



J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

FEBRUARY 7, 1969

Scott's Viva a two-ply success story in towel market

NEW YORK—A brave new world might well begin
With no invention
Worth the mention
Save paper towels and aspirin.

—Phyllis McGinley

This little doggerel by poetess McGinley gives no idea that the paper towel business in the U.S. this year is estimated at more than \$300 million or about 30 million cases of paper towels.

At this writing, two giants of the industry, Scott Paper, a JWT client, and P & G—each with a new product—are locked in a marketing battle for a substantial share of this growing business.

The entries are:

Scott—new Viva Towels—"The paper towel you'll use *instead* of cloth"

P & G—Bounty towels—"Absorb like magic."

Neither product is national yet, but, as of this month, Scott's Viva is being sold in two-thirds of the country and the day is not too far off when Viva will be on sale in all 50 states.

To tell the marketing story, we must go back to 1965 when P & G introduced Bounty, a new kind of paper towel, in the test markets of Wichita and Columbus.

The introduction was a typical P & G operation—1) a discernible product difference from paper towels already on the

market 2) careful testing of consumer reaction 3) substantial marketing budget.

Bounty towel was a two-ply product. It was not the first two-ply product on the



market because Kleenex had had one on the market since 1963 and American Co.'s Gala brand had also been introduced.

Bounty, however, was manufactured by a process that bonded the two-ply paper

together in a new way. It tested successfully and P & G achieved high share levels in the test markets.

Scott, being the leader in the paper towel business, was determined to come up with a two-ply product that was equal or better.

By the spring of 1966, Scott engineers had developed a laminated two-ply product that surpassed its two-ply competition in many ways both in laboratories and with consumer testing.

The next assignment for the Scott group at JWT, headed by Chet Hopkins, was to help the Scott product group come up with a new brand name. A number of name generation processes were used, among them the computer which spun out 10,000 names. Twenty-seven promising candidates were eventually selected for final consideration. The name selected was: VIVA.

The JWT-Scott creative group—Ruth Downing, Mary Jo Littlefield, Ellen Currie and Bernie Owett—went to work and developed several prototype towel commercials which were studied qualitatively by the agency and Scott.

Some important conclusions from this research were:

1. Without having used the product, most towel users were not ready to believe that a towel could be both soft and strong.
2. With actual usage, women were able to perceive and believe a commercial

Try a sample

Inserted in this issue, NYO staffers will find a sample of Scott's Viva. Try one of its many uses at home or in the office.

which claimed a new towel was both soft and strong.

3. Users of certain brands differed in their readiness to believe a soft/strong claim.

Next step was to test these commercials for Viva in consumer group sessions in Yonkers, Oklahoma City, Dallas.

Based on the results a group of finished commercials for TV and radio was produced for use in the test market areas.

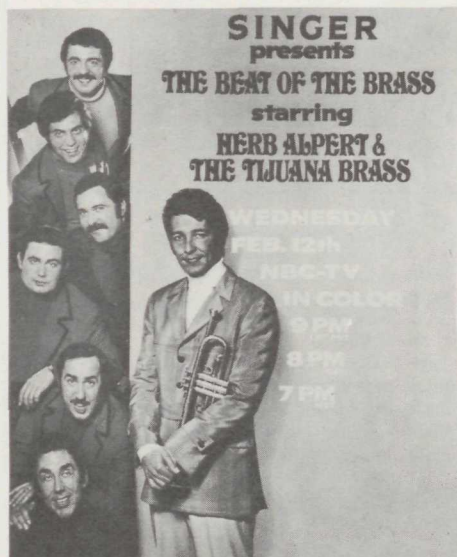
Incidentally, in addition to the soft/strong claim, Viva towels are printed in Viva colors: green, yellow, pink and white. The border designs are in one of three colors: curry (yellow), green (avocado), and pewter (silver gray).

Now the Viva product was ready. The ads had been tested. The introductory marketing strategy had been set in motion.

