

J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

JANUARY 14, 1966

Brazilian colleagues honor Castelo Branco

SAO PAULO—The third JWT man in Brazil to be so honored in the last four years, Renato Castelo Branco, manager of JWT's Brazilian operation, has been named Advertising Man of the Year for 1965 by the Brazilian Advertising Assn.

Last year Caio A. Domingues, assistant manager and creative supervisor at the Rio de Janeiro office received the award; in 1961, the title was bestowed upon Augusto de Angelo, manager of JWT-Rio.

In his remarks to the association members who elected him, Mr. Castelo Branco noted that the advertising community has five important challenges facing it. "The first of these is the challenge of imparting to our profession its full measure of greatness," he said. "This stature can be at-

(Continued on page 2)

New TV schedules bring advertising revisions

With the new year, changes have been effected in prime time television network programs, reflecting analysis of viewer response since September's debut.

Some eight shows have been discontinued, new ones have bowed, and time

shifts have been instituted.

Along with these changes, advertisers have made realignments, too. The new schedules for the three major U.S. networks, with JWT client participation, appear on pages 2 and 3.

Gillette appoints London office

LONDON—One of the largest product advertising accounts in Great Britain—Gillette blades and razors—has been assigned to JWT-London, effective May 1.

At the same time, the Gillette Safety Razor Company here appointed JWT-London to coordinate advertising for its razors and blades in selected European markets.

A U.S.-based company, Gillette is one of the major world marketers. It has long been the dominant factor in the shaving market. Its product line includes safety

razors, blades, home permanent wave kits, after-shave lotions, deodorants and writing implements, sold on a worldwide basis.

In 1964, worldwide sales of the parent organization totalled \$298,956,000, and yielded a net profit, after taxes, of \$37,673,000. These figures include sales of two subsidiaries, Paper-Mate and Toni. Sales outside the U. S. account for 31% of volume.

In a memo to members of the JWT-London staff, announcing acquisition of the new account, managing director Tom Sutton said, "Our new association with this company will indeed provide many exciting challenges and opportunities."

The Gillette appointment came four weeks prior to Tom Sutton's departure for New York, where he will assume his new position of Executive Vice President-International. The largest advertising agency in the United Kingdom, JWT-London increased its total billings to nearly \$55 million in 1965.



DECORATIVE—Colorful frieze marks folder for Taj Mahal tea.

Two offices combine talents to promote Indian tea in France

PARIS—Cooperation between JWT international offices has come to the assistance of a French distributor of English and Indian teas.

The Pierre Boudet Company, a JWT client here, distributes Brooke Bond Tea, an English brand, and has recently introduced Taj Mahal, a premium brand packaged by Brooke Bond which is shipped direct from India and sold in specialty food stores.

Folder designed in India

JWT-India assisted in the design of the handsome 4-color folder which introduced Taj Mahal to retailers. Pages 1 and 4 are devoted to stylized drawings of a colorful procession including elephants and litter bearers carrying packets of tea. The copy inside, detailing the romantic story of the building of the Taj Mahal and the benefits to the retailer of stocking Taj Mahal Tea, was prepared by JWT-Paris.

Point-of-sale material came from England, and, with the addition of a premium

—a small metal coaster with a picture of the Taj Mahal—was all ready to be shipped out to stores.

Advertising Council efforts equal \$265 million placements

NEW YORK — Advertising valued at some \$265 million was voluntarily donated by media and advertisers for Advertising Council public service campaigns during the organization's 1964-65 fiscal year. This represents a new high, according to the Council's 23rd annual report, just issued.

"This swelling tide of contributed advertising designed to inform and motivate the public seems to us to be an astonishing demonstration of the good citizenship of U. S. business," says chairman Edwin W. Ebel in his introduction to the report. He is vice president, advertising services, General Foods Corporation.

Carrying out its program through the

efforts of voluntary advertising agencies, the Council created and placed advertising for 17 major campaigns and provided assistance for 72 other programs and organizations. JWT served as volunteer agency for four of them: Red Cross, Operation Goodwill—Mexico, Religion in American Life and U. S. Savings Bonds, the last-named in cooperation with several other agencies.

