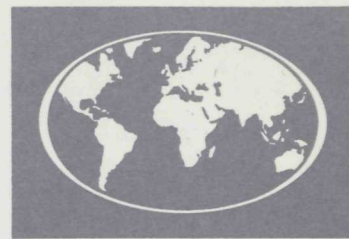




# J. WALTER THOMPSON COMPANY NEWS



VOLUME XXIII, NO. 12

FOR STAFF MEMBERS ONLY

MARCH 29, 1968

## Preplanning pays off for Pan Am shoot

NEW YORK—The development of the Boeing Model 747 jet airliner, the largest airplane ever designed for commercial service, has triggered great excitement in the airline field.

It also had the same effect on the JWT-Pan Am group which filmed the plane for the Pan Am TV commercial now on the air.

The excitement extended to the shoot itself, which was planned in an unusual agency-client session and then executed in the six days allotted to Pan Am by the Boeing Company at their plant. (Pan Am was the first airline to buy the plane and will be the first to fly it.)

The period between the initiation and completion of the commercial was filled with fast-moving but carefully planned activity.

Three weeks before the actual filming, Pan Am advertising manager Murray Barnes, JWT management supervisor Chip Meads, account supervisor John Little, art supervisor Fred Kittel and copy supervisor Warren Pfaff went to the Boeing plant in Seattle, Washington to look at a full size mockup of the plane from a creative viewpoint. (Continued on page 3)

## From Congoleum-Nairn: "The Kid-Cushioned Floor"

NEW YORK — Congoleum-Nairn has zeroed in on the floor covering market with a new single-theme approach estab-

lishing its complete line as "The Kid-Cushioned Floors."

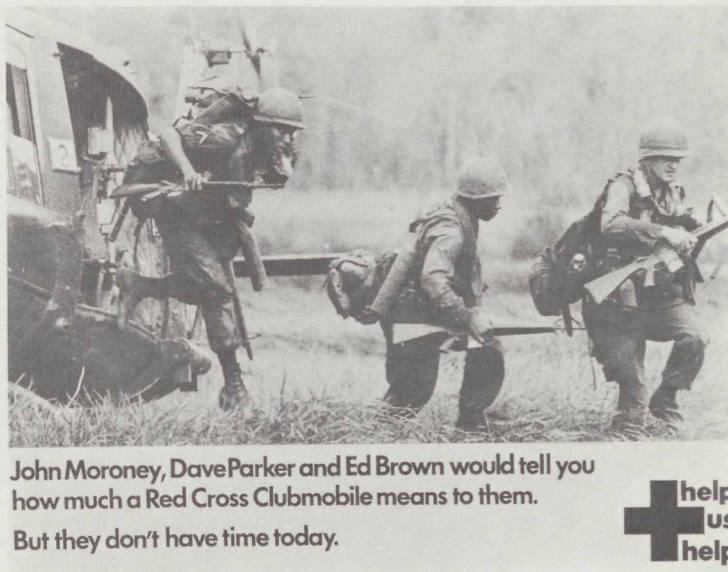
The new campaign sets a precedent by breaking the industry advertising pattern—it uses a single selling idea to position all Congoleum-Nairn products.

Appearing in trade magazines this month, the new campaign will break in consumer magazines with April insertions in *American Home*, *Ladies' Home Journal*, *Better Homes and Gardens*, *House Beautiful*, *House and Garden* and *Sunset*.

The creative strategy behind the campaign is based on consumer research findings. Although research showed that Congoleum-Nairn advertising scored consistently better than competitors' in the critical areas of impact and communication, the account group decided they could do even better.

The group began to probe and re-examine assembled information looking for a new point of view—a new way into the mind of the consumer. They wanted a single selling idea which would bring unity and greater impact to all Congoleum-Nairn communications.

