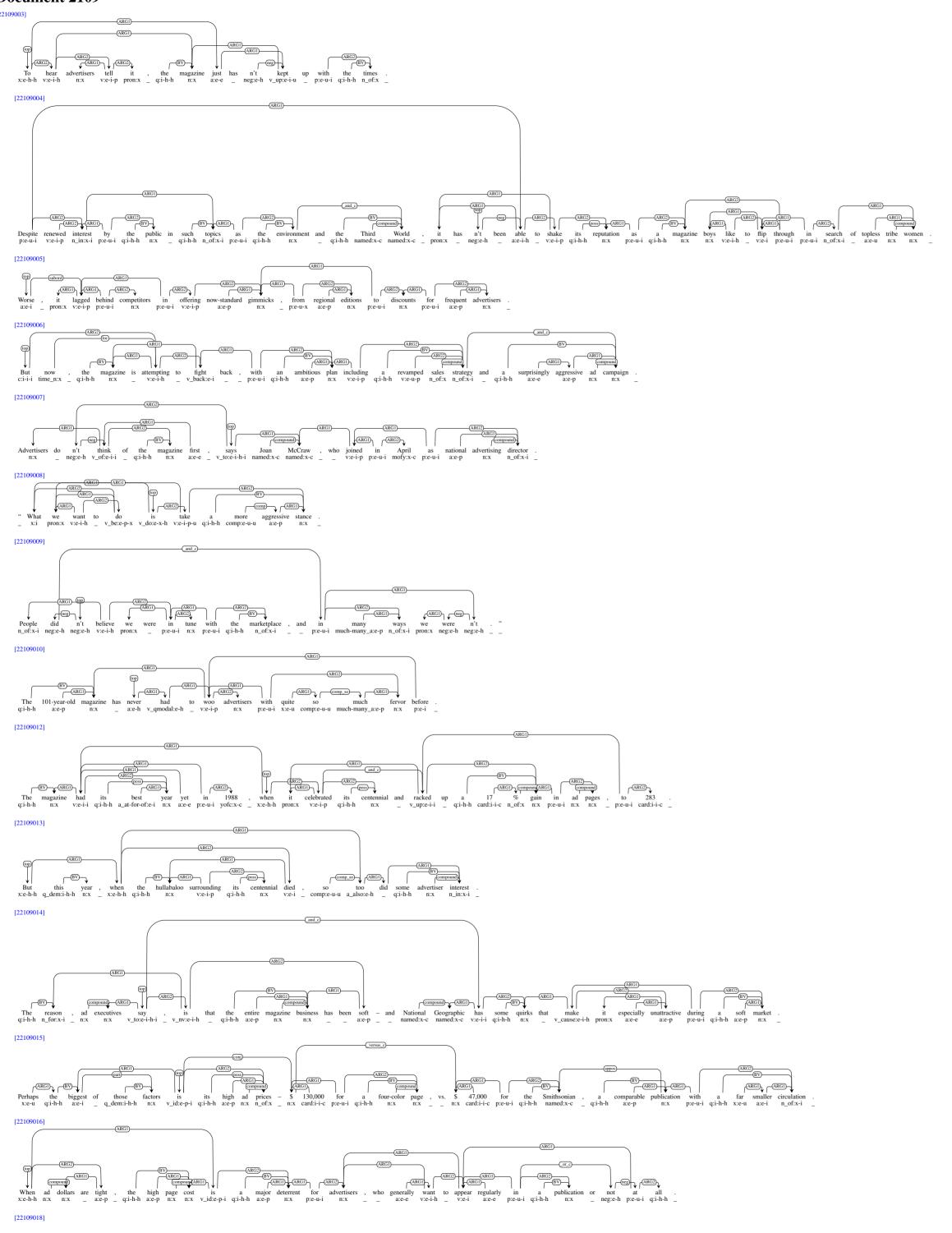
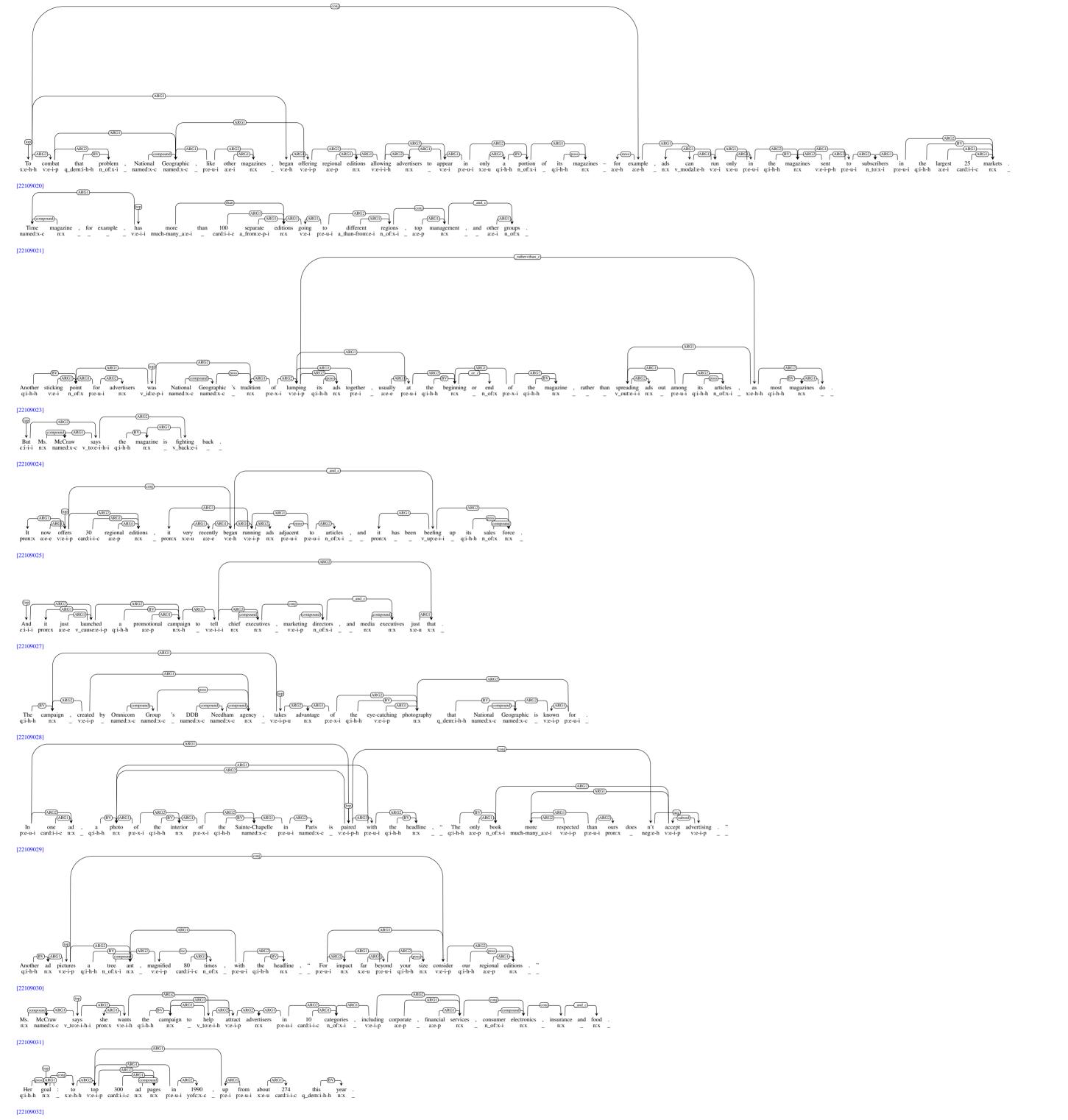
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Whether she can meet that ambitious goal is still far from certain . pron:x v_modal:e-h v:e-i-p q_dem:i-h-h a:e-p n:x _ a:e-e x:e-u x:e-u a_of:e-p _
   [22109033]
   "The ad campaign is meant to contemporize the thought of National Geographic , "she says q:i-h-h n:x n:x v:e-i-h v:e-i-p q:i-h-h n_of:x-i named:x-c named:x-c named:x-c pron:x v_to:e-i-h-i _
"
We want it to be a '90s kind of image . "
pron:x v:e-i-h pron:x _ v_id:e-p-i q:i-h-h a:e-u n_of-n:x-i _ n_of:x-i _ _
        (ARGI)
   WCRS has been in discussions with Eurocom for several months named:x-c _ _ p:e-u-i n:x p:e-u-i named:x-c p:e-u-i a:e-p n:x
    However , when negotiations bogged down recently , WCRS 's chief executive , Peter Scott , met in Paris with another French firm , Boulet Dru Dupuy Petit , or BDDP a:e-h _ x:e-h-h n_of:x-i v_down:e-i _ a:e-e _ named:x-c _ 
     [22109039]
          According to the executive , BDDP 's involvement prompted renewed vigor in the WCRS-Eurocom talks and the two agencies were hoping to hammer out details by today . p:e-u-i q:i-h-h n:x _ named:x-c _ n_in:x-i _ v:e-i-p _ v:e-i-p _ n:x _ p:e-u-i _ q:i-h-h _ named:x-c _ n_of-on:x-i _ q:i-h-h _ card:i-i-c _ n:x _ v:e-i-h _ v_out:e-i-i _ n:x _ p:e-u-i _ time_n:x _ named:x-c _ n_of-on:x-i _ q:i-h-h _ card:i-i-c _ n:x _ v:e-i-h _ v_out:e-i-i _ n:x _ p:e-u-i _ time_n:x _ named:x-c _ n_of-on:x-i _ q:i-h-h _ card:i-i-c _ n:x _ v:e-i-h _ v_out:e-i-i _ n:x _ p:e-u-i _ time_n:x _ named:x-c _ n_of-on:x-i _ q:i-h-h _ n:x _ named:x-c _ n_of-on:x-i _ n:x _ named:x-c _ n_of-on:x-i _ q:i-h-h _ n:x _ named:x-c _ n_of-on:x-i _ n:x _ named:x-c _ n_of-
        Executives of the two agencies could n't be reached last night n:x p:e-x-i q:i-h-h card:i-i-c n:x neg:e-h neg:e-h _ v:e-i-p q:i-h-h n_of:x
     Ad Notes ... .
n:x n:x _ _ _
     [22109042]
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   table shorteni
       NEW ACCOUNT: Procter & Gamble Co., Cincinnati, awarded the ad accounts for its line of Professional Crisco vegetable shortening and oil products to Northlich, Stolley, LaWarre, Cincinnati a:e-p n_of:x-i __named:x-c __named
       Billings were n't disclosed ... n:x _ neg:e-h v_to:e-i-p-i _
    Professional Crisco products are specially made for the foodservice industry n:x - a:e-p v:e-i-p-u p:e-u-i q:i-h-h n:x n:x
   He was executive vice president , director of broadcast production . pron:x v_id:e-p-i n:x n:x n_of:x _ n_of:x-i _ n:x n_of:x-i _
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