indiana. After all, South Bend was a fine town, too. The city was larger.

Roy Fullerton, a farmer, fine-boy, hydrophobe type of operator, needed advertising for Studebaker at the time. Production was economy, and available, customers

Fig. 4. -- Henry, at the age of 20, when in 1905, he founded the Detroit AdCraft Club.

of a consistent and continuous nature were necessary. Pelletier asked for, and got, Henry as his assistant.

Studebaker, in addition to its own sales program, held a contract to sell the output of a Detroit manufacturer headed by three well-known automotive figures

[illegible] -- [illegible] be [illegible]

[illegible]

of the time -- Barney Everitt, William Metzger and Walter Flanders (E-M-F).

Pelletier and Henry produced copy for Studebaker and E-M-F that contributed stongly to continued excellent sales of both cars. A short time later J. P. Morgan & Company purchased the entire E-M-F organization in a $25,000,000 transaction.

Under the new management it needed an advertising manager. Heads of the company decided nobody could possibly do a better job than Henry, in view of his solid advertising background and close association with the company. He was offered the advertising managership of E-M-F and took it without a minute's delay. Not only did it present even greater opportunities for him to utilize his abilities, but it meant returning to Detroit!

He remained with E-M-F until 1911, absorbing every possible item of information about the automobile. Those were delightful days for Henry. Here he was, associated with a company producing a dynamic product that travelled at high speeds (for those days) and took people where they wanted to go.

The E-M-F was, in its time, a popular automobile and by no means deserved the title of "Every Morning Fixit" that some wag hung on it.

[illegible]

One of the most popular means of getting publicity and favorable reaction to a car in the 1900-1910 era was through tours. Roads were so poor, generally speaking, in those days, that any car, able to withstand them for long periods and under the fearful conditions obtaining, deserved public confidence.

The idea had been presented long before Henry joined E-M-F, but he utilized it to the fullest extent in his new job of advertising manager.

> One of the notable performances of the 1910 season, from a touring standpoint, was the pathfinding trip of an E-M-F "30" car, which laid out the route for the Munsey Historic Tour....
> The route selected ran from Philadelphia, through West Point; Boston; Portland, Maine; Burlington, Vermont; Saratoga; Binghampton; Harrisburg, Pennsylvania; and Frederick, Maryland to Washington; and the eminent success of the tour which followed the trail blazed by the pathfinder, showed the conscientious work done by Pilot Harry M. Ward, of Washington, and the efficient nature of the service given by the vehicle which carried him.[10]

This historic E-M-F event, which was but one of the many taking place during Henry's tenure as advertising manager, evoked unstinting praise from a feature writer who travelled with the tour and reported it fully.

> ...it was necessary to travel steadily, day after day, for headquarters was waiting for the data, information and reports which the party was making on all the country traversed. This constant travelling in wet and

---

[10] Munsey Tour Pathfinding, June, 1910.

dry weather brought forth cautions from friendly acquaintances along the way, who declared on more than one occasion that the roads were in such condition that the car would not be able to get through.

In some of the woody districts, where the sun never had a chance to penetrate, thick mud was found and the road was filled with small ponds. The bottoms of these were so soft that many cars had been stalled there.

The pathfinding party, however, never was delayed once for this kind of work and plunged on ahead, making every night control at which we aimed.

In one of the darkest places in the woods the roads were not only muddy, but the mud was very deep. Great furrows where heavy wagons had mired were the only places where the cars could run. We passed a big machine, one of the most expensive makes, coming slowly up to meet us. As we slipped by, the chauffeur shouted to us, "Find a path through there." He pointed back and smiled. We soon found what he meant.

A quarter of a mile beyond was a big pool taking up all the road. On one side were two high-powered machines stalled in the mud. Their passengers were out on the side of the road, standing on planks, while the drivers were rigging up boards to give the cars some leeway to get out of the mire.

They hesitated as we came driving up and looked at us as much as to say, "Here's another one stuck." To the surprise of those who didn't know the capacity of the E-M-F, we plowed right through and sped merrily down the road, leaving the other cars to get themselves out.

It was an object lesson to the owners of those cars that not in high price alone doth merit lie, but in the brains and skill with which a car is built.[11]

This was sweet music to Henry's ears, and no wonder. Such copy was not paid advertising, but free publicity --

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[11]F. J. Byrne, The Philadelphia Times, June 15, 1910.

news that could not have been bought at any price, yet of such general interest to the public was the motor car and its capabilities that leading newspapers printed columns about it.

Not all of the roads presented such fearful driving conditions, however. On the macadam roads in certain areas the pathfinders reeled off as high as 35 and 40 miles an hour.

> The road led us from Philadelphia to West Point, then through the Berkshire Hills and down the Connecticut Valley to New London. From there we followed the Sound to Narragansett and Providence, and took the road into Boston. Portland was our stop farthest east and Isle LaMotte, at the upper end of Lake Champlain, the farthest north.
>
> It is a beautiful country, but let no one think that it is simply an easy touring country to pass through. It is true that there are some beautiful roads, treated in the most scientific manner possible, until it is a delight to ride on them.
>
> But there are other stretches of the route, where, for mile after mile there is nothing but a monotonous succession of bumps, an endless array of waterbreaks, and some of the most heartbreaking hills.
>
> From Burlington up toward the Northern reaches of Lake Champlain, the roads were found to be in exceptionally bad condition. It had been raining hard the night before the pathfinding party started out, and the roads, which were already rough had been made slippery. The car rolled from side to side of the road and all the men received a good shaking up.
>
> Over that part of the route which lies between Lake George and Glenn's Falls (now Highway N. Y. 9)... the E-M-F car sped like a bird, reeling off 30 miles an hour....[12]

Glamorous as was the E-M-F event, it was by no means the most gruelling. Five years previously, Dwight B.

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[12] Ibid

Huss and T. R. McGargle piloted two 1905 model Oldsmobiles from New York to Portland, Oregon.

They battled staggering obstacles, ranging from unbridged, raging rivers which they were forced to cross, to raging horse-owners whose animals they frightened and whom they were forced to placate.

More than a quarter-century later Huss again took "Old Scout" over the same route and millions of interested readers followed his progress in the newspapers.

The trip was made as a public relations stunt for Oldsmobile, which long before had become an account of Campbell-Ewald Company. Henry took great pride in the public acclaim gained for the veteran GM Division.

"This second trip," said Huss to his passenger (the writer) while crossing Nebraska, "is not as rough as the first one by any means, but it has its bad points. One of them is that every Tom, Dick and Harry on the road wants to pass, in order to see what sort of car this curved-dash model really is.

"And when they go by, as you can see, they throw gravel in every direction, especially in my direction." (The roads, while much better in the 30's than in 1905, still were gravelled much of the way, particularly in the flat grain-lands of the West.)

Yes, the automobile was a glamorous creature in Henry's youth and nobody realized it more keenly than he. Here was a product with appeal, with personality, a status symbol-- something in which a man with ideas could make a name for himself.

But Henry's predilections cut sharply across lines of thought prevalent in some banking circles shortly after the turn of the century. While the automobile was being welcomed by the man in the street as something he hoped he could some day could afford to own, financiers were by no means so optimistic.

"Is the automobile a national menace?" asked a famous magazine in a two-line banner head across the top of one of its pages. The editor answered his own question with a vehement "NO" and went on to say:

> Calamity howlers have been responsible recently for reckless statements to the effect that the automobile is a contributing cause to the higher cost of living.
>
> One alarmist has announced that there is a wholesale mortgaging of homes going on throughout the United States to enable those who can ill afford it to buy automobiles. If these opinions did not deal with one of the most significant industries of the United States, they might be set aside as being too ridiculous to be considered.
>
> The vital importance of the automobile and the motor car industry, however, makes even the slightest unwarranted attack upon it significant.
>
> It is estimated that there are now (in 1910) in use over 300,000 automobiles and the automobile industry employs over a million people. Its vital

Fig. 5. -- Some of the magnificent boquets Henry received on the 30th anniversary of the founding of Campbell-Ewald Company surround him in this photo taken in his office.

relation to the prosperity of the nation is evident at a glance.[13]

The editor then asked executives of three major motor car manufacturing companies to voice their opinions They did so in the same issue. The officials and their unabridged comments were:

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[13]Leslie's Weekly, October 27, 1910.

WILL H. BROWN, Willys-Overland Company.

Despite the fact that our streets are daily being filled with self-propelled cars, many persons remain on the sidewalks shaking their canes at them, as though the cars were special agents of the devil. Our descendants will laugh at these stories when they read them in fiction and history.

Bankers and others who have opened a fire of criticism upon the motor car industry remind me of the old hen who hates to get out of the road of the approaching car. This old hen, like many people, is averse to change. Experience will teach the hen that it is better to obey the impulse to take the shortcut to the roadside than to run ahead until exhausted. Let us hope that experience will reduce to the minimum the present prejudice.

N. I. TAYLOR, Regal Motor Car Company:

It is absolute folly to think that the automobile industry is in anything other than a most healthy and flourishing condition. True enough, we see a number of automobile plants falling by the wayside; but this sight is not uncommon to every other industry. And there are a number which will undoubtedly succumb in the future. Invariably the cause for failure has come within the individual concern. The American motor car manufacturer sees no break in the progress of the industry; and if he cannot see it, why then, who can?

H. H. FRANKLIN, Franklin Automobile Company:

The automobile has its own peculiar field of usefulness, of utility and of economy, and that it is a constructive cause to the higher cost of living is not to be accepted as fact. As a means of transportation in both the service of pleasure and business, it is superceding all other types. It furnishes a ready and convenient means of covering all distances at low cost.

In professional life the automobile furnishes the doctor, the lawyer, the real estate man and the

> traveling salesman with a ready means for reaching their places of business or making their daily sales. Doctors have been able to do away with stables, in which they have kept two or three horses and to do all their work better, at low cost and more rapidly in an automobile.
>
> The mortgage scare has been well thrashed out and has been found to be without basis.[14]

Henry, who later was to become a bank director himself, thoroughly studied the situation and determined in his own mind that the automobile was here to stay, regardless of some bankers' dire predictions. He had sensed it for years.

Although the Detroit of his youth was a sturdy, growing city, it gave little promise of becoming the fabulous motor metropolis of today and offered only a veiled suggestion of what was to come.

To be sure, pioneers such as Leland, Duryea, Olds, Dort, Winton and others already had produced substantial numbers of cars, but the rolling flood slated to later surge over the horizon was, as yet, relatively a trickle.

However, the tide was beginning to run. Car builders were entering the field in swarms. Such names as Ford, Hupp, Buick, appeared on the automotive scene. In the single decade from 1900 to 1910 the number of cars in the country had soomed from a few thousand to more than 300,000 and this was but a whisper of the impending roar.

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[14] Ibid

Readying were hundreds upon hundreds of names that blazed across the automotive sky -- some brightly, others not so brightly. Most of them are long forgotten. Only now and then is one found in a collection of old cars or in a museum.

At the 1921 Detroit Automobile Show, 67 different makes (most of them including many models) were shown. By the mid-30's survivors were Buick, Cadillac, Chevrolet, Dodge, Ford, Hudson, Huppmobile, Lincoln, Nash, Oldsmobile, Packard and Studebaker.

Nor were automobiles the only products scheduled for torrential output. The machine age was advancing and mass production, by ingenious and fascinating new techniques, was becoming the order of the day.

Household appliances, labor-savers and leisure-creaters, radios, sporting goods, boats, wearing apparel, items of every description were being produced in massive volume. The slow, hand processes were making way for new, speedy, highly efficient mechanical systems.

Consequently, goods were piling up. Means of merchandising them were becoming as archaic as the old production methods. It was time for a change, if the flood of merchandise now gushing from huge manufacturing plants was to be sold. Expanding production demanded an expanding market.

Henry fully considered these facts and began shaping his plans to keep pace with them. He was now in his mid-20's and realized that the time was upon him when he should set a course to be followed for the remainder of his life.

While the advertising assignments at D. & C., Studebaker and E-M-F had been most enjoyable and beneficial for him, they had not proved sufficient to satisfy his drive for greater accomplishment. He realized that if he were to completely fulfill his ambitions and meet his life's objectives, it would have to be in his own organization. He must call the tune, and, for this enjoyable privilege, he was entirely agreeable to paying the fiddler.

And although Henry had his feet solidly on the ground in all matters of business during the late months of 1910, he, nevertheless, had his head in a cloud -- a fact that stretched him and his days to practically the 24 hour limit. He spent from 8 to 5 downtown at work, but his evenings (with occasional exceptions) were occupied at 307 Fischer Avenue.

Miss Oleta Stiles lived there. Her family was prominent on Detroit's East Side, and she was a popular young leader in all manner of social circles. Shortly a news item appeared in the paper:

> Mr. and Mrs. Henry T. Ewald were quietly married Thursday evening [January 26, 1911] by Rev. James T. Black, of Bethany Presbyterian Church, at the Manse, 290 Baldwin Avenue.
>
> Mrs. Ewald was formerly Miss Gleta Stiles... and is well known in church circles on the East Side through her active work in that connection.
>
> Mr. Ewald has an extensive acquaintance in business circles and is one of the younger men who have fought their way to the front and has a host of friends among the newspaper and magazine men of the country who have come in contact with him.
>
> Immediately after the ceremony Mr. and Mrs. Ewald left for Chicago. They will visit the Automobile Show.[15]

What a coincidence (or was it?) that they should spend their honeymoon in Chicago at precisely the same time the automobile show was being held!

Yes, Niagara Falls, Atlantic City, and many another Gretna Green had attractions, but Chicago had inducements also. Included was the auto show which, Henry later contended, was the most important of any of them.

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[15] Detroit Free Press, January 29, 1911.

Chapter II

INTO THE EARLY [illegible]

The honeymoon was short, for big events were looming back home. Having visited the auto show and reveled in the beautiful creations (accessories and all manner of other new gear, as well as motor cars), Henry and his bride returned to Detroit. Their marriage was to continue unbroken for 42 years -- until Henry's death in 1953.

Scarcely had the newlyweds been so settled when Henry launched into an activity that was to become his life -- the advertising agency business. On February 11, 1911, he realized his great ambition to create an organization in which he could give full rein to his ideas of what could really be done with well directed advertising.

On that date he and Frank J. Campbell incorporated the Campbell-Ewald Company. A Detroit publication said of it:

> There is romance to the beginning. There always is when two men, spurred by a common vision pool resources and set off for a distant horizon. The genius of each was probably different, but the purpose was the same. That purpose, enunciated when the first stones

> of the foundation were laid, was to offer consistent and complete service to the client, not only for a day or a year, but for the long pull.[16]

Frank Campbell had been in advertising for some time when he decided in 1907 to launch the Campbell Advertising Service. He got a third floor back room on Broadway in Detroit, equipped it with a rebuilt typewriter, a discarded packing case which masqueraded as a filing cabinet, and a $4.00 kitchen table for a desk.

