



# J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

JANUARY 31, 1969

## Armstrong to head JWT planning and review procedures

NEW YORK—Don Armstrong has been named corporate officer for JWT Planning and Review Procedures. His appointment was announced by Dan Seymour.

At the same time, Mr. Seymour praised the past performance of our Review Board

system, noting its contribution to overall quality control and the increased excellence of our creative product.

Mr. Seymour also pointed out that we must constantly plan ahead. "In our increasingly complex and competitive world, in which marketing bets must be made against smaller and more varied consumer segments, the need and the demand for sharper advertising strategies can be answered only with better planning, based on better knowledge of the market place," he said.

"Further, these sharper advertising strategies must be translated into commercials and advertisements more creatively than ever before. At JWT, creative freedom will never mean irresponsible fantasy or self-conscious gimmickry—but our Planning and Review Procedures must always recognize and accommodate the great and growing importance of responsible creative freedom.

"In the past, our Review Board system has done an excellent quality control job. In the future, the system also should contribute to the education of our younger people. As manifest in our many training programs, Thompson believes in 'growing our own.' Therefore, in the future, our

Planning and Review Procedures should constitute another important part of our internal training process."

In assigning Don Armstrong this corporate responsibility for Planning and Review Procedures, Dan Seymour also emphasized the worldwide nature of our need

## Becker and Becker to NYO

NEW YORK—The NY PR office has a new account—Becker and Becker Associates, Inc.

Becker and Becker is the pioneer company specializing in the comparatively new field of "environmental design." Environmental design involves space analysis, or the programming of the human use of space, and may be described as "pre-architectural planning by an objective third party."

Becker and Becker, in effect, acts as a middleman between a company and its architect, researching a firm's spacing requirements and then recommending how those needs should be filled through a coherent interior building program.

Clients of Becker and Becker include American Can Company, Xerox Corporation, and International Paper Company, among others.

Don  
Armstrong



for excellence and the advantages to be gained from an organized system for exchanging methodology, marketing knowledge, advertising, techniques, etc.

Currently, Don is working with Stever Aubrey, Ted Wilson and Larry D'Aloise on a revision of the Planning and Review Procedures of the New York office. They will be announced shortly.

## More fun from Chocks: A special tie-in premium offer for children

NEW YORK—Mothers, do your children drive you batty when they stay indoors on a rainy day? Nothing to do? Nothing to play with?

The answer to your problem might be a new premium offer from Chocks, the chewable vitamins for kids, from Miles Laboratories.

It's a delightfully imaginative plaything for youngsters, so be on the alert for the offer when it's made on over 120 live children's TV shows from Feb. 1-16 and in Sunday comics on Feb. 9.

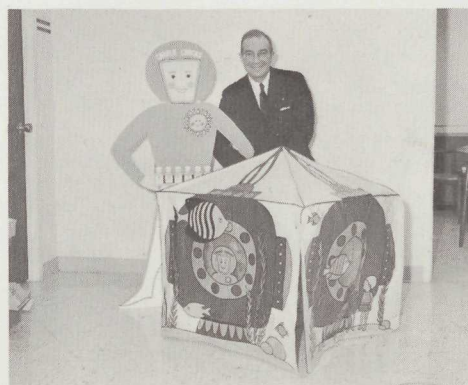
What is the premium? It's a new kind of play tent—a Charlie Chocks Bathysphere. If you've seen the current Chocks campaign, you know it features the character Charlie Chocks, who helps make vitamins "fun to take" for kids. Charlie also stars in a series of adventure commercials (JWT News, Nov. 15, 1968), one in a rocket and one in an underwater bathysphere.

The premium offer ties in with the latter commercial and is designed to help promote sales in February, a peak period for children's vitamin purchases. It's also the time of year when children spend a lot of time playing indoors and the Bathysphere Tent is the perfect answer for that plain-

tive wail—"I have nothing to do."

Made of sturdy plastic, the colorfully decorated Bathysphere is simple to put up. An enclosed roof support forms the tent's peak on a standard card table; slip the playhouse over both to create the Bathysphere Tent! (See picture this page.)

Youngsters can get a Bathysphere by



Above, John Swarts of the NYO Marketing Services Department is seen with a cut-out of Charlie Chocks and the Bathysphere Tent being offered as a premium this February. The Bathyspheres will be sent out with a bounce-back offer, a 25-cents-off coupon for Chocks.

sending in \$1.25 with a rough drawing of the Charlie Chocks badge that appears on the front of every Chocks bottle or \$1.25 and proof-of-purchase.

