JWT

J. WALTER THOMPSON COMPANY NEWS

VOLUME XXIII, NO. 13 — FOR STAFF MEMBERS ONLY — APRIL 5, 1968

Fifty agencies mobilized for Youth Opportunity Programs

NEW YORK—As the result of a suggestion by Dan Seymour, fifty advertising agencies in the largest population centers across the U.S. are being mobilized by the American Association of Advertising Agencies in a massive communications program for the nationwide Summer Youth Programs of the President's Council on Youth Opportunity.

Mr. Seymour was named National Communications Coordinator for the Programs in February by Vice President Humphrey, Chairman of the Council (JWT NEWS, March 1, 1968).

The top-level agency officials and their staffs are being recruited by John Crichton, president of the AAAA, and Lawrence Reedy, vice president, in concert with Mr. Seymour. The agencies already recruited for the volunteer program have begun conveying news, features and public-service advertising in the interest of jobs, education and recreation for disadvantaged youngsters in American inner cities.

Mr. Humphrey termed the response of the advertising industry as "dynamic evidence of its public-spirited interest and enthusiasm.

"America faces an unprecedented challenge for communication on youth programs this coming summer. This challenge is being met by advertising leadership

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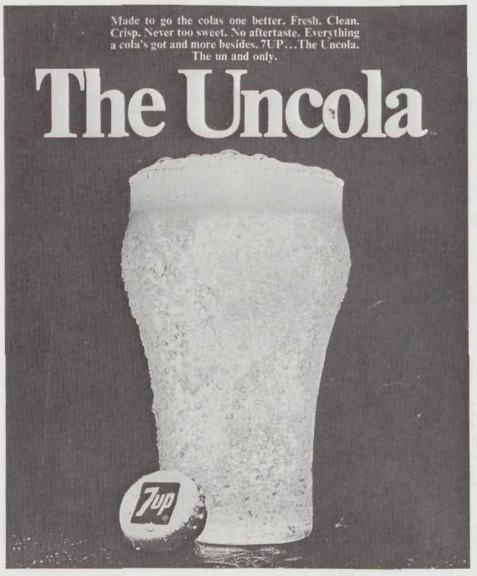
Chicago launches "7UP, The Uncola" campaign

CHICAGO—A new, intensive television, radio, and newspaper supplement advertising campaign, "7UP, The Uncola," has been launched by the Seven-Up Company and its 500 7UP bottlers. It may



prove to be the most imaginative and unusual campaign in the soft drink industry in a decade.

The new 7UP marketing approach is more than an advertising campaign. The Uncola concept is a total marketing program for 7UP that answers a marketing need. The JWT-created 7UP "Wet & Wild" campaign brought a lively "in" image to 7UP and it will continue to be used as a promotional and merchandising sub-theme. But the primary objective behind the new campaign is that of firmly positioning 7UP as a soft drink.

While it might seem a bit unusual to devote a total marketing effort to promoting the world's third largest selling soft drink brand as a soft drink, JWT found that people think of 7UP in so many aspects of its versatility that no one clear product picture emerges. The Uncola campaign will help to reposition 7UP as a soft drink first and foremost.

The new 7UP campaign is based on the thesis that people think of "cola" as a synonym for soft drinks, not just a particular flavor. Seven-Up advertising tells people that, of the three top-selling soft drink brands, 7UP, The Uncola, is the only one with distinctly different qualities.

Copy for one of the first print ads reads: "The Uncola. Made to go the colas one better. Fresh. Clean. Crisp. Never too sweet. No aftertaste. Everything a cola's got and more besides. 7UP . . . The Uncola. The un and only."

Typical of the first television commercials—where most of the initial advertsing effort will be spent—is a hard-sell "bottles in a bag" pitch with a unique, new approach that is a first in soft drink advertising.

Two leading colas, in paper bags, are

(Continued on page 2)

Schedule break

Due to the Easter Holiday, the next issue of JWT *NEWS* will appear on April 19, 1968.

JWT-Canada is on the move

MONTREAL — JWT Canada is on the move—both mentally and physically.