Henry brought to the new company his solid advertising experience gained during his year at D. & C., Studebaker, and E-M-F. It proved an excellent combination.

The two established offices in the Lightner Building and began business with a staff of six people, including Frank, president and Henry, secretary. A copy of the minutes of the first meeting of stockholders shows it was held on February 14, 1911, at Campbell's home, 121 Connecticut Avenue.

While nothing is said in the record about it, there undoubtedly was a lot of brash, only half-believed big talk about the enormous things the new-born company was going to do. It is unlikely however, that either Henry or Campbell at that original conclave had any idea that actuality some day would make the tall talk of that first meeting seem shy understatement.

---

[16] Detroit Ceco Circle, February 1, 1936

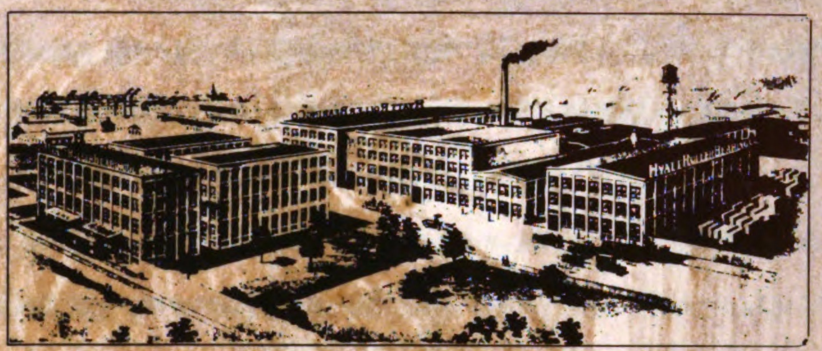
Much of the conversation in Detroit at that time was of brakes, gears, transmissions, horsepower, mergers, new models, gas, steam, electric, what's new, what's next, where do we go from here? and a thousand other dreams and speculations.

What a promising hunting ground for two young, ambitious idea-men, not champing at the bit exactly, for those years were passing, but tramping on the throttle in their desire to make progress in the advertising world. The future, literally and figuratively, was an open road.

Their first important account, appropriately enough, was Hyatt Roller Bearing Company, headed by a serious-minded young M.I.T. graduate whose name was Alfred P. Sloan, Jr. Campbell-Ewald Company has retained the Hyatt account for the entire 51 years of its existence. Mr. Sloan is now board chairman of General Motors Corporation.

Subsequently three companies were merged to make up the United States Motor Car Corporation (later the Maxwell Company), and Campbell-Ewald became its advertising agency. In turn Hudson Motor and Flanders Electric Car Company were added to the list of clients. Soon the Lightner Building offices were inadequate. Notions of grandeur in this case were no delusions. The company moved to new and larger quarters at 117 W. Fort Street.

Hyatt Roller Bearings



A PROPERLY developed manufacturing plant, with an organization constantly aiming for increased effectiveness and improvement, insures a product of the highest character.

This entire institution is—and always has been—devoted exclusively to the manufacture and development of the Hyatt Roller Bearing.

The universal adoption and continued use of this type of bearing by the leading motor car builders, conclusively demonstrates its superiority.

Hyatt Roller Bearings are correct in design—they are made of thoroughly tested materials—are carefully inspected—wear longer—and have greater practical value than any bearing made.

Hyatt Roller Bearing Co.

Detroit, Michigan

In writing to advertisers please mention THE HORSELESS AGE.

Mr. Sloan shortly after the account was signed in

Fig. 6. -- Typical full-page advertisement for Henry's first large account.[17]

[17] The Horseless Age, New York, June, 1911

Hyatt, naturally, went along, and proved the seed (by reason of later mergers) that flowered into United Motors, then General Motors and finally led to the signing by GM of the largest advertising contract ever made up to that time. It was for $6,000,000.

In 1912 the company opened a branch in Saginaw and was hailed by newspapers of the city as the only Michigan ad firm to open a branch office outside of Detroit or Grand Rapids. Henry predicted that the Saginaw Valley area was slated for phenomenal growth.

Fig. 7. -- Henry, at left, submits ad copy to H. M. Carroll, Hyatt's advertising manager, and Mr. Sloan shortly after the account was signed in 1911.

Illustrative of the mushrooming of advertising lineage generally and of automotive copy particularly, was a statement Henry made at the Detroit Boosters' Club in 1913. He said:

"Detroit is now the largest advertising center in the United States. Seven years ago Grand Rapids was a larger advertising center than Detroit. Representatives of newspapers would pass through Detroit enroute to Grand Rapids and wouldn't even stop here.

"But as a result of the tremendous development of the automobile industry, which uses more space in newspapers and magazines than any other industry, the scene on the advertising stage has been shifted.

"Because of the great success of automobile advertising, manufacturers of many other products have become more extensive national advertisers. Detroit newspapers have kept pace with the growth of the city and carry more lines of display advertising than any other city's papers in proportion to population."

While Henry the businessman was experiencing all manner of adventures and new developments, Henry the family man also was enjoying life to the fullest. A new home was being planned and a new daughter had appeared. Her arrival was noted in a special folder entitled, ANNOUNCEMENT, 1912 MODEL. An inside page stated:

> A GIRL!
> Oleta Shurley Ewald
> Arrived at the home of Mr. and Mrs. H. T. Ewald
> 647 Baldwin Avenue, Detroit, Michigan
> Sunday, January 21st.,
> Nineteen twelve at 6 p.m.[18]

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[18]Family Scrap Book, 1912

Twelve years later the second of the two Ewald children arrived. Henry Theodore Ewald, Jr., was born on September 29, 1924.

When Shirley was two years old, her parents began construction of a new home. Henry was doing well and found himself able to fulfill one of his basic desires -- to supply the good things of life to those nearest him.

The home cost him $10,000 and could not be replaced today for several times that amount. It was built on spacious grounds in the Indian Village section.

A clear idea of his love of home is given in a newspaper statement he made on Christmas Day, 1915. The paper had queried a number of leaders in Detroit's business, civic and professional circles on how they preferred to spend Christmas. Henry, at that time head of the Detroit Adcraft Club, said:

"Only a parent can realize the real joys of the Christmas season. On Christmas Eve, Shirley, my four-year-old daughter and I sit before the grate fire in the darkened parlor, and stories of old Saint Nick last long into the night until a drowsy head falls on my shoulder. Then I know that the stories have taken the form of dreams to be realized in but a small way beside the Christmas tree next morning. A Christmas at home for me, always. It

means more to me than any other season of the year."[19]

The 1917-18 period was an extremely important one for Henry. America was fighting a war that had far-reaching effects on him. Among other things, it took his partner, Frank Campbell. After seven fruitful years of association, Campbell decided to give up his partnership and go overseas with a Y.M.C.A. unit.

Henry bought his entire interest and became sole owner and president of Campbell-Ewald Company. He retained the post until illness forced his retirement in 1953. He died in the same year.

Just how far the firm had come since the days of the six-employe organization, was noted in the press.

> From the smallest to one of the largest advertising agencies in the country in 11 years, is the record of Campbell-Ewald Company, which has just moved its quarters from the Marquette Building to the General Motors Building, where an entire wing on the 13th floor has been taken.
>
> The company started in a single office in the Lightner Building. Four years ago it moved to the Marquette Building, where it had 7,000 square feet of office space. Now the continual growth of the business has forced it to still larger quarters, where the company has 10,000 square feet.
>
> The new quarters are laid out on a strictly efficient basis. The library and information services, combined with an advertising research department, which will be second to none in the country is being compiled.[20]

---

[19] Detroit Journal, December 25, 1915

[20] Detroit Free Press, July 23, 1922

But despite this tremendous growth, Henry did not lose sight of the necessity of giving more to his clients than they expected -- more than they paid him to give. In a company publication, CeCo, Past and Present, he once said:

"We would be very short-sighted indeed if we were to neglect any thought or effort that might bring new business to us. But we would be far shorter-sighted if we were to neglect any thought or action that might help us better serve the clients we have.

"In brief, if we do all we can to help our present clients do more business, that will be reflected in more business for us. The advertising agency that does only what it is paid to do will soon get paid only for what it does -- and that may not be enough."

Not only did the company's billing increase, but its prestige as an integral and highly important segment of Detroit's vast economic structure climbed with corresponding speed.

By reason of his strategic position in the fields of advertising, publishing, public relations and the like, he and key men of his organization were admirably situated to contribute effectively to all manner of worthy causes.

March of Dimes, China Relief, Salvation Army, Volunteers of America, United Fund, Red Cross -- all of these and a host of others benefitted greatly through his skillful and generous efforts.

Through adroit disposition of his advertising, research and promotion forces, he was able to play important roles in scores of worthy humanitarian causes, yet at the same time to increase his billing steadily and substantially.

One magazine put it this way:

> We nominate for our own Hall of Fame: Henry T. Ewald, because after spending most of his life festooned with tags and badges telling the world that he was chairman of a committee to help the indigent Tasmanians or to entertain the Hoosis of Whatyoumaycallem in our hospitable midst, he put on a tag day for himself and grabbed the $6,000,000 General Motors account for his company.[21]

And, as the company grew in stature and prestige, it attracted more and more attention, not only of new clients, but of sharp-shooting competition as well. This was fully expected, since, as Henry said, the bigger the target the easier it is seen by snipers.

The very bigness of Campbell-Ewald Company was used by many competitors as an argument against it. They contended that the small advertiser, needing skilled counsel, would get only token service from an agency

---

[21] DAC News, January, 1922

handling accounts in the multi-million dollar brackets.

Henry neatly presented his case for "bigness." He was thoroughly convinced that while bigness alone is no special virtue, it is, when combined with a company's good reputation, a most valuable asset.

"We have purposely built a big agency," he said.[22] "It is big in every sense of the word. Big in diversity of accounts, big in total billing, big in the calibre of its personnel, big in its outlook and objectives."

In a talk made at a meeting of his employes in Detroit, he said of bigness:

> We have to be big to service the accounts that have come to us. We just couldn't help it, and if 'bigness' is a crime, then I suppose we'll have to plead guilty.
>
> But what an advantage bigness is to all our clients! How else could an advertiser with a modest appropriation get <u>everything</u> an advertiser with a big appropriation gets?
>
> Take the Georgian Bay Line for example. There's a client with a small appropriation, as appropriations go, yet it is one of the most interesting accounts we have in the house. I feel that we have been of particular service in helping them increase their patronage every year since they have been with us.
>
> We have other accounts whose appropriations are comparable, and whose results from advertising are likewise gratifying.
>
> The size of an account has little or no significance so far as Campbell-Ewald is concerned. We ask only that the product or service advertised be sound; that the business have potentialities for growth.

---

[22]Conversation with the writer.

> No client of this agency ever complains of lack of personal attention on the part of the Campbell-Ewald staff. All clients have access to all the facilities of Campbell-Ewald.

The decade beginning with the early 20's and ending with the depression of the 30's was, according to many Detroit industrial authorities, the busiest and maddest in America's business history. All industry was driving furiously toward a peak, with Detroit and the automotive industry in the forefront.

It seemed as if nothing could stop the upward climb to greater heights of prosperity. It was not so much a time of planning for the future as it was of taking advantage of the present.

New forms of advertising came into the picture -- such as radio (TV was, as yet, commercially unimportant); outdoor advertising became of prime importance because popular use of the motor car had multiplied circulation in this field a thousand-fold; new advertising techniques appeared, such as the widespread use of photography. But whatever they were -- and whenever they showed up-- the automotive industry applied them to the merchandising of automobiles, parts and accessories.

In the 20's Campbell-Ewald Company gained some of its largest and most famous accounts. Among them was Buick,

a veteran name in the business. It remained with Henry for 15 years.

In 1922 Chevrolet became a client. It was to prove the glamor account of the company, this relatively unknown automobile (from a sales standpoint) with a vivid personality, destined to set the pace in sales volume for so many years in succession that its leadership became matter of fact.

The car has become so famous for its sturdiness, economy of operation, and general all-around utility, rather than speed, that the early spectacular racing accomplishments of its namesake and founder are largely forgotten.

Louis Chevrolet was a Swiss, born on Christmas Day in 1878. He and his brothers, Gaston and Arthur, engaged in a number of enterprises associated with motor cars. Louis began his racing career in America in 1905, having started five years previously as a representative of a French manufacturer in America.

He boasted that Barney Oldfield beat him only once "when my car broke down." He organized the Chevrolet Motor Company in 1911, and as late as 1918 was still active in racing, again beating the famous Oldfield.

Louis achieved distinction as an engineer and designer of both stock and racing cars. One of his greatest

achievements was a racing car he designed and which his brother, Gaston, drove to victory at Indianapolis in 1920.

Louis headed Chevrolet from 1911 to 1915. He was associated for a time with W. C. Durant who, after losing and regaining control of General Motors, took the Chevrolet automobile into GM, where it has remained. Louis died in Detroit in 1921 and is buried in Indianapolis.

If Chevrolet had achieved success on the racing strips of the country when Campbell-Ewald became its advertising agency, it wasn't breaking any records in sales races of the day. In fact, Ford was outselling Chevrolet by a ratio of some 13 to one.

Chevrolet, in 1921, sold slightly more than 72,000 cars. But big increases were in prospect. William S. Knudsen, the production genius who, for seven years, had directed Ford activities, joined General Motors and, on Washington's birthday, 1922, became an assistant to Pierre S. DuPont, at that time president of the Corporation. Shortly Knudsen was named head of the Chevrolet division of GM.

Almost overnight Chevrolet became a new organization. When Du Pont asked Knudsen how the future looked, his reply was, "It will be all right if we work hard enough."[23]

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[23]E. S. Jordan, Great Names, Great Friends, Great Days, Detroit, unpublished ms, November 20, 1950.

During the first year of Knudsen's management, Chevrolet sales climbed to more than 240,000, and during the second year, this number practically doubled. Everyone in Chevrolet was striving for the top.

Henry had the biggest and most important job of his life looking him squarely in the face. Here was a production miracle-man, manufacturing automobiles at a pace that boded ill for all his competitors. Here was a division of GM that was rapidly assembling a sales staff of eager, agile-minded men whose one and only objective was sales leadership.

What a combination! Nothing remained but to get the message to the public. This was Henry's job and he tackled it with enthusiasm that matched that of any of the sales or manufacturing leaders in Chevrolet.