The Advertising Council is a non-profit organization whose sole function is to conduct national advertising campaigns on non-controversial programs in national problem areas. It grew out of the War Advertising Council, formed in 1942 through the initiative of JWT's James Webb Young.

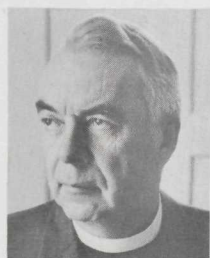
People in the Thompson World

DETROIT—Art director Norm Shadley has become the Reverend Shadley. He was ordained an Episcopal deacon at the Cathedral Church of St. Paul here; a reception honoring Norm and his wife, Marion, followed a ceremony conducted by the Right Rev. Richard S. Emrich, Bishop of Michigan late in November.

Now a member of the Cathedral's clerical staff, Norm can perform baptisms, marriages and burials although using somewhat different rites than a full priest. As a deacon he serves as a liturgical assistant, administers to the sick and shut-in, and preaches.

Norm, who was confirmed at the Cathedral in 1935, will have completed all course requirements for ordination as a priest this coming June. While pursuing studies at the Diocesan School of Theology, he has been serving as a member of the Cathedral's governing body, the Vestry, handling its public relations and writing for *The Cathedral News*, a monthly paper. All of which is rather amazing since he will have completed eight years of training in five and one-half while also fully meeting the demands of the JWT job assignment.

A free-lance illustrator and art director until he joined JWT-Detroit's Art Department in June 1956, Norm will continue with Thompson while serving the Cathedral as an auxiliary clergyman. In fact, the prime objective of this relatively new training program of the Episcopal church is to attract men active in the business world with the thought that their understanding of the pressures of temporal life will enable them to be of special service.



Norm Shadley



Ramón Alatorre

MEXICO, D. F.—Ramón Alatorre, public relations executive at Walter Thompson de Mexico, is accompanying the President of Mexico, Gustavo Díaz Ordaz, on his current two-week visit to the five Central American countries and Panama.

Ramón Alatorre is acting in his official capacity as Director of the Foreign Press Service Bureau for the Presidency of Mexico. In this position he will have responsibility for the Mexican news representatives and foreign correspondents who are accompanying President Díaz Ordaz, in addition to liaison activities with the news media in all six of the countries to be visited.

WTM, through their network of affiliated agencies in every Central American country, has been instrumental in providing press and broadcast media contact to

Mr. Alatorre and the official Mexican Government Group.

The importance of President Díaz Ordaz's visit will be far-reaching. It is the first time a president of Mexico will visit the Central American nations, and the purpose of the visit is to provide better understanding between Mexico and her southern neighbors as a basis for extending and improving trade between Mexico and the newly-formed Central American Common Market.

Ramón Alatorre first joined the staff of WTM in 1955 as an account representative. He subsequently left to work in the insurance field before returning to the Company last year.



Jiro Nakayama



Augusto de Angelo

TOKYO—Jiro Nakayama, art group head of JWT-Japan, exhibited his newest paintings in a one-man show at the Bungei-Shunja Art Gallery on the Ginza here recently.

These paintings are the first in which he has set his hand to thematic or representational painting. Theme of the show was "the wreath shell and the beach." Previously, Mr. Nakayama's works have been more abstract in nature.

The dynamism of his abstract work is present in the new series of paintings, in their brief construction and terse compositional elements. Fishing nets, heavy with wreath shells and their own dark shadows, are deftly symbolized. *Asahi Shimbun*, Japan's largest daily newspaper, reviewed the works, saying, "... Jiro Nakayama displays his powerful and abstract composition in a new approach to the concrete arts."

A member of the Shunyo-kai art group which has 40 years of tradition in Japan, he is known in modern art circles as a man who continuously breaks new ground.

This is his sixth major exhibition. He participated in the opening exhibition of the Osgood Gallery in New York in 1962.

* * *

RIO DE JANEIRO—Augusto de Angelo, vice president of JWT Brazil, and manager of the Rio de Janeiro office, has been elected President of the Brazilian Assn. of Advertising Agencies for 1966.

Augusto joined JWT in Brazil, an 18-year-old, as one of the first members of the staff, in 1933, and was initially assigned to the Traffic Department. Since then, he has worked in virtually all the departments and was named manager in 1961 and vice president of the Brazilian operation in 1965.