Since JWT's incorporation as a Dominion Company in 1930, it has increased billings 25 times. And the upward swing continues! In 1967, JWT-Canada billings were up 33 per cent over those of 1966.

Within the space of 20 months, all three Canadian offices of J. Walter Thompson Company Limited in Montreal, Toronto and Vancouver will have changed addresses.

In each case, the new quarters are more strategically located, larger and more flexibly geared to the day-to-day requirements of the business.

Toronto office started the moving march in November 1966, when it vacated the Edwardian marble and leather confines of the old University Avenue location to enjoy the top-of-the-town atmosphere of a brand-new building at 102 Bloor Street West in the city's fashionable midtown business area.

Vancouver office is slated to move shop May 1 from their present Granville Street location to 966 Hastings Street in the heart of Vancouver's business and financial area. The completely remodelled building they will occupy will be known as "The J. Walter Thompson Building."

JWT-Vancouver will occupy the ground floor and mezzanine. This move has been necessitated by increased business with attendant increase in staff. Floor space will jump from 1,900 to 4,000 square feet.

Montreal office will move early in the summer. And it's an exciting move—to Floor D, Place Bonaventure—the second largest commercial building in the world. (Chicago's Merchandise Mart is larger.)

Place Bonaventure is really a walled city of commerce comprising four and three-quarter acres of central Montreal. Behind its concrete walls it contains, in

(Continued on page 3)

Two new accounts for London office

LONDON — JWT-London has two new assignments.

British European Airways has appointed the London office as advertising agents for special interest holidays and Silver Wing Surface Arrangements, a subsidiary company which makes hotel and other arrangements for holiday travelers. Air transportation advertising will continue to be done by B.E.A.'s present agency.

J. & J. Colman has appointed London to handle several of its products, including Colman's Mustard and O.K. Sauce, as well as some new products.

Chicago launches "7UP, The Uncola" campaign

(Continued)

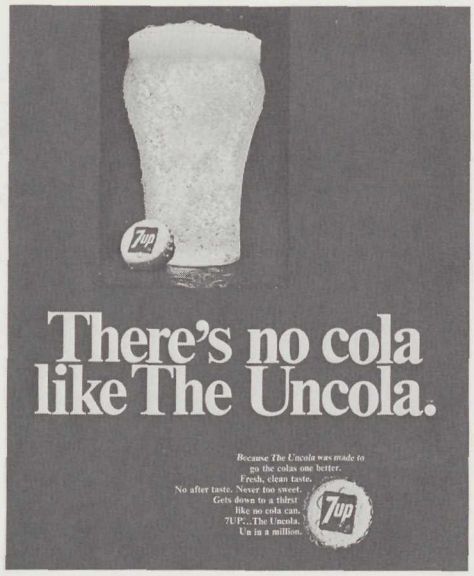
poured and described in straightforward fashion. Then 7UP, The Uncola, is poured, and the differences noted by the announcer. Other commercials are being readied, but Seven-Up felt that the first one should make the basic point loud and clear.

The company is buying a broadside of prime-time 60-second TV spots on NBC-TV and ABC-TV. The spots will run on 15 nightime network shows, seven days a week. They started March 15 and will continue for several months.

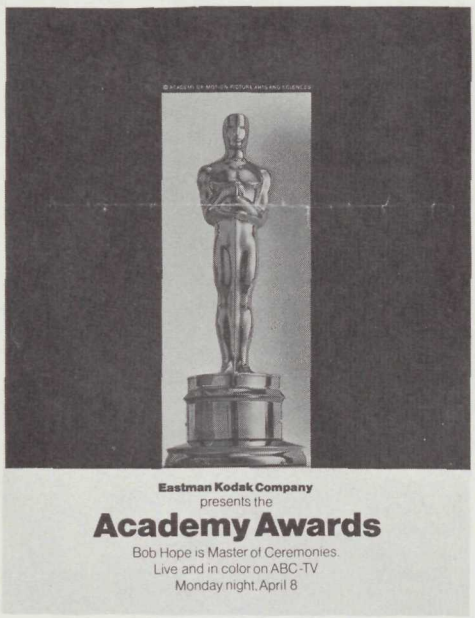
Backing up the heavy TV spot buy will be two Sunday supplement full-color "7UP, The Uncola" insertions in 136 newspapers coast-to-coast during March and April.

