



# J. WALTER THOMPSON COMPANY NEWS



VOLUME XXII, NO. 5

FOR STAFF MEMBERS ONLY

FEBRUARY 3, 1967

## JWT jingle tops hit record list

CARACAS—When a JWT-Caracas team launched a campaign to introduce new Angel Face Pétalo Dorado (Golden Petal compact makeup), they had no intention of producing the number one hit record in Venezuela.

But that's exactly what has happened.

"¿Que me Has Dado?," or "What Have You Given Me?," a non-commercial version of the song written for the Angel Face "Pétalo Dorado" introductory campaign television commercial, has climbed to the top of the charts on local radio and television hit parade programs.

In the original song the question "¿Que me Has Dado?" was answered in rhyme by "Pétalo Dorado." The beat and delivery of the television commercial proved so popular that the lyrics were rewritten in a non-commercial way in order to get disc jockeys to promote it, though the music in both versions is virtually identical.

In both cases the song was recorded by Los Claners, a singing group that is very much in vogue in Venezuela. A story on Los Claners and the lyrics of the non-commercial song have appeared in issues of *Ritmo Fans* (Rhythm Fans), an entertainment magazine extremely popular



with teenagers.

The added bonus of a hit record plus a youthful, exciting and entertaining advertising campaign has resulted in excellent

(Continued on page 3)

## Labatt's ale heeds "Draft" call

MONTREAL—Labatt Breweries, Canada's largest producer of draught beer, has a new product, "Labatt real Draft Ale in bottles," and JWT-Montreal has a new campaign, in French and English, to promote it.

The campaign was launched at the end of the year in newspapers in the province of Quebec. Newspapers were the obvious choice: It is the only medium in Quebec where beer can be promoted.

JWT-Montreal developed the twin campaign under wraps. While draft beer in bottles has been introduced in the U.S., Labatt's is first with the product in Canada. Photographs for the campaign were taken in New York and plates were made in Philadelphia.

By law, draught (we're spelling it both ways in this story) beer can only be sold here in men-only taverns. With 400 of the Province's 600 licensed taverns concentrated in Montreal, this leaves a sizeable market which has never tasted the product.

The two sides of the campaign will be developed along different lines. The French campaign will have more explanatory copy on the sound assumption that the English-speaking ale drinkers in Montreal are more familiar with the product.

The Labatt account supervisor here is J. Russell Haugland, the representative is Wally Trudeau. Jack Cronin is creative supervisor, with French copy masterminded by Denyse Maheux.

Voilà!

"Campari and Soda,  
Campari and Soda,  
Campari and Soda.  
That's all I hear  
in here nowadays.  
For heaven's sake,  
somebody order a  
pint."

"A pint of Campari and Soda, please."



"P"

Domandate Campari ovunque andate. Importato da F. S. Maltis Ltd., London, S.W.6.

**BITTER SUCCESS**—Campari, a bitter aperitif from Italy, has had a sweet sales growth in Britain on the wings of light, whimsical copy from JWT-London.

Labatt real Draft Ale.  
Now in bottles.



Tap a bottle.  
There's a barrel of flavour inside.

Shipped in Quebec by Labatt Breweries Ltd.

HOURRA!  
la DRAFT est libérée!

c'est la Draft à Labatt  
...en bouteille!



Labatt a découvert le secret de libérer  
la draft du baril et de l'emballer dans  
une bouteille en lui gardant  
son vrai bon goût naturel. Vous pouvez maintenant  
en acheter partout!

D'la vraie DRAFT, c'est ça!

Shipped in Quebec by the Breweries of Labatt Limited



# JWT



Around  
the  
World

## JWT-Brazil lights up a new account

RIO DE JANEIRO—Effective in April, the Rio de Janeiro office will handle advertising for “Continental” cigarettes, a brand of Cia. de Cigarros Souza Cruz, local affiliate of the British American Tobacco Co.

“Continental,” marketed by the Souza Cruz Co. in Brazil for many years, has been the leading brand not only in Brazil but in all Latin America since 1950.

JWT's job will be to hold the client's number one market position in the face of penetration by filters, king-size and mentholated brands in recent years.

## TOKYO JWT NEWS

(JWT) J. WALTER THOMPSON COMPANY JAPAN

1967年1月15日発行 1 トンプソンPR部



### 社員の皆さんへ

ロバート E. アルコック

J. WALTER THOMPSON COMPANY JAPAN

Dear J.W.T.-J Members,

1966 was an exciting year for our company in Japan, and 1967 promises to be even more so.

So much is now happening, so rapidly, we felt it was time we produced a regular news sheet. You are so busy contributing to the news through your activities, it is sometimes difficult to keep up with all our growing company is achieving.

