



# J. WALTER THOMPSON COMPANY NEWS



VOLUME XXIII, NO. 3

FOR STAFF MEMBERS ONLY

JANUARY 19, 1968

## Culinary classics promote Standard Brands products

NEW YORK—Hot off the press are two new colorful recipe booklets written for two Standard Brands products—Planters Peanut Oil and Rapidmix.

Both booklets were created by the food group of the public relations-publicity department in the NYO, for distribution in home economics classes.

Five Great Cuisines with Planters Peanut Oil is a 32-page collection of recipes which features classics from five great cuisines of the world: American cookery, Italian cookery, Chinese cookery, Jewish cookery and La Cuisine Francaise. Cooking methods, such as frying and the Chinese stir frying and red stewing are explained in detail.

Many of the dishes are illustrated in color photographs accompanied by quotes and interesting pieces of background information. A few of the classic recipes are: California Caesar Salad, Chicken Liver Pie, Chicken Cacciatore, Coq au Riesling, Campi, Potato Knishes and Lasagne. Laszlo did the photography and JWT-NY home economist Cheryl Walters wrote the copy. Recipes were developed by the

(Continued on page 2)

## Carte Blanche fields new campaign for '68

**This is a Carte Blanche credit card.**



**It costs \$12 a year to have.**

**But we promise you'll get what you pay for.**

Paris, anyone? Take almost any flight you want. Because Carte Blanche is honored on virtually every domestic and international airline that goes anywhere worth going. (Take up to 24 months to pay for your ticket, too).

Look who's coming to dinner. You are. With us. At one of the many superb restaurants that show our famous Carte Blanche Welcome Sign.

Fill 'er up. Carte Blanche has more gas stations and brands of gas than any kind of card.

When it comes to rent-a-cars, Number One and Number One-A-Half manage to agree on one thing. Us. (The others agree, too).

Identify yourself! Get up to \$300 worth of First National City Bank Travelers' Checks (or \$50 in cash and \$250 in travelers' checks) in 47 countries on 5 continents. Just show them you're with us and give them your own personalized check drawn on a U.S. dollar account.

**Carte Blanche**  
AN AFFILIATE OF FIRST NATIONAL CITY BANK  
gives you what you pay for.

LOS ANGELES—"Carte Blanche gives you what you pay for" states the 1968 advertisements for a new Carte Blanche campaign.

The new campaign is designed to face the challenge of free credit cards and prominently features the \$12 Carte Blanche annual fee in the headlines. Emphasis is on the wider choice Carte Blanche offers.

"The difference between charging hotel accommodations with a free credit card and Carte Blanche is that Carte Blanche is more accommodating," says one advertisement, explaining that the fee card does not limit its owner to just one hotel chain. And, in addition, it gives him national and international charge privileges in shops, restaurants, gas stations, airlines, florists and other businesses.

"With all those free airline cards you can fly, and fly, and fly, and fly. But with a \$12 Carte Blanche card the sky's no limit," says a second advertisement, while others compare Carte Blanche to free restaurant cards (limited to a particular restaurant or chain).

Layouts featured vignetted situations, illustrated with both photography and line art. Carte Blanche identification is strong, with the name appearing top and bottom and the actual card being shown in each advertisement.

The new campaign will appear in *Time*, *Newsweek*, *U.S. News & World Report*, *Business Week*, the *New Yorker* and *Sports Illustrated's* Southern edition. More than 40 "greeter" magazines will be used to feature selected local restaurants honoring Carte Blanche cards.

## Darvon marks JWT debut in U.S. ethical drug advertising

NEW YORK—JWT's first effort in the U.S. for an ethical drug will see print late this month with the appearance of a full-page color advertisement for Darvon in the *Journal of the American Medical Association*.

Darvon is the brand name for the line of non-narcotic analgesics manufactured by Eli Lilly & Company of Indianapolis, which appointed Thompson to handle the line last summer.

The first advertisement (reproduced at left) will reappear later in the year, interspersed with other Thompson-prepared advertisements for Darvon, in a variety of mass medical and specialty journals. Another first, both for Thompson and for Lilly, will be the inclusion of a sample of the product in two medical publications, the *Journal of the American Osteopathic Association* and *D.O. (Doctor of Osteopathy)*.