"What we were searching for was a (Continued on page 2)



The two posters above represent a special campaign for JWT-volunteer account, the American Red Cross, for transit advertising. The purpose of the campaign is to emphasize the Red Cross' increasing involvement in Vietnam. With the co-sponsorship of the Advertising Council, the left-hand poster, headline written by Bill Seibert, is currently appearing outside the N.Y.C. area on subways, buses, and other means of public transportation. Scheduled for later production is the right-hand advertisement, written by Lowell Williams. Allen Prescott art directed both. The dramatic photographs of American soldiers in Vietnam battle were obtained from Newsweek which made its files available to JWT for the campaign. This campaign is JWT's eleventh on behalf of the American Red Cross, which has been a volunteer account since 1957.

## Kodak sponsors Academy Awards contest—and the Awards

NEW YORK—A just-completed Kodak public relations effort demonstrated how to kill the proverbial two birds with one stone—in this case a contest.

The Kodak-sponsored contest was for



**PORTRAITS - ON - WOOD WIN KODAK ACADEMY AWARDS CONTEST**—Robert L. Nicol, professional photographer of Lakewood, Colorado, won a trip for two to the Academy Awards Show for his novel creations in portrait photography and his advertising and promotion of the portraits in women's clubs. A typical portrait-on-wood is shown above.

professional studio photographers and portrait photographers. The grand prize—a trip-for-two to the Academy Awards telecast on April 8, which is sponsored exclusively by Kodak this year.

## From Congoleum-Nairn: "The Kid-Cushioned Floor"

communications idea as unique and significant as the new *product idea*—cushioned-floor—was when it arrived in 1962," explains copy group head Pete Mathieu.

The result of the search was "The Kid-Cushioned Floor," a theme which says volumes about Congoleum-Nairn products in four words and lends itself to use in all media.

The majority of customers for Congoleum-Nairn products are mothers with children, many of them in the sub-teen age group. They want to have beautiful homes with beautiful floors, yet they know that active children make maintaining those floors difficult.

As can be seen from print advertisements on pages 1 and 3, "The Kid-Cushioned Floor" theme answers their concerns. Here are floors that will give them beauty—but beauty that can take a beating.

The children's script used in the headline makes it clear immediately what the advertisements are talking about. The accompanying illustrations—unusual for floor covering advertisements—crystallize the theme idea by showing children play-

ing actively in a lovely room—visual proof of the Congoleum-Nairn promise of beauty and durability.

A prospective consumer wants details too. The copy gives the full Congoleum-Nairn story on the widest choice of color pattern combinations in the industry, maintenance, insulation and resiliency.

The new campaign will appear in product literature and point-of-purchase material, as well as magazines.

Account supervisor for Congoleum-Nairn is Carl Rhodes and the account representative is Lucien Filip. Copy group head Pete Mathieu, writer Dick Davis and art director Doug Montross did the creative work. Media was handled by Bert Peller and Walter Sullivan.

Account supervisor Fred Ronai smiles as he describes the events of that "day to remember." At 11:00 A.M., the client called, wanting an April advertisement. Duedate: same day, because Ronrico's advertising director was going out-of-town and the publication's closing date had been the previous Friday, March 15! At 11:10 ideas began emanating from the creative group, comprised of Bob Sturtevant (copy group head), Mike Sweret (art director), Marilyn Sternberg (copywriter), and Mike Ende (asst. art director). By noon, this advertisement was created and the client notified. His approval was received late that afternoon. Monday night, pressed for time, Mike Ende did the entire layout (even to the shadings on the cube). Final approval was received from an elated General Wine and Spirits Company and the ad made an extended deadline.

Each publicity story also mentioned the Kodak Academy Awards Show, giving time, date and network. The result was an intensification of the advertising campaign for the program.

The grand prize winner was Robert L. Nicol of Lakewood, Colorado for his unusual advertising and promotion of his unique portraits-on-wood so that they take on the grain. The results are said to resemble Gainsborough paintings.

Three other professional photographers won prizes: Clemens Toft of Pasadena, California for his report in the Business Methods category, Jerry Rogers, of Provo, Utah, for his ideas on Finding, Training and Keeping People and Dean R. Palmer of Shelton, Washington for his ideas in the Studio Design and Decor category.

The contest was part of a year-round program to popularize photography, which is conducted by the NYO-Kodak PR group. Jennifer Walker and Adele Gilruth worked on this promotion.