This news sheet will appear each month to advise the latest J.W.T.-J account developments, personnel and company news. We hope you enjoy it and find it helpful.

I take this opportunity to thank you for your enthusiastic support in 1966, and on behalf of the Management Committee I wish you a happy and a most prosperous new year.

Sincerely

Robert E. Alcock

1966年、当社にとって活気あふれる年でした。1967年は、一段と飛躍する年になることでしよう。非常に多くの事柄が急速に起こりつつある現在、当社でも、定期的な社内報を創刊する好機と存じます。

各部にあって、職務に忙殺されていらっしゃる皆さんには、当社が成就している事柄にお気づきにならない場合もあると思い、この社

内報により、当社のアカウント状況の報告、社内のニュース、会社からのお知らせなどを、毎月1回お届けするものです。たのしくお読みいただくよう、願っています。最後に、1966年における皆さんの(当社に対する)貢献に感謝すると同時に、マネージメント・コミッティを代表して、今年が、皆さんにとって幸多き年でありますようお願いいたします。

Mediaにきて感ずることは、Service Departmentとしての本来の任務の外にこの部が外国代理店たるJWTと日本の媒体さらに広く日本の広告界との接点に立つ唯一の選ばれた部門であること。この誇りと責任の上にJWTの深遠なPhilosophyを武器として、広告界の厳しい競争に立ち向いたく念願しております。



伊吹泰次郎

我々はいま非常に忙しい。忙しいのは当然である。だがこの忙しさが実は曲者だ。我々は自問してみる、忙しさに負けてはいないか、捕われてはいないか、陶醉してはいないか? 「忙」という怪物は、絵に描いたらどんな絵になるだろう? 我々は、自己を見失わないために、一緒によく考えて見ようではないか。



宮原良彦

首尾一貫したプロジェクトとして広告を取り上げ、正確なデータと見通しに立脚したプログラミングによってこれを統合するというJWTの基本方針がよい結果をもたらすためには、志を構成する各部門の間に有機的な連絡が保たれていることが大切である。社内報の刊行はこのような連絡を強める上で大いに役立つにちがいない。



斉藤金一郎

「JWTジャパンは、今や成功の地位を得たようだ。——これは、ある会社の重役が最近いったことですが、本当にそうでしょうか。いや、われわれは、目標に向かって進みはじめたばかりなのです。確かに、1966年には、相当の躍進をしたといえます。本年は、さらに目標に近づけるべき年です。これが、本年われわれに課せられた仕事です。」

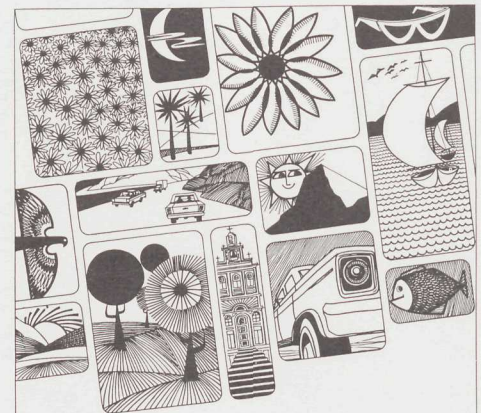


D・F・トンプソン

はじめて、われわれだけの新聞ができることになりました。「隣りはなにをする人ぞ」式な他人どうしにならないためにも、大いに活用しましょう。世界に、われわれの力量のほどを知らしめるチャンスでもあります。この新聞を、われわれの姿見にしようではありませんか。



トム・山田



### férias felizes começam com Firestone

O Brasil inteiro para as alegres férias de verão. Muito sol, verde mar, verdes montanhas. Boas estradas e a qualidade dos pneus. Para o viajante tranquilo com sua família, os pneus Firestone passam pelos mais rigorosos testes de qualidade, segurança e economia, antes de serem fabricados para o seu carro. Férias felizes começam com uma viagem perfeita, começam com os pneus Firestone.



Firestone  
—qualidade e serviço

SAO PAULO—TRAVEL HAPPY, TRAVEL SECURE—The headline of this advertisement, “happy holidays begin with Firestone,” introduces a message inviting the reader to take advantage of interesting holiday areas and activities in Brazil, pointing up the added security, economy and general comfort available to the holiday traveler who equips his car with Firestone tires.



SAO PAULO—POLENGHI'S “GO” GIRL—JWT-Brazil has selected a national TV personality, Miriam la Vecchia, to carry the message in the first advertisement for its new account—Polenghi, maker of Italian-type cheeses. The message reads: “Friends, the word is go with Polenghi—a dear friend.” Friendly Miriam la Vecchia is known affectionately as “The Ugly Duckling” to TV columnists and admiringly as “Miriam Batucada” (bongo drummer) to the nation's young. Born in the downtown Braz district (São Paulo's “Brooklyn”), Miriam is the urbanites’ “girl next door.” Parents approve of her, kids adore her, and the word is out that she loves Polenghi.