The creative team for Darvon includes Frank Schwartz, art direction and Gemma Just, copy. Ron Warren is senior media buyer; Bert Peller is media director. Dr. H. J. Barnum, Jr. is management supervisor; account supervisor is John Brinkerhoff, account representative is John Stevens, and Eugene Blanche is promotional director.

**ENCOURAGEMENT**  
for your  
arthritic patient...  
because you  
checked the pain

She knows there's no cure. She accepts the long-term nature of the therapy. And there's more encouragement because you provided Darvon Compound-65 for her pain. She can take it to the recommended doses, more for prolonged periods, without problems of dependency. What's more, the anti-inflammatory benefits help her maintain mobility and so prevent her symptoms from becoming permanently fixed.

**DARVON<sup>®</sup> COMPOUND-65**  
Non-narcotic analgesic with anti-inflammatory activity. No habit-forming properties. No addiction. No withdrawal symptoms.

## Chesterfield 101 promotion hits major markets

NEW YORK—Chesterfield 101 cigarettes—"they're a silly millimeter longer"—are being promoted in several major markets by pretty Cari Sanborn, who in her brief 25 years has been a teacher, dancer, linguist, and actress.

Cari toured the New York area during the past week, appearing on radio stations in New York (WNBC and WNEW), on the Mutual network, and on stations in Patchogue, Babylon, and Hartstade. She also was on TV's "To Tell The Truth." Cari's appearances, arranged by the NYO Public Relations-Publicity group on Chesterfield 101, are in the form of discussions on "The Art of Conversation"—during which she refers to Chesterfield 101s and such things as "101 ways to start a conversation."



## Culinary classics promote Standard Brands products

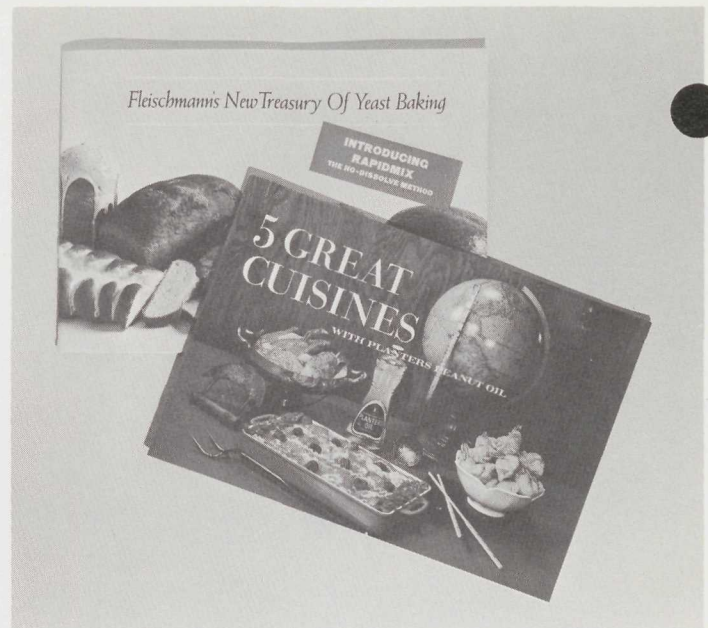
(Cont.)

test kitchens of Standard Brands.

*Fleischmann's New Treasury of Yeast Baking* is a 36-page booklet which introduces Fleischmann's revolutionary new way of preparing yeast recipes—Rapidmix. With Rapidmix the need to dissolve the yeast in warm water is eliminated—the yeast is mixed with the dry ingredients. The *Treasury* includes 67 recipes, all illustrated in color, and has a section on yeast baking tips—the do's and don'ts. Some of the recipes are: Irish Freckle Bread, Russian Black Bread, Baba au Rum, Babka, and Challah. Foreign breads are prefaced by historical background information.

Photography is by Joe Long and JWT-NY home economist Bette Jane McCabe wrote the copy. These recipes were also developed by the Standard Brands test kitchens.

Both of these colorful recipe booklets will be offered through home economics classes. The Planters Peanut Oil booklet also will be offered through consumer advertisements.



## Two new accounts for the Lima office

LIMA—The Singer Sewing Machine Company has named JWT-Peru to handle its advertising in that country.

