

JAMES J. JORDAN

James J. Jordan, Class of 1948, was one of the most successful creative directors and senior executives in the history of American advertising. He passed away in 2004.

A lifelong resident of White Plains, Mr. Jordan was Editor-in-Chief of *The Orange* when it won the Columbia Scholastic Press Association as the best high school newspaper in the country. One year after graduating from Amherst College, he embarked on a 42-year career in advertising. He worked his way up to president of an established global agency, BBDO, and was founder and chairman of a successful new agency, Jordan, McGrath, Case & Taylor, which grew into a powerhouse in its own right.

Mr. Jordan personally created dozens of memorable and business-building advertising campaigns, including "Schaefer is the one beer to have when you're having more than one," "Delta is ready when you are," "Us Tareyton smokers would rather fight than switch," and "So chunky you could eat it with a fork." He also supervised campaigns for Pepsi, Dodge and General Electric.

His work won numerous Clio awards for creativity and Effie awards for effectiveness. As an influential industry leader, his views on advertising were regularly solicited by ad groups. He also lectured at Brown, Columbia, Manhattanville, Princeton and Amherst, where he was a Trustee.

Mr. Jordan frequently appeared on television to address advertising issues. In addition, CNN did a 30-minute program on him that conveyed the value of the advertising industry.

Mr. Jordan married Mary Helen Cronin in 1958. They raised seven children in the same home he lived in when he attended White Plains High School.