TOKYO—ATTENTION, FIRST-EDITION COLLECTORS—JWT-Japan headlined the opening of the new year with publication of its own TOKYO JWT NEWS. Introducing the venture in a front-page open letter to staff, Tokyo manager Bob Alcock announced: “So much is now happening, so rapidly, we felt it was time we produced a regular news sheet. You are so busy contributing to the news through your activities, it is sometimes difficult to keep up with all our growing Company is achieving. TOKYO JWT NEWS is scheduled to appear monthly. From JWT NEWS, NYO, a hearty “ganbare,” which is about as close as we can come to spelling “Good luck” phonetically.



## JWT-Venezuela adds a client and a line

CARACAS — JWT-Venezuela announces two new advertising assignments—a new account and a new product line—both effective in January.

The new account is Oscar Mayer & Co. meat products, a Chicago client since 1959. The local company name is Venezolana Empacadora, C. A.

The new line is Jantzen swim and sportswear, assigned by Confecciones HRH as an addition to the Jockey underwear line now being handled by this office. Jantzen's men's-wear division is a recent JWT acquisition in the U.S.A., with creative work going to NYO and contact out of the San Francisco office, effective March 1st.

## JWT jingle tops hit record list

(Continued)

sales results and the fulfillment of the advertising objectives.

JWT wanted to create a modern and fresh image for Pétalo Dorado as the latest and most modern compact in the market, emphasizing the new and exciting perfume, new and modern shades, and new and luxurious extra-flat case.

The original campaign, which ran from October through December 15 with a followup that ran through the end of January, was launched via spot TV on the three major quasi-national Venezuelan television networks. Spot radio was used in selected markets and leading magazines carried the introductory advertisements.

Since the launching campaign and the record have been so successful, it makes sense to capitalize on this current popu-



**AT WORK**—In the JWT-Caracas office are (l. to r.) Luis Miguel Aceituno, account representative; Richard Phillips, marketing director for Chesebrough-Pond's, and Miss Inge Zorn, Angel Face brand manager.

larity. So, in February the record will be used for further promotion, with heavy emphasis just before Valentine Day.

During this period Angel Face Pétalo Dorado will have a coupon inside the product and consumers can get a copy of the record by buying Angel Face and filling out the coupon. Special luxury packages and POP dispensers as well as television advertising will be used to promote the offer.

Behind the entire effort is the Pond's account team: Luis Miguel Aceituno, account representative; Pedro Jose Valbuena, copy group head; Adriano Costa, art director; Mrs. Gloria Perez Roque, radio-TV production; and Glen Kittelson, creative supervisor.

## India's tots and toddlers vie for Johnson & Johnson crown

BOMBAY—The Johnson & Johnson Baby Contest, an annual hit in Brazil (JWT-News Dec. 9), moved halfway around the world to India last month. Thousands of entries were received for the J. & J.-sponsored Baby Picture and Children's Contest held at Bombay on December 22nd.

Contestants were judged in two cate-

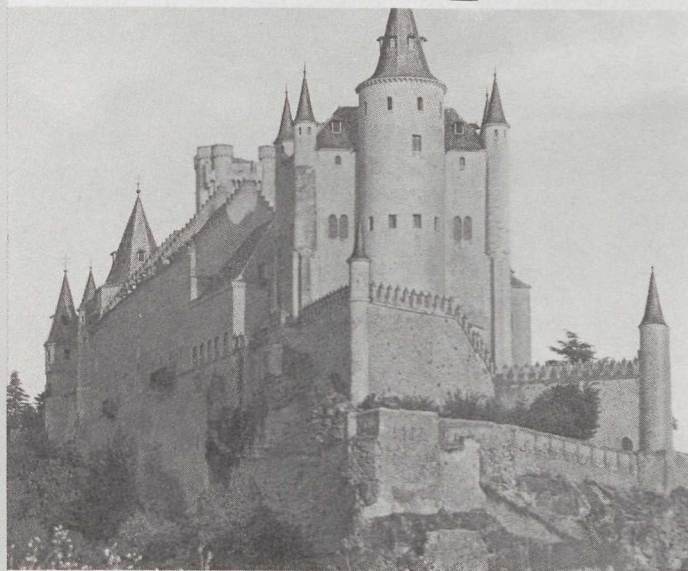
gories: Tots under 2 years were judged from photographic studies exhibited in the Bhulabhai Desai Auditorium. Toddlers in the 2 to 4 years age group were judged while parading on the Auditorium stage in outfits designed by leading fashion houses.