## Perdomo elected president of Peruvian agency association

LIMA—Luis A. Perdomo, manager of JWT-Peru, has been elected president of the Peruvian Advertising Agency Association.

The Association has eleven member agencies.

LIMA—Sociedad Paramonga Ltd., division of W. R. Grace, has named JWT-Peru to handle and develop all its paper lines.

Paramonga had considered ten agencies for the appointment, but chose Thompson for two reasons: JWT's TV work and proposals.

"As you will recall," wrote JWT-Peru manager Luis Perdomo in a letter to the NYO, "much help in this matter was contributed by our good Mexico City office, and I have Ace Parker to thank for this . . . I do now believe, even more, that this is really a one-world Company."

## Mal Remington named head of marketing services

NEW YORK—Mahlon G. Remington has been named Director of Marketing Services in the NYO.

Mal will assume responsibility for Marketing Services Department. He replaces Ed Malone who has resigned from the Company.

Few packaged goods accounts have escaped Mal Remington's expertise during his extensive career as a marketing-mer-



Faça como a Ford, compre Willys



Faça como a Pepsi, compre Ford

Representativa da Willys e Ford no Brasil, a JWT-São Paulo, informa que a Ford adquiriu a Willys Overland do Brasil S.A. (WOB), antiga subsidiária da Kaiser-Jeep Corp. Esta aquisição representa uma grande vitória para o Brasil, pois a Ford, ao adquirir a WOB, mantém a produção e a distribuição de veículos modernos e eficientes no país. A WOB, fundada em 1954, é a maior montadora de veículos do Brasil, com uma frota de mais de 100.000 veículos produzidos anualmente. A Ford, por sua vez, é a maior montadora de veículos do mundo, com uma produção anual de mais de 1 milhão de veículos. Esta aquisição fortalece a presença da Ford no Brasil e garante a continuidade da produção de veículos modernos e eficientes no país.

Ford Motor do Brasil S.A.

Willys Overland do Brasil S.A.

Mahlon G. Remington



chandising specialist. Since joining JWT in 1959, he has carried out projects on a wide variety of accounts, including Lever, Standard Brands, R. T. French and Eastman Kodak and was named a marketing associate in 1964.

A graduate of Carleton College in Minnesota, he began his career in the sales department of General Mills. He also served as merchandising director and account executive at the Ward Wheelock and Leo Burnett agencies and spent five years in the marketing department at McCann-Erickson prior to coming to Thompson.

ONE GOOD AD CALLS FOR ANOTHER—The advertisement on the left "Do like Ford, buy Willys," was part of a JWT-São Paulo campaign to tell the Brazilian public the news that Ford had bought Willys Overland of Brazil (until then a subsidiary of Kaiser-Jeep Corp.). This ad was the inspiration for another. When the new Pepsi-Cola plant—considered one of the world's most modern—was inaugurated in Rio de Janeiro, it was learned that Pepsi's truck fleet is made up entirely of Fords. So, what could be more natural than an advertisement (right) headed "Do like Pepsi, buy Ford."



Si es atractiva, elegante, simpática... si está dispuesta a ir con Ud. del brazo... si quiere acompañarlo al campo, a la playa o de viaje... si siempre estuviera a su lado... si juntos pueden pasar momentos tan felices... ¿Podría Ud. decirle que no?

Tampoco yo puedo cuando la conozco. ¡Ah! ¡Ya que estoy hablando de la chica? No. Si habla, se lo dirá sólo a ella y... al lado. Ahora hablo de la deslumbrante S-10 de Kodak. ¡Es fascinante! ¡Seductora! ¡Satisface todas las clases del aficionado. Sistema Instamatic, flash, cubo-flash, pequeña, compacta... de resultados magníficos. ¡Kodak! ¿Comprende por qué desde entonces siempre la quiero que sí?

¿Podría Ud. decirle que no?

