





Chappaquiddick has shaken—if not fallen on evil times imagewise. firm grasp on the 1972 Democratic severed altogether—his apparently Presidential nomination. He has

for the senator's political efficacy, cedence... and assuming it is not too an advertising function of consider-Recognizing that image molding is vide a dramatically creative answer late to make a convincing argument able historic and honorable prethe editors of ESQUIRE decided to pro-

> done?". A uniquely Esquire answer. to the vital question, "what is to be What we did was to turn to some of

the best minds in the most creative advertising agencies urging the year's most extraordinary editorial leading to a reconsideration of Ken-Wolf, Mathison/Ress, Solow/Wextor those public spirited few—Trahey All but three turned us down. Bu nedy as a Presidential candidate preparation of a political campaign —have provided us with one of the

> deal with the nation's indecision over campaigns whose sole purpose is to ents for three different advertising its prodigal son. leatures: the rationale and ingredi-

But that's not really the essential concerned and remarkably affluent ESQUIRE'S growing audience of aleft point. Because what our publicmind is notably unpredictable. Will the public buy the idea expressed in this June Esquire feature? Who can say? The public political

> of taking a fresh look at a situation, of precisely because we give them an us their attention and reading loyalty esting about it. The fact is, they give doing something original and interidea behind the feature...the notion young men—will buy is the editorial nonest something to think about.

educated young men-at a very com-And a growing audience of affluent, think about, too. petitive cost per thousand—is an nonest something for advertisers to

فاسلهجج

Chappaquiddick has shaken—if not sewered altogether—his apparently firm grasp on the 1972 Democratic Presidential nomination. He has fallen on evil times imagewise.

Recognizing that image molding is an advertising function of considerable historic and honorable precedence... and assuming it is not too late to make a convincing argument for the senator's political efficacy, the editors of ESQUIRE decided to provide a dramatically creative answer

to the vital question, "what is to be done?". A uniquely ESQUIRE answerk What we did was to turn to some of the best minds in the most creative advertising agencies urging the preparation of a political campaign leading to a reconsideration of Kennedy as a Presidential candidate. All but three turned us down. But those public spirited few—Trahey/ Wolf, Mathison/Ress, Solow/Wexton—have provided us with one of the year's most extraordinary editorial

features: the rationale and ingredients for three different advertising campaigns whose sole purpose is to deal with the nation's indecision over its prodigal son.

Will the public buy the idea expressed in this June Esquire feature? Who can say? The public political mind is notably unpredictable.

But that's not really the essential point. Because what our public—esquires growing audience of aleh, concerned and remarkably affluent

young men—will buy is the editorial idea behind the feature...the notion of taking a fresh look at a situation, of nover doing something original and interesting about it. The fact is, they give us their attention and reading loyalty precisely because we give them an olitical honest something to think about.

And a growing audience of affluent, educated young men—at a very competitive cost per thousand—is an honest something for advertisers to think about, too.