A full-scale continuing radio campaign with 30- and 60-second spots also has been launched. These feature The Cyrkle, an instrumental and singing group which composed the music for the commercial. The procedure followed here is of itself innovative. The JWT creative people went to the Cyrkle group and requested that they compose and perform an original "Uncola" musical presentation. It's going on the air just as submitted by the group.

Promotional items include buttons that will be distributed during the campaign with printed slogans such as "We're # un," "Un for the road," and "Un in a million." Also to be used are billboards, point-of-purchase material, balloons, and other items. Stickers that can be used by bottlers as a quick, effective way to "Uncola" their territory have been developed.



Heading up the JWT-Chicago team for the new campaign is Malcolm Sullivan, management supervisor. Win Holden is account supervisor and George Mihelic account representative. The JWT creative group which developed the campaign includes Bill Ross, Bob Taylor, Charles Martell, Art Lunn, and John Donch.



GETTING TO BE A HABIT—When all five U.S. divisions of the world's largest film manufacturer (Eastman Kodak) come together to sponsor the world's most-watched TV program (The Academy Awards), starring the world's most famous film personalities, it's a, well, a natural is what it is.

It also is becoming a tradition. The April 8 Academy Awards show, live and in color on ABC-TV, marks the third in a row that Kodak has sponsored. And by Kodak, management supervisor Wyatte Hicks and account supervisor Vic Lynn mean all five Kodak divisions, including Business Systems; Radiography; Motion Picture and Education; Professional, Commercial and Industrial; and Consumer Markets.

Only one of the six commercials that will spot the 90-minute show can be described as institutional for Kodak at large. Each of the other five deals with just one of the five sponsoring Kodak divisions.

Pan Am to sponsor NCAA football this Fall

NEW YORK—Pan American World Airways will sponsor National Collegiate Athletic Association (NCAA) football games on network television in the Fall.

The college football season starts Sept. 14 and ends Dec. 28. ABC-TV again will televise the NCAA games.

Each NCAA game reaches a potential 22 million viewers.

The airline entered sports sponsorship on national network television for the first time this winter with the Olympics, also on ABC-TV. Pan Am will sponsor the summer Olympics from Mexico City as well.

Sponsorship of sports events on national network television ties in with the airline's new competitive stance and appeal to young adults through its new "Pan Am Makes the Going Great" campaign. The spirit of this campaign, states Norman Blake, Pan Am's senior vice president for traffic and sales, is "expressed particularly well thorough the sight and sound values of broadcasting."

Fifty agencies mobilized for Youth Opportunity Programs

(Continued)

nationally and at the grassroots. The result will, I am confident, be that advertising history will be made in a way which will bring pride to all of us."

Advertising agency officials recruited by Mr. Crichton will enlist the cooperation of all media to let disadvantaged youth know of all the opportunities for summer employment, education and recreation as planned for them in their communities.

Mr. Crichton said: "The response from advertising agencies has already been very gratifying. We are asking agencies to assume important local responsibilities as citizens. The assignment requires an opportunity for each to perform a vital public service in this time of national concern."

Dan Seymour and a special Thompson group organized to implement the program will coordinate the flow of information to national media, will issue to the 50 city Communicators periodic memoranda of suggestions, ideas and information and coordinate the youth opportunity communications program with the National Alliance of Businessmen, headed by Henry Ford, II, and the Urban Coalition, Chairmanned by former Health, Education and Welfare Secretary, John Gardner.

Mr. Seymour has already met with the heads of the three major TV networks to develop network activity in connection with the program.

Stressing the importance of constant communication with youth, Dan Seymour said: "Many things now are being done to provide greater and broader opportunities for our disadvantaged youth. There is much meaningful activity on the local, state and national level. We in the communications business have a vitally important obligation to report to discouraged and frustrated youth the considerable activity in their behalf. I know all of us in the business of communicating with the public, in any way, will see that this objective is met."

JWT-NY plays host to women (a)broadcasters

JWT-New York will play host to two foreign women broadcasters on Monday, April 8 through the good offices of JWT-NY's casting director Evelyn Peirce, a member of American Women in Radio and Television (AWRT).