Sería una pena que no lo hiciera. No... no a la chica. Por supuesto que ella es muy atractiva, sus ojos en algo nuevo que ella lleva. ¡Contemplémosla! ¡Ella es la S-10 hecha por Kodak. No es nada fea. Es elegante, estilizada y bonita... además con todas las ventajas que el sistema Instamatic le ofrece: fácil de usar, etc., etc. Pensándolo mejor... quizás debería tratar de conocer a la chica, ¿verdad? ¿Quién sabe...? Puede aceptar su cenar o dejarle su cámara S-10, (como también tiene cuboflash Ud. podría tomar cuatro fotos seguidas de esa bella muchacha). ¡Un buen principio! Bueno, si no le hace caso Ud. puede comprar una, pero cuando chagavola compre sólo por su apariencia.

¿No le gustaría conocerla?

Que... ¿por qué es perfecta?

Me llenó desde el primer día. Bella, elegante, simpática... te atraía, ¿verdad? Pero... ¿sería también inteligente? Comprobarlo era fácil. Un día quise comprar una cámara fotográfica. «Eso, ¿te gusta por mí?». Tuvo en sus manos más de 20 cámaras. La S-10 de Kodak le entraba por los ojos. El vendedor... para argumentos y razones ante cada nueva cámara, pero no acababa de dar en el blanco. Llegó entonces a la S-10. Entonces fue ella quien cargó la escopeta. ¡Fue ella... de pre-... ¿Casi... dag de objetivo? ¿Sistema Instamatic? ¿Carga instantánea? ¿A pie luz? ¿Fácil manejo? ¿Cubo flash? ¿...? Sí, sí, sí. Y al final me preguntó a mí. «Con permiso de ingeniería le devolví el guiso de Dios». Es... ¡Casi... como tú! ¡Maravillosa! ¡Perfecta!

These advertisements are from JWT-Madrid's current campaign for the introduction of the Kodak S-10 Instamatic camera in Spain. Featured in the advertisements are the fashions of three top Spanish designers—Lino, Griff, Vargas Ochagavia.

## New Medicare payment plan eases burden of U.S. hospitals

NEW YORK—The first hospital payment in the U.S. for treatment of Medicare patients under the Social Security Administration's new payment procedure was made January 8.

The new procedure is aimed at easing the financial burden on hospitals.

Greater New York's Blue Cross (Associated Hospital Service of New York), a NYO client, made the initial payment to the Presbyterian Hospital of New York.

(Greater New York's Blue Cross serves as fiscal intermediary for Presbyterian Hospital in making payments for services rendered under Medicare.)

In the past, hospitals have continued to meet the needs of Medicare patients regardless of the inflow of Medicare funds. Under the new plan hospitals will receive an agreed-upon uniform Medicare payment each week. Detailed statements of services and charges will no longer be required in advance of Medicare payment.

The new payment method was developed by the Social Security Administration in co-operation with the American Hospital Association and they regard it as a significant step toward maintaining effective and efficient administration of the Medicare program. SSA expects that the new plan will result in reduced paperwork and improved financial planning and day-to-day management for hospitals.

Adjustments in the payments will be made at any time to reflect current costs and final settlement and audit will take place once a year.

Medicare cases in Metropolitan New York represent about 20% of the total hospital population.

## Contest winners

JWTers came through with lots of strikes in the "Swingstakes Drawing for Ineligibles" sponsored by the Bowling Products Group of AMF, a NYO client (JWT NEWS, Sept. 29, 1967).

Mary Sagmaster and Donald Gunn, both of JWT-New York, were among the ten second-prize winners and received Kodak Instamatic Color Camera Outfits.

Thompsonites in Chicago, Detroit, Los Angeles and New York (32 in all) won "Music for Swingers" record albums.



THE MARKETING MIX—Angel Perez (above), account representative at JWT-San Juan, spoke about the "Marketing Mix Concept in International Trade" last week at a maritime transportation seminar sponsored by the Puerto Rico Department of Commerce. Before joining JWT in 1965, Angel was with Fomento, the Economic Development Administration of Puerto Rico.

## Gov't safety regulations increase Ford prices in U.S.

DETROIT—Ford has announced increases in suggested retail prices ranging from \$23 to \$32.40 to cover installation of the shoulder harnesses now required on all cars by the federal government.

Ford's new prices are in line with similar boosts announced by General Motors, Chrysler and American Motors.

## Johnson motor serves seafarer —powers Atlantic odyssey from Chicago to Africa

CHICAGO—Johnson Motors, a JWT-Chicago client, received an unexpected pat on the back in a recent series in the *Chicago Tribune*.