**THE J.&J. WINNERS**—Ainsley Cruikshank (on stage), winner in the 2 to 4 years category, takes his victory lightly, clowning with Johnson & Johnson's Chief Executive A. J. North under the eye of JWT representative Janak Jhunjunwala. Winner Deep Buch (right) took the title in the baby category with this photograph. Children in the prewalking stage were not required to appear in person to be eligible for the title.



## Reign in Spain.



The Alcazar, in Segovia. Queen Isabella slept here

**OLE—"Come to Spain"** says Pan Am in this forthcoming U.S. magazine insertion, featuring the Alcazar castle in Segovia and a headline right out of "My Fair Lady." And that's what JWT is doing this year with a new office in Madrid.

### Or any place else in Europe. We have just the ticket.

To castles in Spain. Or chateaux on the Loire. Or quaint country inns in Britain. The fact is, Pan Am can promise you a royal welcome anywhere in Europe. And show you all of it. We fly straight through to 27 European cities. Twice as many as anyone else. And our Extra Cities Plan will let you see as many as 20 cities for the price of Rome. The place to start is with your Pan Am Travel Agent. Or us. Then fly off knowing you've chosen the best there is. It's a good feeling. One might even say regal.

**World's most experienced airline**

First on the Atlantic First on the Pacific First in Latin America First 'Round the World





## Hungarians discover advertising too

Two weeks ago *JWT NEWS* reported on the Soviet Union's awakened interest in advertising.

Now comes a report from Hungary, another Communist-led nation, along much the same lines.

The following article was digested from the Hungarian weekly, *Magyarország*, where it appeared recently. It was translated for *JWT NEWS* by Tom Veres, a Hungarian-born photographer who takes pictures for Thompson in New York.

It was Tom who spotted the article for us. We are not responsible for any of the sentiments expressed here.

A good wine doesn't need any advertising.

At this proverb, Hungarian advertising experts just smile—advertising today is everything, from alpha to omega. No one can imagine life without advertising.

After broad research in the USA, they came up with the statistic that every American citizen is hit by 1,600 different advertisements in one day.

The USA, in the last year, spent \$15 billion for advertising. World War II in Asia cost only \$11 billion for the USA. Florida alone spends more on advertising than all of Europe. On this side of the ocean, West Germany is the leader in the advertising craze.

For every Volkswagen which comes out of the factory, 42 marks go for advertising. Those days when the market was able to take everything are over. Today there are only two ways—either yelling and pushing on the world market or to stand still just looking at the unsold products piling up.

Hungary spends 3½ million forints in West Germany trying to sell its merchandise. With this poor amount, we have to advertise 4,300 different products. Big agencies spend 10 times as much money only for promoting Jacobs coffee.

Hungarian trade advertising in foreign countries is very small and very poor. It is true that to buy a ticket into the world market is very expensive. For instance, *Life* magazine is asking 100 thousand forints for one page of advertising. Hungary is the one among all Socialist countries which spends the least on advertising.

People who travel abroad and look for our advertising cannot find it.

On the whole African continent we can find only 2 billboards advertising—"Fly MALEV" (airline). Those 2 billboards are on the way to Cairo. Egypt is an inexpensive country—the renting of those 2 billboards costs 224,000 forints a year. In Nicosia, there are only 3 places which call attention to MALEV. In Prague we have a billboard, and Orion (radio manufacturer) has 1 neon sign in Vienna. IBUSZ (travel agency) has 1 sign—and that is about all we can see of our foreign advertising.

Warsaw, the Polish capital, took notice of our Tungsram (light bulb) advertising on the first day. But it did not happen the way our advertising man had planned. Namely, because of a short circuit the text in the neon sign had two letters blacked out. The remaining letters had a different meaning in Polish, a word that is unprintable all over the world. Within a few minutes, about 10,000 people gathered, pointing and laughing. Finally, a Hungarian electrician arrived to repair the sign and restore the original text.

There are a number of reasons for our poor advertising performance. One is vanity. Our foreign trade companies argue that they can do everything themselves. No advertising expert should interfere. It is hard to convince these people. The only convincing would be the results of good advertising. They want to save money. Hungary spends 75 million forints on foreign trade advertising. Out of this, 32 million is spent on brochures, 20 for posters, 8 for films, 4½ for PR, etc. Our brochures are sometimes completely unsuccessful because they go out after the merchandise is on the market. Besides that, their graphic appearance is bad—and their copy is poor.

We created the Hungarian Magyar Kereskedelmi Kamara (Hungarian government agency for foreign advertising) and the Hungarpress, which serves the agency as a PR department.

It is through them that today we get a little better exposure for our products in the foreign press. They have a bulletin which is known in 34 countries today.

Advertising still meets with little sympathy from our government agencies. We have a great deal of merchandise which needs brand names so that they can be known all over the world. But no one bothers to do it. Hungarian camping merchandise, wines and thermos bottles have a good name in England. No one knows about them in other parts of the world.