Quantity kept zooming. As a result, manufacturing costs per car were dropping and Chevrolet could afford to lower its prices. Here was basic appeal to millions of prospective Chevrolet owners. A quality car at a quantity price! In fact, a "SUPERIOR" car at a quantity price.

So, the advertising of the early 20's stressed high quality available at quantity prices. Every car in the 1923 line, for example, was described as SUPERIOR, and the prices ranged from $510 for the SUPERIOR roadster to $860 for the SUPERIOR five-passenger sedan. The SUPERIOR touring

car was $525. Only a short time previously the touring car had retailed for $735 and the roadster for $715. All prices were F.O.B. Flint, Michigan.

Chevrolet's sales volume continued to climb fantastically. By 1925, although Ford still was leading by a ratio of about four to one, that previous 13 to one edge was coming down at an amazing rate.

One year later the lead was cut to slightly more than two to one. Still another year saw the closing of the gap and Chevrolet and Ford were running neck-and-neck. In 1928 the car Louis Chevrolet had launched 17 years previously took the Number One sales position in America and has held it consistently since. Production in 1928 was 1,191,758 cars -- approximately 16 times as great as the figure of 1921. Sales paralleled production.

This accomplishment, unequaled in the history of American business and industry, was, naturally, the result of the efforts of many men. Leading them was Knudsen. One of his chief lieutenants was R. H. Grant, in charge of Chevrolet sales, who had transferred from Delco. With both Delco and National Cash Register Company he had made outstanding sales records -- a fact that earned for him the top sales position with Chevrolet.

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CHEVROLET

Battling the Wilderness

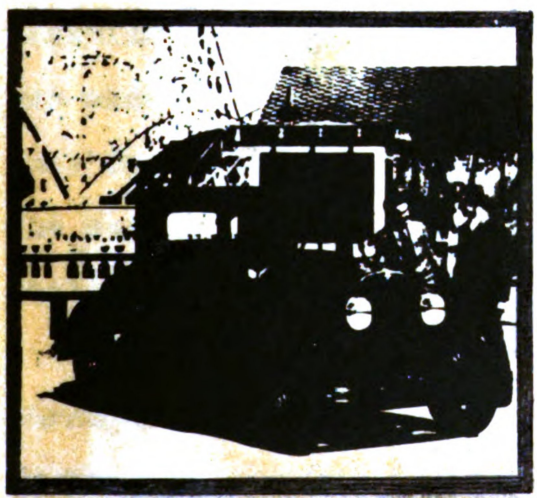
From Buenos Aires to New York in a Chevrolet

Triumphing over the most extreme hazards and hardships of road, grade and weather—blazing its own trail over thousands of miles of mountain, jungle and desert country—a Chevrolet touring car piloted by two intrepid young Argentines recently traveled the full 20,000 miles from Buenos Aires to New York City—*the first, and as yet the only, automobile ever to perform this feat!*

The start was made in the small city of Pigue just south of Buenos Aires. Two natives of this town, Adam and Andrew Stoessel—intent on seeking new worlds of adventure—set out in a Chevrolet car, just two years before the finish of the trip, and headed for the United States.

The journey was one long and steady succession of dramatic and thrilling episodes. Meeting obstacles at every turn, they battled their way across three Americas and fourteen different countries—through every kind of road and travel condition . . . rocky canyons and steep mountain grades . . . blazing deserts and swirling rivers . . . treacherous swamps and tropical thickets. . . .

Battling the Wilderness in a Chevrolet



The Chevrolet Sport Coupe, $655, f. o. b. factory, Flint, Mich.

Torrential rains in the Argentine made the going especially hazardous. A volcanic eruption near La Quiaca caused the first of many detours. Thousands of miles were traversed through creeks and rivers alone. Bandits, savages, hostile soldiers, wild animals—all barred the way. Trees had to be felled. Pathways dug through rock and sand. Logs and boulders rolled aside. Deep rivers forded. On one occasion, the car was completely submerged by mud and water except for the top.

And this Chevrolet was the first automobile ever to cross the stupendous barriers of the Peruvian Andes under its own power!

Obviously, only a car of exceptional all-round ability could undergo this terrific ordeal—and arrive in New York City in such splendid condition as did this record-breaking Chevrolet. *20,000 miles across the Americas!*—a spectacular tribute to Chevrolet strength, power, stamina and lasting dependability! Of course it's wise to choose a Chevrolet Six!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
DIVISION OF GENERAL MOTORS CORPORATION

CHEVROLET SIX $495 to $725

All prices f. o. b. factory, Flint, Michigan
Special Equipment Extra

IT'S WISE TO CHOOSE A SIX

Fig. 8. -- Typical Chevrolet advertisement of the early 30's, stressing high quality at quantity prices.[24]

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[24] American Boy, July, 1930

These two men were among Henry's closest friends and to them and their associates he gave the credit for pushing Chevrolet to sales leadership. To their successors who have kept it there, he gave equally unqualified credit.

Concerning his own part in the accomplishment, he told the writer that he and his staff had merely done their best to present to the public the sound, basic ideas and the inherent worth that the men of Chevrolet had incorporated in the product.

He was by no means unaware of the tremendous responsibility that rested on his shoulders and those of his organization, but he stressed the fact that his assignment was made easy because Chevrolet men had produced a product that deserved leadership. He explained that "they gave us the essentials to work with and we based our advertising philosophy for Chevrolet on those essentials."[25]

His conviction was that Chevrolet's sales leadership through quality at low price was a basic, logical idea in the minds of the men who produced and sold the car, and that his job was to communicate this logic of leadership to an analytical, motoring public.

He long had contended that successful advertising must be backgrounded in sound, logical ideas. He said:

---

[25]Conversation with the writer.

> Advertising, it seems to me, is based upon an idea. In fact, the things we advertise are, in themselves, ideas, usually expressed in a concrete form, but ideas nevertheless.
>
> And to recreate these ideas so that the populace will adopt them and use them calls for another idea, predicated, to be sure, upon the first, but one which epitomizes it.
>
> Behind every successful advertising program, behind every successful advertisement, is an idea, just as much as there is an idea in the background of every bit of worthwhile literature, every masterpiece of art and music.[26]

Furthermore, he contended that advertising that sells goods should be inconspicuous. He wrote in the mid-30's:

> Frankly, I am not interested in advertising that merely gets itself seen and talked about. I am tremendously interested, however, in advertising that gets a worthy product talked about. It is the product that must be made to command attention -- not the advertising.
>
> A successful salesman does not come barging into your office in a pea-green suit and yellow necktie. He doesn't do a dance in front of your desk, or hope to impress you with the superb quality of the product he is offering by starting off with jokes or supper-club chatter.
>
> The successful salesman is more or less inconspicuous. But how he does make that product of his stick out!
>
> We may like clowning for our entertainment or even get a certain kick out of bathing beauties, but when it comes to the purchase of a motor car or a refrigerator or even toilet soap, we demand a certain amount of dignity and sincerity and intelligence on the part of the salesman in whom we place our confidence.
>
> Much modern advertising [this was written in the mid-30's] seems to miss that fundamental point. It attracts attention, all right. It makes us gasp at its frankness or laugh at its impossible claims. But I can't believe that it sells much goods.

---

[26] The Rotoscope, Detroit, January, 1924

> And if advertising is to earn its keep, it has got to do a selling job. Perhaps I am old-fashioned, maybe people actually have gone haywire in their thinking. Maybe they are influenced in their buying by freak layouts, slightly shocking headlines and ridiculous claims. Maybe -- but I doubt it.
>
> My own thought is that in advertising, particularly of major products, we should strive for a certain amount of dignity and restraint. Our copy need not be heavy or uninteresting, but it should be sincere and it must be believeable.
>
> We must remember always that we [agency men] are not in show business [this was written before the day of the TV spectacular]. Our job is not merely to entertain or thrill or shock. It is to inspire confidence; to build reputation; to sell goods -- today, tomorrow and over a period of years.
>
> If we do not accomplish these results our advertising is not good advertising, no matter how much attention it attracts or how widely it is discussed.
>
> The all-important thing is to get people interested -- not in the advertising, but in the product.[27]

By the mid-20's Henry had done such a good job of pushing his clients' indentities and products into the public consciousness that he had made more than a million dollars.

The number "22" had a weighty significance for him, for by '22 he was placing copy for all of General Motors--$22,000,000 worth of it.

The Corporation remained a client of Campbell-Ewald through the 20's. Such familiar sales phrases as "For Economical Transportation," (Chevrolet); "Chief of the Sixes", (Pontiac); "Hyatt Quiet", became household words with millions of car owners.

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[27] Advertising Age, New York, May 11, 1936.

So popular were GM products that the Corporation by the mid-30's was nearing the 50 percent mark in terms of automotive sales.

In 1933 a General Motors policy decision separated the various division accounts, with Campbell-Ewald retaining Chevrolet plus a number of the subsidiaries. A large part of GM's institutional advertising also remained with Henry's company.

Soon the frenzied decade of the 20's, with its tremendous production figures, sales records and stock market skyrocketings began drawing to a close. The crash of late 1929 was bad enough, but the depression that followed it, with the bank holidays and other ominous hallmarks of panic, was worse.

Owners of securities noted that the smooth, courteous voices of their brokers had changed. There was an edginess to them. Many a harried holder of stocks which he had purchased on a 10 percent margin answered the phone to "... this is Broker So and So. Get down here immediately or we will be forced to sell you out. And don't bring only conversation. Have the cash!"

Hotel clerks were wary of worried-appearing guests who asked for rooms unusually high up. "Do you intend to occupy this room or jump out of it?" was a not infrequently heard joke of the day.

Naturally the rough going affected Henry's business, as it affected all businesses. But so strongly had he built over the years that he weathered the storm handsomely. He took great pride in the fact that his company never missed a cash discount in the payment of publication, or other bills. Neither did the company ever miss a payroll, although in the bank holidays of 1933 it was necessary to fly funds from New York to Detroit and various branch offices.

The country was, at that time, on the gold standard and one of Henry's large clients had staged a sales contest in which five-, ten- and twenty-dollar gold pieces were prizes for the leaders. Officials of the company were on the Pacific Coast to, among other things, award prizes to the salesmen. The bank closure caught them far from headquarters. The Detroit visitors, needing the coins to take care of living expenses until they could get home, presented certificates instead of gold pieces. The winning salesmen received their awards in the form of checks somewhat later. Cash money, especially gold, was at a definite premium for quite a period in these trying days.

Despite the black picture, Henry never lost faith in American business -- especially advertising. While on a business tour of the Southwest in the heart of the depression, he was quoted:

[illegible]

> There is nothing basically wrong with the country. There is plenty of money in the savings banks. Slow buying is due to fear, and this can be dispelled by aggressive advertising, which builds up confidence in the mind of the public.[28]

While in Dallas on the same tour he further amplified his conviction that advertising played a great part in the country's recovery. A Dallas newspaper quoted him:

> A greater responsibility rests with advertising today than ever before, because the present strategy of business is not so much production as merchandising.
>
> Business is leaning to a great extent, consequently, on both advertising and intelligent, intensive merchandising plans. It is our one big hope for a more rapid recovery.
>
> And I believe advertising is especially proving its worth at this time through the business it is making for the courageous companies that have either continued or increased their appropriations.
>
> Advertising is the great force that is putting dollars into circulation at the present time, for no one doubts but that the money is in the country and is available for those things that people desire.
>
> I also believe the public is gaining confidence and just in proportion as people have confidence, in that proportion will they loosen their purse strings.[29]

The depression did not depress Henry's enthusiasm for keeping in the middle of things, both from a business and civil viewpoint. The newspapers carried generous mention of his accomplishments during and following the post-crash era. For example:

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[28] Express, San Antonio, Texas, May 26, 1931.

[29] Dallas, Texas News, May 24, 1931.

> Henry T. Ewald, president of Campbell-Ewald Company, Detroit Advertising Agency, has been elected a director of the Detroit Board of Commerce.[30]

While publications in the metropolitan cities recognized his news value and printed many articles about him, the smaller papers were equally aware of his accomplishments. For example:

> At its annual meeting, held in Washington, D.C., the American Association of Advertising Agencies elected Henry T. Ewald of Detroit, chairman of the board of directors. This is the highest honor that can be conferred on an advertising agency executive.[31]

A few of his many accomplishments during the period were listed by a Detroit publication:

> Being a good Detroiter and thoroughly sold on the city of his birth, he has taken an active part in civic affairs, particularly in charity drives. Committees which he headed prepared the advertising which convinced the citizens of the need of the new Belle Isle Bridge and the city charter and which brought a flood of donations to Y.M.C.A., Womans' Hospital, Y.W.C.A., Florence Crittendon Home, and the Salvation Army and so made possible increased activities and new buildings for these elements of city life.
>
> He organized the father and daughter day observed by Rotary, Recess, Detroit Athletic, Detroit Boat and Detroit Clubs. He is a director of the Guardian Detroit Bank, Grace Hospital, Detroit Symphony Society, D.A.C. and Bloomfield Hills Golf Club, and a past director and treasurer of the Oakland Hills Golf Club.
>
> For recreation he goes to baseball games and plays golf when he can spare the time.[32]

---

[30] Editor & Publisher, New York, July 2, 1932.

[31] Express, Colon, Michigan, June 16, 1932.

[32] Masonic News, Detroit, July, 1931.

Although Henry's golf in his later years was somewhat on the semi-mediocre side, he, nonetheless, was a member of the exclusive "Dodo Club." A news item attests this fact:

> HOLE IN ONE CLUB.
>
> BILOXI, Miss., Henry T. Ewald ... has joined the ranks of the "Dodos", those golfers who have made a hole in one. Ewald qualified on the course here by making the 150-yard 17th hole from the tee.[33]

Actually, Henry made three Dodos in his life; the one at Biloxi, another at Asheville, N. C., and the third at Bloomfield Hills, Michigan.

Time continued to roll like a ball and almost before he knew it Henry was into the 40's and beginning to celebrate significant anniversaries. One of the most important was the 30th birthday of Campbell-Ewald Company. Newspapers throughout the country "covered" it in detail:

> Campbell-Ewald Company ... is celebrating its 30th anniversary this month. The agency has an average billing of $10,000,000 ... has handled the Chevrolet account since 1922 ...[34]

> Thirty years of "advertising well directed" are being celebrated by the Campbell-Ewald Company in Detroit during February, for it was in this month in 1911 that the company was incorporated.
>
> This anniversary makes the agency the oldest in Detroit and one of the few in the country

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[33] Chicago Tribune, April 10, 1924.