In the first of a series of articles about the adventures of Francis Benton, a Chicagoan who sailed his 26-foot catamaran from Chicago to Africa, Benton revealed that auxiliary power for his craft, the Sierra Sagrada, was a Johnson Motors 20-horsepower two-cycle engine, "one of the world's most reliable."

"I ran it daily—in fact did very little sailing—from Chicago out to St. Pierre," related Benton. "I burned 200 gallons of fuel, never had a moment's difficulty starting, nor a cough while running. All the way across the Atlantic I started the engine almost daily, and it would come alive, idling smoothly at once, after a single pull . . . the engine continued to be ready for action despite drenchings and heavy salt seas breaking right over the plastic case."



## Ford Foundation adds a landmark to New York scene

NEW YORK—The Ford Foundation's new headquarters, dedicated on December 7, 1967 and opened in time to greet the New Year, has gained instant fame as the city's newest landmark and one of the most important and beautiful structures anywhere.

It will house the Foundation's 350 employees in glassed-in splendor as they administer the programs of this private, non-profit institution, which seeks to strengthen American society by identifying problems of national and international importance and granting funds for promising efforts toward their solution.

The Foundation was chartered in Michigan in 1936 and was reoriented as a national philanthropy in 1950 through bequests of Ford Motor Company stock from the estates of Henry and Edsel Ford.

The new building covers a 200 by 200 foot site half a block from the United Nations and was described by the *New York Times* as a "glass box anchored by granite piers and partially embraced by granite side walls containing a giant indoor garden—a 12-story, 160-foot high, skylit, air-conditioned, third of an acre terraced park."

The total effect is that of a garden wrapped on two sides and part of a third by a glass-walled office block. The offices open virtually and physically to the planted court with sliding glass panels.

The interior garden, which is open to the public, has 17 full-grown trees and a variety of shrubs, vines and flowers that will bloom the year round. Aquatic plants fill a still water pool in the center of the bottom level of the garden, and the landscaping is carried up the projecting top surfaces of the first five floors.

The illumination of spotlights and ground lights as well as the natural changes effected by sky and weather colors produces a horticultural spectacular. "It is," stated the *Times* architectural writer Ada Louise Huxtable, "probably one of the most romantic environments ever devised by corporate man."

The offices, arranged in stacked work floors, are bathed with light played against the glass, the open court and the illuminated greenery. And, the interior is just as impressive.

All materials are natural. Although this is a most modern building, the plastic esthetic and "hot" colors are noticeably absent. Golden-beige rugs, oak floors, natural linen covered walls, leather and mahogany furniture are combined for a totally unified interior-exterior design.

Most important, the building stands as an example for others to follow. "It is," wrote Miss Huxtable, "one of the small handful of buildings released from the exigencies of commercial construction to rank as architecture at all. The excellence of this building is not just in its original, highly romantic beauty, or the effective way it opens up a closed corporate group into a communicating organization. . . . Its great lesson is in its extraordinarily sensitive consideration of its place in the exist-



This is a view of the interior garden and offices of the new Ford Foundation building designed by Kevin Roche John Dinkeloo and Associates. The top two floors ring the building completely above the 10-story-high glass window wall. At skylight height, a promenade surrounds the court. It is located four blocks from J.W.T.-N.Y.

The building reveals itself totally from the street as the glass walls in the reception area pictured below illustrate. The view is complete, inside and outside.

ing city. It is that rarity, a building aware of its world, as well as a work of art.

"The building will be explained away as unrealistically extravagant due to design emphasis on 'waste space.' But in this civic gesture of beauty and excellence . . . that is a grant of some importance in a world where spirit and soul are deadened by the speculative cheapness of the environment. The loss is measurable not in square footage, that favorite yardstick, but in the quality of life."



The 175-seat windowless conference room is located below the street level of the building. This area also includes parking space, an 18,000 volume library and dining facilities.