The two foreign specialists are Supinda Chakrabhand, 27, of Bangkok, Thailand, chief of the Foreign Liaison Division of the Army television station there; and Mrs. Nguyen Thi Thai, 23, of Saigon, chief producer-writer of two daily programs on the Vietnamese National Radio Network.

The two are participants in the State Department's AWRT International Women Broadcasters Program jointly sponsored by the Bureau of Educational and Cultural Affairs and the Educational Foundation of AWRT. The young women will chat with key Thompson personnel and will be given a tour of the New York office.

JWT-Canada is on the move

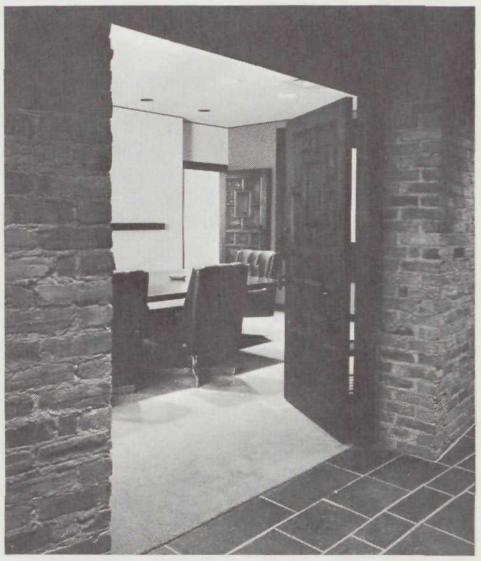
(Continued)

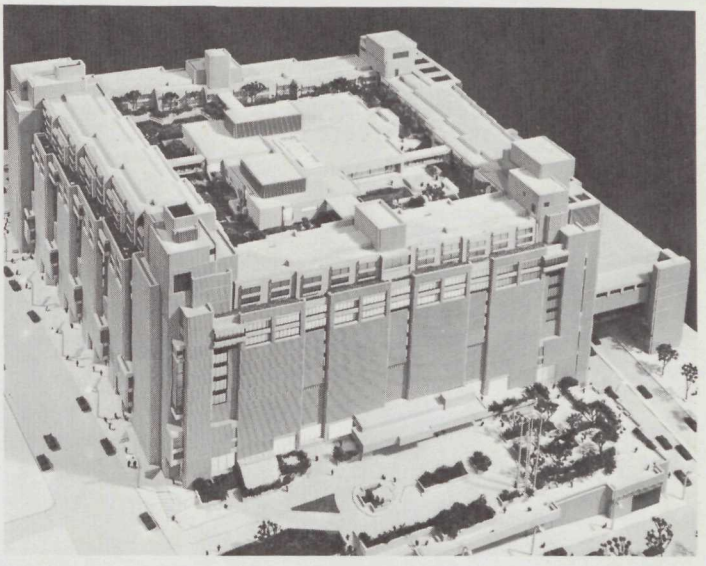
TORONTO—The interior photographs in columns one and three give an impression of the modern openness which has been created in the new JWT-Toronto offices at 102 Bloor Street West. Above is the reception area on the 15th floor; another reception area is shown below.

addition to office space, the biggest exhibition hall in Canada; the Merchandise Mart —1,000,000 square feet of showroom space; the Better Living Centre; the International Trade Centre; Les Galleries Bonaventure, a two-level pedestrian shopping arcade; seven excellent restaurants; a 620-seat theatre; and finally, the Hotel Bonaventure, a 401-room rooftop establishment which commands a panoramic view of Montreal and boasts "the world's only penthouse garden hotel with a year-round heated, outdoor swimming pool."

In the last two years alone, ten new accounts have been aquired by JWT-Canada. These include the Toronto office accounts of Alberto-Culver of Canada Ltd., Warner-Lambert Canada Ltd., and Dare Foods. The Montreal office has added Calvert of Canada Ltd., (Division of Distillers Corp. Ltd.); Industries Bouchard Inc., manufacturers of Moto-Ski snowmobiles and Pepsi-Cola Canada Ltd., to the client roster. Vancouver office has brought Jantzen of Canada Ltd., Royal City Foods, Panco Poultry Ltd., and Westcoast Transmission into the JWT fold.