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Ronrico White Label and Ronrico Gold Label.  
The rum to remember. Now at a price to remember.

Size	April case price	Markup	Savings
Quarts	\$47.23	52.2%	\$6.80
½ Pints	\$25.86	48.5%	\$3.38

April post-off prices include 2% discount on 3 cases assorted sizes.

**INSTANT ADVERTISING**—The above Ronrico trade advertisement will appear April 1 in *April's Beverage Media*. It humorously capitalizes on April Fool's with headlines and copy, while the gold bouillon recalls the current economic gold crisis. This topical advertisement was created and executed on one day, Monday, March 18. Account supervisor Fred Ronai smiles as he describes the events of that "day to remember." At 11:00 A.M., the client called, wanting an April advertisement. Duedate: same day, because Ronrico's advertising director was going out-of-town and the publication's closing date had been the previous Friday, March 15! At 11:10 ideas began emanating from the creative group, comprised of Bob Sturtevant (copy group head), Mike Sweret (art director), Marilyn Sternberg (copywriter), and Mike Ende (asst. art director). By noon, this advertisement was created and the client notified. His approval was received late that afternoon. Monday night, pressed for time, Mike Ende did the entire layout (even to the shadings on the cube). Final approval was received from an elated General Wine and Spirits Company and the ad made an extended deadline.

(Continued)



At right is a four-color consumer spread from the new Congoleum-Nairn campaign.



## Preplanning pays off for Pan Am shoot

(Continued)

They had a lot to look at. The Boeing 747 will have a speed of 625 miles at altitudes of up to 40,000 feet. Seven feet wider than current Boeing jetliners, the plane is capable of carrying an incredible 490 passengers and more than 100 tons of cargo.

The extra-wide cabin and double aisles will provide a variety of possible seating arrangements and a level of comfort and spaciousness unmatched in present interior accommodations. There is room for such innovations as lounges, theaters and private staterooms.

After viewing the plane, the group had a rather unique client-agency meeting right on the spot—in the mockup! Creative strategy was developed and agreed upon at that first meeting. And, before the group had left Seattle, Warren Pfaff had written the rough script, based on a guessing-game concept.

In the finished commercial a subjective camera focuses on the plane's unique and elegant features, as two off-screen voices try to guess where they are located. The fact that these accommodations are all on a plane is not revealed until the last 15 seconds. (See page 3.)

With this much accomplished, the group returned to New York. Fred Kittel had used his camera to capture on slides the feeling of size and the plane's spectacular facilities. Using these slides, Warren Pfaff began a series of preproduction meetings with the creative team.

"Because of tight production schedules and the number of representatives from other airlines who wanted to view the mockup, Boeing could allot us only six days to film in the plant with no chance of reshooting," explains Warren. "We used

the slides to study the plane and carefully plan production strategy which would take advantage of every minute of those six days."

To film the commercial, art director Ken Kelly and Pan Am account broadcast representative, North America, Gisela Keuffel headed a second "safari" to the



Above, Pan Am North America account representative Gisela Keuffel (and a willing volunteer) helps art director Ken Kelley position some proposed shots for the commercial by posing for his camera. This was the first Pan Am shoot for Ken, who came to N. Y. from England ten years ago, and to JWT last October.

Boeing plant accompanied by director Arthur Ornitz (from E.U.E.) and Pan Am representatives.

"We had from January 15 through 20," recalls Ken, "and planned on three days for preparation and three days for actual filming according to the schedule prepared in the preproduction meetings. We had our work cut out for us both days and evenings.

"The first three days went according to schedule. The commercial principals had been cast at the JWT-Los Angeles office, but it was our job to cast the many extras in Seattle. We found just the kind of people we wanted through evening interviews

with people from local theatre groups.

"During the day, we checked out the filming plans made in New York, which were based on the two mockups Boeing had available—one of a full interior and one of a partial interior. We had planned the sequences so that one could be filmed in the first while the second was being set up and vice versa. Otherwise, we could never have finished."

With Gisela Keuffel doing double-duty as a model, Ken took Polaroid shots of the proposed sequences in the interior of the Boeing. After examining them, the group finalized plans for the shooting.