J. WALTER THOMPSON COMPANY

NEWS



New York News

January 19, 1968

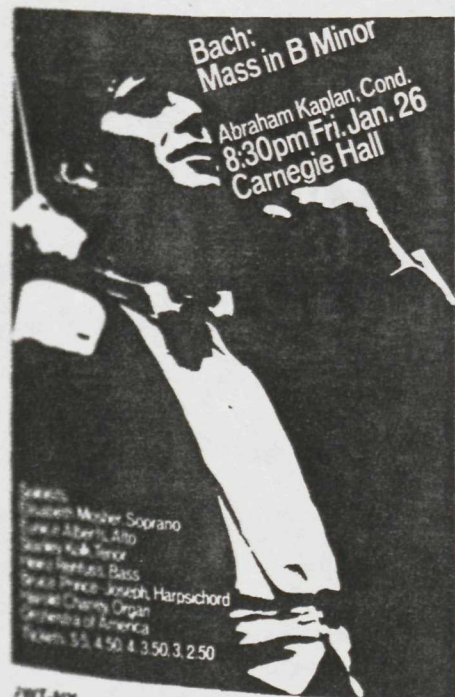
FOR STAFF MEMBERS ONLY

## Art Galleries

• **Corridor gallery, 10th floor, Jan. 19-Feb. 2**—The work of Reid Miles will be on exhibit. A graduate of Chouinard Art School in Los Angeles, Miles has been active as an art director, designer and photographer in New York. He was on the editorial staff of *Look* and has worked on a wide variety of advertising accounts from airlines to diamonds.

• **10th floor gallery, Jan. 19-Feb. 2**—The industrial photography of Jay Maisel will be shown. Trained at Cooper Union and the Yale University School of Fine Arts, Maisel has had two group shows at the Museum of Modern Art and one-man shows at several galleries and institutions. The USIA has included his photographs in a display called Design-U.S.A. which is now on exhibit in the Soviet Union.

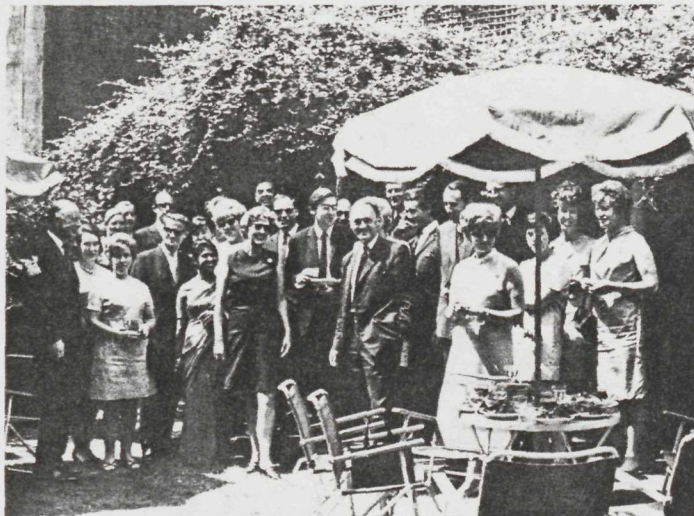
• **9th floor gallery, Jan. 19-Feb. 2**—This is the first one-man show for John Rivera, a 25-year-old graphic designer, illustrator and painter. Educated at the High School of Art and Design and the School of Visual Arts, Rivera has also studied under Robert Andrew Parker, George Ortman and Arnold Saks. His book illustrations have appeared in *Time* and *Life*.



JWT-NY art director Karl Steinbrenner designed this poster with an ulterior motive—he's singing in the concert and hopes other JWTers will attend. The Collegiate Chorale (JWT NEWS, Nov. 10, 1967) is composed of men and women from all walks of life who love to sing.

## Betty Bastion returns after two years in London

**CELEBRATION**—One of the many events Betty Bastion (left center) attended in London was the 1967 First Anniversary Celebration (pictured here) for Lexington International, the JWT-London PR subsidiary. She also attended JWT seminars and enjoyed meeting Thompsonites from many offices during her stay.



Betty Bastion has returned to the NYO PR department with a slight British accent and more than two years of British PR experience behind her. She joined the NYO in March 1959, married an Englishman in 1965, and departed that year with her husband to work in JWT's London office.