"It's one of the most exciting premiums I've ever worked with," states John Swarts of the NYO Marketing Services Department. "And the reaction of the people at Miles (Walt Roberts, vp, marketing director; Rudy Hoeltzel, group product manager; Lacy Bellomy, product manager) was equally enthusiastic. We've also done some informal testing with children of staff members at JWT and Miles and their initial response indicates we have a winner."

John, national sales manager for Tootsie Roll Industries before he came to JWT, is particularly well-qualified in the area of children's markets and has worked closely with management supervisor Kevin Daley, account supervisor Charlie Windhorst and account representative Tom Dahl in planning marketing strategy for Chocks. The account team also has worked closely with the producers of children's shows, such as Mr. and Mrs. Bert Klaster of "Romper Room," to learn more about marketing to

(Continued on page 2)



## Weilbacher named director of research

NEW YORK—JWT has a new research director in New York—William Weilbacher, 40, one of the top men in the business. The appointment ends a nine-month search.

He comes to Thompson direct from partnership in Jack Tinker & Partners.

Mr. Weilbacher's job at JWT will be "to define the product of the research department in terms that will best service our accounts and clients."

A good department, he says, "depends on a variety of viewpoints in marketing and advertising research—not on any one single approach."

"I don't believe that research is always

put into its proper perspective. It has to make one basic contribution: better adver-



William Weilbacher

## More fun from Chocks: A special premium tie-in (Cont.)

children for Miles products.

A teaser campaign for the Bathysphere offer is being aired this week and next on such children's shows as "Romper Room," "Bozo" and "Wonderama." The artfully decorated Bathysphere Tent (portholes and all created by NYO's Kati Bodor and Tom Marchin in conjunction with the Chaseline Division of Chase Bag Co.) will make its debut on Feb. 1. Copy for the offer was written by Mari Hayes and Christie Austin.

### GET YOUR VERY OWN

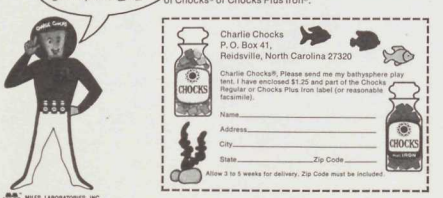
# BATHYSPHERE

IT'S A NEW KIND OF PLAY TENT!

\$1.25 (\$3.00 VALUE) AND ONE LABEL FROM CHOCKS



- Heavy plastic, goes indoors or outdoors.
- Fits over any standard cardtable. Corner opening. Room for a whole crew.
- Exclusive design—bright colors. Authentic deep-sea fish. See-through portholes.
- Only \$1.25 and one label or reasonable facsimile of Chocks® or Chocks Plus Iron®.



This offer will appear in Metro and Puck Sunday Comics on February 9.

tising and marketing decisions. To the extent that it does this, it is successful."

His career in research began with the National Biscuit Company in 1951. He spent a nine-year period from 1953 to 1962 at Dancer-Fitzgerald-Sample — an agency known for its considerable research efforts, particularly for Procter and Gamble. From 1962 to 1966 he was senior vice president for marketing services and chairman of the plans board for what is now LaRoche, McCaffrey and McCall (C. J. LaRoche Company when he joined).

A graduate of Yale University (B.S., 1949, economics major) and Columbia University's Graduate School of Business (M.S. 1951) where he's also a former faculty member, Bill is now adjunct professor of marketing at the N.Y.U. Graduate School of Business.

He collaborated on *Advertising in America: The Consumer View*, published by Harvard University Press and has been co-author or contributor to three textbooks: *Advertising Media*, *Marketing Handbook* and *Marketing Research*, all published by Ronald Press.

Bill is also chairman of the board of the Audit Bureau of Marketing Services, an affiliate of Audit Bureau of Circulations. He has been on the latter's board of directors and those of the Broadcast Rating Council and the Advertising Research Foundation.

## Quote of the week

"Mary Wells or JWT?"

"... 'If we were given a choice between the two, we wouldn't want to be Mary Wells. We'd be J. Walter Thompson every time.' Those words were spoken before the Charlotte (N.C.) Society for the Communications Arts last week and, thank goodness, by a man, Donald Kurtz of the new Kurtz Kambanis Symon agency."