[34] Indianapolis Star, February 10, 1941.

> to have retained its corporate identity and its directing head for so long a period.[35]
>
> Henry T. Ewald ... whose firm has directed the expenditure of more than $300,000,000 for advertising since 1911, will be host to his associates and a group of friends at a dinner in the Detroit Club Tuesday night. The meeting will mark the 30th anniversary of the company ....[36]

The celebration was a gala one with Henry's intimates, including Detroit's automotive elite, reliving the events of three amazing decades. One of Henry's greatest pleasures at the gathering was his reunion for the evening with his old friend and former partner, Frank Campbell.

So successful was the 30th anniversary in 1941 that Henry decided to hold another five years later. About it he said, in a popular business magazine:

> There were roses on my desk that morning -- thirty-five red roses (his favorite flower). And letters -- lots of them. You see, it was Campbell-Ewald's birthday. Yes, it is 35 years since Frank Campbell and I founded this company. It doesn't seem like 35 years, but it is.
>
> I had thought about this anniversary for quite a long time. I had lived again the experiences of those years: the problems met -- and solved; the men and women who have joined our ranks; the things we have accomplished; the friendships we have made.
>
> I didn't quite realize how many and how deep those friendships are -- 'til I read the letters.

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[35]Chicago Herald-Examiner, February 9, 1941.

[36]Detroit Free Press, February 9, 1941.

"As your first and oldest client," said the one from Hyatt Bearings, "we think it means something when we say how richly Campbell-Ewald deserves its success." Yes, it does mean something when a client tells you that-- after 35 years of knowing each other so well.

Then there was a letter from a weekly newspaper in Iowa: "Through all the years," it said, "our dealings with your company have been so satisfactory in every way that the very name of Campbell-Ewald is like that of an old and valued friend."

A wire from a world-famous publisher said much the same thing. But somehow, there was a special satisfaction in those words scrawled in long-hand from the editor-publisher in a small midwestern town.

I've read all those letters -- two-hundred or more, I guess-- and I'll read them all over again-- letters from clients, publishers, radio executives, outdoor advertising officials, printers and engravers, artists, heads of other agencies, personal friends, former associates, employes of long standing, officers of associations, civic and charitable organizations we have been priviledged to serve -- even a hand-engrossed testimonial from a religious sisterhood.

They recall old times -- interesting experiences, successes shared.

And then there was a note from one of our new men -- just out of the service: "Dear Boss," it said, "I want to suggest..." -- and off it went into a novel idea for one of our clients. Not a word about our thirty-fifth anniversary!

He wasn't thinking about Campbell-Ewald's past-- that young man of ideas -- and action. Neither are the forty-odd others like him who have recently been added to our staff. For them the past is an inspiration -- and that is all.

It's the <u>present</u> they care about -- and the <u>future</u>.

When I think of the imagination -- the freedom from the fetters of tradition -- the enthusiasm and vigor that are today as much a

> part of Campbell-Ewald as the seasoned judgement and experience gathered through the years, I realize that anniversaries are only milestones on our road to greater usefulness than ever.
>
> The roses are only buds.
>
> They symbolize not the years that have gone but the years of achievement to come.[37]

And Henry's prediction of new achievements to come was to be abundantly borne out in the succeeding years. Although his associates were loud in their commendations over his success and business acumen, only a few of them realized that, for some time, he had been achieving his objectives in the face of a severe physical difficulty.

His hearing, since early middle-age had been gradually failing. The illness was of a nature that not even the most famous physicians of the world could correct. He wore a hearing aid for many years. Also, nestling unobstrusively among the books, papers and other gear usually found on a busy man's desk was a small microphone which amplified the words of anyone visiting him.

Never did he minimize the seriousness of his hearing lack, but, nonetheless he did not permit it to dampen his enthusiasm for life or his optimistic outlook. "Think of all the bum jokes I miss," he once said.[38]

His impaired hearing, however, was by no means the most serious physical handicap he encountered in life.

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[37] The Advertiser, New York, March, 1946.

[38] Conversation with the writer.

During the late 30's he suffered a detached retina, which gradually developed into blindness in one eye. He battled this problem with typical determination and courage and did not permit it to deter him in any way from the accomplishment of his objectives.

For weeks he lived in darkness beneath the heavy bandages covering his eyes, not knowing whether the afflicted eye could be saved or whether the ailment might spread also to the other.

"If you permit it, your imagination can run riot," he said in later years.[39] "You wonder whether every beautiful sunset, every rainbow, every bright flower, every loved face you see will be the last. You gain a new appreciation of Nature's beauties when threatened with the loss of them."

Once out of the hospital and to free his mind of thoughts of his physical disabilities, Henry launched even more enthusiastically into his work. The panacea of serving his clients and his home city even more industriously than ever, worked wonders and, coupled with the tincture of time brought him back to the front lines where plenty of action was taking place. And the action was by no means confined to peacetime pursuits.

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[39]Conversation with the writer.

[illegible]

[illegible]

[illegible]

Pearl Harbor! As the opening of war radically changed the lives of so many Americans, so it changed the life of Campbell-Ewald and its president.

Most of his clients were companies whose manufacturing abilities were vitally needed in the production of munitions and all manner of war gear. Uncle Sam quickly became their most important customer.

As Chevrolet, Burroughs, Hyatt, and many others of Henry's clients switched production from civilian to war use, Henry switched as quickly. His organization adjusted to a war economy and began producing advertising that stirred readers to greater patriotic action, just as his copy had previously stirred them to buy civilian goods.

The familiar Minute Man, with his message to buy U. S. War Bonds and Stamps, appeared in millions of messages in every form of media available. Nor was the identity of the advertiser lost in any way. Chevrolet remained Chevrolet in his copy, although it was building engines for bombers and fighter planes, in addition to many other types of munitions.

The old familiar quality-through-quantity theme appeared in the munitions ads just as it had originally appeared in the first Chevrolet ads Henry had designed. One of them said, in part:

> It's important to build these engines quickly--and in great quantities-- but it's even more important to build with quality. For our fighting men want their equipment ready and they want it right.
>
> At least that is the way we of Chevrolet feel about all of the many different kinds of war equipment we are manufacturing today; and you may be certain we are meeting the demand for quality, just as we are meeting the demand for quantity.

Another of his war ads was titled "The Empty Room," and showed a father looking through the door of his son's room. He spoke to the emptiness:

> This is my son's room. This is where he slept. This is where he dreamed a child's dreams. This is where he saw a man's visions. Here, in this empty room are faded pictures of team-mates and heroes...gloves and spiked shoes...bright pennants...the echoes of his days.
>
> They said I was too old to fight, though I'm only fifty. But if I'm too old to sight and drop a stick of bombs, I'm not too old to lay my money on the line for war savings stamps and bonds.
>
> Maybe I'm too stiff and slow to fly, but I've got control enough to keep my car speed under 40... so they can keep the fighting planes above 400...
>
> No, I'm not bitter any more... I've come around to thinking that here at home we've got the job of passing the ammunition along, of sacrificing little things, of giving up and going without, of looking ahead to "less" instead of "more". Somebody's got to do the necessary, undramatic things...and I guess that's what older men are for.

Naturally the copy made a tremendous hit and was picked up and reprinted as editorials by leading newspapers and

magazines of the country.

Whenever possible Henry personally directed the efforts of his company during the war years, allocating space to the war effort where most needed, but not losing sight of the day when the fighting would be over and peacetime goods would again be in demand. He made certain that none of his clients lost identity in the public eye.

CHAPTER III

THE LATER YEARS

He, himself, remained prominently in the public eye during the 40's. He was awarded the gold medal for Distinguished Service to Advertising in 1940.

Fig. 9. -- W. S. Knudsen, director of the Office of Production Management, smiles approvingly at left as H. K. McCann, president of McCann-Erickson Co., Advertising, presents a gold medal to Henry, at right. The medal is for Distinguished Service in Advertising and was bestowed at the Waldorf in New York. (AP Photo)

Fig. 9. -- W. S. Kundsen, director of the Office of Production Management, smiles approvingly at left as K. Hodson, president of Hodson-Erickson Co., Advertising, presents a pin award to Lumpy, at right. The medal is for Distinguished Service in Advertising and was bestowed at the Waldorf in New York. (AP Photo)

In the following year the University of Missouri presented him its School of Journalism Medal of Honor for Distinguished Service to Journalism. Wayne University, in the same year conferred upon him its honorary degree of Doctor of Laws. Many leading newspapers, as usual, gave full accounts of these events:

> A capitalist-labor mediator, an industrialist and the head of one of the nation's largest advertising agencies today held Doctor of Law degrees from Wayne University, following annual commencement exercises in Olympia Stadium.[40]

They were James P. Dewey, U. S. Commissioner of Labor; Charles E. Wilson, president of General Motors Corporation, and Henry. His citation read in part, "... for contributions to Detroit as a civic leader."

Concerning the Gold Medal Award the press was especially thorough in its coverage:

> "Full of energy, imagination, affection and faith in people," said H. K. McCann, president of McCann-Erickson Advertising Co., who made the presentation, "he has given unselfishly of himself and of his organization to the advancement and betterment of advertising."
>
> In accepting the medal, Mr. Ewald said he had been greatly surprised when notified that the honor was to be conferred on him. He gave full credit to his organization for the part it played.
>
> "Advertising in the future," he maintained, "will play an even greater part in the lives of the people of the country. Not only will it aid in bringing out a stronger national defense, but when the world again gets down to business, it

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[40]Detroit Times, June 13, 1941.

> will help keep men and machines busy and assist in the flow of merchandise. Also it will do a tremendous amount of work in human reconstruction.[41]

Another article, particularly stressing the type of person Henry was, appeared at the same time:

> Henry Ewald is a man's man-- the kind of a man with whom other men like to work-- like to play, and delight to honor.
> He has been honored, both nationally and locally--time and again, and is now the recipient of what he considers the highest honor of all -- a gold medal for Distinguished Service in the field of which he is giving a lifetime of service -- advertising.[42]

One of Henry's most prized possessions was his medal received from the University of Missouri. A leading newspaper said of it:

> Henry T. Ewald...today was the possessor of a Medal of Honor from the University of Missouri School of Journalism, the first ever awarded in the field of advertising by the school. The medal was bestowed yesterday for his public-spirited enterprises and betterment of advertising.[43]

Pearl Harbor was only five months past when clamors were heard from many sources that the Government should take over advertising efforts that pertained to the conduct of the war. Henry opposed this, and did not hesitate to expound his views whenever possible. The presentation of his Medal of Honor

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[41]Detroit News, February 14, 1941.

[42]Advertising and Selling, New York, February, 1941.

[43]Chicago Herald-American, May 15, 1942.

by the University of Missouri gave him another opportunity to state his beliefs:

> Henry T. Ewald... in an address here today decried suggestions that the Federal Government should assume the role of a large scale advertiser during the emergency.
>
> "The United States is not, --nor should it be classed as, a business enterprise," Ewald said. "Like the Church and other social agencies, the Government can benefit-- and should benefit-- by advertising. But it should not dictate the media, order the space, or pay the bills."
>
> Ewald said he favored Government advertising provided it was paid for by America's business and industrial concerns and retail stores -- "each", Ewald stressed, "according to its size and ability to pay. I say little or nothing about the dangers of regimentation in a vast, all-comprehensive, Government-paid-for advertising program. These are self-evident."[44]

Although Henry continued to give unsparingly of his time to all manner of worthy humanitarian causes, he kept a weather eye on the business horizon and took steps to prepare his company for a return of normal, peacetime activities. Publishers grabbed this fact with enthusiasm, since it was another indication that the war might soon end and that America would, without undue delay, resume production of civilian commodities.

> Henry T. Ewald, heading the famed Campbell-Ewald Company of Detroit, informing the Advertiser of the expansion program he has just embarked upon, stated his strong belief that in the post-war period advertising and selling will prove most powerful factors in maintaining prosperity.

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[44] Globe-Democrat, St. Louis, April 15, 1942.

> Production facilities, ingenuity and volume certainly are basic for the great national income this country must have after this war, but getting commodities into the hands of owners must play an even greater part than in the past.[45]

In the Advertiser article Henry then outlined the moves he had made, such as greatly enlarging his top personnel, opening new offices, expanding older ones, and in many other ways proving his faith in an early resumption of normal business.

That his optimism was well founded is proved in the fact that during the single year (1944) before the war ended, Campbell-Ewald Company signed no fewer than six large advertising accounts, in addition to other lesser ones.

The six were: Detroit Edison Company, Detroit; Great Lakes Steel Corporation, Ecorse, Michigan; Hanna Furnace Corporation, Ecorse; Jam Handy Organization, Detroit; Product Development Division, Great Lakes Steel; and Transportation Products Division, Stran-Steel Corporation, Ecorse.

Three other large companies that became Henry's clients during the later 40's were Wierton Steel Company, Wierton, W. Va.; Champion Paper Company, Hamilton, Ohio; and National Steel Corporation, Pittsburgh.

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[45] The Advertiser, New York, July, 1944

Henry began to note during the 40's that he was taking part in an increasing number of anniversaries, and particularly in more and more retirement parties for old friends. Also, the fact did not escape him that a great number of similar events, marking time's passing with arresting accuracy, were being held in his honor.

An Eastern publication said:

> The 25th anniversary of the National Outdoor Advertising Bureau, Inc., was celebrated at a luncheon at the Waldorf by its Board of Directors. Henry T. Ewald, its chairman, presided.[46]

A mention appeared in a Detroit newspaper that classified Henry as an "Oldtimer."

> Henry T. Ewald...has recently been added to the Michigan Organization Committee of the Automobile Oldtimers, Inc., which is to form a state council of the national pioneers group.
>
> R. E. Olds is honorary chairman of the committee.[47]

In December of 1945 the Aderafters of Detroit observed the 40th anniversary of the founding of their club. Henry, of course, as founder and holder of the only life membership, was honored guest. At this event he was, as usual, the sparkplug and remarked that he was "going like 60."