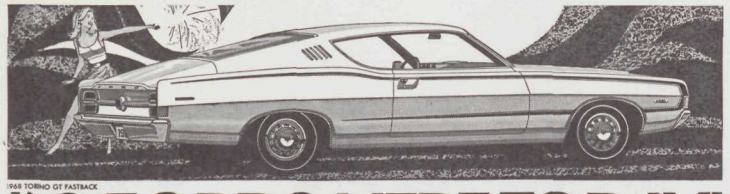
MORE TORONTO—Above right is a view of the 15th floor boardroom. Below it is a general view of the account supervisors and account representatives area. Audio visual facilities and meeting rooms are entered by doors on the right.





MONTREAL PLACE BONAVENTURE—Model mockup of finished building. Its four and three-quarter acres of concrete masonry rise sheerly from the streets around it. JWT-Montreal will be on Floor D of this walled city complex. Other facilities inside the wall include: the largest convention hall in Canada; a 1,000,000 square feet Merchandise Mart; a Better Living Exhibit Centre; an International Trade Centre, a two-level shopping concourse; seven restaurants; a 620-seat theatre and Hotel Bonaventure, a penthouse hotel which is built around a winter garden and boasts a year-round, heated outdoor swimming pool.

MORE PLACE BONAVENTURE—At left is the loading dock entrance which can handle 22 trucks at a time and an average of 250 trucks per working day. Place Bonaventure is the world's second largest concrete building. Only the Merchandise Mart in Chicago ranks larger in commercial buildings and Place Bonaventure ties with The Pentagon for the next slot.



1968 TORINO GT FASTBACK

'68 FORDS-HERE TODAY!

1968 MUSTANG HARDTOP (above, left), FORD XL FASTBACK (above, right), LTD 2-DOOR HARDTOP (bottom)

Your Ford Dealer has '68s with Better Ideas in stock right now. 48 great new cars in 5 complete lines including a new Fairlane series called Torino • 21 strong, quiet Fords • 3 sporty Mustangs • *the first 6-passenger Thunderbird* • *7 economical Falcons* • America's widest selection of fastbacks, hardtops and wagons.

And everywhere Better Ideas: 2-way Magic Doorgate for wagons • 2-way SelectShift Cruise-O-Matic • Disappearing headlamps standard on LTD, XL, Country Squire and Thunderbird • *Power front disc brakes* • *Power Ventilation . . . and* more. See your Ford Dealer soon.

BEST READ—The 61-day Ford strike reshaped a lot of JWT-created Ford announcement advertising. Usually there is a multiple-page announcement of the new models. For 1967 the announcement unit was reduced to one page. That one-page advertisement (above) turned out to be the best read black and white newspaper ad of 1967, as measured by Daniel Starch/Million Markets Newspaper, Inc.

Joe Feke was the art director; Tom Owens the writer and Warren Kruger of JWT-Detroit the account man.

NEW RANGE FOR FAN JET FALCON®—Pan Am's business jet, Fan Jet Falcon, has become the top seller, just three years after its introduction in the U.S. It outsold the leading competition in its class almost three to one in 1967.

Part of its success is that it virtually defies obsolescence. As new improvements are made in avionics, they can be "retrofittable" to the classic airframe of existing Falcons, as well as being incorporated in new models.

Latest advance is improved, more powerful and efficient GE engines, which, along with increased fuel capacity, raise the Falcon's range to 1800 miles, with comfortable safety margins. Above is the JWT-NY-created advertisement that announced the important improvement to readers of the *Wall Street Journal* this week.

Robert Weikart heads up the Falcon account team, with George Postian, representative. Wilson Seibert is the creative supervisor; Bob Bode the art supervisor; Bill Conlon, the art director; and Alan Gillies, the group *head-writer*.

Leonard D. Taylor retires after 35 years with JWT

NEW YORK—Leonard D. Taylor, who has been production manager of the New York Office for 22 years, will retire today after a total of 35 years with Thompson.

He will be succeeded by Donald Insull, who is presently assistant production manager.