At this stage, the JWT Product Publicity-PR Department, NYO, was called in to help with the launch. The Scott PR group under John Rost, account group

(Continued on page 2)

Singer presents encore of "The Beat of the Brass"



In photos at right, director Steve Elliot, account representative Gene Secunda, and Peter Eder, Singer advertising manager, discuss sewing close-up, which is then filmed. Resulting shots (bottom) show quality testers putting the Golden "Touch & Sew" sewing machine through its paces.

NEW YORK — Herb Alpert and the Tijuana Brass march to the heartbeat of America in "Singer Presents the Beat of the Brass," a repeat colorcast scheduled for NBC on Wednesday, Feb. 12 from 9-10 p.m. EST.

Among the commercials making their debut on the program is a brand-new 60-second commercial produced by JWT. Designed to dramatize the quality that goes into every Singer sewing machine, and shot on location at Singer's Elizabethport, N. J. plant, the commercial has the special quality of real people in an authentic setting.



How it all started

PHILADELPHIA—The paper towel industry was started here in 1907 at the suggestion of a local school teacher.

The teacher was faced with an epidemic of colds among her pupils and she was determined to take preventive measures.

All her pupils were using one cloth towel in the school room. Thinking that this might be the reason the infection was spreading, the teacher cut pieces of paper into small squares and gave these to the students to use instead of the cloth towel.

Arthur Hoyt Scott, son of one of the founders of the Scott Paper Company, heard of the ingenious scheme. It seemed an ideal application for a carload of heavyweight paper which the company had on hand.

Mr. Scott had it cut into individual sheets. Thus the paper towel was born.

The new product was sold initially for wash-room use in business, institutional, and industrial buildings. In 1931, ScottTowels for home use were first marketed.

The introduction of Viva Towels marks a milestone in the industry. Viva la paper towel!

Scott's Viva a two-ply success story in towel market

supervisor, introduced the Viva product by regions—first, in 1967, in Philadelphia, Boston, New York; then, in 1968, in ten other major markets.

The publicity action was planned with the guidance and approval of the Scott product manager.

The PR program included preparation of a Viva consumer leaflet, entitled, "Your Favorite Things" which extended the advertising theme by showing how Viva Towels could be used instead of cloth to care for a homemaker's fine glassware, silver, brass, copper and pewter.

Editors, telecasters and broadcasters were called into a reception in each city and given a 15-minute presentation on Scott's leadership in the paper-towel market. Ten press functions were held within a five-week period and gave Scott the individual attention of some of the most influential press and educational leaders in the U.S.

Viva Towels are now in Year Number

Two in areas where they were first introduced. It is interesting to note that there have been no major changes in objectives or strategy. The only difference is that Scott and JWT are no longer trying to introduce the product. Now they are selling it.

How well they are doing is underscored by the fact that Viva's market share goal



Betty Bastion of JWT PR is interviewed about Scott's Viva Towels on the "Dorothy Shank" program for Station WJL Radio in Buffalo. Dorothy was absent that day so an announcer filled in for her.

VIVA TOWELS "Instead-Jingle" 1967

1. (MUSIC) 
2. SINGERS (VO) Oh, you'll never believe a paper towel like -- Viva! 
3. Unbelievably soft... 
4. like cloth. 
5. You'll use it instead of cloth. 
6. To wipe a tear... dry an ear... 
7. clean silver bright... shine tables right. 
8. You'll never believe a paper towel like -- Viva! 
9. Unbelievably strong... 
10. like cloth. 
11. You'll use it instead of cloth. 
12. For scouring grills, mopping spills, painty splatters, gloppy matters, washing dishes, draining fishes. 
13. It's a sponge... 
14. It's a cloth... 
15. It's a mop. 
16. Viva never knows where to stop. 
17. Oh, you'll never believe a paper towel like Viva! 
18. ANNCR: (VO) A towel so far ahead of cloth... 
19. You'll use this towel instead of cloth. New Viva! From Scott. 
20. SINGERS: (VO) Instead of cloth! 