He especially enjoyed a 60th birthday anniversary party given him by his own organization. It made the papers:

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[46] Signs of the Times, New York, July, 1944

[47] Automotive News, Detroit, April 17, 1944

> Henry T. Ewald ... was feted at a luncheon by his staff in the Recess Club, Fisher Building, on the occasion of his 60th birthday.
>
> In attendance were the male staff of the home offices as well as representatives from all the branch offices.
>
> Previous to the luncheon the girls of the Detroit offices presented him with 60 red roses in his office, together with a book containing individual messages of good luck and happy days.[48]

In late 1945 he mourned the death of Thomas P. Henry, a famous typographer and leading authority in the graphic arts. His company and Henry's long had enjoyed the closest and friendliest business relations. Just how highly he treasured his close friends is well demonstrated in a letter he wrote at Christmas time in 1934. Attached was a message:

> ...Old wine, old books, old friends are rare - but the rarest and dearest of them are the old friends. More and more as the years pass, we appreciate and cherish them. And at Christmas time particularly we think of them...[49]

One of Henry's favorite service agencies was the Salvation Army and he had been a member of its governing board for more than 20 years. As early as 1939 he had personally and anonymously financed its Bowery Corps. This fact, belatedly, came to light only when retiring Colonel James Murphy, the "Army's" Eastern Michigan

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[48]Detroit Adcrafter, April 24, 1945

[49]Correspondence with the writer.

division leader, divulged it at a farewell banquet, which Henry attended, in 1946.

More and more of his associates and friends were stepping aside and taking things easier. J. B. Mills, one of his intimates, and a member of the J. L. Hudson Company staff for 29 years, retired and went to California to live. R. H. Grant, vice president of General Motors, and the man who directed Chevrolet's sales during its rise to leadership, retired to his "Normandy Farms" estate in Ohio to become a gentleman farmer and raiser of blooded stock. W. E. Holler, another Chevrolet sales leader, with whom Henry had been in close association for years, retired to Florida. Henry's good friend, George Slocum, publisher of the Automotive News, Detroit, died suddenly in 1949.

In September of the same year the Detroit Chapter of the Red Cross honored Henry by naming him chapter chairman. This was only natural, since he had held important posts with Red Cross for many years past.

Later Henry and a delegation of top Red Cross officials of the Detroit chapter visited Washington, D. C. and were received by General George C. Marshall, at that time head of the national organization. Henry and his staff shortly afterward repaid the compliment by greeting the general when he arrived at the Detroit airport. On

the visit General Marshall was feted by leading business men of the city, including Henry.

In the same year he received the "Leadership Award" of the United Foundation Torch Drive, "in recognition of outstanding personal contributions to the creation and unprecedented success of Metropolitan Detroit's United Foundation Torch Drive which brought common sense into fund raising for health and community services." He was vice president for the drive that year.

Previously he had been honored by being chosen chairman of the Michigan Chapter of the Arthritis and Rheumatism Foundation. The national goal for 1948 was $273,000, of which the State of Michigan produced more than half. Henry and his aides enjoyed one of their happiest triumpths. Such accomplishments, although not new to him, always brought great personal satisfaction.

In 1948 at a Christmas party given in his honor by his top executives and older employes, they presented him with a heavy, bronze plaque, beautifully crafted. It was for decorating the main entrance to his vacation home in California. Engraved on it were the words of the Chinese proverb, "Enjoy Yourself - It's Later Than You Think."

As the century reached the half-way mark, Henry passed his 65th year. Although his interests in his clients'

welfare were as keen and definite as ever, he began realizing that the time had come to delegate more responsibility to his top executives, relatively few of whom were of his own age. The majority were younger, brimming with ideas and vitality which, blended with the deliberate haste of the veterans made for a perfectly balanced staff.

Also, his doctor had recommended a less booming pace. This advice, coupled with the fact that he knew he was getting older and should slow down, convinced him that he should make drastic changes in his business activities.

In late 1952, he wrote:

> I believe you will be interested in knowing of a step which I have been considering for some time -- turning my Company's operational responsibilities over to a younger man -- and team of key men who now compose my Executive Committee.
>
> ...Our executive vice president will be the new president. I am continuing as chairman of the Board, the majority stockholder --so, you see, I will continue to be active in the affairs of our organization.
>
> I feel that I will have more time to counsel and guide my key men through relieving myself of much routine work. I believe the changes I am making are in the best long range interests of Campbell-Ewald and Campbell-Ewald clients.
>
> ... I appreciate the long years of friendship ...with kind regards -- always, sincerely,
>
> (signed) Henry[50]

His health failed rapidly. A heart condition, from which he had suffered for several weeks, finally forced

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[50]Ibid. Last letter received by the writer from Henry.

his complete retirement. Scarcely had the new year of 1953 dawned when he was rushed to the hospital. He remained there for but a week and died on January 9, 1953.

Practically every newspaper of the country recorded his death. A typical story, under an eight-column banner in red on page 1 said:

> Henry T. Ewald, Ad Executive, Dead. Renowned coiner of slogans. Henry T. Ewald, one of America's most famous advertising men and phrase-makers, died today at Grace Hospital...[51]

The story recounted most of the major events and accomplishments of Henry's life and was typical of the generous features run by the country's press.

An editorial neatly summed up the high regard in which he was held:

> He died one of the most eminent and widely acclaimed persons in the whole tremendous [advertising] industry.
> But it was not that which set him apart, as much as his boundless love of Detroit and his neighbors in it. For more than a generation he was in the forefront of virtually every constructive community effort.
> His philanthropies were many and inclusive. Protestants, Jews, Catholics, Negroes and Whites owed a lot to his help...He did all these things, not for applause, but modestly and simply, because he wanted to help his fellows.
> Funeral services were held today at Jefferson Avenue Presbyterian Church within easy view of the river where he worked as a boy, and not too far a walk from the neighborhood of his birth.
> The city he loved and served so well will miss him sorely.[52]

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[51] Detroit Times, January 9, 1953

[52] Ibid, January 12, 1953

Jefferson Avenue Presbyterian Church was packed to the doors at his funeral services. Nor was this unexpected. He was famous, and the city, state and nation knew of his death. But the vast assemblage was different. This hushed audience presented a study in strange contrasts.

Here were presidents of great corporations, Salvation Army lassies, richly apparelled social leaders, self-conscious men from "across the tracks", financiers, Volunteers of America workers, national, state, and municipal leaders - a striking gathering of vastly different castes, creeds, and colors.

Yet despite their differences, all were there for but one purpose -- to pay last respects to the man who, in one way or another had reached them all and through his friendship and neighborly affection brought a measure of joy into their lives.

On September 21, 1938, he wrote:

> I am sentimental about many things...and as I grow older I feel more and more that one quality of humans of which there cannot be too much is sentiment.
>
> In this day of mad-cap speed we are all too prone to forget that our associations in business, as well as in social and family life are built on warm, human relationships.[53]

The packed church abundantly proved that his creed of friendliness and affection had made its impress.

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[53]Correspondence with the writer.

The funeral cortege moved slowly to the intersection of Crooks and Long Lake Roads. There Henry was buried, in White Chapel Mausoleum. The 20-mile journey was ended.

APPENDIX I

Campbell-Ewald Company is the largest advertising agency in the Middle West and the 11th largest in the country (August, 1961).

Henry Ewald, its president from 1917 until his death in 1953, was succeeded as president by Henry G. Little, now chairman of the board. He joined the company as general manager in 1944 with a background of 25 years in advertising. He was elected president in 1952 and served as board chairman and president from 1953 to 1958, when Thomas B. Adams was elected to the presidency.

Campbell-Ewald's expansion has been particularly impressive in recent years. Its staff has more than doubled in the past decade, and today numbers more than 700 people. Offices are maintained in 10 cities across the country -- Chicago, Hollywood, New York, San Francisco, Atlanta, Cincinnati, Dallas, Denver, Kansas City, and Washington, D. C.-- in addition to headquarters in Detroit's General Motors Building.

For its 44 clients the agency prepares and places advertisements for a wide variety of products and services--automobiles, business machines, tires, banking, batteries, paper, steel, insurance, dehydrated soup, to name a few. Chevrolet, the chief account, is the world's largest automobile manufacturer and the largest single advertising account in all industry.

More than half of Campbell-Ewald's clients have become associated with the agency in the past 15 years, contributing greatly to the company's post-World War II growth.

To keep pace with this expansion and the changes in advertising techniques, Campbell-Ewald has broadened its functions. Clients are helped in planning, naming, testing and distributing their products. This, in addition to the development of effective advertising campaigns. It is the Campbell-Ewald "marketing center" concept.

Under the guidance of an executive committee consisting of Henry G. Little, Thomas B. Adams, Joseph J. Hartigan, Lawrence R. Nelson, Colin Campbell, Clarence Hatch, Jr., Edward A. Schirmer, John H. Forshew, and Kensinger Jones,

the Copy, Art, TV-Radio and Merchandising departments have been reorganized into a single creative department. Marketing and research have been broadened along with Media, Direct Mail, Contracts and Outdoor Advertising.

The management team has been successful in blending young men and women of fresh ideas with older and more experienced Campbell-Ewald staffmen to assure continued fresh talent and high-level service to clients.

Prime example of this forward-looking policy is Campbell-Ewald's President Adams. Elected to the position in 1958 when he was 38 years old, Adams, a Navy pilot who joined the agency after the war, became the youngest top executive of a major advertising agency.

Campbell-Ewald's total yearly billing is in excess of $95,000,000.

APPENDIX II

In the more than half a century since its founding, Campbell-Ewald Company has, of course, produced thousands of advertisements for its many clients.

A representative collection of these is included in following pages. While each advertisement performs its selling function in its own way, and is of interest to advertising students as an individual message, geared to its own particular time, the major point of interest in the collection is its demonstration of changes that have taken place in advertising copy over a period of five decades.

For example, it depicts how universally popular color in magazine pages and spreads has become since the early years of the century. The Hyatt advertisement (Plate I) of 1916 was among the first color pages published in the Saturday Evening Post. Two years later a General Motors spread (Plate X) illustrated the first use of gold ink in a magazine advertisement. In 1929 the first four-color photo of an automobile in a double-spread was published in the Saturday Evening Post.

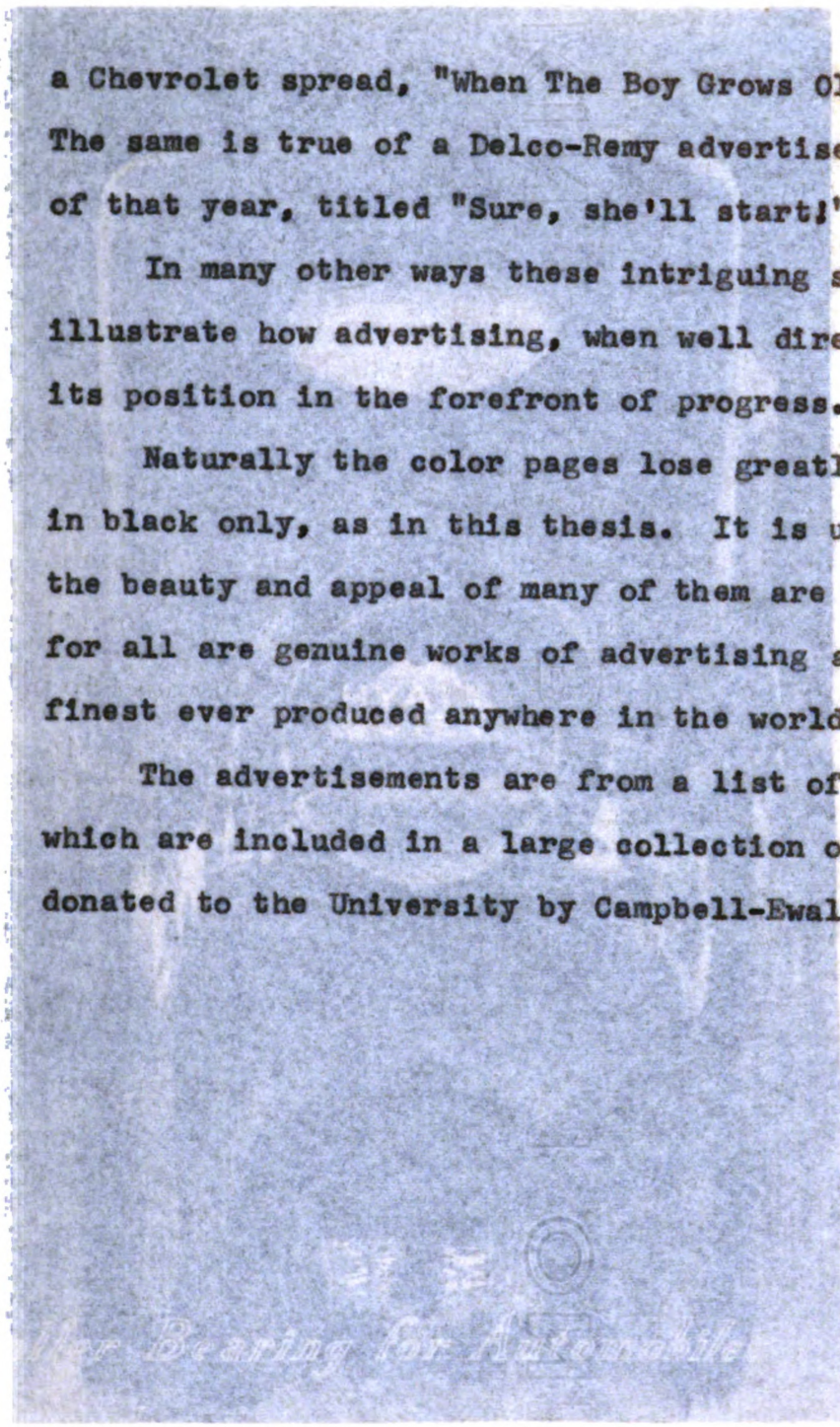
Another trend, that which led to larger photographs and reduced text space, is illustrated in a Chesapeake & Ohio "Sleep Like A Kitten" page (Plate XI) of 1933 and in

a Chevrolet spread, "When The Boy Grows Older" for 1937. The same is true of a Delco-Remy advertisement (Plate XIII) of that year, titled "Sure, she'll start!"

In many other ways these intriguing sales messages illustrate how advertising, when well directed, maintains its position in the forefront of progress.