—Philip H. Dougherty  
Advertising Columnist  
The New York Times  
January 28, 1969

## Chicago staffer aids basic advertising course for Negroes

CHICAGO—The current Basic Advertising course, sponsored for Negroes in the Chicago area by the Central Region of the American Association of Advertising Agencies, is nearing its successful conclusion in the Windy City. Its success is reflected in the fact that 20 of the 23 people who started the course will graduate.

Instrumental in this success is a JWT staffer who has helped guide the project since its was launched three years ago. He is Bill Sharp, creative group head at JWT-Chicago, and coordinator of the courses along with Bill Aiston of the Clinton E. Frank agency.

Only a few of the students in the courses had any previous contact with advertising agencies. All the students were recruited through word of mouth and by public service advertising over three Chicago radio stations.

No educational level is stipulated in the recruiting and none of the participants is over 30 years old.

From the latest classes a total of four persons were hired by agencies even before the completion of courses. One was from the media course and three from the creative classes.

In the first two years the courses combined creative and media classes, but this



Jeffrey Whaley, I., a student, participates in a class in the Basic Advertising Course. Seated is Bill Sharp, creative group head at JWT-Chicago and coordinator of the courses.

winter's course was divided into separate creative and media classes taught by staffers from several Chicago agencies.

One of the sessions of the creative course was addressed by Bob Edens, manager of the Chicago office, who discussed "Copywriting Psychology."

Among the Thompsonites serving as advisers to the students this winter were Tom DeMint, an associate creative director in the Chicago office, and Glenn Fujimori and Don Boehme, JWT-Chicago art directors.



## Welty: "The computer as a tool used in media planning is here to stay"

CHICAGO—Computers are very much on the minds of magazine publishers and their sales staffs.

That is the feeling brought back to New York by Bob Welty, JWT-NY manager of Media Planning who spoke on "The Advertising Salesman and the Computer" at the midwest conference of the Magazine Publishers Association last week.

"The computer as a tool to be used in media planning is here to stay," Bob told the publishers.

"As computer usage in media selection advances more and is used more generally, you will find that you will be enjoying your sales calls more," Bob told the magazine salesmen.

"You will enjoy it more because it will

let you get back to the important thing that you are selling, the heart and soul of our business—the effect of an advertisement in your medium. Isn't the real thing we're all after the *response* to an ad, rather than medium numbers delivered?" asked the JWT speaker.

Bob's speech caused so much comment and resulted in so many requests for copies



Bob Welty, r., discusses his talk with John Herbert, l., president of the Magazine Publishers Association, and R. C. Ferguson, western sales director of Meredith Corporation and chairman of the Midwest Conference committee of the MPA which sponsored the conference. Meredith Corp. publishes *Better Homes & Gardens*, a JWT-Chicago account.

### Thompson a pioneer in field; started using computer in '62

NEW YORK—JWT has pioneered in the computer approach to media planning and buying.

As early as 1962, JWT-NYO began experimental work in this area by hiring David Miller, professor of mathematics at Columbia University, as a consultant in the use of the computer to develop media plans. While these activities were under way, other approaches and studies were undertaken at JWT-London, followed by joint efforts with NYO.

Directing the media operation is Dick Jones, NYO Media Director. Bob Welty is the first manager of Media Planning and he heads up the Information Review Committee. The media planning group is made up of 10 associate media directors and 21 media planners. It's Bob's job to make sure that all the latest marketing information, which may aid in making a marketing decision, is on the computer and ready to be used.

Under the JWT system, the computer can correlate ad expenditures and sales potential by a client's marketing districts.

The RCA Spectra 70/45 computer data bank in NYO contains a county-by-county circulation estimate of every newspaper, magazine, radio, TV station in the country, together with a program combining these data into any specific county grouping.

The JWT computer also can estimate coverage of all nighttime TV network shows in which a client's products will participate during the quarter, and allocates network TV expenditures to each sales district. And it is one of Marvin Antonowsky's major tools for both media research and spot time buying.

Will it push people aside? The answer from Dick Jones and Bob Welty is "Never." All the computer does is analyze and calculate, after being programmed.

It doesn't make the decision. The decision is made by people. The computer gives people the basis for it all.

that he thinks the MPA will publish it in booklet form.