New advertising line

ABC

Sunday

6:30

7:00 **Voyage to the Bottom of the Sea** Lassie

Standard Brands My Favorite

7:30 **The FBI** The Ed Sullivan Show

Ford

8:00 **Sunday Movies** Perry Mason

Champion Candid Camera

10:30 **What's My Ford**

Monday

7:30 **12 O'Clock High** To Tell the Truth

Standard Brands, Champion, Reader's Digest

8:00 **Jesse James** I've Got a Secret

Standard Brands The Lucy Show

9:00 **Shenandoah** The Andy Griffith Show

9:30 **Peyton Place III** Hazel

Standard Brands Talent Scout

10:00 **Ben Casey** Ford

Tuesday

7:30 **Combat** Daktari

Standard Brands

8:00 **McHale's Navy** The Red Skelton Show

9:00 **"F" Troop** Alberto

Quaker

9:30 **Peyton Place I** Petticoat Journal

10:00 **Fugitive** CBS Report

Castelo Branco Brazil's adman of

tained through sound and enlightened cooperation with our clients and through the contribution which we are willing to make towards solving the country's problems."

The second challenge is to help Brazil's economic and industrial structure to overcome its present difficulties, cooperating with industry as it strives to solve its marketing problems, in bringing up to date its

Re-ups follow revised TV show schedules

BS	NBC	ABC	CBS	NBC
	Actualities & Testing Programs <i>Inst. of Life Ins.</i>	Wednesday		
		7:30 Batman I <i>Standard Brands</i>	Lost in Space <i>Ford</i>	The Virginian
		8:00 Patty Duke		
		8:30 Blue Light	Beverly Hillbillies	
e Martian	Walt Disney's Wonderful World of Color <i>Kodak, Ford, RCA</i>	9:00 Big Valley <i>Standard Brands</i>	Green Acres	Chrysler/Hope Theatre
livan Show		9:30	Dick Van Dyke	
	Branded	10:00 Long Hot Summer <i>Standard Brands</i>	Danny Kaye	I Spy <i>RCA, Scott, Champion, Libby</i>
n	Bonanza	Thursday		
era	The Wackiest Ship in the Army <i>Alberto-Culver, L&M, Scott, Lever, Champion, RCA</i>	7:30 Batman II <i>Standard Brands</i>	Munsters	Daniel Boone <i>Lever, RCA</i>
Line?		8:00 Gidget <i>Standard Brands</i>	Gilligan's Island	
		8:30 Henry Phyfe <i>Quaker</i>	My Three Sons	The Streets of Laredo <i>L&M, Scott, RCA, Readers Digest, Libby</i>
Truth	Hullabaloo	9:00 Bewitched <i>Quaker</i>	Thursday Movies <i>Ford</i>	Mona Mc Cluskey <i>Libby</i>
		9:30 Peyton Place II		Dean Martin <i>RCA, Champion, Lever</i>
ecret	John Forsythe	10:00 The Baron <i>Standard Brands</i>		
how	Dr. Kildare I <i>L&M, RCA, Lever</i>	Friday		
Griffith Show	Andy Williams/ Perry Como <i>Kraft</i>	7:30 Flintstones <i>Standard Brands</i>	The Wild, Wild West <i>Ford</i>	Camp Runnamuck
		8:00 Tammy <i>Standard Brands</i>		Hank <i>Lever</i>
ts	Run for Your Life <i>RCA, Scott, Champion, Libby</i>	8:30 Addams Family	Hogan's Heroes	Sammy Davis
		9:00 Honey West <i>Standard Brands</i>	Gomer Pyle	
		9:30 Farmer's Daughter	Smothers Brothers	Mr. Roberts <i>L&M, Lever</i>
	My Mother the Car	10:00 Jimmy Dean	Trials of O'Brien	The Man from U.N.C.L.E.
	Please Don't Eat the Daisies <i>Lever, Libby, Scott</i>	Saturday		
elton Show	Dr. Kildare II <i>L&M</i>	7:30 Ozzie & Harriet	The Jackie Gleason Show	Flipper
Culver	Tuesday Movies <i>Libby, RCA, Champion, Reader's Digest</i>	8:00 Donna Reed <i>Standard Brands</i>		I Dream of Jeannie <i>L&M, Scott, Libby</i>
		8:30 Lawrence Welk	Secret Agent <i>Ford</i>	Get Smart <i>Lever, Scott, RCA, Libby</i>
nction		9:00		Saturday Movies <i>RCA, Champion, Libby</i>
ts		9:30 Hollywood Palace <i>Standard Brands</i>	The Loner	
		10:00	Gunsmoke	

the year

(Cont.)

means of production, distribution and sales.

