



J. WALTER THOMPSON COMPANY

NEWS



New York News

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FOR STAFF MEMBERS ONLY

The Collectors are coming!.....



Your Collector will be wearing this button!

Somewhere in this picture is your Area Captain—the JWTer in your general area who collects from your Collector. Look around for: Pat Kennedy, Lou Patulo, Arnold Martinson, Dominic Cianciaruso, Tom Johnson, John Nason, Dan Bryant, Roger Morrison, Sid Vinnedge, Harry Englehart, Ruth Moss, Elissa Kamerer, Vivian Graham, Marge Ferguson, Mary Garry, Dorothy Riggs, Bruce Adaire, Betty Bamert, Joe Pernica, Ed Meyer, John Miller, Pam Coe, Mario Kircher. One of these Area Captains will be masterminding the Collectors in your area. Either they or one of their helpers will be soliciting your support.



If you still haven't located your Collector's Collector, try again. Titiu Frankfurt, Philip Mygatt, Vic Kenyon, Tom Fucigna, Bert Peller, Thurman Pierce, Bill Nusbaum, Art Richmond and John Mangan are all there. Help your Collector collect for the Give-In!



You will get this button when you Give-In!

The JWT Give-In is here — And the name of the game is give more than before

Nag, nag, nag! It always seems that no sooner is one charity drive over than another one's right on its tail.

But believe it or not, it's been a whole year since JWT's last one. (Honest.) And this year of 1968—with its paradoxical

condition of poverty and need in a time of remarkable affluence—is a very special year, a year when, truly, every one of us can't afford *not* to give more than before.

If you live in New York City, the JWT Give-In is very easy to take. Because it's

the one and only time you'll be tapped by the Greater New York Fund.

"Gee, I gave at home."

But if you're an out-of-towner, you may find yourself saying, "Gee, but I gave to the community chest at home."

Why *should* you give to the JWT Give-In (representing gifts to the Greater New York Fund, the Red Cross, or any charity you name)?

The best reason of all is, of course, that it makes good sense to help out in the area where you make your livelihood. And



Pictured at right is the Give-In's creative team. Standing, left to right are: George Takayama, Charlie Crow and Alan Gillies. Seated is Barbara Zeltmacher. Won't you reward their efforts by giving more this year?

A capsule history of the JWT charity drive

Once again, JWT launches its annual charity drive. This year's "Give-In" campaign follows a succession of previous campaigns for the only charity drive sponsored during the year by JWT.

As long ago as the early thirties, JWT participated in the drive which benefits the Greater New York Fund and the American Red Cross. However, the drive is arranged so that any Thompsonite who wishes also may donate to a charity of his preference if he so designates.

Mr. Burkhardt, of the Greater New York Fund, states that "JWT was one of the first advertising agencies to participate in this comprehensive fund raising. Thompson has had one of the consistently finest campaigns in the history of the annual drive," he added.

Previous campaign themes have included "Sweet Charity," "The JWT Coffee Break," "Roundup Rally," "Once-A-Year Pledge," and "Give Your Fair Share," with corresponding prize drawings as an added incentive to lucky donors.

Every year, JWT contributions have broken the preceding year's record. By giving generously in the 1968 "Give-In" campaign, every JWTER can help make this year's drive the most successful ever. Let's continue this Thompson tradition.

The Who, What, Where, When of Painless Giving

Here's how to get your "I Gave In" button and get a chance (or chances) to win one or all (if somebody up there really does love you) of the prizes shown on page 4. Here's how it works.

Your Collector will come around this week with "Give-In" forms. He has a list showing the amount you gave last year. (That's just in case you forget—we didn't.) Your collector will also have a prize form with four detachable chance slips. You get one chance and your "I Gave In" button just for giving any amount. But if you give 10% or \$5.00 more than last year (whichever amount is greater) you'll receive a First Bonus chance. If you give 20% or \$10.00 more than last year (again whichever amount is greater) you'll get a Second Bonus chance. And if you give 30% or \$15.00 more you get the Third Bonus chance. (Those new to the company will receive one chance if they give up to \$12.00 and the First Bonus Chance if they give over \$12.00.) Fill in your chance or chances and drop them into the chance boxes found on every reception desk.

What's in a bonus?

When the prizes are drawn, and you win on a regular chance, your name is taken out of the box, and you are not eligible to win again. But if you win on a Bonus Chance, you can win again and

again and again! Because each time you win on a Bonus Chance, your chance goes right back into the box! So even one Bonus chance doubles your chance of winning and then goes right on working for you. Just think what two or three bonus chances can do! (Officers and vice-presidents of the company are not eligible to win prizes. Sorry about that.)