Highlights of Bob Welty's talk follow:

"My interests are in the kind of computer output that will help me make sound media decisions. . . ."

\* \* \*

"The computer has to be the greatest boon to touch our lives since the day we began to figure the first cost-per-thousand. . . . It can do all the tedious analytical work for us. It can arm us with information that makes us a lot smarter, which in turn, leads us to more intelligent decisions."

\* \* \*

"There seems to be some emotion connected with our shiny, new machines. . . . The term 'computer' . . . seems to have struck a tone of George Orwell's 1984 brought into the 1960's prematurely. . . ."

\* \* \*

"It wasn't always known what kind of information went into the machine. . . . Were you being marked down because of some facet of your editorial that you could explain very convincingly to a buyer, but not to a machine?"

\* \* \*

"If you feel that your magazine falls more into the delivery-boy category, then it is appropriate to let your case rest entirely on numbers. If, however, your magazine develops a response unique to its own audience, then there is much more that needs to be communicated to the media buyer. That's the job of the magazine salesmen."

\* \* \*

Four reasons why the computer will see greater service from a planner's point of view:

\* \* \*

1—"The media decision is complex. . . . Five major media types (newspapers, magazines, television, radio, outdoor) to deal with . . . wide selection of forms within each media type . . . countless units or insertion dates . . . a cost discount array.

The number of reasonable plans that can be designed to fit a particular plan and budget are almost unlimited."

### JWTer's talks sparks lively question and answer period

CHICAGO—Magazine publishers and salesmen are probably as typical as any group in their initial reaction to the entry of the computers into their field of expertise.

With tongue in cheek, Bob Welty, NYO, put these questions to listeners during his talk to the Magazine Publishers Association here last week. The answers show that the magazine salesmen wish the computer would go away.

But, as Bob told them, if they learn to understand the computer's function in media planning and buying, their calls on advertising agencies will be more enjoyable than ever.

Estimated audience: 200.

Response by show of hands.

Q—Do you feel your chances of getting on a schedule are improved in those media departments where computers are used?

A—"Yes"—2 "No"—198.

Q—Do the Media Departments explain to your satisfaction how they are going to conduct a computer analysis?

A—"No"—unanimously.

Q—Do you think that magazines will suffer in a computer analysis against TV?

A—"No, will do better"—2; "will suffer"—198.

Q—When computers are used, do you think too much emphasis is placed on numbers and not enough on editorial importance?

A—"Numbers"—unanimously.

Q—Would you like to see a law enacted prohibiting agencies from using computers in media selection?

A—"Yes" unanimously.

At the end of his talk, Bob invited the magazine people to visit NYO at any time to go into the computer operation in as much detail as they wish. As JWT NEWS goes to press, the invitation is being widely accepted.

2—"In spite of the mountain of information, it is not nearly enough of the pertinent kind."

\* \* \*

3—"There are no short-cut solutions to a media decision."

\* \* \*

4—"The media plan is important. All of the media decisions added together amount to \$16 billion worth of communication energy. Since every advertising plan must seek not to be buried in that avalanche of ads and commercials, it is imperative that the media plan that the planner constructs be thoroughly analyzed, accurately assessed and expertly executed."

\* \* \*

"Magazine salesmen must understand the basic structure of the computer analysis systems used by the agencies that they call on."

\* \* \*

"The principles involved in media computer systems are simple. The technique is involved but that's the technicians' domain, not the salesmen's."



## Advertising workshop clicks with Kodak and JWT

ANN ARBOR—That's in Michigan. It's home for the University of Michigan.

It is here that JWT, one of its clients, Kodak, and some 50 students in the School of Design recently concluded the 1968 Fall semester "Creative Advertising Workshop."

The project is carried out each year with a different company and its advertising agency. Geared for students majoring in



Representatives from the Kodak team at JWT, account supervisor Hugh Jones, I., and management supervisor Wyatt Hicks, look at slides of the advertising prepared by students at Michigan. Missing from the picture is creative supervisor Granger Tripp.

advertising design, television techniques, creative writing, journalism and marketing, the program's objective is to enable all the students to experience the total creative process in advertising.

For this workshop Kodak's Consumer and Motion Picture Market Division's advertising managers and staff and JWT-NY's Wyatt Hicks, Hugh Jones and Granger Tripp represented the client and agency respectively. They worked with the directors of the program, Chauncey F. Korten, professor of art, and Donald B. Gooch, professor of design.