The third challenge is to draw the 40 million Brazilians living in rural zones into the country's economic life. Advertising gives the average man specific and concrete incentives to seek a better way of life. . . .

The fourth challenge, he stated, is to help correct and project the image of Bra-

zil abroad while "lastly," said Mr. Castelo Branco, "our fifth challenge is to promote the social and political education of the people, not political in the sense of party politics, but in the sense of institutional education; social and political in terms of making available to the people constructive habits, knowledge and attitudes."

Renato became the first Latin American

to be named a Thompson Vice President when he was elected to that post in December. He is president of the National Advertising Council; he was one of the founders of the Brazilian Advertising Assn., the São Paulo Advertising Assn. and the School of Advertising of São Paulo, and has been President of the Brazilian Assn. of Advertising Agencies, São Paulo branch.

After 34 years, Ken Ward leaves for new career

CHICAGO—Kenneth J. Ward, who has a hobby of delving into history and collecting historical documents, is leaving JWT-Chicago, which he has served during some of its most important history, to start a new career outside the advertising agency industry.

Ken, who joined the Chicago office in 1931 and has been a vice president of the agency since 1948, has now become a vice president of the newly created marketing division of Lester B. Knight and Associates, Inc., international management consultants and consulting engineers.

Ken, who is 63, was head of the copy department in Chicago for 15 years and has been secretary of the Chicago office policy committee.

He said that in the most recent years he has felt that his greatest interest has centered in the use of social research in advertising and in the pre-testing and post-testing of advertising messages.

In his years with Thompson, Ken

has been identified with many accounts, including Dr. West's, Parker Pen, the Pepsodent division of Lever Brothers, Pharmacrast, Alberto-Culver, Helene Curtis, United Air Lines, Abbott International and Shaw-Walker.

He has had a lifelong interest in the



Kenneth J. Ward

history of Illinois, particularly the period from 1850 to 1853, the years when railroads became an important factor in the state and when Illinois took its place among the major states of the nation.

He also has had a long interest in the history of the development of the Chicago lake front, and has a large amount of original materials on the subject. Also in his historical research he has collected over the last 20 years much material relating to the history of Lake County, Illinois, where he lives. As the result of his avid collecting of historical documents he was called upon to write most of the program for the centennial of Lake Forest, Ill., in 1961.

Ken is a graduate of the University of Chicago where he was elected to Phi Beta Kappa, national honorary scholastic fraternity.

The Wards, who live in Lake Forest, have two sons. Ken has been a member of the Lake Forest High School Board of Education, is trustee and vice president of La Rabida Jackson Park Hospital, and a director of the Travelers Aid Society of Chicago and of the Presbyterian Home, Evanston, Ill.

Steal away to Paris just for kicks.

\$342 for the round trip.



Paris is a lady, so don't keep her waiting.
Ask us about a 14-21 day Jet Economy ticket and start packing.
We've got a nonstop Jet Clipper® headed for Paris every morning at 9:45 and another every evening at 8:50.
Let a Pan Am Travel Agent handle everything. Or call us. We have all the *smoozies* you need.
For instance, we can tell you where to snoop for bargains. How to tell if a restaurant's expensive without walking in. What to tip. Which wines go with what dabb. Where *le girls* are.
Hotels? We have a little book that lists hotels in every price range. Shows? We can tell you where to go for *Cordouan* or *Frangine* tickets—starting at thirty cents.
And you'll have all the fun.
See all of Paris from the top of the Eiffel Tower. Get to the bottom of things in a left-hand collar. See down the Seine and see what *Noire Dame* looks like from the deck of a *batou-moucho*.
Rather go somewhere else? That's easy, too. We fly straight through from New York to 27 European cities—twice as many as anybody else. And we have the most flights, too.
And, whenever you fly, you'll know you're flying the very best there is. It's a good feeling.