Consumer demands are changing and we have to adjust to it. All over the world countries are using big agencies who have the best market researchers, psychologists, writers, commercial artists.

The main secret is in the packaging. Erotic packaging is more important than the merchandise. The nylon stocking industry's goal is not to have better merchandise, but to show better legs on the package.

In the U.S., the consumer pays 7% extra for the advertising money spent on cigarettes. Cosmetics can double that amount.

However, in the right time and right places, advertising is very good for production—a good example of this is the last meeting of the advertising people of the socialistic countries in Warsaw. They found out that in Finland because of an exhibition, the sales of Moskovich (cars) went up 8 times. And Polish ham doubled its sales through a brief newspaper cam-

paign in a few countries.

Advertising is a versatile, sensitive, rapacious, frightening tool. That is why so many of our governments are afraid of it.

But let's not forget about the good part of advertising which is hardly mentioned among us—that advertising pays in the long run; money spent on it can pay rich dividends in the future.



**FOGYASSZA**  
AZ ÁSVÁNYOKBAN GAZDAG  
**C"VITAMINOS SZÖRPÖT**



THE BUDAPEST ADMAN—Above are three examples of current Hungarian advertising—for the Lucznik sewing machine, Corvin Aruhazban (Budapest's largest department store) and Vita Sprint, a tonic.



 Quieter because it's stronger...stronger because it's better built. **FORD** You're ahead in a

Art direction and layout on all the award-winning ads were by Irv Seiden. Copy was by Bill Block and Howard Pennington, who also served as copy supervisor. Walt McGreevy is account representative.



**BIRD-DOGGING THE FORD "WHITE SALE"**—The Ford Dealers Advertising Association of Southern California is launching an extensive area-wide sales campaign to support this year's Ford "White Sale" (JWT NEWS, Jan. 20). In addition to outdoor posters, the multi-media campaign has scheduled 6,800 "White Sale" 30- and 60-second announcements on 75 radio stations. This will tie in with factory-sponsored newspaper advertisements which will carry "Bargain Hunter's White Sale" tag lines *through the month of February.*

(THE WALL STREET JOURNAL,  
Wednesday, January 25th)

Another "plus" factor for Ford's company effort: While sales of GM's other sporty cars—Buick Riviera and Oldsmobile Toronado—were slow, deliveries of Ford's Thunderbird as well as the new Mercury Cougar are continuing strong.

## A black and white cartoon illustration. On the left, two small, light-colored dogs are standing. The one in front is wearing a dark hat and holding a long-barreled gun. The one behind it is holding a camera. Both have determined or angry expressions. A leash is attached to the gun dog's collar and extends towards the right. On the right, a large, dark-colored dog is lying down, looking up at the two smaller dogs with a grumpy, skeptical expression. The large dog has a thick, dark nose and heavy-lidded eyes.



# Coming soon . . .

a preview of some JWT-created advertisements to appear shortly

**Shades of Venus!**  
 leading to Aziza  
 to come up  
 with new  
 Sculpture tones  
 for the  
 modern goddess.

NEW SCULPTURE TONES  
 by  
**Aziza**

Who's cuter—Baby or Grandma? Who's prettier—Father or Grandfather? Isn't it wonderful how much a picture can say? Especially when it's taken on Kodak film. You can always depend on a Kodak film not to miss a thing—in color snapshots, slides of movies. Just be sure the name Kodak is on the box, because rain or shine, everything comes out best on Kodak film.

**Kodak**

Kids with Jack Brabham in a world of speed and excitement in the motion picture "Grand Prix," presented by MGM in Cinemascope.

Champions use Champions!  
 Jack Brabham wins the '66 World Drivers' Championship using Champion spark plugs exclusively. The overwhelming majority of race winners choose Champions because Champions deliver maximum performance. Why settle for less in your car?

**CHAMPION**

Independent engineers put Ford pickups through torture tests at Riverside...racked up 67,000 miles in 63 days.

Certified report: "Ford ride and handling almost like new."

See your Ford dealer for more information. See your Ford dealer for more information. See your Ford dealer for more information.

**Ford**

**A Ford by any other name would cost a lot more!**

Believe me! My last car had a luxury name, and unfortunately, a luxury price. This year I was wiser. I got a Ford Galaxie 500. Stronger and quieter than ever. And I didn't have to sacrifice one ounce of luxury—my new Ford gives me a big 428 cu. in. V-8, SelectShift that works as an automatic and as a manual, plus every other elegant option in the book. All for hundreds less than I ever spent! Interested? Ford Galaxie 500—that's the name to remember!