As Hugh Jones sums it up, "I don't think any budding Stanley Resors, David Ogilvys, Bill Bernbachs, Mary Wells or Granger Tripps were turned up during the semester-long effort, but certainly Mr. Korten at the University of Michigan has devised an academic approach to teach college-level advertising students that is both pragmatic and relevant."

"The Creative Advertising Workshop

operates on the premise that the creative function in advertising must begin with a thorough investigation and understanding of the given marketing problem," says professor Korten. "It is the responsibility of the client marketing group and the agency account group to provide this information. Their input, the extent to which they share and articulate their problems with 'creative' directly effects what they get back. It improves their chances for getting back a pertinent advertising concept."

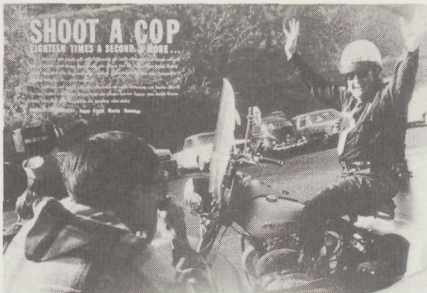
The marketing problem: To develop an advertising program in behalf of the Kodak Super 8 movie system for college students and for vertical markets such as business and industry, education and sports analysis.

Hugh Jones prepared a JWT bluebook entitled "An Overview: Kodak 8mm. and Super 8 Advertising" to give the students essential marketing facts, the best target potentials and past advertising strategy.

He presented the bluebook in a three-hour lecture to the students emphasizing among other market facts the trend towards simplicity and lower costs in "home" movie products. These two factors, he explained, have not only broadened the traditional market but have pointed to totally new markets.

Kodak, at its presentation, demonstrated the Super 8 cameras and projectors which would be advertised. It explained that it did not want to advertise products per se but rather what a system of products can do for the consumer. Kodak pointed out the customer segment it wanted to reach and told what it expected advertising to do to reach those customers.

Then the students went to work. They



From left to right are examples of the work produced by some of the other groups: Group one, group three and group four.

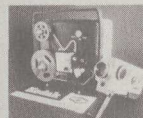
prepared statements of the problem which were reviewed by JWT and Kodak before they proceeded to the next step: the development of an advertising concept and strategy.

At mid-term, Hugh came here to evaluate the students' creative strategies. They had rough tissues to illustrate their print thinking and story boards for TV, with rough drafts of radio scripts. Once these had been okayed, the students went ahead with final ads—TV spots, b/w newspaper ads and color ads for magazines, plus radio copy.

The students had been divided into 5 groups, each presenting a different strategy. Group five, a younger group of five girls and one boy, particularly impressed their



50 FEET ON THE SCREEN IS BETTER THAN 1 IN YOUR MOUTH



This ad is part of group five's efforts.

JWT mentors—Hugh and Granger—in the semester-end review. Their campaign was titled "Activist" and, as Hugh said, "they had the spriteliest copy, with such headlines as:

"'The Conscientious Projector' for a print ad about a Super 8 sound projector.

"'How Would You Describe a Door-knob If You Didn't Know How It Worked' for an ad about how a Super 8 movie can make a sales call an order-taking call.

"'Fifty Feet on a screen is better than 1 in the mouth' to develop the value of movies as a sales tool."

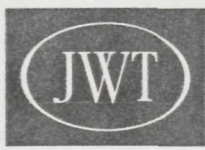
What group five produced, reports Hugh, "was by far much more relevant, clear and persuasive than the (other) groups . . . It delivered a selling message." He points out that Stanley Resor once said: "advertising is finding the great idea; everything else is plumbing."

All of the students, Hugh said, were good plumbers. Group five, in addition to a sure handling of all the plumbing, produced ads with "interesting photographs, a clear, benefit-oriented witty headline and copy filled with facts and information that give knowledge about the products.

"This is one way for JWT to get a line on future talent."







January 31, 1969

**Social Security: An unadvertised special for Americans**

Working Americans have been paying social security taxes for the past 32 years, and in return, the social security program has paid over 181 billion dollars in benefits since 1940. You might think that a program as firmly established as this one

ticular retirement plans. The best time to enroll in Medicare, which is available whether or not you retire, is two or three months before you reach age 65.