SEE YOUR PAN AM TRAVEL AGENT OR CALL FOR AN AT 873-4000
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FAST ON THE PACIFIC
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FAST ON THE MIDDLE EAST
FAST ON THE INDIAN OCEAN
FAST ON THE AUSTRALIAN OCEAN
FAST ON THE ANTARCTIC

Catch a few off-Broadway shows. Fly to London.

\$300 round trip.



It's easy with one of our 14-21 day Jet Economy tickets.
They're available Mondays through Thursdays. After November 4, our 14-21 day fares will be slightly higher.
And theatre tickets in London are easy, too. There's a \$5 top for the best seats in the house, anywhere in town.
Choose from over 40 theatres. The season's in full swing right now with a raft of new shows.
To get in on the fun, call a Pan Am Travel Agent or call us. We can arrange everything, starting with your flight.
Take your pick of three days from New York to London—all nonstops.
Let us arrange for your hotel, too. And ask us what to pack, what to buy, where to eat. We'll tell all.
And, if you've already seen London, there are plenty of theatres in Paris, Rome, Berlin, Copenhagen. Just name it.
We fly straight through to 27 European cities—more than twice as many as any other airline.
And we have the most flights from New York, too.
Whenever you have, wherever you go, you'll know you're flying the very best there is. It's a good feeling.
Give us a call. Europe is waiting in the wings.

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FAST ON THE AUSTRALIAN OCEAN
FAST ON THE ANTARCTIC

NEW PAN AM LOOK FOR '66—Following the format of highly successful commuter transit advertising last year, Pan American newspaper advertising will display the new treatment shown above during 1966. In the New York area, increased

use will be made of four-color illustrations, but b&w ads elsewhere will follow the same format. This summer the airline will provide 288 jet passenger flights across the Atlantic every week, encompassing the most frequencies, the most non-

stop and direct services and the highest capacity ever offered. Over the full year, the airline will provide seats for 1.65 million passengers in its transatlantic services, linking 17 U. S. cities with 25 in Europe.



January 14, 1966

FOR STAFF MEMBERS ONLY

Publisher notes changes in Negro market area

John H. Johnson, publisher of *Ebony*, *Tan*, *Jet* and *Negro Digest*, began this year's Professional Perspectives series Wednesday with an informal discussion of the Negro market and the ways in which it has changed in the more than 20 years and some-odd months since he founded *Ebony* in 1945. "We show more of the bright side of Negro life now," he said, "because there are more bright sides to show."

Admitting that *Ebony* is a "class magazine" directed to readers with education and middle-class incomes—"I've been on relief, and I got off, and I'm selling to



John H. Johnson

other people who got off"—he quoted a variety of statistics in such areas as income, college enrollments, and life expectancy which reveal the emergence of a true Negro middle class. This development of a middle class (with a corresponding change in the image of the Negro male) and the growing preponderance of the Negro population in our large cities are, he feels, the two most significant factors in the Negro market today.

Many of Mr. Johnson's remarks dealt with integration in media and in advertising. Questioned about integration in advertising art he said, "Show if it exists. Don't contrive it if it doesn't. I wouldn't integrate a scene of expensive suburban living—but a hospital scene, a city street scene, I would."

He did point out clearly, however, that most Negroes now identify themselves with Negro rather than with white society and respond more readily to Negro models even in ads for such "non-racial" products as baby food or appliances.

In the personal care field, naturally, such identification is still more important, even for products of a general nature which were not designed to solve specifically Negro cosmetic problems.

Mr. Johnson questioned the existence of any truly integrated mass magazines. Numerous articles on Negro entertainers or sports figures or the Civil Rights movement do not integrate a magazine, he said, if editorial policy determined their

(Continued on next page)

New York Gallery

A group of word portraits of JWT people you've seen and heard about during your travels around the Graybar Building.

Happy is the man who can combine vocation and avocation. Such is Bob Greenberg, a young, witty and articulate writer with the Ford group, who has combined a talent for words with a life-long interest in the automobile. How he came to Thompson and began a love affair with Ford is an interesting tale.

