

Advertising: The Ballad of the Dashing Dan

By WALTER CARLSON

It isn't that the Long Island Rail Road wants more commuters; there's hardly enough bar-car space now for all the Dashing Dans. It's just that the railroad wants to be loved as much in the off hours as it is in the rush hours.

To this end, the railroad is running a singing-commercial campaign on radio stations in Manhattan and Long Island. It's definitely not blues; it's country music.

Oscar Brand, the folk singer, wrote the music and sings the six-stanza, four-refrain ballad to the accompaniment of his own guitar. Arthur G. Ward, president and chairman of the road's advertising agency, Gamut, Inc., wrote the folksy lyrics. He's also the account executive.

"The idea of the singing commercials," Mr. Ward said yesterday, "is to hold the commuter business we have and to build new kinds of business. Our big problem is to get people on the trains in mid-day, at night and on weekends."

Proud of Passengers

Mr. Ward believes that the Long Island is the only railroad in the country that is proud to be in the passenger business.

The road's advertising budget is not a big one, about half a million dollars. But 35 to 40 per cent of that is in radio, and that's a fair amount of folk singing.

The response to the Brand ballad has been excellent, Mr. Ward reports. It has been so great, he says, that the 90-second commercial is being



PROMOTED AT CURTIS: Robert Lee Sherrod, editor at large of *The Saturday Evening Post*, was made vice president and editorial coordinator of the concern.

pressed on 45 r.p.m. records for 50 cents each, including postage. He says they'll be available in about six or seven days. No ticket stubs are required.

Asked how the tune goes, Mr. Ward said he thought it sounded something like "The Yellow Rose of Texas." That was not quite what it sounded like to one interested listener who heard it over the telephone.

However, for anyone who would like to try it without hearing it first on the radio, the

lyrics sure enough do fit "The Yellow Rose of Texas." Again, as heard over the telephone, here is "All Aboard on the Long Island Rail Road":

Introduction: "This is Oscar Brand." Then some guitar strumming. "Let's travel easy on the Long Island Rail Road.")

We have mid-day trains for ladies,
Commuter trains for Dans.
Weekend trains for families,
Money-saving plans!

Tours to Sag and Montauk,
Mystic and Jones Beach;
Road 'n' Rail in Suffolk,
Every bus a peach.

Refrain: On the Long Island Rail Road BoooooRD!

Bar-type cars for thirsties,
Parlor cars galore;
Boxy cars for boxes,
And many, many more.

(Refrain)

Air-conditioned beauties
Recently arrived;
Rugged ridin' oldies
That shouldn't be alive.

Postal cars for letters,
Party trains for teens;
More darn trains of every kind
Than you have ever seen!

(Refrain)

We do our best to run 'em
Clean and swift and true.
Bet your driver's license
We've got a train for you.

(Refrain)

And as the guitar music and the words "Travel with me on the Long Island Rail Road" faded, the listener had the nagging thought that despite all this fine folk music, you still have to change at Jamaica.

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Dutch Agency Sought

Foote, Cone & Belding, Inc., is negotiating to acquire the Netherlands agency C. J. Palm N. V., Robert F. Carney, chairman of Foote, Cone, announced yesterday.

The Dutch agency, third largest in the Netherlands, bills in the vicinity of \$7 million, and has a staff of 150. The negotiations are being held in the Netherlands.

C. J. Palm has offices in Amsterdam, The Hague, Rotterdam and Brussels.

Accounts

The General Electric Company to the Cleveland office of Batten, Barton, Durstine & Osborn, Inc., for the commercial and industrial advertising of its Large Lamp division.

The William A. Shade Company, food research and manufacturing company, to the San Francisco office of Post-Keys-Gardner, Inc.

People

David Grant elected senior vice president of Buchen Advertising, Inc.

George Olsen, previously corporate public relations manager of the Colgate - Palmolive Company, appointed corporate public relations director of Cowles Magazines and Broadcasting, Inc.

Roy Benjamin elected a vice president of Audits & Surveys, Inc.

Ben Kaufman, previously public relations director of the Zakin Company, named New York editor of *The Hollywood Reporter*.

Horace Curtis elected a director of Campbell-Mithun, Inc.

Harry A. Johnson and Robert W. Allrich named senior vice presidents of Earle Ludgin & Company.

William T. Hunt appointed advertising manager of *Bride & Home* magazine.

Les Harmon named a vice president of Battle Advertising, Inc., Philadelphia.

Gerald M. Goldberg promoted to manager of public relations projects of Group W (the Westinghouse Broadcasting Company.)

Addenda

¶The Television Bureau of Advertising, Inc., reports that network television billings rose 1.3 per cent in January this year over the level in the 1964 month. . . . ¶Saturday Review magazine reports a gain of 21 per cent in advertising revenue for the first quarter of 1965 over the level in the period last year. The increase was 43 pages, to 373.5 pages.