VIVA TOWELS TEAM

Management supervisor: Chester Hopkins
 Account supervisor: Jack Anderson
 Account representatives: Howard Holder, Rupert Walters
 Creative supervisors: Bernie Owett, Page Procter
 Associate creative supervisor: Ruth Downing
 Copy group head: Ellen Currie
 Copywriter: Mimi Lewandowski
 Art director: Jay Dederick
 TV/Radio production supervisors: Catherine Ames, Ed Kahn
 Print traffic: Robert O'Malley
 TV/Radio traffic: Ursula Bronisch
 Associate media director: George Rosenkranc
 Media planner: Brian Holland
 Broadcast supervisors: Storrs Haynes, Nancy Smith, Mario Kircher
 Spot TV/Radio buyers: Sara Wind, Diane Rose
 Head print buyer: Jon Morgan
 Research account executive: Hal Goldman
 Marketing services: John Swarts
 Public relations supervisor: John Rost
 Publicists: Rosemary Dryer, Cheryll Walters, Betty Bastion

jingles have been changed only slightly since the introduction. As plans were made for the Year Two, live action commercials were tested against the combination of animation used in the introduction.

(Continued)

The animation version scored better, so JWT and Scott stayed with it.

Says Chet Hopkins, "The paper towel market is expanding because of the two-ply products and color. The market has been growing at the rate of 12% in the past five years, and two-ply products account for much of that growth. So we know that Scott is doing the right thing."

To give readers another idea of the size of the paper towel market, here are some additional figures. In 1963, \$3.7 million dollars was spent in paper towel advertising (all brands). In 1969, it is estimated the figure will have increased six-fold with Viva and Bounty accounting for healthy shares.

**SCOTT PAPER COMPANY
VIVA TOWELS-INSTEAD OF CLOTH CAMPAIGN
60-SECOND RADIO COMMERCIAL
"INSTEAD JINGLE #1"**

MUSIC INTRO: PASE DOBLE MUSIC

Oh, you'll never believe a paper towel like Viva!

(MUSICAL THEME)

Unbelievably soft like cloth.
You'll use it instead of cloth
To shine a silver pot . . . a table top . . .
Wash a baby's face . . . or a crystal vase
You'll never believe a paper towel like Viva!

(MUSICAL THEME)

Unbelievably strong like cloth
For scouring grills . . . mopping spills . . .
Cleaning dirty window sills . . .
Washing dishes . . . draining fishes . . .
It's a sponge . . . It's a cloth . . . It's a mop.
Viva never knows where to stop.
Oh, you'll never believe a paper towel like Viva.

(MUSICAL THEME)

ANNCR: A towel so far ahead of cloth, you'll
use this towel instead of cloth.

New from Scott—Viva Paper Towels
New Colors! New Borders! New Viva!

SUNG: Instead of cloth!

60 Second TV

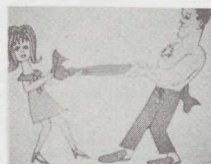
"Trilogy"

#68-0415-60

1968



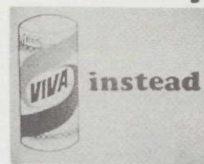
1. ANNCR: (VO) What's your favorite cleaning cloth?



2. LADY: My husband's old pajama tops.



3. But I'd rather take a bone away from a bulldog than . . .



4. ANNCR: (VO) Use Viva Paper Towels instead.



5. LADY: I do!
ANNCR: (VO) Viva!
LADY: Strong, soft, absorbent Viva.



6. ANNCR: (VO) Viva Paper Towels. COUPLE: Instead. BULLDOG: (SFX) Woof!



7. (MUSIC UP AND OUT)



8. ANNCR: (VO) What's your favorite cleaning cloth?



9. DOWAGER: Frankly, an old diaper. But, alas . . . my youngest is in Law School, so . . .



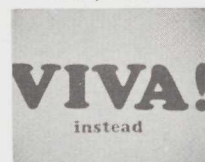
10. ANNCR: (VO) Use Viva Paper Towels instead!



11. DOWAGER: I do!
ANNCR: (VO) Viva!
DOWAGER: Strong, soft, absorbent Viva.



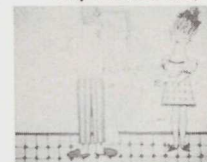
12. ANNCR: (VO) Viva Paper Towels. DOWAGER: Instead. SON: Ipso facto.