Not so long ago, the term sports car described a stark open two-seater with cramped passenger space, little or no luggage accommodation and no weather protection. The sight of one of these early sports cars, an MG-TC being driven near his home, hooked Bob at the age of eight, and he's been an auto buff ever since.

By the age of 16 he was a regular habitué at race tracks and had begun driving in stock car races at the Freeport Raceway. For Bob race tracks will "always be exciting" and the Freeport Track, the only auto racing track in the New York area since 1932, became and still is his home base.

For a teenager intoxicated with auto racing, one of the great meccas of the sport is the Indianapolis 500. Although under age, Bob managed to wangle press credentials from a local Long Island newspaper and hitchhiked to Indiana to cover the race. He's been there every year since and is an acknowledged expert on all phases of the 500. One of his most prized possessions is a filing cabinet which is a



STUDIOUS—Bob Greenberg peruses one of the automotive magazines that take much of his time, in and out of the office.

veritable storehouse of material about Indianapolis.

Bob continued racing at the Sebring Grand Prix of Endurance and the Little Le Mans at Lime Rock, Conn. among others. However, encouraged by his experience at Indianapolis, his interest in writing had increased. While he continued to enter races, he began to write more and more articles for the auto "buff" magazines. As a contestant, he was able to de-

velop a unique approach, writing "from the driver's seat."

I'll admit," states Bob, "that I am definitely what you call a confirmed car nut." His involvement with the dynamic sport—second largest spectator sport in the United



Robert Greenberg

States—kept leading to new experiences. In addition to writing, he began broadcasting, first as a play-by-play sports broadcaster, then as a news announcer, on-the-street news man and disc jockey on a number of stations in the New York area. As a result he was able to interview many of the outstanding members of the racing fraternity who are his friends today.

From driver to script writer

Bob's activities in the automotive world were responsible for bringing him to JWT. As a track announcer at Watkins Glen and the American Grand Prix, as the author of articles in such magazines as *Car and Driver*, he was well-known to members of the Ford group and joined JWT in March, 1964, to write radio commercials.

He has since worked in print, planning and a variety of other activities for Ford, including coordinating projects for the '65 "Ford Rides Quieter Than a Rolls-Royce" campaign. Bob says, "I once did a radio series on automobiles and racing that was considered an esthetic success but a commercial failure—the big companies were not interested. This no longer has to happen; they have discovered that you can learn more about a car in the pressures of a 500-mile race than in a

(Continued on next page)

Forum

• *Eyes on Thompson*—"The Rinso Story," originally planned for Jan. 5, has been rescheduled for Wednesday, Jan. 19 at 1 p.m. Jack Bernhardt, management supervisor on Lever, will repeat the presentation he made to Unilever's 10 worldwide vice presidents at a recent meeting.

New Arrivals

Larry Cadman



has joined JWT as a copywriter on American Petroleum Institute. A native of Michigan, he graduated from the University of Michigan with a major in English and was formerly in public relations with the Pennell Theatre System. Larry now lives in Forest Hills, is married, and enjoys music, golf and reading in his leisure time. X2984.

Edward Deppert



has joined JWT as Computer Room Supervisor in the Data Processing Department. Formerly with RCA in Special Computer Systems Projects, he studied data processing at New York University and at the Electronic Computer Programming Institute. Ed served with the U.S. Navy for two years on the U.S.S. Forrestal in the Mediterranean and has been in the Naval Reserve for four years. He lives with his wife and two children in Queens and enjoys bowling and all forms of physical training in his spare time. X2479.

New York Gallery

(Cont.)

million miles on the road."

This is especially true of Thompson because Champion Spark Plug and Ford have long histories of involvement in racing. Bob believes that "the styling of an automobile is really the purest 20th Century art form." To be involved—to see how persistent research and development can produce from existing basic units a new model which is distinguished by a performance far superior to that of its predecessor—gives great excitement to his work here.

Publisher notes changes

(Cont.)

inclusion because they were of interest to the white community. Negroes may read such a publication without identifying with it.

"I'm not criticizing *Life* or *Look* because they're not integrated," he said. "We're not integrated either."

He added that while he thought a magazine had a responsibility to educate its readers by bringing them up to date this responsibility did not extend to driving readers away by running too far ahead of their thinking.