Then the headaches began. "We learned," says Ken, "that even the most carefully-laid plans are subject to outside forces."

A truck carrying special interior lights from San Francisco (they weren't available in Seattle) got stuck in a mountain pass because of a snow storm. As tension mounted, the snow melted, and the truck made a dramatic arrival just as shooting was to begin.

Fighting the time element every moment, the crew sent the footage shot on Thursday to Los Angeles by plane. It was to be developed and returned Friday in rough form. Ken Kelly had planned to view it for corrections because there was no time allotted for reshooting. A package did come on Friday—with the wrong film!

Despite these setbacks, the crew finished on time and four weeks later the footage was part of a finished commercial.

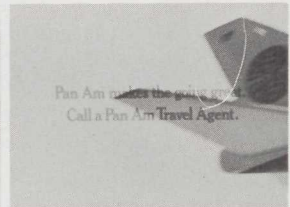
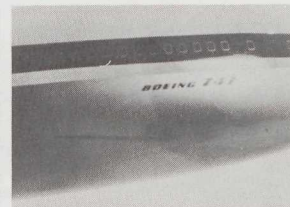
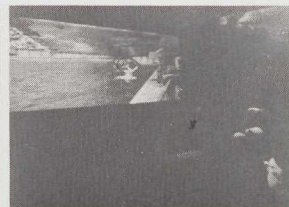
The commercial was completed in time to appear on the Winter Olympics broadcasts, so that a worldwide audience could see Pan Am's next step into the future.



### AUDIO

(TWO PEOPLE WE NEVER SEE—A MAN AND A WOMEN—MAKE CASUAL, IMPROMPTU COMMENTS AND OBSERVATIONS AS THE CAMERA MOVES HERE AND THERE THROUGHOUT THE PLANE, . . .)

*A spiral staircase. Plush. I've got it. It's a town house . . . looks more like a chic little bar to me. Call it a cocktail lounge . . . with a restaurant attached, you mean . . . ummm—Nice kitchen. Two doors. I've got it. It's an apartment, on Wilshire Boulevard . . . more like the east seventies in New York . . . No. More like the little theatre around the corner . . . you could call it a private club . . . or maybe a rendezvous . . . It's all of those things.*



### LINDEN:

*Pan Am introduces the Incredible. The largest, fastest, most comfortable plane in history.*

### AUDIO

*The 747 Super Jet. The plane that's a ship. The ship that's a plane. The new sound of luxury on wings. Pan Am's Incredible. First take-off: December 1969. On the world's most experienced airline.*

**THE CLIENT COMES TO THE AGENCY**—In an unusual reversal of procedure, the Beech-Nut product group visited JWT-NY on March 21 to give the new JWT Beech-Nut account team an initial orientation session on the baby foods business. Phil Cotugno, marketing manager of Beech-Nut led the overall discussion of the business, its market, competition, advertising, opportunities and problems. At right, JWT management supervisor Don Rice opens the session with a welcome.



Beech-Nut marketing manager Phil Cotugno, above, reviews the baby foods market.



After the presentation Don Evanson (seated r.) launches into a media discussion with Ed Grosso while writers Bob Feinberg (standing l.) and Ted Thompson formulate copy ideas.



At the coffee break JWT copywriters Mary Jo Littlefield (l.) and Barbara Peabody and JWT broadcast supervisor "Buck" Buchanan discuss the session.

## Johnson Motors' promotions cover all climates

CHICAGO—From the cold, snow-covered north woods of Wisconsin to the sunny beaches of Florida—that was the wide range covered recently by versatile JWT public relations staffers who acclimated themselves to the extremes in weather on two projects which came off successfully within a 10-day period.