Quieter because it's stronger...stronger because it's better built. **FORD**

## Our European Plan.



Rome's Piazza San Pietro

It gives you 20 cities for the price of Rome. On a round-trip ticket. That's just one sample of our many Extra Cities Plans. And to make them even bigger bargains, we've got new Economy tour fares for groups of 15 or more. (We'll even help you form a group.) With these fares, for instance, our Holiday 404 now gives you 17 days of Lisbon, Madrid, Rome, Paris and London for as little as \$472 from New York—jets, hotels, the works. Check your Pan Am® Travel Agent. Or call us. And fly away with the very best there is. It's a good feeling. Plan on it.

World's most experienced airline



## The population treadmill: Illiteracy rate down but illiterates increase

NEW YORK—We are more civilized but it hardly shows because there are more of us.

This is a conclusion about the human inhabitants of *terra firma* based on data in the 612-page 1966 Statistical Yearbook of the United Nations Educational, Scientific and Cultural Organization.

For example, there were many more people who couldn't read or write in 1960 than in 1950—because there were many more people. During this period the world adult population rose from 1,578,900,000 to 1,881,300,000.

However, the world illiteracy rate was cut from 44.3% in 1950 to 39.3% in 1960. During this time the number of teachers in the world increased by more than half.

In North America, the illiteracy rate

was 2.9% in 1960, versus 3% in 1950. Western Africa, at the opposite extreme, reduced the illiteracy rate from 90.2% in 1950 to 88.2 in 1960.

As to our reading *habits*, if book production is a clue, reading would appear to be on an upward trend. World book production in 1964 totaled 408,000 compared with 364,000 titles in 1960. The U.S.A. ranks third, as follows: Soviet Union, 78,204; Britain, 26,123; U.S.A. 25,451; West Germany, 25,204; and Japan, 24,049.

The same conclusion applies to newspapers. Dropouts in New York and London notwithstanding, dailies and weeklies on the world scene increased between 1952 and 1964. There were 8,100 dailies with an estimated circulation of 328 million in 1964 compared with 7,000 dailies and

230 million circulation in 1952.

As to other communications media, the worldwide figure for the number of television sets was estimated at 164 million in 1964—51 for every 1,000 of population. This compares with 31.4 million in 1953 and 12 for every 1,000 of population then.

Radios. There's hardly an American without one, according to the yearbook. It shows that in 1963 there were 1,000 radios for every 1,000 inhabitants.

Here's the picture on a worldwide scale: There were 180 million radios—72 for every 1,000 of population in 1950. The figure rose to 483 million—150 for every 1,000 inhabitants in 1964.

The yearbook is available from the Unesco Publications Center, 317 East 34th Street, New York, N. Y., for \$10.





J. WALTER THOMPSON COMPANY

## NEWS



New York News

February 3, 1967

FOR STAFF MEMBERS ONLY

## JWT hoopsters drive for first place in CBL

Benton & Bowles whipped JWT, 52-to-44, last Tuesday night to knock the Thompson Terrors out of a first-place tie in the Cardinal Basketball League.

The defeat brought the JWT five to the halfway mark in the season with a 5-2 record but still in excellent position to take the league championship. Thompson's other defeat was at the hands of Ogilvy & Mather.

JWT has been the only team so far to defeat the league-leading *New York Times*.

The season's second round begins next week, with seven more games to be played by March 22.

On Tuesday night JWT went into the final quarter with a six-point lead when disaster struck. Two factors triggered the collapse: Marty Conlon had to leave the game with a twisted ankle and B&B could afford to foul virtually at will because the Thompson Terrors couldn't make a foul shot to save their lives.

Playing for JWT this year are:

**John Bellini**—A graduate of City College and a systems coordinator at JWT, John plays guard for the Thompson five. A team player, he is noted for his skillful ball handling. When not on the court or in the office, John relaxes in Brooklyn where he lives with his wife and daughter Jane and acts as a volunteer coach for the P.A.L.

**Bernie Brooks**—Famous as the man who "won that trip," Bernie is business manager of the team as well as an outstanding passer and back court man. Bernie is assistant systems coordinator at JWT and lives in Brooklyn with his wife Reva and infant son.

**Marty Conlon**—Smiling Marty played forward at Iona and with the Marine Corps team before becoming the enthusiastic



Top: (left to right) Dunn, Bellini, Wood, Druckenmiller, Brooks, Harold, LaCampagne. Bottom: (left to right) Prescott, Mathiesen, Conlon, Sawyer. Missing from the picture are Burt Davies, Stu Farber and Alex Williamson.

of 2 years with the team. Burt played guard at U.C.L.A. when they won the NCAA championship and plays the same position for JWT. A good corner man and skillful shooter, Burt's strong point is his versatility on the court. Recently married he lives with his wife in Manhattan.