Another little-known fact about social security is that 25% of all social security beneficiaries are under age 62. This group of about 6 million people includes workers receiving disability benefits, the wives and children of workers receiving disability and retirement benefits, and the survivors of deceased workers.

It is most important for young workers to know about the benefits available for disabled people. A person is considered "disabled" if he cannot work because of a severe physical or mental impairment that has lasted (or is expected to last) for 12 months or longer. Thus, disability benefits can be paid even if you expect to recover and go back to work after 12 months or more. Disability insurance can be paid to workers under age 65 and cer-

tain members of their families.

Survivors benefits can also be paid to many disabled widows and dependent widowers who are 50 years old or older. There is a waiting period of 6 full months before benefits can begin. It is not necessary to delay making an application. It is important to apply for benefits promptly when it appears that your disability will last 12 months or longer, because a delay could cause you to lose some of your benefits.

The amount you and your family can expect to get from social security each month depends on your average earnings that have been reported to social security by your employers over the years. You can get a more precise estimate by contacting your nearest social security office. For full information about the benefit programs described in this article, ask for the booklet titled "Social Security Information for Young Families."

—Charles S. Farber  
District Manager

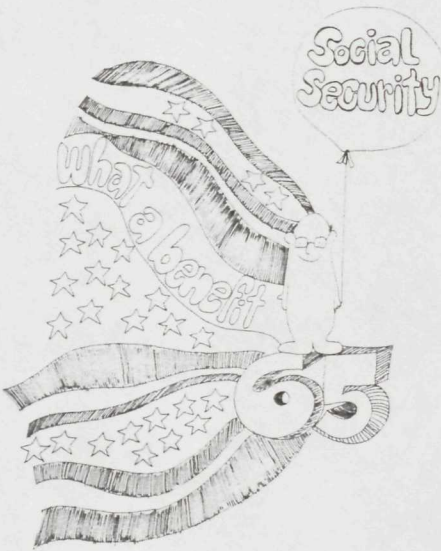


Illustration by NYO's Laura Winterbottom

does not need to be advertised. However, the Social Security Administration has found that many workers do not know what they are getting for their social security contributions, and more important, they sometimes fail to take full advantage of what social security has to offer them.

For example, most people know that a 65-year-old person can apply for Medicare, and that he can collect retirement payments from social security if he stops working. However, did you know that both men and women can start receiving retirement benefits at age 62?

Many people know that social security benefits are payable if a worker earns less than \$1680 a year, but people are often surprised to learn that regardless of a person's total earnings for the year, a 62-year-old worker can always receive social security benefits for months in which his total wages are \$140 or less. For example, if a 62-year-old worker, earning \$12,000 a year, retires at the end of June, his earnings for the year will be around \$6,000. He can collect social security benefits starting with July, when he has no wages. Finally, if a worker's earnings for the year are fairly low (under \$4,000), he can often receive some benefits even for the months when he is working.

These facts mean that a few months before you plan to retire you should visit your local social security office and ask how social security fits in with your par-

**Gardner's updated guide to San Francisco now available**

Bob Gardner is San Francisco's answer to Arthur Frommer and Temple Fielding. Bob is that rarest of guide compilers—a straightshooter from the West. *Gardner's Collegiate Guide to San Francisco* describes that indescribable city . . . "like it is" to every reader who pokes his proboscis into its 56 pages.

Meanwhile, back in New York City, Bob lives his life, sans tuxedo, as a NYO copywriter in Bill Seibert's group. The 1969 updated version of his San Francisco ("never Frisco," he warns as a starter) guide, like its two predecessors, represents the culmination of vacation investigation. "When I go home," Bob sighs, "I barely set foot in the front door when I'm headed out the back for 'work.'" Work, for Bob, means traipsing off to doublecheck on a restaurant or investigate a new topless joint.

Bob claims he's neither a gourmet nor a seeker of elegant restaurants, though he admits to enjoying cooking sessions in his apartment kitchen. Instead, he states the art of guide booking comes less from acquiring the connoisseur's taste for high living than the businessman's sense of organization. "It's not all hopping cable cars and drinking champagne," Bob elaborates. "Most of my time is spent checking phone numbers, listings and addresses."

A backup team of scouts and artists in San Francisco assist him while maintaining the strictest code of honesty. How? "We refuse the usual bribery in the business," Bob explains. The net result of the coordinated team effort is a refreshingly candid point of view that's also consistent (it's Bob's).