Clif Rice



recently returned from six months with Pacific Indoor Advertising, is an administrative assistant in the Research Department working with test market analyses in the Market Performance Group, and is also a workshop coordinator. A graduate of Brown with an A.B. in art, Clif spent eight months touring England and continental Europe before joining JWT. As he traveled he wrote, sketched, did some photography and spent some time as an assistant art director with JWT-Antwerp. Clif and his wife live in Manhattan. He enjoys sculpture, photography and creating mosaics. X2318.

Joy Rome



has joined JWT as an Administrative Assistant in the Legal Department working on legal clearance for print, TV and radio. Formerly with Grey Advertising, she majored in psychology at Wayne State University and Hunter College. Although raised in Detroit, Joy now lives in Manhattan and likes to ski in winter and swim in the summer. She enjoys the theatre all year round. X2859.

Also Welcome to:

Arnold Canada, Ruth Cassell, Norman Podber, Jerome Spindel (Art); Bennett Blumkin (Billing & Paying); Marcia Saman (Casting); Irving Medrick (Data Processing); Eileen Latell (Editorial); Patrick Scott (Liaison & Custodial); Lawrence Cohen, Kenneth Walker (Mailing & Shipping); Ardis Hacker (Media); Bjorn Von Schoultz (Merchandising); Carol Tangorra (Representative); Jean Pesce (Telephone).

Hors de Combat

The following NYO staff members are away from their desks due to illness:

Marcelo Aragon, 144-31—41 Ave., Flushing 55.
Victoria Borsett, 72 W. 52 St., Bayonne, N.J.
Irving Brandt, 37-05—90 St., Jackson Heights 72.
John Chinn, 541 E. Henry St., Meadville, Pa.
Harriet Rex Feeney, 15 Lockwood Drive, Old Greenwich, Conn.
Honey Fertig, 118 E. 60 St., New York.
Kathryn Korwatch, 304 Hawthorne Ave., Yonkers.
Alexander Leftwich, R. D. #2, Middletown, N.Y.
Ruth Lubell, 1346 Fayette St., Teaneck, N.J.
John Peterson, 131-3 S. Highland Ave., Ossining, N.Y.
Karen Rochames, Park Crescent Arms Hotel, Rm. 314, 150 Riverside Drive, N.Y.

Christmas giving elicits note of thanks to donors

The more than 1,000 of the 1,400 gifts piled under the 10th floor Christmas tree were gratefully received at Willowbrook when they arrived there. (400 more were sent to Abbott House.) Dr. Jack Hammond, director of the school, wrote a letter of thanks to JWT staff members, commenting especially on the wrappings:

"The gifts were so beautifully wrapped that all the children who received them hesitated to undo their gifts because they were just as interesting as the contents which were enclosed. All of the children were extremely delighted with their gifts."

The gifts were so numerous, he added, that toys were distributed to every child in both buildings involved, in addition to the 300 children named on our lists.

Classified

EXCELLENT ORCH SEATS for hit musical, *Skyscraper*, with Julie Harris. Sat. eve. Jan. 29. \$10.15 each. X2246

WANTED—A loving home for a beautiful black small upper alley cat. Female, 3 years old. Quiet and conservative. One owner. X2601.

JWT PARISIENNE, visiting NYO, needs furnished Manhattan apartment. Reasonable rent essential; neighborhood flexible. Prefers 3 month sublet, starting immediately; will consider shorter period. X3254.

PENTAX H1A with Pentax clip-on meter. Case included. In original carton. Used very little. \$120. X3292.

17" ADMIRAL PORTABLE TV—estimated age 7, possibly 8 years. In working condition. First \$25 takes it. Goldie, X2207.

SKI-WEEK HIDEAWAY GOING, GOING . . .

Cozy, spacious house hides 4 couples comfortably near Sugarbush (7 min.), Mad River, Glen Ellen. Only \$100/5-day week! Also: Sugarbush 5-day lift & Stein Erickson ski school package: \$30. House reservations going fast! Call Kevin Daley, X2411.



SUCCESS—Ana Gloria Flores and Carlos Tosca, both of International, sort through some of the clothing donated by JWT-NY staff members to the drive they originated for Cuban refugees. Management made space available as a storeroom within the office. The drive is officially over, but arrangements for additional donations can still be made by phoning X2940.