**Bob Druckenmiller**—A starter at Colgate, where he was a star center, Bob is a welcome addition to the Thompson team. A good ball handler and rebounder, he has the strength and coordination to pace a fast game.

**Bob Dunn**—A hard-driving, high-scoring team veteran of 2 years, Bob plays guard. In the office, he is an account representative on RCA Sales Corporation. Bob commutes from Hartsdale where he lives with his wife and son.

**Stu Farber**—An outstanding defensive ball player, the mailroom's Stu Farber is another newcomer to the team.

**Jim Harold**—Another recent arrival, Jim is a veteran ball player. A starter on the Virginia State team, he also played for and coached an Army team while stationed in South Korea. On the floor he is an outstanding back court man, while in the office he serves as a media buyer for Lever, Scott and Kodak.

**Emile LaCampagne**—Another JWT team veteran, RCA Business Coordinator Emile serves as a good all-around player

and steady ball-handler. He originally hails from San Francisco, but now lives in Manhattan with his wife and daughter.

**Craig Mathiesen**—Another JWTER from the West Coast, Craig joined Thompson from the University of Oregon and is an account representative on Standard Brands. On the court, Craig is a 100% hustler, excellent shot and all around team man. A bachelor, he lives in Manhattan.

**Leon Prescott**—A great jumper and starting forward, Leon works in JWT's mailroom. He lives in Brooklyn where he played ball for Automotive High School.

**Tom Sawyer**—A team stalwart, Tom is marking his third year with the Thompson hoopsters. Tom joined JWT in 1964 after graduating from the University of Arizona and is an account representative on Seven-Up. His interest in basketball is shared by his wife Sheri with whom he lives in Manhattan.

**Alex Williamson**—A native of Jamaica, Alex only learned to play basketball two years ago, but is an enthusiastic player and the third team member from the JWT mailroom.

**Lennie Wood**—Lennie, like Jim Harold, starred for the Virginia State team and played Army ball in Germany. His flashy back court playing has enlivened JWT games since he joined Thompson as a broadcast buyer.

## CARDINAL BASKETBALL LEAGUE

Standings as of Monday, January 30:

	Won	Lost
New York Times	6	1
J. W. Thompson	5	1
Benton & Bowles	5	1
Ogilvy & Mather	4	2
Dancer Fitzgerald	3	4
Graphic Arts	2	4
Cunningham & Walsh	1	6
Grey Advertising	0	7

coach and player for the JWT five. A recent arrival at Thompson, Marty serves as traffic man for L&M and Gorton's and will resign from the bachelor ranks when he marries this April.

**Burt Davies**—An account representative on Chesebrough-Pond's, Burt is a veteran



## Christmas Revisited

Christmas at JWT-NYO has always been a very special thing—to say the very least. So, last year, a special project was initiated in hopes of capturing the enchantment and the excitement of it all on film. The end result, called *Candid Christmas '66*, is a highly moving event!

*Candid Christmas '66*: Ten minutes of tender, sensitive and very special memories via 35mm Ektachrome color slides with musical soundtrack . . . From the decking-of-the-halls to the gala Christmas Party finale on the 11th Floor, you'll rediscover the joy that is JWT-NYO at Christmas-time.

Every floor, every department is represented! You'll see scores of familiar faces—including some of the most adorable children ever photographed—mountains of beautiful holiday decorations and paraphernalia; and who knows, you may even see yourself.

THURSDAY, FEB. 9TH—1:00 p.m., 1:30 p.m., 2:00 p.m., 2:30 p.m. and 3:00 p.m. in Room A, the 10th floor theater.

*Candid Christmas '66!* Photographed and produced by Lowell Williams.

## Forum

- *Eyes on Thompson*—Dick Jones, Director of the Media Department, will speak on three phases of media activity at 1 p.m. on Tuesday, February 7, in the 10th floor Conference Room.

## Classified

**FOR RENT**—Need a house but want an apartment? Roomy garden apartment, 3 big bedrooms, 2½ baths, big eat-in kitchen with freezer/frig, dishwasher, built-in range-oven, air conditioned. Faces wooded area in beautiful but convenient Hartsdale. Just 45 minutes from Broadway (40 from Lexington Ave.). Available April 1, newly decorated to your choice of colors. X3461, 62.

**FOR SALE**—Never used AM-FM Becker car radio valued at \$100. Best offer. X2126.

**FOR RENT**—2 girls seek third to share large 4-room apartment on 79 St. and Riverside Drive. Own room. \$63 a month. 799-3859.

**FOR SALE**—1965 Mustang convertible, yellow with black top, 6 cylinder engine with automatic transmission, radio, new tires, and battery. Best offer over \$1600. Call MU 6-2418 after six, weekends CL 2-9382.