At JWT-London, Betty's duties included acting as European coordinator for Kellogg's PR program in Europe. In this capacity she made regular trips to Helsinki, Frankfurt and Paris to adapt U.S. Kellogg material to specific European customs and to see that Kellogg's local advisors (leading nutritionists in each country) approved of the changes and methods. "In Eu-

### Recipe booklets offered

Copies of the two new Standard Brands recipe booklets—*Five Great Cuisines with Planters Peanut Oil* and *Fleischmann's New Treasury of Yeast Baking* (see story page 1) are available to JWTers at the 14th floor reception desk.

rope," she asserts, "to sell a product properly any material coming from the States must be tailored to suit the needs of each country."

Although Betty thoroughly enjoyed working in London, she found PR abroad much more difficult than in the U.S. A small number of national newspapers cover the entire United Kingdom and competition to get material into these papers is fierce. Some editors never mention brand or company names and provincial newspapers, which are very localized, carry few PR stories. The BBC and Independent TV are extremely cautious about using brand names.

Due to the economic problem in Britain, Betty and her husband decided to move from their flat on Bryanston Square and re-join the "brain drain" here.

Betty's assignment in the NYO is with John Rost's food group in the PR department. Prior to joining JWT, she worked in food publicity at Hicks and Greist, as an account executive at Conant & Co. and Ruth Lundgren Co. and as assistant editor in the publications division at Metropolitan Life. She also spent a year as an editorial assistant on *American Home* magazine. Betty's accent is now a combination of New York, Britain and Texas, for she attended the University of Houston, and lived and worked in the Lone Star state before moving to Manhattan.

She and her husband now make their home on the Upper East Side within walking distance of JWT.

## "Kraft Music Hall" to salute physical fitness on Jan. 24

The "Kraft Music Hall" will present "Physical Phitness" in color on NBC-TV on Jan. 24 at 9 p.m. Art Carney will host.

Guests will include Joe Garagiola; Carl Yastrzemski, famed Boston Red Sox outfielder who will receive the *Sports Illustrated* "Sportsman of the Year Award" on the show; softball pitcher Ed Feigner; the Los Angeles Rams' Roosevelt Grier and the U.S. Girls Gymnast team.

Also on camera will be George Plimpton, author of *Paper Lion*; comedian Don Rickles and actor Pat O'Brien, who will recreate a scene from his role as Notre Dame coach Knute Rockne.

The salute to fitness will end on a more serious note as the U.S. Girls Gymnast team presents three of their most elaborate gymnastic exercises scored to music.



## New Arrivals

### Raymond Dutch



is a senior writer assigned to Lever Bros. and Standard Brands. He comes to JWT from the NYO of Young & Rubicam where he was a senior writer on Frito-Lay, Bristol Myers, Procter & Gamble and *Time* magazine. Prior to this, Ray spent two years at the Lintas Agency in Sydney, Australia as a senior copy group head on a variety of TV packaged goods accounts. London born and educated, Ray began his professional career at Tele-visuals, a firm which experimented with television commercials before commercial TV was introduced to Britain. He then moved to S. H. Benson Ltd. as a senior TV writer assigned to various accounts including P. P. Petrol, the *Daily Mail* newspaper and Omo. Ray then spent four years at Y&R in London as a writer/supervisor. As a lieutenant in the British Army, Ray was stationed in the Middle East, Eastern and Central Africa. He is a member of the Advertising Writers Association of New York and the Performing Rights Society of Great Britain, an affiliate of ASCAP. Ray is also a song writer and many of his works, mainly ballads, have been published in Britain and recorded by top British pop artists. He has also written documentaries, enjoys tennis and the theatre. He and his wife Franklyn, also a writer, live in Manhattan. X2735.

### Norman Schnall



is in the research department assigned to Mennen, Phillips Petroleum and A.P.I. He comes to Thompson from Benton & Bowles where he was a research project director handling such accounts as Vick Chemical, American Motors, Squibb, Glass Container Manufacturers Institute, Shulton products and Hunt foods. Before that he spent two and one-half years at Gray Advertising as a research analyst on Revlon, Bristol Myers, RCA records, Procter & Gamble, W.T. Grant and P. Lorrillard. Before embarking on his career in advertising, he spent three years at N.Y.U.'s College of Dentistry. He is a 1958 graduate of N.Y.U. where he majored in biology. Norm, who is a classical musical composer, has had many of his works performed at his alma mater. He and his wife Carol and five-month-old daughter Marianne live in Manhattan. X2015.