In his capacity as manager, Len Taylor applied the skilled hand and knowledgeable eye of a veteran to the complicated task of production and quality control on the advertising created for all the varied accounts in the New York Office.

A continuous flow of engravings, printing, and electrotype crossed Len's desk, for the final responsibility for production buying and judging was his. NYO staffers, however, knew the job would always be done with efficiency and dispatch.

Len will be missed by many of the staffers, for he has served under three JWT presidents—Stanley Resor, Norman Strouse and Dan Seymour.

After seven years experience with an engraver, he joined JWT in 1933 as a member of the production department responsible for the engraving desk. After a ten-year stint in traffic, he was advanced to assistant production manager and was named manager in 1943.

Uncle Sam called in 1944 and after the service, Len came back to JWT. He was named production manager again in 1947 and the job has been in his capable hands ever since.

Leonard D. Taylor

The phone's been ringing in his office for most of that time too, as Len and his assistants juggled calls from art directors, suppliers and publications.

The production department is responsible for three basic steps: sending finished art work to suppliers to be made into an engraving or printed piece, approving the supplier's work and then sending it to the appropriate publication. Sounds simple enough outlined on paper, but it takes qualifications like Len Taylor's to handle the job.

Life will become a little less hectic for him, as Len plans to spend at least the next few months relaxing at his home in River Edge, New Jersey. During this time, Len and his wife Beatrice, an ex-Thompsonite, will celebrate their 26th wedding anniversary.

J. WALTER THOMPSON COMPANY
NEWS
FOR STAFF MEMBERS ONLY

New York News

April 5, 1968

In the spotlight: JWT-New York secretaries

ON THE SCENE—Two JWT secretaries appear in a fashion article in April's edition of *Today's Secretary*. Pictured above are Patti Ransom (l.), secretary to management supervisor Jim Wade, and Anita Kee (r.), secretary to account supervisor Clark Holt, who both are "The Boss's Choice," sartorially speaking.

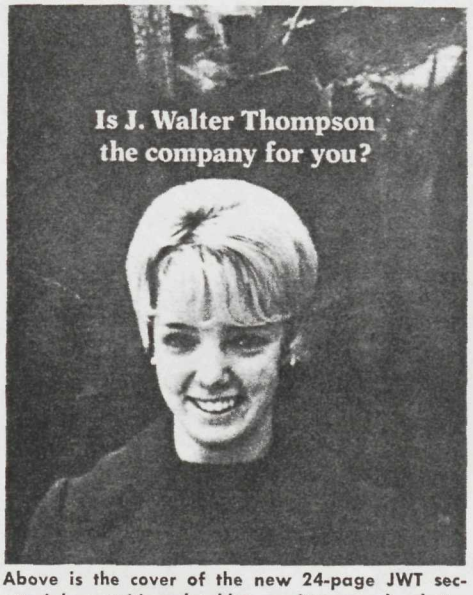
If you're a secretary and you've been wondering "Is J. Walter Thompson the company for me?" then JWT's new secretarial recruiting booklet should have the answers.

The idea of writing and illustrating a booklet to attract competent girls with commercial training to JWT was first recommended by Jack Devine. It is common knowledge that a severe shortage of secretaries pervades the business world. To meet the crisis, it was decided that JWT should do some corporate public relations. Purpose: to acquaint girls with the varied career opportunities at Thompson.

Copywriter Lowell Williams puzzled over many approaches for the booklet. Finally, he hit upon the angle—suggested by a Thompson secretary—of girls on-the-job describing their work. Result: a "total" impression of Thompson through the candid eyes of girls already working here.

Pictured throughout the booklet are girls at their desks, in the cafeteria, even in the coffee-wagon line!

Art direction for the booklet was done by Janet Neff. Help came from personnel staffers Jackie Treacy and Maureen Kazarinoff who coordinated the project. "What we were aiming for, and think we have," explains Lowell, "is a believable statement of the *esprit de secretarial corps* within the Company."



Above is the cover of the new 24-page JWT secretarial recruiting booklet, written and photographed by Lowell Williams, with art direction by Janet Neff.