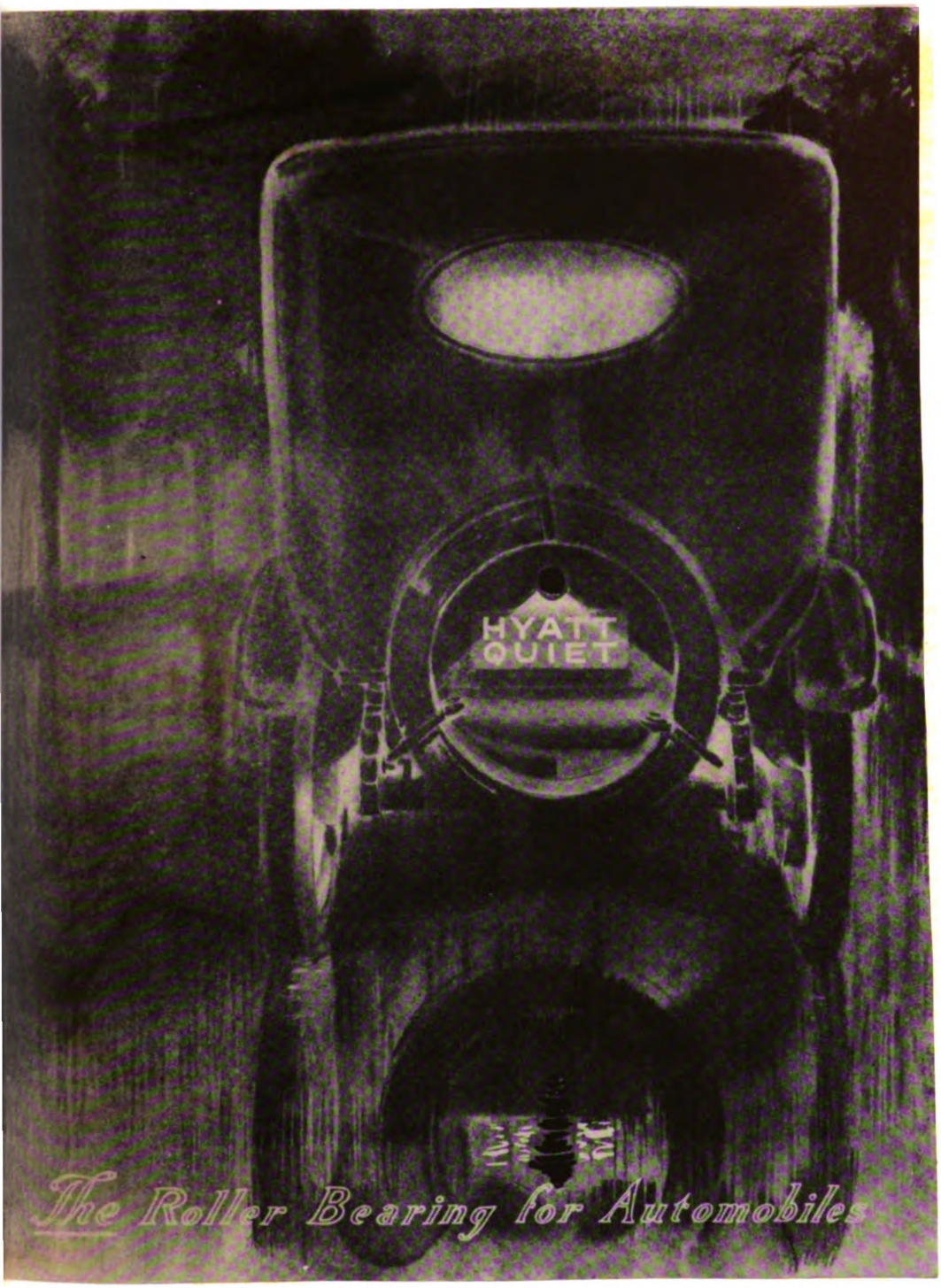
Naturally the color pages lose greatly when printed in black only, as in this thesis. It is unfortunate that the beauty and appeal of many of them are partially lost, for all are genuine works of advertising art and among the finest ever produced anywhere in the world.

The advertisements are from a list of more than 50, which are included in a large collection of material donated to the University by Campbell-Ewald Company.



One of the first [illegible] was [illegible] Watt [illegible] lis[illegible] for the [illegible] Point [illegible]

PLATE I

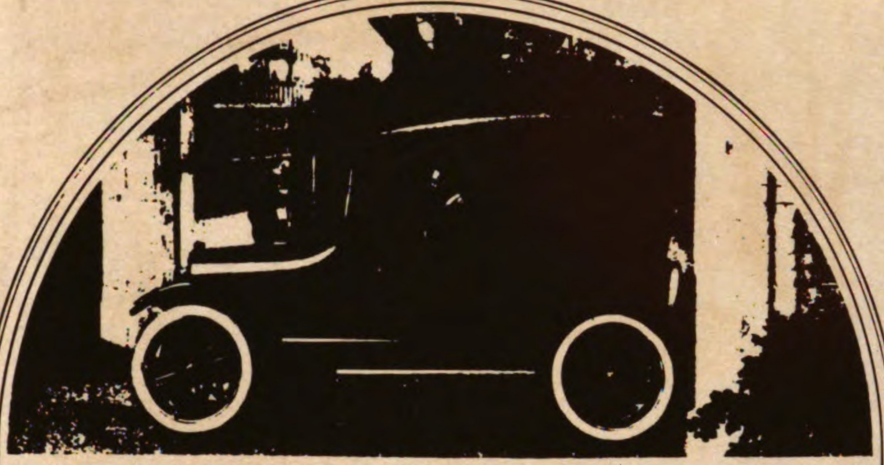


One of the first advertisements using color was this Hyatt Roller Bearing Company page, published in the Saturday Evening Post of October 7, 1916.

PLATE II

One of Campbell-Ewald Company's first Buick advertisements. It was published in leading magazines in 1922.

PLATE III



CHEVROLET ANNOUNCES A COMPLETE STANDARD MOTOR CAR FOR $525

In offering the Superior Chevrolet at $525, its manufacturers call attention to certain features of construction, equipment and performance that are positively necessary to complete satisfaction.

Cars *less complete, less standard,* must now submit to direct comparison with the Superior Chevrolet, and *stand or fall on price only.*

For there is no lower priced automobile in the world that has the qualities of Chevrolet. Pay a *little* less and you get *much* less.

Check these superiorities—these absolute essentials to comfort and economy, and see whether they are not, each and every one of them, indispensable to a real, modern automobile.

Chevrolet uses about 20% to 25% less gasoline than any other car. It uses from one-third to one-fourth as much oil.

Chevrolet is easy and safe to start.

Chevrolet is more comfortable to ride in than any other low price car.

Chevrolet has a speedometer connected to the transmission.

Chevrolet has an oil gauge on the dash.

Chevrolet has a one man top with concealed bows. It has a gypsy style back curtain.

Chevrolet has a *standard transmission* with three speeds forward and reverse.

Chevrolet has a water pump and does not depend upon thermo syphon circulation.

Chevrolet has roller bearings in front wheels.

Chevrolet has a slanting windshield. It has movable windshield glasses for summer comfort.

Chevrolet has the Willard Rubber Thread Battery.

Chevrolet has pockets in all four doors, including one beside the driver's seat.

Chevrolet has a standard gearshift lever.

Chevrolet has both a hand and a foot accelerator.

Chevrolet has National Headlight Lenses. It has a fine appearing body.

Chevrolet has a triple baked enamel body and fenders.

Chevrolet has a modern valve-in-head motor, noted for its great pulling power.

Chevrolet Four Passenger Coupe and Four Door Sedan, mounting the latest Fisher Body creations at $875 – f. o. b. Flint

CHEVROLET MOTOR COMPANY
Division of General Motors Corporation
DETROIT, MICH.

Superior Roadster, $525 Superior Touring, (Illustrated Above) $525 Superior Sedan, $875 Superior Coupe, $875
Model FB 12 Roadster, $975 Model FB 32 Touring, $975 Model FB 42 Sedan, $1575 Model FB 22 Coupe, $1575
Light Delivery Wagon ½ Ton Complete, $525 Model "G" Truck ¾ Ton Chassis, $745 Model "T" Truck 1 Ton Chassis, $1125
F. O. B. Flint, Michigan

AMERICA'S MOST ECONOMICAL MOTOR CAR

CHEVROLET

A car for $525! An early Chevrolet advertisement released shortly after Campbell-Ewald secured the account in 1922.

PLATE IV

Model 47 Super-Sport $1825

Announcing the New

Oldsmobile

EIGHT

Super-Sport

Again Oldsmobile has set a new high mark for motor car style! Here—on the famous Smaller "8" chassis—is a 4 passenger car that for sheer beauty and ultra-distinctiveness is unrivaled.

It fairly sparkles with originality. The color is absolutely new—an exquisite cream buff shade that is as rich as it is striking. Its upholstery is of superb maroon, hand-buffed leather; its equipment is absolutely complete, there is nothing more you could require.

The attractive body of the Oldsmobile Super-Sport is mounted on the famous Smaller "8" chassis. Its motor is the powerful, flexible Smaller "8" motor. All of this assures you that same unexcelled driving comfort, that same mechanical all-round excellence and the same smooth power flow that have brought the Oldsmobile Smaller "8" such unprecedented popularity.

With the addition of this striking car to the 1922-23 line Oldsmobile offers a most complete series of both fours and eights for your selection.

Olds Motor Works, Lansing, Michigan

Division of General Motors Corporation

SUPER-SPORT EQUIPMENT

Tuare Steel Wheels—Demountable rims.
Fenders—Bicycle type.
Steps—Cast aluminum, rubber treads.
Bumpers—Front and rear, triple bar spring steel.
Curtains—Same heavy material as top, all open with doors.
Stop Signal—In combination with parking light.
Rear View Mirror—Bevelled plate glass.
Windshield Wings—Bevel plate glass, friction lock adjustment.
Ventilator—Cowl type, operated from dash.
Spotlight—On left front fender apron.
Steplights—For both rear doors.
Cuno Cigar Lighter—On instrument board.
Windshield Wiper—Conveniently mounted.
Rugs—In both compartments.
Foot Rest—Sedan type, very restful.
Snubbers—Gabriel on rear springs.
Motometer—Boyce De Luxe, monogrammed.
Robe Strap—Tubular, leather covered.
Tire Carrier—For two spare tires.
Top Boot—Detachable top clamps.

A 1922 advertisement for the Oldsmobile Eight Super-Sport.

PLATE V

In 1923 a closed car was something of a curiosity. This copy dealt with a once-famous Six, The Oakland.

PLATE VI

Burroughs Calculators in Denecke Company's department store of Cedar Rapids, Iowa

The
Burroughs Calculator

$200.00

Here are just a few of the hundreds of big department stores using Burroughs Calculators:

Wanamakers	Philadelphia
N. Snellenburg & Co.	Philadelphia
J. L. Hudson Company	Detroit
Hutzler Brothers	Baltimore
Rosenbaum Company	Pittsburgh
Powers Mercantile Co.	Minneapolis
Woodward & Lothrop	Washington
L. S. Donaldson Co.	Minneapolis
Bon Marche	Seattle
William H. Block Co.	Indianapolis

Complete Satisfaction at a Lower Cost—

"Our five Burroughs Calculators have been in constant use for the past three years, and we have yet to have one of them out of commission due to mechanical or any other trouble," says the Denecke Company, department store of Cedar Rapids, Iowa.

"Burroughs Calculators do our work most satisfactorily, and at a much lower initial investment. They are extremely simple, speedy, accurate, and built to withstand the strain of the most severe usage."

Denecke's experience with Burroughs Calculators is only one of thousands throughout the country. In all, more than 40,000 Burroughs Calculators are in use today. These users have uniformly found that Burroughs Calculators afford the speediest and most accurate way to figure expenses, discounts, interest, estimates, and other calculating work—at a decided saving in purchase price, and an extremely low upkeep cost. These superior advantages are the direct result of Burroughs' thirty-eight years of experience in building better figure machines for more profitable work.

Burroughs Adding Machine Co., 6120 Second Blvd. Detroit, Michigan

Please explain how Burroughs Calculators will prove a profitable investment for me.

Name _____

Business _____

Street _____

City _____

Burroughs

Adding Machines | Bookkeeping Machines | Better Figures make Bigger Profits | Calculating Machines | Billing Machines

First of a series of Burroughs advertisements published in 1924.

PLATE VII

Besides taking Inventory, Bilsborough uses his Burroughs for footing ledgers, proving postings, checking invoices, making deposit slips and getting sales analyses

"Here's how we made *more* money on *less* capital"

—says Bilsborough of San Francisco

"We KNOW that every business in which there is figure work, can use a Burroughs to advantage," says the Bilsborough Shoe Store of San Francisco.

"Take our own store, for instance. By getting accurate figures and properly analyzing them, we found we needed greater turnover. By increasing our turnover, we are making more money and operating on a minimum of capital.

"If we used our Burroughs for inventory alone, and then put it away until next inventory time, it would more than pay for itself.

"We use it, however, on virtually every phase of our figure work—such as footing ledgers, proving postings, balancing our bank account, checking invoices, making bank deposit slips, comparing sales records, sales by departments and clerks, and all of our miscellaneous figure work."

What a Burroughs has done for Bilsborough's Shoe Store—it will do for you too!

If you are in business to make money, you will want to find out how Burroughs can help you accomplish what Bilsborough has done. If you're located in one of the 205 cities where there is a Burroughs office, phone us. Otherwise, ask your banker for the address of our nearest office. Or, if you prefer, sign the coupon below, and we will send complete information.

Burroughs

Adding Machines | Bookkeeping Machines | Better Figures make Bigger Profits | Calculating Machines | Billing Machines

Burroughs Adding Machine Co.
6000 Second Blvd.
Detroit, Michigan

Please tell me how a Burroughs Machine will help in my business.

Name_____
Address_____
Business_____

Eighth of the Burroughs series of 1924.

PLATE VIII

Cadillac advertisement of 1924. This piece of copy was cited in Frank Newsome, Jr.'s book "They Laughed When I Sat Down."

PLATE IX

This Delco-Remy copy won an award in the 1936-'37 Exhibition of Advertising Photography, Chicago.

PLATE X

In 1931 this spread in the Saturday Evening Post featured the first use of gold ink in an automotive advertisement.

PLATE XI

This famous advertisement won Advertising & Selling Magazine's grand prize for outstanding theme when first released in 1933.

PLATE XII

Illustrative of new use of large photographs is this spread which won an award in the 1936-'37 Exhibition of Advertising Photography, Chicago.

PLATE XIII

This Delco message won the Gold Medal Award for copy from Printed Salesmanship Magazine in 1925.

PLATE XIV

MORE GOOD NEWS FROM THE PRODUCTION FRONT

Announcing

THE FIRST BILLION OF WAR PRODUCTS IN '42

THANKS TO 341,000 GENERAL MOTORS MEN AND WOMEN

THANKS TO OUR THOUSANDS OF SUPPLIERS AND SUBCONTRACTORS

Who Are Doing the Job

Already this year General Motors has delivered guns, tanks, airplanes, airplane engines, Diesel engines, trucks, shells, and hundreds of other items for our armed forces to a total value of more than a billion dollars.*

It is in no spirit of boastfulness that we make this encouraging report, but with full realization that the job ahead will call for even greater effort on the part of all of us.