Both projects were directed by John Tuzee, public relations manager for Johnson Motors, longtime JWT-Chicago public relations client and expedited by JWTers from Chicago and New York. In Wisconsin, the locale was Holiday Acres Lodge in the lake-woods country north of Rhinelander. Dubbed "Operation Cool It," the Feb. 22-24 project saw 23 editors-writers pilot Johnson Skee-Horse snowmobiles through day and night "picnic



Ready for a snowmobile cruise at Holiday Acres Lodge, Wisconsin, are (left to right): Mary Beth Flynn (*American Girl* magazine); Ann McInroy (*Venture*); Wenda Wardell (*Seventeen*); John Tuzee, public relations manager for Johnson Motors; Margaret DeRosa (*This Week*); Susan Hooper, back to camera, (*Modern Bride*); Audrey Griffin (NBC-TV); Sid Goldberg (NANA); Bob Stahlman, standing, (*Fortune*); Roger Tuttle, (NBC) and Lucy Cummings, (*Women's News Service*).

cruises" in heavy pine and birch forests and in exciting racing events on lakes with more than three feet of ice.

Howard Modavis of JWT-New York, escorted 18 of the guests directly from LaGuardia Airport to Rhinelander in a Johnson company airplane. Earl Hilligan of JWT-Chicago, brought five other editors from the Chicago area. A reception committee headed by Mayor Ray Church and other Rhinelander officials greeted representatives of such publications, news services and networks as *Venture*, *Modern Bride*, *Look*, *Seventeen*, *Dell*, *American Girl*, *Playboy*, *Today's Health*, *NEA*, *NANA*, *Fortune*, *Popular Mechanics* and the National Broadcasting Company.

Sponsors cooperating with Johnson included Jantzen, a JWT-client which staged a winter clothing style show, Thermos, Tupperware, Head Ski Company and the American Gas Association, also a JWT client.

One week later, at Cypress Gardens, Florida, many of baseball's greatest stars participated in the Major League Baseball Player's "Tripleheader" fishing tournament. Carl Yastrzemski of Boston, 1967 "Player of the Year," ace pitchers Dean Chance, Gary Peters and Mel Stottlemyre and longtime second base star Bill Mazeroski of Pittsburgh were among a 16-team field which had as guides, officers of the Florida State Game & Fish commission.

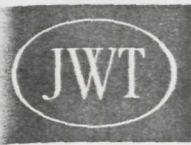
Eddie Stanky, Chicago White Sox manager, was chief judge of a three-hour angling period which ended with Johnson's Tuzee awarding Johnson outboard

engines to Peters of Chicago's White Sox and Denny Lemaster of Houston, each of whom landed a three-pound bass, and to Jack Jenkins and Dick Bosman of Washington and to Stottlemyre of the New York Yankees for team and league prizes. South Bend Company presented rods and reels to competing players.

JWT's Hilligan assembled the field, with players "ferried" to Cypress Gardens by Johnson's airplane and returned to their training camps after a dinner at The Gardens, which cooperated with Johnson as a sponsor. More than a score of writers with the teams in spring training covered the tournament, and both NBC and ABC networks requested film clips, with NBC servicing its national network.



At the judge's table in the Ball Player's Fishing tourney at Cypress Gardens, Florida (left to right): Earl Hilligan, JWT-Chicago, recording the catch; pitchers Jack Jenkins and Dick Bosman of Washington, a supervising officer of the Florida Game & Fish commission, Manager Eddie Stanky of the Chicago White Sox, and John Tuzee, public relations manager for Johnson Motors.



## From Frankfurt to New York: Meet Edelgard Borreck

If you don't speak German, all the better. Because transfer Edelgard Margaret Borreck, German-born, wants to speak as much English as possible. That's one reason she came to the NYO from JWT-Frankfurt.

Another is she wants "to learn about people, especially Americans," while increasing her knowledge of advertising and public relations.

For these reasons, Edelgard has wanted to return to America since October, 1966. At that time, she toured three U.S. cities—Miami, Washington and N.Y.C. It was New York she fell in love with then—Broadway, the theater, and musical events, everything "in one spot!" she marvels—and New York that lured her back in March, 1968.

With assistance from Frankfurt JWTers, Edelgard began a correspondence with JWT-NY that culminated in her present position as secretary in the Broadcasting

Department.

Edelgard has held a variety of jobs in broadcasting and public relations, her "second advertising interest": at JWT-Frankfurt, public relations secretary and assistant; secretary to a News Manager of a German television station; announcer/broadcaster for a "German Hour" radio



Edelgard Borreck

broadcast in Caracas, Venezuela.