How to make giving painless

If you give either to The American Red Cross or The Greater New York Fund (consisting of 425 agencies including United Hospital Fund, Catholic Charities, Federation of Jewish Philanthropies, Federation of Protestant Welfare Agencies) you can elect to have the company make equal payroll deductions for you over a period of ten paydays. You'll hardly know you're giving at all. If you contribute by cash or check, you can specify other charities. Unfortunately, these cannot be handled through payroll deductions. So you'll have to pay by cash or check.

On the back page, you'll see the prizes our clients have so far contributed. So you see they're behind our "Give-In," too. Give more than before this year and you'll see that charity can begin at home. You may carry home one or several of these prizes. (If you win them all, we are not responsible for your fellow employee's antagonistic feelings. That's your problem!)

that's right here in New York. Moreover, as recent events have shown, big complicated cities like New York need more help, perhaps, than the suburban area where you may live. In addition, you have all the regular and emergency services and facilities of the city available to you while you're at work or just visiting.

What's in it for you?

We repeat, never was the need greater for you to give, and give more than before. And to make it easier than before to give more than before, a flock of prizes are going to be awarded (see the last page of this section).

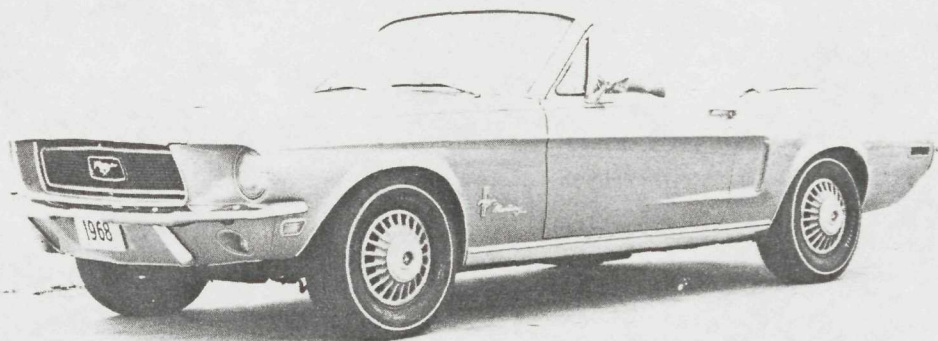
Is there any more good news? Well, look at it this way: the bigger your gift, the bigger your tax deduction. So give, give, give, at the Give-In!



Give more than before.
They all need it.

JWT Annual Charity Drive - The "Give-in"

If you give in, here's what you *might* get!



Grand Prize: The use of a Ford Mustang convertible for one month.

Other prizes include those pictured at right: American Rolex Watch Corp.: 1 man's watch, 1 ladies' watch; RCA Sales Corp.: 1 14" portable color TV set; Singer: 3 transistor radio-phonographs; E. R. Squibb & Sons: 2 Broxodent electric toothbrush systems; Chesebrough-Pond's Inc.: 15 packages containing nail polish, cold cream, etc.; Kodak: 2 M12 Movie Cameras with 3 rolls of film per camera, 6 separate rolls of 126 Kodacolor film; Mennen: 13 gift packs—8 with Shave Bomb and Skin Bracer, 5 with Shave Talc and Skin Bracer; Miles Laboratories: 12 gift packs containing One-A-Day vitamins and Alka-Seltzer, 1 3½ year supply of One-A-Day vitamins; Pan American Airways, Inc.: 12 flight bags with pens, slide rules, telephone dialers inside each bag; Pro Brush: 3 comb and brush sets; Reader's Digest: 10 Reader's Digest subscriptions, 5 record albums; R. T. French: 1 picnic basket of French's Mustard, spices, instant mixes, cake decorations; Scott Paper: 3 gift packs containing Ladies Facial Tissues, placemats, Viva towels, napkins, Cut-Rite products; Seven-Up: 1 case of 7-Up; Warner-Lambert Pharmaceutical: 100 boxes Dusting Powder, 100 boxes Contour Makeup. Not shown in the picture are prizes donated from the following clients: Phillips Petroleum: 2 snow tires; AMF: 3 separate bowling balls; Alberto-Culver, Kraft, Simoniz and Lever all will give deluxe assortments of their products.



Two of the most attractive prizes were located by JWT's Dione Guffey. At the left is a framed print of a Matisse original lithograph. At right is a framed print of a Chagall original lithograph.

Special added prize: Your choice of any item in the Fashion Department's fabulous collection of clothes. This includes evening gowns, sportswear, men's and children's clothes. All were purchased for advertisements and commercials and generally used only once.