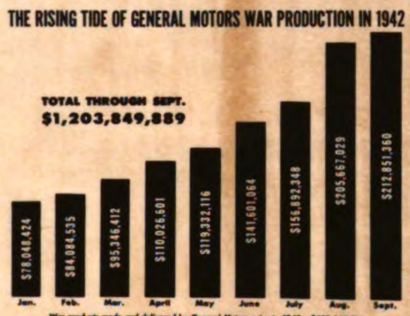
This ever-increasing contribution to the war effort is being made in the truly American way: through the application of management experience, engineering knowledge and mass-production "know-how." As a result, voluntary reductions have already been made in contract prices, saving the Government hundreds of millions of dollars.

*We would like to tell you just how many of these items have already been produced, but such information would be of value to the enemy.

GM BUILDS

- Allison Aircraft Engines
- Army Trucks
- Airplanes
- Pratt & Whitney Engines
- Machine Tools
- Bearings
- Generators and Regulators
- Diesel Engines for Tanks, Trucks and Ships
- Tank Gun Mounts
- Anti-Aircraft Gun Mounts
- Airplane Propellers
- Cartridge Cases
- Airplane Fuel Pumps
- Electric Motors
- Tanks
- Airplane Wings and Parts
- Anti-Aircraft Guns
- Fire-Control Equipment

THE RISING TIDE OF GENERAL MOTORS WAR PRODUCTION IN 1942



War products made and delivered by General Motors prior to 1942—$483,855,014

GM BUILDS

- Airplane Instruments
- Aircraft Cannon
- Automatic Pilots
- Batteries
- Shells and Shot
- Tank Cannon
- Ambulances
- Blackout Lamps
- Fuses for Shells and Bombs
- Marine Electrical Equipment
- Oil Coolers and Radiators
- Carbines
- Aviation Spark Plugs
- Machine Guns
- Radio Receivers
- Airplane Landing Gears
- Armored Cars
- Naval Gun Housings
- Parachute Flares
- Gun Motor Carriages

EMPLOYMENT AT ALL-TIME PEAK

More men and women are working for General Motors in the United States and Canada than ever before—341,469 in all—and our payrolls are increasing at the rate of over 4,000 a week. For the week ending October 11th, average hours worked were 46.5, compared to 40.5 last year.

SUPPLIERS AND SUBCONTRACTORS DOING HALF THE JOB

Since half the job is being done outside our plants by our suppliers and subcontractors, they are employing an additional 300,000 or more as their part of this war effort. Their effort and employment must continue to increase with ours.

VALUABLE TIME AND MATERIALS SAVED

Hundreds of improvements effected by General Motors production men and engineers are saving millions of productive hours and thousands of tons of critical materials. Through the General Motors Suggestion Plan the factory workers are also doing their part and have made more than 4,000 constructive suggestions, for which they have received awards in War Savings Bonds.

ALL PLANTS AT WORK ON WAR PRODUCTION

The 104 General Motors plants and operating units in 46 cities and 13 states are all on war production. So are the five General Motors plants in Canada. Every General Motors employee in our laboratories, factories and offices is working for victory. *From this production army comes an ever-growing volume of weapons, munitions and equipment for our Army, our Navy and our valiant Allies.*

GENERAL MOTORS

"Victory Is Our Business!"

THE AMERICAN WAY WILL WIN

In the dark days of World War II this copy for General Motors was cited by Advertising Age as a morale-builder.

PLATE XV

Now Driving Can Be Fun

by Ruth Warren

The New Chevrolet steers so easily . . . stops so smoothly . . . performs so spiritedly . . . that driving is a positive pleasure

The Styleline De Luxe 4-Door Sedan

FIRST . . . and Finest . . . at Lowest Cost. The new and finer Chevrolet has every quality of high fashion . . . soft, flowing lines . . . large curved windshield and generous window areas . . . luxurious Body by Fisher. And yet Chevrolet is the lowest priced line in its field . . . and a regular miser about gas, oil and upkeep!

One of the first things you will notice about the new Chevrolet is that it's so easy to handle. It's a friendly, spirited car eager to be useful in your life. Shopping trips, social calls, all those countless errands are performed with ease. Center-point steering lessens driving fatigue . . . gives the driver easier, surer control and a grand new feeling of confidence behind the wheel. The curved windshield with Panoramic Visibility blends safety with beauty . . . lets you see more of the road. Another striking thing about the new Chevrolet is that it goes so far on so little gas and oil. Note, too, Chevrolet is the only car in the low-price field offering a choice of standard or automatic drive . . . the sensational new Powerglide* automatic transmission.

All in all, the new Chevrolet is the fulfillment of every woman's dream of easier, safer, smoother driving. Your Chevrolet dealer extends an invitation to come in and drive a new Chevrolet—it's a wonderful experience!

*Combination of Powerglide Automatic Transmission with 105-h.p. engine optional on De Luxe models at extra cost.

New Two-Tone Interiors

One of the season's key fashions, rich two-tone upholstery, highlights the beautifully detailed interiors of the new Chevrolet. "Five-Foot Seats" . . . deep, soft cushions . . . extra leg and head room . . . thick carpeting . . . all give an over-all feeling of spaciousness, lasting luxury and solid comfort!

CHEVROLET

AMERICA'S BEST SELLER...
AMERICA'S BEST BUY

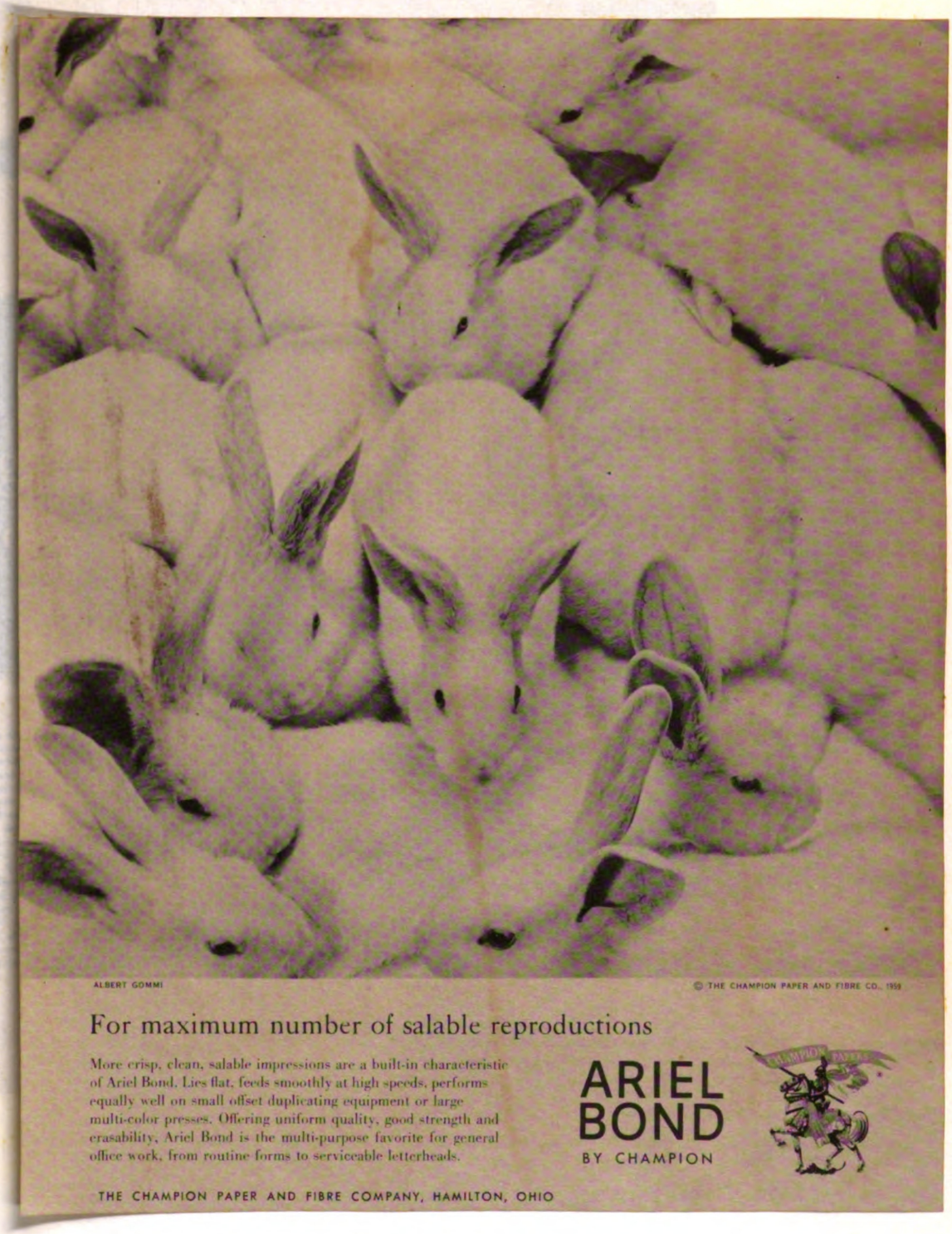
CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

An advertisement of a series for Chevrolet that won first prize for copy in women's magazines for 1950.

PLATE XVI

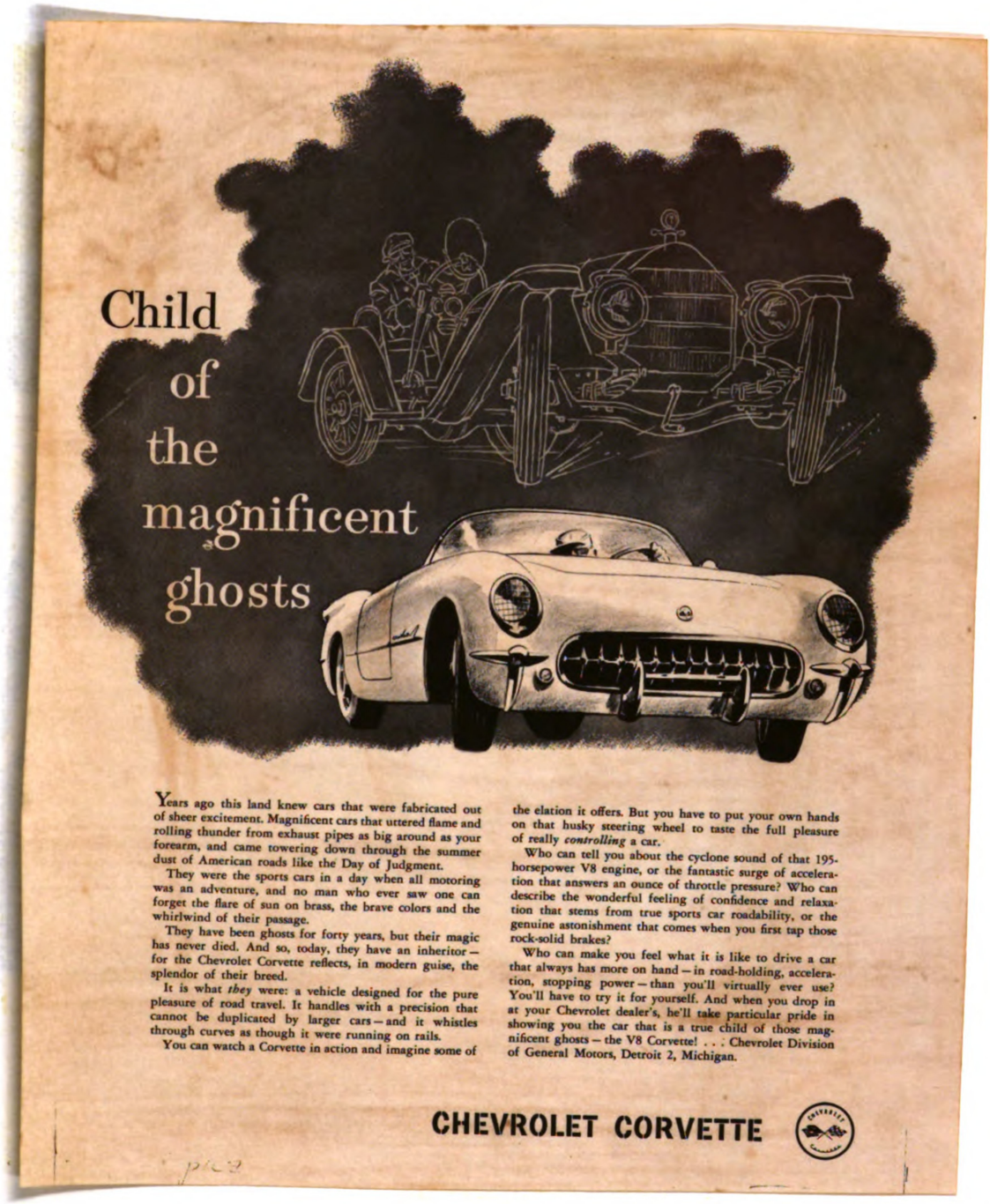
Illustrative of use of large art in truck copy.

PLATE XVII



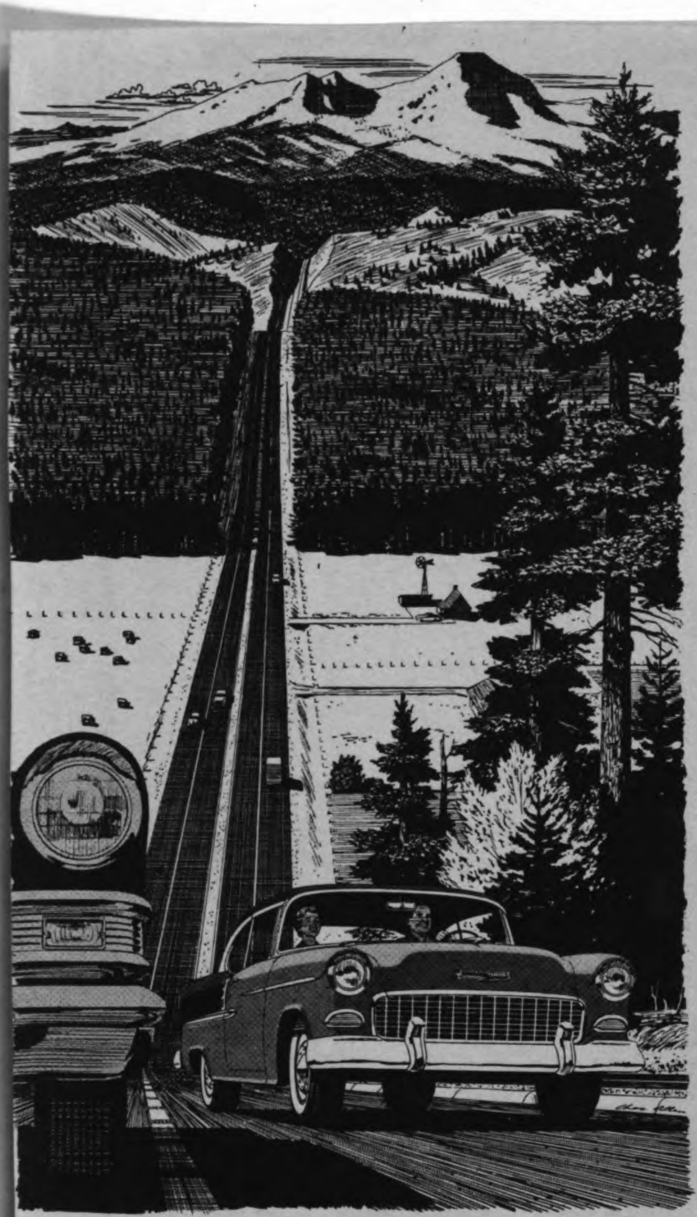
An advertisement for Champion Paper which, unfortunately, loses much of its beauty and selling power when printed in black only, as in this illustration.