His guide is now THE number one bestseller in San Francisco. In leaner days,

Bob once wrote an ad with the headline "You don't have to be collegiate to love *Gardner's Collegiate Guide to San Francisco*." Today, more appropriately, it could read, "You don't have to be from San Francisco . . ." Any enterprising New York bachelor could pick up helpful hints from the section called "The Jack Benny \$3.92 Night on the Town."

The author promises "you don't have to be a native" to buy his 1969 guide, now hot off the press. To all JWTers, Bob offers



Hard at work, Bob engages in some of the "research" necessary for the updated edition of his guidebook.

the guide at the bargain price of \$.50. You can also pick up posters at the same price. The poster is a copy of an ad that appears on the inside cover, with the blessing of a very devoted San Francisco fan, Mrs. Margaret Fyffe, our own 10th floor receptionist.

Stop by Bob's 10 square cubicle to pick up your copy.



## Classified

**WANTED**—One-bedroom apt. 30's—60's East or Central Park West. Reasonable. Sublet o.k. X2510.

**ROOMMATE WANTED**—To share 2 bedroom luxury apt. on E. 74th St. with 3 other girls. 24 hr. doorman. Rent: \$80. Call 879-8990 after 6:00 P.M.

**SUBLET FOR RENT**—Furnished, 1 bedroom, fireplace, view of Central Park at 92 St. & Madison. \$200/month. Available approximately Feb. 1-end of April or longer. Call Louise Cowper at 736-9221 between 9-5.

**SUBLET**—Feb.-Aug. Beautiful Edwardian 4-bedroom house, approximately 30 min. by subway to midtown. Fireplace, garage, fully equipped. \$325/month. X2043.

**ENLARGER FOR SALE**—Simple photographic enlarger for 2 1/4 x 2 1/4 negatives. Used. \$40. Call Charles O'Neal, X3633.

**APT., ROOMMATE WANTED**—Young lady looking for apt. to share with roommate over 25 anywhere in Manhattan (preferably midtown or East Side). Approximately \$125-\$150/month. Call MU 8-9100, X143 between 9:30-4:30.

**UNUSUAL OPPORTUNITY**—Vox electric organ, single keyboard with Vox amplifier. Call weekends or weekday evenings: TE 1-0053.

**RIGHT ON THE WATER**—of Long Island Sound, at South Lyme, Conn. Two-bedroom house available for summer rental. Great swimming, boating, view. In private community only 2 1/2 hrs. from Manhattan. Call X3128 to see photo brochure and for rates.

**TWO GREAT BARGAINS**—Brand-new, used once, Pentax H3V. White leather case. Normal lens, 135 telephoto. Also, 2 Pirelli Cinturato tires. Size 185 x 15 tube type. Use: 300 miles. For both, call X2300.

**NEEDS TLC**—One free, lovable 8-month cat. She's a well-bred alley cat who just needs a home and some tender loving care. Won't you help out? X3352.

**APT. EXCHANGE**—Fantastic 3-room floor thru fireplace garden apt. Located in East 80's. Rent: \$250. Available immediately in exchange for studio (or larger) for \$125 or less, anywhere in the City. Call Carolyn, X3074 or 734-3576 after 6.

**BEST REASONABLE OFFER**—Year-old Olivetti Lettera 32 portable typewriter. Excellent condition. X3408.

**ANY OFFER MAY TAKE IT**—Hi Fi Zenith phonograph and record cabinet. Light wood. 15 years old. Won't play stereo records. X2777.

**FOR SALE**—A blue/grey rug, 11x13 ft. and one Zenith Hi-Fi phono \$105. Call Jane, X2737.

**WANTED**—Small upright piano for small uptight apartment. M. Keating, X3191.

**LARGE STUDIO SUBLET**—166 East 35 St. Sublet 1 1/2 years. 8th floor 24 hr. doorman. Can share comfortably. \$195. X2510.

**SHARE APT.**—64th and York. Share with 2 girls (twenties). Great large apt. Ideal location. Available Feb. 1st. Call: 826-5050 (Miss Murphy) or 826-0324 (after 6).