She studied business administration in Germany and then her love for languages led her to Paris. There a year studying French, Edelgard increased her fluency and improved her accent. Then she began her business career.

Edelgard is presently living in a midtown Manhattan apartment with her brother, who is also working in America. Her outside interests coincide with her business interests, as she loves traveling, meeting people, and broadcasting. If you'd like to meet her—whether it's French, German, Spanish, or the King's English you speak—Edelgard, located on 12 NE, would be delighted to speak with you.

## JWTER to sing at St. George's

Marie Joslin, secretary to Paul Gerhold, will sing in Bach's "Passion of our Lord" in St. George's Episcopal Church on Sunday, March 31 at 4:00 P.M. Her voice is one of 200 in the choir under the direction of organist and choirmaster Charles N. Henderson, accompanied by orchestra, harpsichord and organ. Featured as soloists are: Henry Nason, tenor; Thomas Paul, bass; Lois Bové, soprano; Shirley Love, alto. Located at Stuyvesant Sq. and E. 16th St., St. George's is the city's second oldest church. The public is welcome to the Sunday afternoon concert.

## Art Galleries

• 9th floor corridor, March 29-April 12. In this exhibit you may recognize some of the important personages of the musical world as photographed by Boris Goldenberg. Goldenberg was born during World War I in Rovno, a geographically disputed territory once part of Poland and now belonging to Russia. Drafted into the Polish Army he was captured and spent a brief period as a prisoner of war in Russia. He describes his lifelong interest in photography as beginning at "age 12," when he built his own camera of plywood and an adapted flashlight lens. As a child, his photographic subjects were of the Rovno Military Band's conductor "gesticulating during an overture." After the war, like many displaced persons, he arrived in West Germany and opened a studio in Bavaria. In March, 1959, Goldenberg immigrated to the U.S., settling in Cincinnati, Ohio. There, he became the official photographer for the Performing Arts and the Cincinnati Symphony with which he undertook a world tour assignment in

1966 under the State Department's auspices. In March, 1967, Goldenberg moved to New York. His present studio is in the Great Northern Hotel.

• 10th floor, corridor, March 29-April 12. 9th floor corridor, April 15-26.—Photographer Irwin Horowitz's work will be shown for four weeks. After graduation from Pratt Institute with top honors, Horowitz began his professional career producing and then photographing three-dimensional collage and design figures. Encouraged by enthusiastic art directors, Horowitz decided to concentrate solely on photography. His work, appearing in all major periodicals in both advertising and editorials fields, is noted for its unusual and exciting qualities. A new advertising trend was ushered in by his "Grandma, Chun King" advertisement which received a "Best Ad of the Year" award. Horowitz has also won awards for his Schrafft's chocolate, Metrecal, and A.T.&T. advertisements.

## Help a neighborhood help itself

On Monday, April 1 and Tuesday, April 2, Room 639 will be open from 9:30 A.M. to 12:30 P.M. to JWTers interested in benefitting the Williamsburg Neighborhood Center.

The Williamsburg Center is a project in one of Brooklyn's most rundown areas, at 111 Rodney Street near Bedford Avenue. VISTA volunteers Roger and Peggy Barron, who are friends of NYO staffer Ron Tobias, initiated the plans for the Center which formally opened March 4. Roger is a pre-medical major from the University of California who plans to go on to medical school in the East after his voluntary year with VISTA here in N.Y.C.

He and his wife planned the Center together, envisioning it as a neighborhood project, supported from the outset by the predominantly Negro and Puerto Rican residents. Located in one of the high-crime areas of Brooklyn, the new Center provides free clothing for the needy, tutoring and cooking lessons, and serves as a local meeting place.

Prior to its opening, the Barrons rounded up volunteers to paint and repair the interior three-room basement apartment, using paints and hardware donated by local storekeepers. Furniture was donated by individuals and charities while money was given by businessmen and clothing by friends. The entire project got off the ground *without* the aid of any municipal, state, or Federal poverty funds.