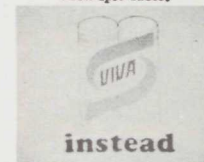
13. (MUSIC: BRIDGE)



14. ANNCR: (VO) What's your favorite cleaning cloth?



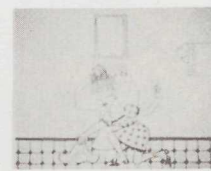
15. WIFE: An old undershirt. But, will Jack wear undershirts? No!



16. ANNCR: (VO) Use Viva Paper Towels instead.



17. WIFE: I do! ANNCR: (VO) Viva! WIFE: Strong,



18. soft, absorbent Viva.



19. ANNCR: (VO) Viva Paper Towels! Instead.



20. JACK: Instead of undershirts.

THE WHITE HOUSE

WASHINGTON

January 25, 1969



Looking over some market reports on Viva are account supervisor Jack Anderson (l.), management supervisor Chet Hopkins, and account representative Howard Holder. The entire and multi-talented Viva towel team in NYO is listed in the box on page two.

WASHINGTON, D.C.—It's official. The JWT Product Publicity-PR Department, NYO, has had so many requests from editors about the former JWTers serving on the White House staff, it seemed good reporting to get their titles correct. Here they are at right.

Gentlemen:

The titles for White House staff members that you requested are:

Ronald L. Ziegler - Press Secretary to the President
H. Robert Haldeman - Assistant to the President
Dwight L. Chapin - Special Assistant to the President
Kenneth Cole - Staff Secretary

Sincerely,

Ronald L. Ziegler
Press Secretary
to the President

Pond's fastest growing cold cream in Japan; JWT promotes "two-in-one" concept

TOKYO—During the past four years, sales of Pond's Cold Cream have increased by 240% in Japan. This is six times higher than the increase for the total cold cream market!

Pond's is now the second most popular brand in Tokyo, the major marketing area. Only three years ago, it held eleventh place. This rapid increase makes Japan the largest Pond's Cold Cream market outside the U. S.

"Cold and cleansing creams are considered two different products in Japan," says account supervisor Mike Fujikake. "Cleansing cream is used by Japanese women for cleaning the face and removing make-up. Cold cream is used primarily



CHESEBROUGH-POND'S

PRODUCT: POND'S COLD CREAM

TIME: 30 SECONDS

THEME: TWINS



①



② (B.G.M.)

女性アタリ
ボンス・コールド・クリームは



③

ひとつでふた役



④



⑤

まず、クレンジングに...



⑥

つぎにもう一度ぬって、
マッサージ



⑦

この両方にお使いになれるのが
魅力です。



⑧

お肌のお手入れも



⑨

これでじゅうぶん



⑩

フレッシュな美しさの秘密。



⑪

ボンス・コールド・クリーム

POND'S COLD CREAM TVCF "TWINS" 30 SECONDS NARRATION (TRANSLATION)

Female Anncr: Pond's Cold Cream has two uses. First for cleansing. Then the second application, for massaging. Two uses in one is the special feature of this cream. It's all you need for basic skin care. For the secret of fresh beauty, use Pond's Cold Cream.



Standing top center is creative director Tom Yamada, (clockwise) account representative Fujikawa, art director Kondo, producer Iio, director Kamiyio, group head Aida, account supervisor Fujikake and cameraman Akiba.

for massage." Japanese cosmetic manufacturers promote two different products for each use.

Taking advantage of this situation and the fact that Pond's is ideally suited both

as a cold and a cleansing cream, JWT-Japan has produced a new TV campaign introducing Pond's as "The Two-in-One Cream."

Despite initial consumer reaction against the idea, recent sales show a rapidly increasing acceptance of the "Two-in-One" concept. Proof that more and more Japanese women are using Pond's for both cleansing and massage.



A scene from another JWT-Tokyo commercial for Pond's—"Fashion designer."