The booklet, ready in early April, will be distributed to all New York high schools, to secretarial recruiters and to secretarial schools. Anyone at Thompson can pick up an extra copy at the reception desk on his floor. If you're a secretary, you may find yourself reading an opinion you or a friend has expressed.

Richard Rovere to speak on current political scene

Richard Rovere will be the first of a series of commentators on the 1968 political scene, who will speak at JWT on the recent Presidential primaries and the strategy of both major political parties. The talks will be sponsored by JWT's Political Responsibility Committee.

Mr. Rovere will speak at Thompson at 4:00 P.M., Wednesday, April 17 in Room A. All Thompsonites are invited to come (up to capacity, that is) and ask questions.

Mr. Rovere's "Letter From Washington" appears regularly in the *New Yorker*. He's also the author of several books about the American political scene, among them: *The General and The President* (with A. M. Schlesinger, Jr.), *Affairs of State, the Eisenhower Years, The American Establishment* and *The Goldwater Caper*.

Irving Brandt dies at 46

Irving Brandt, with JWT-NY for over twelve years, died suddenly last Sunday, March 31 at the age of 46. He was a proofreader since joining Thompson in 1956.

Mr. Brandt lived in Jackson Heights, Queens and is survived by a brother.

JWT gals stir up zest in Gilbert and Sullivan operetta

Cooking up a brew for charity instead of Black Magic are three JWTers, Ersel Killen, Gay Clark and Fran Beehan.

All three staffers are participating in the Blue Hill Troupe's production of Gilbert and Sullivan's "Ruddigore, or The Witch's Curse." The curtain will rise on the opening of the show, and the Troupe's annual season, at the Hunter College Playhouse, on April 17.

JWT's Ersel Killen (above right with two other cast members) is one of the three Thompsonites involved in the Blue Hill Troupe's production of Gilbert and Sullivan's operetta, "Ruddigore, or the Witch's Curse."

The Gothic operetta performance benefits the Third Street Music School Settlement, oldest settlement music school in the city. The school is the latest of over twenty charities to receive proceeds from the Troupe's performances.

As singing members of the cast, bewitching Ersel and Gay will be stepping out of usual respective JWT roles in the Broadcast Labor Relations and Representative Departments. Bedazzling the audience with her behind-the-scenes effort is Fran Beehan. Fran, who is in the Casting Department pounded out sets with her handy hammer.

JWTers who wish to help young New Yorkers obtain musical instruction/education or pusue a serious career in music, can help by attending the Troupe's delightful operetta. Tickets for the April 17 through 20 performances are still available from Mrs. Donald S. Mawhinney, 245 East 72 Street, N.Y., N.Y. 10021 or (212-737-5793). Tickets are also available at the Playhouse boxoffice up to curtain time any night after April 17.

Next time someone asks you what's brewing at night in the city, tell him "Ruddigore, or The Witch's Curse."

Advertising Workshop presents Buffit with polish

The 1967-68 JWT Advertising Workshop made its formal presentation before a Review Board on Tuesday, March 26. The two-hour meeting in Review Board Room A was the culmination of ten months' intensive planning.

The primary purpose of the Workshop program is to expose its members to all facets of advertising. While creating a product for test market introduction, the members become involved in media, publicity, copy, production and research. This year's group developed plans for Buffit, a new furniture polish/dusting aid.

The ten members who presented the Buffit program used illustrative charts, storyboards and videotaped, rough commercials. Responsible for media were Lea Hopkins, Bob Brooks and Bob Lucas. Publicity was done by Anne Sampsell and copy and production were the work of Carolyn Mason, Bill Culley, Lorna Gustafson and Emile Lacampagne. Peter Thompson did promotion. Research was executed by Ron Tobias who also served as coordinator for the Buffit Workshop. Fred Ronai, account supervisor on General Wine and Spirits Company, was the supervisor for the Workshop.

At the conclusion of the presentation, Ron Tobias summarized the group's enthusiasm, as spokesman for the project. "It's been a terrific experience. It gave each of us the chance to see how his individual work related to the end product. The Workshop was a learning process for every member."