Ron Tobias urges all Thompsonites to come to Room 639 on Monday and Tuesday to aid this enterprising project. Clothing of all kinds, toys, children's books, canned goods or kitchen utensils will all be appreciated. Tax-free contributions may be made out to: Williamsburg Neighborhood Improvement Association.

The Center is a working demonstration of the effectiveness of organizing and channeling neighborhood participation to support such a project.

## Forum

Speaking for the "Eyes on Thompson" program Tuesday, April 9 at 1:00 P.M. will be Mal Remington, director of market services. He will outline the services available through his department, highlighting the recent promotional job JWT did for Pan Am. This audio-visual talk should prove enlightening to Thompsonites wishing to familiarize themselves with the department and the inside strategy behind a specific campaign.

## What's in a number? Ask Vickie Borsett

A straightforward JWT assignment can turn into a topsy-turvy one. Ask the NYO's Vickie Borsett of the Newspaper Traffic Forwarding Dept.

A recent Pan Am two-week schedule for certain West Coast newspapers called for two advertisements, one for each week. Production on the first was delayed, but material for the second was ready on time. For that reason, it was decided to run the second ad first. Vickie sent instructions to newspaper representatives to substitute and insert the plate for advertisement 8N099HL, with the headline "Pan Am has two ways to Europe from Los Angeles."

A few hours later, a representative called Vickie. His problem—the paper had a plate with all the proper specifications, except the number read 7N660N8. "Could he use it?"

Vickie began explaining the Pan Am numbering system—8N started this year's series, 7N was last year's—and instructing the rep to "look for a new version starting 8N." Suddenly a brainstorm hit her. She promptly reversed orders—"Go ahead and insert 7N660N8!"

Why the change of mind? Not woman's prerogative in this case, but intuition. Vickie suddenly saw the publication's error. They'd been reading the scratched-in number on the plate upside down, as well as mistaking "H" for "N." Result: 8N099HL became 7N660N8. Vicky had to keep on her toes by standing on her head to juggle this puzzle!

## New Arrivals



### Carl Stahl

Carl joins the account management program on Lever's Rinso marking his initiation into advertising. While a corporate finance major at New York University, Carl cast his eye on the political arena. He entered the election melee after graduation in 1964 and declared himself a Republican candidate for the State Assembly in Manhattan. After a narrow defeat in a predominantly Democratic district, he became a manager for Republican New York State Assembly campaigns. In 1967 Carl, a New Yorker all his life, headed West to Phoenix, Arizona and the American Institute of Foreign Trade to acquire graduate business training. His JWT assignment brought Carl back to New York. About to move to Putnam County with his wife and baby, Cassandra, he finds time to enjoy swimming, skiing and boating and is a member of the Marine Corps Reserve. Although no longer personally involved in politics, Carl's interest has not waned. He'd be glad to debate with anyone on the subject of the Republican Party's prospects in 1968! X3497.

### Lillian Bullock

Lillian buys broadcasting time for Ford Motors. Her previous experience includes broadcast buying at Dancer-Fitzgerald-Sample, Inc. and Lennen and Newell. She began her career with Cunningham and Walsh as a trainee/buyer. Although she's been a New Yorker for six years, you can still detect a trace of her native Carolina accent. An avid tennis enthusiast, she was once State Champion but refused a college tennis scholarship, fearing it would interfere with studies. Instead, Lillian was graduated from Peace College in Raleigh, N.C. as a business administration major. Tennis, anyone? X3459.



### Daniel Palladino

As an artist at JWT, Dan works on Ford Motors and Eli Lilly. Before coming to Thompson, he was an assistant art director at Foote, Cone & Belding, Inc.; La Roche, McCaffrey and McCall, Inc.; and DeGarmo, creating art for such accounts as ABC and Irish Tourists. Before that, Dan served in the First Armored Division of the U.S. Army and attended the Fashion Institute. Currently, he's working toward his degree by attending night school at the School of Visual Arts. A native of New York City (he vividly remembers his Benjamin Franklin High School days), Dan enjoys taking steam baths at least three times a week, as well as playing a little football and golf. In addition, Dan custom-makes fashions for women in his spare time. X3175.