PLATE XVIII



One of Campbell-Ewald Company's most outstanding advertisements. It adroitly teams the famous road-racing Chevrolet of another day with the sleek and sinuous Corvette, pace-setter of the moderns.

PLATE XIX



Chevrolet's special hill-flatteners!

162 H.P. V8

180 H.P. V8

See that fine fat mountain yonder?

You can iron it out, flat as a flounder . . . and easy as whistling!

Just point one of Chevrolet's special hill-flatteners at it (either the 162-h.p. "Turbo-Fire V8" or the 180-h.p. "Super Turbo-Fire"*) . . . and pull the trigger!

Barr-r-r-r-o-o-O-O-OOM!

Mister, you got you a flat mountain!

. . . At least it *feels* flat. For these Chevrolet V8's gobble up the toughest grades you can ladle out. They love to climb, because that's just about the only time the throttle ever comes near the floorboard.

And that's a pity. For here are engines that sing as sweetly as a dynamo . . . built to pour out a torrent of pure, vibrationless power. Big-bore V8's with the shortest stroke in the industry, designed to gulp huge breaths of fresh air and transmute it into blazing acceleration.

So most of the time they loaf. Even at the speed limit they just dream along, light and easy as a zephyr, purring out an effortless fraction of their strength.

. . . Until an emergency screams "NOW!" . . . until your foot bangs down and that V8 explodes into action!

An engineer can run his eye over the specifications of these V8's and instantly understand why they are so hyper-efficient . . . how friction is held so low they need just *four* quarts of oil instead of the usual five or more . . . how big valves and short manifolds let them "breathe" deeply for maximum power . . . how the 12-volt electrical systems (exclusive in Chevrolet's field) provide *twice* the punch for cold-weather starts and faultless high-speed firing.

But you don't have to be an engineer to know that these are the sweetest running V8's you ever piloted. Just come in, slip behind the wheel, point the nose at the nearest hill, and feather the throttle open. *These* V8's can do their own talking . . . and nobody argues with them!

*Optional at extra cost.

motoramic

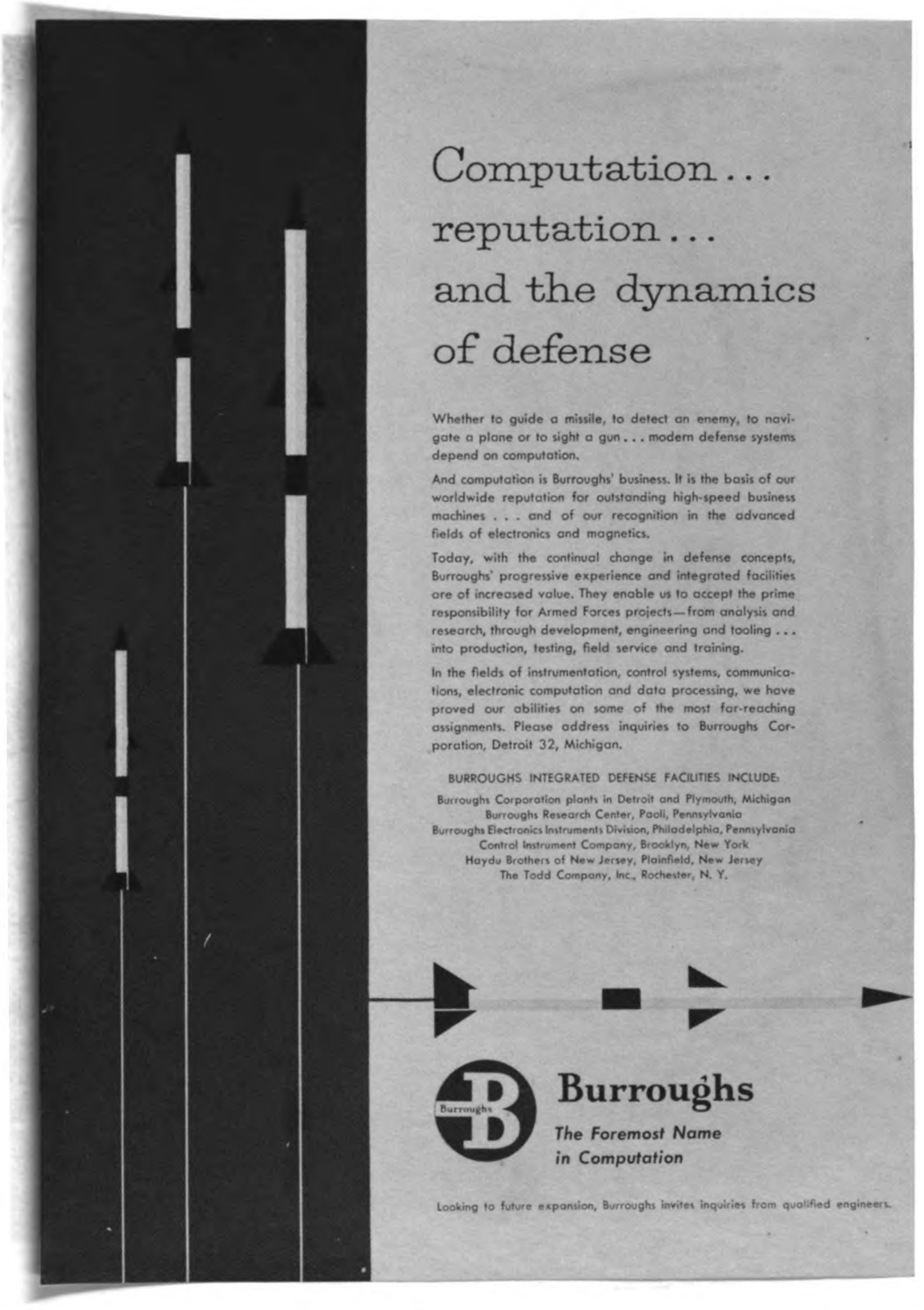
CHEVROLET

Stealing the Thunder from the High-Priced Cars with the Most Modern V8 on the road!

See Your Chevrolet Dealer

This hill-flattener copy of 1955 was chosen by Julian Watkins for inclusion in his book, "The 100 Greatest Advertisements."

PLATE XX



The space age was never better illustrated than in this Burroughs copy.

PLATE XXI

Smooth blending of selling power and public relations is accomplished in this Detroit Edison copy.

PLATE XXII

Unmistakably modern in every lovely line—the Bel Air 2-Door Sedan.

Some people still buy high-priced cars, but don't you wonder why?

No matter what you're willing to pay, you'll have a hard time finding any more car than this new Chevrolet wraps into one sweet, low-priced package. A relaxing ride, room to stretch out in, looks you can really be proud of—here's everything you'd expect in an expensive make. Plus the economy and dependability that have always been Chevy's specialty.

Your dealer's waiting to show you these worthwhile reasons why more and more owners of other makes are switching to the new Chevrolet:

Slimline design—it's fresh, fine and fashionable.
Roomier Body by Fisher—sound, solid, stylish.
Sweeping new overhead curved windshield—and bigger windows—all of Safety *Plate* Glass.
Hi-Thrift 6—up to 10% more miles per gallon.
Vim-packed V8's—eight of them to choose from.
Full Coil suspension—further refined for a smoother, steadier ride on any kind of road.
Easy-Ratio steering—brings you reduced wheel-turning effort, new ease of handling.
Magic-Mirror finish—keeps its shine without waxing or polishing for up to three years.
New, bigger brakes—deeper drums, better cooled for safer stopping and up to 66% longer life.
Turboglide, Powerglide and air conditioning head a full list of extra-cost options.

Chevrolet Division of General Motors, Detroit 2, Mich.

CHEVROLET

The car that's wanted for all its worth!

Striking example of the "soft focus" effect, achieved in photography either through use of a soft focus lens or by diffusing through a screen. Note absence of any hardness or sharp delineations.

PLATE XXIII

A convincing story told with 35 words and a picture.

PLATE XXIV

Intriguing treatment, with all copy blending into a coarse screen.

PLATE XXV

NATIONAL STEEL

Imagine the fiery shock that this mobile launcher takes when its 34-foot Sperry-Rand U. S. Army Sergeant missile blasts off. Imagine, too, the beating it must absorb as it rolls its delicate cargo over rugged terrain.

With this picture in mind, you may see why this missile launcher is made more durable with our Great Lakes Steel division's N-A-XTRA high-strength steel—created precisely for conditions in which maximum strength and minimum weight are factors of utmost importance.

Nearly three times stronger than mild carbon steels, N-A-XTRA steels have many uses in defense, and in commercial products such as earth-moving equipment, heavy machinery and pressure vessels.

Yet these remarkably serviceable N-A-XTRA steels are only a part of National Steel's increasing range of high-strength steels. Among the others are the widely used N-A-X High-Tensile and N-A-X Finegrain steels and the unique new columbium-treated GLX-W steels.

Together, these products of our Great Lakes Steel division put inestimable advantages at industry's beck and call: strength with less weight, superior weldability and formability, enduring resistance to corrosion or abrasion, plus important cost savings with proper design.

And there will be more. Still stronger, tougher, more dependable and useful steels are the continuing objective of National Steel's accelerated research program.

*

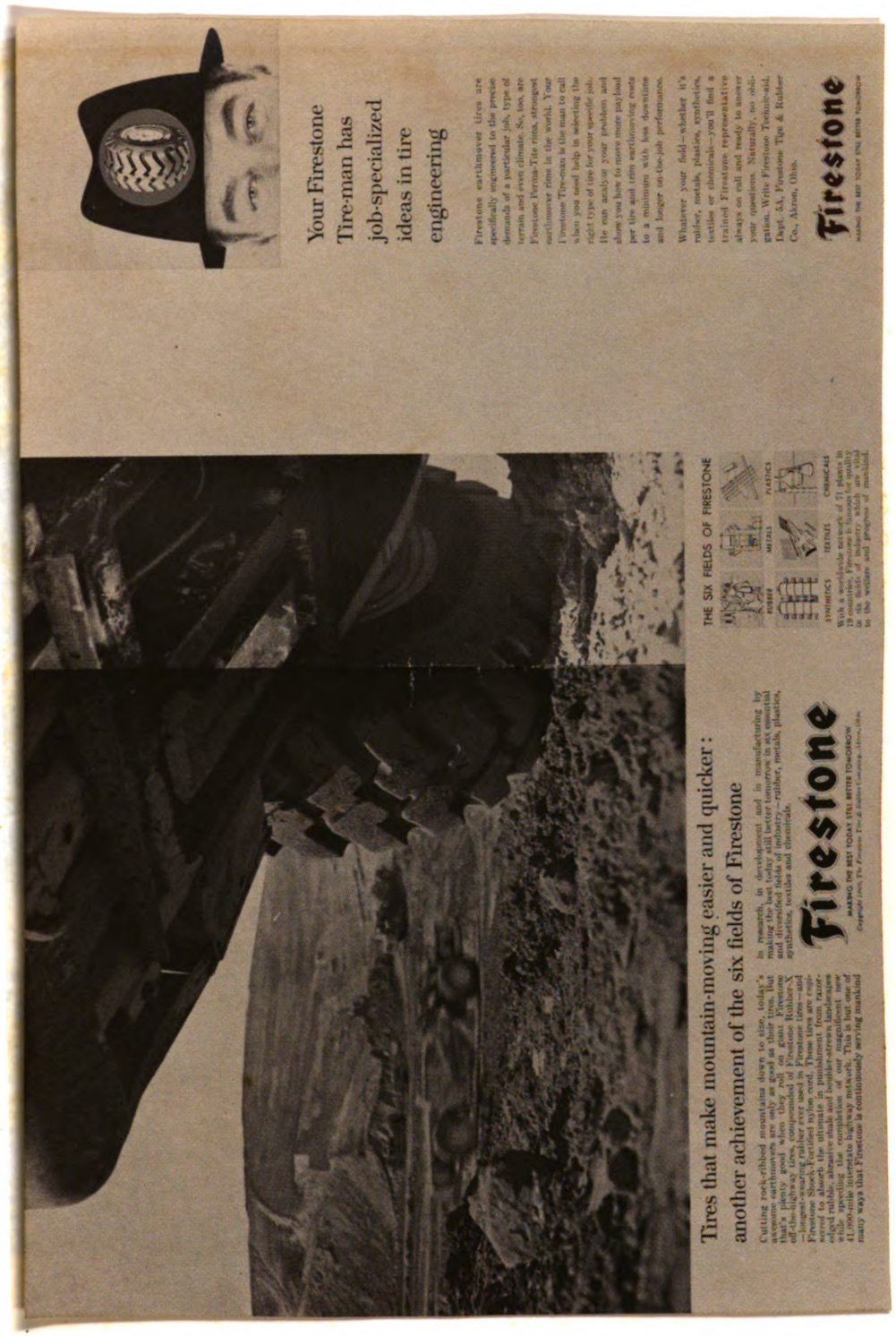
This STEELMARK of the American steel industry tells you a product is steel-made, steel-modern and steel-strong. Look for it when you buy.

Steel

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA. Major divisions: Great Lakes Steel Corporation • Weirton Steel Company
Midwest Steel Corporation • Stran-Steel Corporation • Enamelstrip Corporation • The Hanna Furnace Corporation • National Steel Products Company

Copy that promotes a sense of security on the part of readers while indelibly stamping the name of a famous manufacturer in their minds.

PLATE XXVI



Six unique selling propositions of Firestone are adroitly presented here.

PLATE XXVII

Quaint illustrations and forceful copy appealing to the vacationer who wants to see Europe at low cost.