The Review Board, which included Doris Ostrom, Chet Hopkins, Amos "Bud" Kidder and Tom Ruriani, echoed Ron's sentiments. Chet Hopkins expressed the Board's admiration for the "professionalism" demonstrated by the members of the Workshop.

The learning process and the "give-and-take" conference between the Workshop and a typical JWT Review Board are the goals of the ambitious and rigorous Workshop program. Also watching the presentation with interest were members of various JWT departments as well as Stever Aubrey, manager of the NYO, and four personnel staffers: Steve Smith, Don Gilbert, Steve Darland and Judy Scott.

JWTers who may be interested in joining the next Advertising Workshop program should watch for upcoming notices in the JWT NEWS.

Ron Tobias (above left), coordinator of the Buffit Advertising Workshop, begins the presentation as members of the Review Board Tom Ruriani, Chet Hopkins, Amos Kidder and Doris Ostrom (l. to r., above right) listen intently.

Cucci play on the boards; NYO staffer realizes a dream

If you want to know how long it takes to get a play produced in New York, ask copywriter Frank Cucci of the Ford television group.

His first play, "Skin Tight," is being performed this month at the New Theatre Workshop—three years after he wrote it!

Frank joined JWT-NY in 1965 after working for the *Paris Herald Tribune*. It was in Paris that he wrote the play and he's been "carrying it around with him ever since."

He finally connected with the New Theatre Workshop, which serves as a showcase for the talents of young playwrights, directors and actors. Translation: Nobody gets paid!

However, through the Workshop's grant from the National Foundation on the Arts and Humanities, they do get a chance to develop skills and have their work seen.

After Frank's play was chosen for production, he had a chance to work with the director, assist in casting and finally see "Skin Tight," which he calls "a drama with comic undertones," come to life.

The Workshop uses the "Scuba Duba" playhouse, the New Theatre on East 54th Street, for rehearsals and performances. The new plays are performed for audiences on successive Monday nights, when "Scuba Duba" isn't on.

To see the last performance of "Skin Tight" on Monday, April 8, call the Workshop at PL 2-1370 for free tickets.

New Arrivals

Richard Colsky

Rick is a broadcasting buyer working on the Ford account. He came to New York City over a year ago to begin his advertising career with Grey. There, he bought broadcasting time for Kool-Aid. Before deciding to come East, Rick worked in his native San Francisco as a life insurance salesman. A 1962 graduate of University of California at Berkeley, he attended law school, but a bout of mononucleosis ended his studies. He's in the Air Force Reserves and has traveled extensively in Europe. A batchelor living on the Upper East Side, Rick enjoys swimming, tennis and golf in his spare time. X2150.

Also welcome to:

Mary Alexander, Sandra Baird (Art); Deirdre Roche (Broadcasting); Mildred Schweitzer (Broadcast Est.); Janet Cannella (Corp. Accounting); Richard Alsberry (Data Processing); Susan Cain (Editorial); Karen Cronin, Judith Liff (Fashion); Garrett Dempsey (R/TV Bill & Pay.); Rosemary Frisina (Representative); Lenore Barash (Traffic).

Marriages and Births

Marriages: **Marilyn Walter,** Editorial-Film, to **Peter Grounds,** TV production.

Classified

APARTMENT WANTED—Separate bedroom, living room, any area in Manhattan. $150. month. X3491.

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, X2857.

FOR RENT-SUBLEASE—Town House, 12½ feet wide, 5 floors, garden which is ⅓ roofed. Newly draped and furnished with many antiques, mirrored walls, crystal chandeliers. Complete with all furnishings, including china, crystal, linens, furniture. $2,000/month includes utilities. Beginning May 1, one yr. East 64th St. PL 9-9774.

FOR SALE—Awnings and enclosures for your home. Reasonable. 516—SU 5-2220.

APT. AVAILABLE—East End Ave., 3½ room. Maisonette apt; private entrance on ground floor of luxury building; air conditioning. Available June 1. $325/month. 861-0971.

FOR SALE—Blue and white, 14' fiber glass boat. Trailer *and* 1966 650 Mercury engine included. $950 takes all. X3007.

FOR SALE—Ford Coupe. Complete body and motor unassembled. Extra front and rear ends, plus parts and service manuals. $600 for all. X3007.