

"Wilderness Area"
also Jim Mierschutz

CAMPBELL-EWALD COMPANY
ADVERTISING

r Bros, tickets

30400 VAN DYKE • WARREN, MICHIGAN 48093 • PHONE (313) 574-3400

Mr. P. Tella

PAUL L. JOHN
PRESIDENT

April 20, 1979

Mr. P. Tella
Andrews

Mrs. Charles Reeves
P. O. Box 764
Sanford, North Carolina 27330

Dear Mrs. Reeves:

It was a pleasure to hear from a member of the Reeves family after so many years. It so happens I was the vice president in charge of broadcast advertising on the Chevrolet account during 1965 when we selected the North Carolina coastal area as the location for our 1966 Chevrolet announcement advertising. We are in the process of collecting whatever advertising materials still on hand and will make them available to you.

During the mid-60's Chevrolet advertising was based upon the theme "See the U. S. A." and we selected various locations throughout the United States that were unique and symbolized the great variety of terrain in this country -- places like the Great Smoky Mountains; the North Carolina seashore; Niagara Falls; Yosemite, as well as other National Parks; the Golden Gate Bridge; the Delta country; and desert areas were among the selected locations. We filmed some twenty commercials in the area from Asheville to the North Carolina coast. Naturally, in automotive commercials the car is featured, but we like to leave viewers with an appreciation of the background scenery. Strangely enough people write and ask where a certain commercial was filmed. This was the case regarding the Carolina coastal filming since we received a number of requests asking for the lighthouse, beach and Fort Mason location.

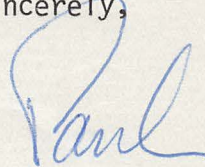
July 12, '65
Jr
'66 Model

Mrs. Charles Reeves
April 20, 1979
Page 2.

I hope the materials we are sending you will be of assistance in your cause. Unfortunately, our records back to 1965 are depleted, but we are please to provide the materials sent under separate cover via air express.

Best personal regards.

Sincerely,



sa

Mrs. Charles Mercer Reeves Jr.
Reeves Ridge Farm, Box 764, Sanford, North Carolina 27330

May 22, 1979

Mr. Paul L. John
Campbell-Ewald Company
3044 West Grand Boulevard
Detroit, Mich. 48202

Dear Mr. John:

You and Your staff have been extremely courteous to the Reeves family! Thank you for sending the material related to Cape Look Out promptly.

As you have probably surmised, we are fighting the National Seashore Park from taking the last of our few acres within their boundaries, having given considerable acres in order to make the Park possible.

I shall hold the film you requested to be returned for a few more weeks. The material was helpful with appraised valuation of the land. An intrinsic value, however, is hard to determine ~~as relative monetary~~ and place ~~a relative~~ a relative monetary evaluation. *in*

It was delightful to find you responsive to our needs, after all these years!

Most cordially,

SCR



13. ...Impala!



14. Chevrolet is building a lot of exciting cars this year.



15. May we build one just for you? See your Chevrolet dealer, now! (Music button.)



28. Would you like to see that again?
All right... watch. We'll be building
a lot of cars this year. May we build
one just for you?



29. Your Chevrolet Dealer is
waiting to take your order.



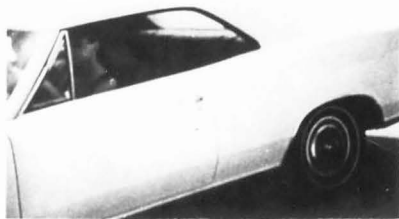
30. (Music).



25. ...and you'll discover a smooth quick moving kind of excitement found in no other car.



26. (Music)...



27. ...



28. Check out the Chevelle Malibu Sport Coupe. Sleek sensation for 1966.



29. Ready to go now.



30. At your Chevrolet dealers.