### Alfred Cannarella



has joined JWT's broadcasting department as a buyer in the Lever group. For the past two years he was in television research with ABC Spot Sales. A resident of Woodside, Queens, Al graduated from Long Island University last January and is currently working toward his M.B.A. in marketing from L.I.U. At college, Al was president of Alpha Delta Sigma honorary advertising fraternity. He completed his three year military obligation in the personnel division of the Army Reserve National Guards. A native New Yorker, this bachelor enjoys ice skating, takes tennis lessons at the Y.M.C.A. and swims at the N.Y. Athletic Club. X2002.

### Alan Nelson



is a member of the research department where he will help develop techniques to test and measure motivations, attitudes and personalities of consumer behavior. He previously was director of psychological research for Deutsch & Shea Advertising. For a year and one-half he was responsible for design, development, supervision and analysis of psychological research studies. He dealt with the areas of psychological test development and attitude measurement appraisal. Alan served in the Army in Berlin and received his associate of arts degree from Brooklyn College. In 1965 he earned his B.B.A. in industrial psychology from the Baruch School of Business and two years later his M.A. in psychology from Columbia. He is currently working towards his Ph.D. in social psychology from the New School for Social Research. Alan is an associate member of the American Psychological Association and has the distinction of being the first graduate student in the country who, in recent times, has published a new type of personality inventory which measures 28 personality dimensions. A bachelor, he lives in Brooklyn. X2703.

### James Bell



is an account representative on Scott Paper. He previously was a claims representative for three years at Liberty Mutual Insurance Company in New York. A native of Gary, Indiana, Jim received his bachelor's degree in Chinese and political science in 1961 from the University of Wisconsin. He then spent three years in the Army military intelligence. As an interrogator and Chinese and photo-interpreter, he was stationed in 27 different countries in Europe and the Far East. A Manhattan bachelor, Jim's interests include the theatre, photography and bridge. X2511.

### Also welcome to:

Donna Greco, Leslie Mandel, Leah Schloss (Broadcasting); Ernest Smith (Client Acct.); Vivan Barone (Data Processing); Agnes Hollander, Robert Washington (Liaison & Custodial); Mary Condon (Personnel); James Brady (Purchasing); Beatrice Marcy (R/TV Billing).

## Classified

**FOR SALE**—Bunk beds, custom-made, floor to ceiling, as shown in *American Home*. Knotty pine, brass trim, 2 huge drawers, built-in magazine racks, 8' high, 88" long. Almost new. Spectacular. X3535.

**FOR SALE**—Tape recorder. Uher 4000L (Reporter) 2 track; 4 speeds to 7½; 5 inch reel; battery or a.c. Used only 5 hours. \$200. X2240.

**FOR SALE**—Antique mirrored custom-made coffee table must go fast. Circular 48". Victorian one of a kind hat rack/marble stand. Marble, mirror, drawer. Almost 8' high. X3535.

**AMAGANSETT** (East Hampton)—For rent, new 2-bedroom furnished cottage, block from ocean, private street. Fireplace, dishwasher, washer-spin drier, TV, many extras. July \$550; June \$300; both \$750. Includes heat, electricity, gas, water. Call Miraed Peake, X3165.

**AN ANNUAL OFFER**—Will trade, for any one week this coming summer, my 3-bedroom country home, on 2½ acres with trees, grass, cool fresh air, cat, dog, barn, swimming, antiqueing, superb country restaurants and dependable car, for your air-conditioned Manhattan apt. big enough for 2 adults and three sub-teen boys. Live a little! Gordon Jett, X2595.

**DOG LOVERS**—Need love? Willing to give a lot of love? A terrific 10-month old German Shepherd for adoption. Call X3070.

**NEW YEAR'S SALE**—Save \$200 and be a little more daring. Round bed plus custom spread for sale. \$150. Call X3070.

### Marriages & Births

**Married:** Sandra Taylor, Representative, to Anthony Richardson.

## Forum

• **Eyes on Thompson**—On Tuesday, Jan. 23 from 1-2 p.m. in Room A, Bernie Owett and Page Procter will explain how their creative group works.

• **Professional Perspectives**—Bill Blair of Harper-Atlantic Sales will talk on "Waste in Communication" from 1-2 p.m. in Room A on Jan. 25.