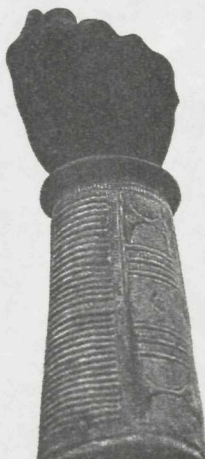
**TOWNHOUSE FOR SALE**—Bronxville Village townhouse with patio and yard. Livingroom with fireplace, 4 bedrooms and 2 baths. Walk to railroad and school. 914-DE 7-0440.

**LOOKING FOR**—Three room apt. East Side: 8th St.—85th. \$225. March 1 or April 1 occupancy. Preferably unfurnished. Call Sherry Frawley, X3053 or at home, UN 1-8767.

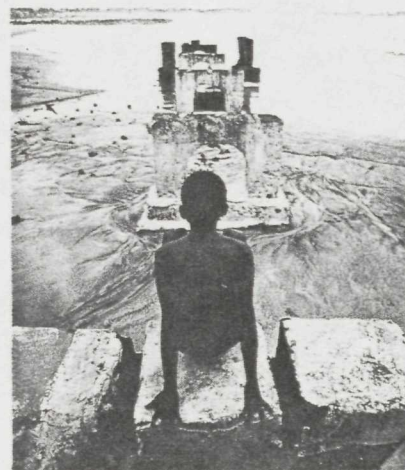
**SUBURBAN HOUSE SALE**—Hicksville charming Levitt home. Clean, "move right in" condition. 5 bedrooms, 15 x 20 den, fireplace in living room and large eat-in kitchen, all brand new 1968 appliances. \$26,000. X3368 or 516-643-5831.

**SITTING PRETTY**—Four antique dining room chairs, newly refinished, recovered for sale. All for \$175. X3525 or, after 5, LE 2-8647.

## Art Galleries



• 10th floor corridor gallery, through Feb. 7. Staff photographer on *Look* magazine, Joel Baldwin is exhibiting photographs he took while on assignment in Africa for *Look's* special issue, "The Blacks and The Whites." Included are



photographs from the feature picture-essay "Black America's African Heritage." (See photos, above l. and r.) These are a preview to the slide show and talk he will present at Thompson on Tuesday, February 4 from 11-12 in Conference Room A.

## New Arrivals

### Susan Ginsberg

Susan joins Thompson's broadcasting/traffic department as a traffic assistant. She is in charge of spot control on the Lever account. Before her assignment here, she was with Ted Bates where she did spot control on the Colgate-Palmolive account for two-and-one-half years. At Bonded TV Films, a print procurement house, she saw the other side of the business by answering agencies' requests for films. Susan was an art history major when at Ohio State. A native of New Jersey, she lives on the upper East Side with her husband. Susan is an antique collector, enjoys painting and loves a good tennis game. X2298.



### Gilbert Harris

Gil's an artist on the Pan Am account. He comes to JWT from Gumbinner-North where he art directed on Smirnoff's Vodka and Heublein Cocktails as well as Croton watches. Before he entered advertising, Gil was a free-lance artist in the City. Gil is that rara avis, a "native New Yorker," and still lives in Manhattan. He was graduated from Cooper Union (where he majored in art) and took painting courses at Art Students League and commercial art courses at Visual Arts Center. Outside of work, he pursues an interest in sculpting and painting. In fact, Gil has had a few private shows and has won some awards for his paintings. Other pursuits Gil enjoys are an occasional walk and some sets of tennis. X3183.



### Also welcome to:

Evelyn Fanger (Broadcasting); Sonja Milliner (Broadcasting/Estimating); Joan Raggi (Client Acctg. Typ. Pool); Melinda Farber (Editorial); Lieba Fernandez (Print Media Bill & Pay.); Nancy Daniels, Barbara Pearson (Representative); Michael Denning (Reproduction); Sylvia Donnellon (Research).

### Marriages & Births

**Married:** Charlotte Payne, Estimating, to Raymond Zawislak; . . . Maureen Farber, Representative, to Howard Feirman.

**Babies:** Girl, Nancy Ellen, for Marge Lewin Ross, formerly in Media.



**TV WEDDING**—Viewers will see Steve Lawrence and Edyie Gorme married in Gordon Jenkins' "What It Was, Was Love," an album brought to life on Kraft Music Hall, in color at 9 P.M., Wed., Feb. 5 on NBC. The Album tells the story of a courtship and marriage over a 25-year period and was written especially for the husband-wife team.