**APARTMENT WANTED**—Furnished apartment in Manhattan required for temporary rental until April 1. Call X3270.

**SKI HOUSE FOR RENT**—8 minutes from Sugarbush, also near Mad River and Glen Ellen. 5 bedrooms, 12 beds. 3 bathrooms, new mahogany bar room. Available 7-day weeks, price: \$185; five-day weeks, price: \$120; weekends, price: \$85. X2547.

**FOR RENT**—One bedroom apartment. East 69 St. Luxury building. Air conditioned. 24-hour doorman. Available March 1. New lease, \$202. X2776.

**FOR SALE**—A completely new set of Haviland china, Rosalinda pattern, service for eight, must be sold. Please call X3245.

**POODLES**—2 adorable black male puppies. 9 weeks old. 1 miniature, \$125. 1 toy, \$150. AKC registered. X3447, 48.

**FOR SALE**—1966 Ford, 4-door, hardtop LTD. Factory air conditioning, power steering, AM/FM radio, vinyl roof, maroon leather. 10,000 miles. \$2800. Phone BO 8-1933, G. Schaumburg.

**FOR SALE**—Camera-Pentax H3V, f/1.8, Cits light meter, case. \$120. X3079.

**FOR SALE**—Hart metal skis, standard, 67", with bindings. 3 years old. \$70. X2865.



**COVER GIRL**—In an effort to promote *Woman's Day*, model Mary Luger paid surprise visits to several advertising agencies in New York wearing the same outfit she appears in on the January cover of the magazine. She is shown above bringing the cover to life for JWT's Jim English (l.) and Dick Jones (c.). Philip Quinn of *Woman's Day* is at right.

## Art Galleries

- *First gallery, 10th floor, February 3-17*—The photography of Philip Perkis will be on display. Born in Boston, he studied at the San Francisco Art Institute and with Ansel Adams and Dorothea Lange. His advertising credits include MONY, Du Barry cosmetics, Shick, Shell Oil and Mercedes Benz. In his work, Perkis has deliberately tried to achieve an immolation of subject matter. He moves rapidly, perceiving and photographing in a single moment. The picture shown below, from the show "Photographers of the American Social Landscape" at Brandeis University, indicates the sense of foreboding and the romantic qualities which mark his work.



- *Corridor gallery, 10th floor, February 3-17*—On display will be an exhibit by Fred Otnes. A native Kansan, he studied at the Chicago Art Institute and the American Academy. He has won awards in major cities such as Chicago, New York, Detroit, Cleveland and Minneapolis. In addition to work for *SEP*, *Town and Country*, *Redbook*, and *Reader's Digest*, his advertising credits include Chevrolet, Ford, Chrysler, Dobbs Hats and the Italian Lines.

## New Arrivals

### Arthur Kalkin



joins JWT as a media buyer on Whitehall, W. F. Young, Phillips Petroleum and New Holland. Previously, he was administrative assistant to the vice president of G. P. Putnam's Sons in New York, and before that was in the Protective Service of the Welfare Dept. in Miami, Florida, his native state. Art received his B.B.A. degree in marketing and advertising from the University of Miami where he was a member of Alpha Delta Sigma, the professional advertising fraternity. In 1964, he completed additional undergraduate courses in psychology. A newcomer to Manhattan, Art enjoys the arts, horseback riding and travel. X2203.

### Howard Modavis



joins JWT's public relations department as a writer on Johnson Motors. For the past 3½ years, he was with Morrison & Gottlieb as an account representative on M.F.G. Boats, Crestliner Boats and Anchor Sailboats. Before that he was with the Woody Kepner Agency in Miami. As their account representative for the Island of Jamaica, he lived there for 9 months. Howard was outdoor and boating editor for the *Miami News* for 2 years and was assistant information education officer for the State of New Hampshire's Fish and Stream Department for 9 years. Until recently he was a regular contributor to *Field and Stream* magazine. As a contract photographer for *Life* magazine for about 8 years, Howard's diversified assignments led him to Europe, Central and South America. A hunting and fishing enthusiast and breeder of Labrador retrievers, Howard makes his home in High Bridge, N. J. with his wife Margaret and their two sons. X2989.

### Also welcome to:

Rosalind Childs, Jo-Ann Ranish (Broadcasting); Sharon Richardson (Broadcasting-Casting); Lorraine Barnes (Broadcasting-Traffic); Joan Cioffaletti (Copy Research); Irene Donahue (Editorial-Film); Joyce Cook (Estimating); Barbara Johnson (Media Billing & Paying); Cecelia Monto (Media); Elizabeth Gunther, Rafael James, Joyce Luciano (Production Billing & Paying); Joanne Ennis, Rochelle Hess, Barbara Lezzo, Margaret Murphy (Representative).

### Marriages & Births

*Babies*: A girl, Jodi Michele, for Audrey Rapaport, Broadcasting.