### Also welcome to:

Steve DeCarlo (Art); Mary Dowling, Michaela Orlando, Julia Sonnerschein (Broadcasting); Laurie Anderson (Estimating); Samuel Catalano, David Christianson, Michael Fhagen (Mailing and Shipping); Stan Farber (Marketing Service); Sylvia Squires (Media); Celia Ernest (Payroll); Arline Beinhacker, Roberta Halls, Kyung Minn (Prod. Bill & Pay.); Bruce Greenberg (R/TV Bill & Pay.); Christine Gronet (Representative); Marion Burgmuer (Telephone); Susan Botsford (Transcription).

### Marriages and Births

*Married:* Sherry Tarnum, Editorial-Film, to Robert Marshall Kock.

*Born:* A son, Douglas John Sean Ronai to Fred Ronai, Representative. (At 3:20 a.m., March 17, 1968!)

## Classified

**FOR SALE**—Flower Hill, Roslyn (L.I.). 4 bdrm. ranch. 2 baths. Air cond., huge walnut paneled kitchen, all stainless appl. 40 x 30 paneled playroom. 2-car garage. 1/3 acre wooded. \$55,000. Call (516) 627-6080 for further information.

**SKI BUNNY'S BARGAIN**—Fisher Wood skis, fair condition. 6'3" with Dovre cable heel, Marker toe, run-away straps. Also roof-type ski rack, old but dependable. All at quick-sale price—\$20. Daytime, call X3004; evenings, (914) YO 8-9733.

**POCONOS RETREAT FOR SALE**—Charming year-round house. Located on lake with own private beach, dock and float. Wooded 1/2 acre, 5 yr. old contemporary, 1 1/2 baths, sleeps 6. Cathedral ceiling, balcony, cantilevered stairway are unusual features of the solid Phillipine Mahogany construction. Priced in mid-twenties—a bargain for a completely furnished house! Call 914-237-7926.

**APT. FOR RENT**—2 1/2 rooms at 230 E. 79th Street. Immediate occupancy. \$240/month. Call 249-2426, evenings and weekends.

**HOUSE WANTED**—Are you going away for the summer and do you have a house in Conn. (Darien, Westport, etc.) area? A fellow JWTer, who will be on assignment in the NYO from June 15 to Aug. 31, would like to rent your home for that period at a reasonable rent. Responsible family of four—two adults, two children. For further information, call X2857.

**FOR SALE**—Charcoal-grey rug, just cleaned. Like new, 9 x 10. \$65. X3611.

**STATION WAGON FOR SALE**—1963 Ford Fairlane 500. 5 yrs. pampered treatment by original owner. Power steering, automatic transmission, radio, luggage rack. \$975. X2144.

**SPORTS CAR FOR SALE**—1958 model 356 Porsche. Classic black beauty, in very good condition. Dependable, easy to handle. Just overhauled. \$1,050. To see it (in town) call X2691.

**ROOMMATE WANTED**—Female, college grad in middle 20's to share luxury apartment on E. 76th St. All modern conveniences plus doorman. \$88/month. Available May 1. Call after 6 p.m., 535-9028.

**WANTED TO RENT**—3 bdrm., unfurnished house, with family room. Located up the Central line. Needed April 1 or later. Lease up to 2 yrs. Required by transferee from Toronto. X2666.

**APT. WANTED**—3 1/2 rooms. Prefer E. 50's—60's. April 15 occupancy or sublet. Call daytime, 689-5900, after 6:00, PL 5-1198.

**SUMMER RENTAL**—Wilton, Conn. 5 rm. (2 bdrms.), furnished home on attractive acre with running stream. Screen porch. Fireplace. Ideal for couple with one child. Only \$950 for ten weeks, June 24—Sept. 2. X3419.

**FOR SALE**—Brooks Brothers 40" long, light brown raincoat with medium lining. Worn 5 times. Price \$40. X3457.

**HEAD SKIS FOR SALE**—Standards. Skis and poles suitable for anyone 6' or over. Good Cubco safety bindings. \$50 for the works. X3457.