Singer-JWT host "Job Explo"



HOSTS—Recently the JWT-NYO Century Room was the setting for Job-Explo—an annual exploration of jobs for women held by the Alumnae Association of Tobe-Coburn School. Host this year was The Singer Company, JWT client, which provided coffee and sandwiches. Seated (above l. to r.) are graduates representing the fabrics and pattern industry: Betsy Teeter, director of public relations, Loomskill; Roni Carter, assistant stylist, Concord Fabrics; Flora Suraci, fabric editor, McCall's Patterns; and Louise Bralower, fabric editor, M.M.I. With them are Mirae Peake, JWT public relations, and Pam Johnston, public relations manager of The Singer Company.

NYO training group leads suburban seminar

WESTPORT, CONN.—The real solution to the problems of the minority groups in the U.S. is economic power.

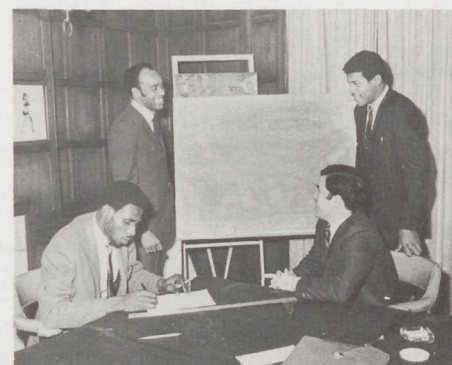
"Once the Black people have economic power and the pride that goes with it, the country will be a long way towards solving the other problems such as busing, housing, jobs," Cornell Royal of NYO told 75 members of the Westport congregation for Humanistic Judaism here last Sunday.

Cornell was a member of a panel which included John Bellini, who directs the JWT-National Alliance for Business Training program at NYO; Jim Bell, head of minority recruiting, NYO; Curtis Knight, also a member of the John Bellini group at NYO. John Franklin, NYO, was moderator of the panel.

The purpose of the meeting was to bring members of the JWT minorities training program together with a social-action minded group of adults to discuss the problems facing the city and the nation today.

The meeting explored the JWT pilot training project under the direction of John Bellini and related its significance to the overall picture of minority aspirations in the country. A more detailed story

of the JWT-NY program which John heads will appear in an upcoming issue of JWT NEWS.



Cornell Royal, Jim Bell, John Bellini and Curtis Knight, l. to r., all of NYO, were members of a panel which discussed problems of minority groups at a meeting of the Westport congregation for Humanistic Judaism in Westport, Conn., last Sunday. The panel evoked such enthusiastic response that the congregation invited members back for a repeat program this Sunday (Feb. 9).

Ford's "bright idea" spearheads new creative use of newspaper space

NEW YORK—At a time when other media are caught up in a wave of creative innovation, many people feel that newspapers have apparently "missed the boat."

But that is not so, according to the latest report put out by NYO Media Department.

JWT creative staffs in NYO, Chicago, Detroit and other cities are leading the way in helping newspapers break new ground in advertising.

Greatest barrier

"Perhaps the greatest barrier to creative progress in this medium," says Dick Jones, NYO Media Director, "has been the newspapers' historical insistence that ads either take square or rectangular form."

Now that is changing.

For example, Ford is using an "L" shape ad in the Ford basic newspaper list to dramatize the fact that the new Fords are larger than ever.

"Take the Ford Torino ad which illustrates this page," says Tom Owens, newspaper group head of the Ford Division at JWT. "The headline reads: 'Torino GT makes other cars that talk performance eat their words.'"

"We wanted to show that the Ford cars are bigger than ever. The 'L' shaped ad is one way to do it. We couldn't get the same amount of space in a double truck because we were limited by the gutters."

This is the eighth "L" shaped ad which Tom and Joe Feke, NYO art director, have worked out for Ford. As the reader can see, the ad starts on the right hand column of the right page, sweeps down to the bottom and crosses both pages to the left hand margin.

Ford first

In size it is as dramatic as the Ford cars. In breath-taking sweep, it is as glamorous as the Torino it describes.

"We are exploring other shapes for Ford newspaper ads. Ford was the first to pioneer in this creative use of newspaper space and we intend to keep the leadership," says Tom, who worked with Warren Kruger and Ron Mitchell of JWT-Detroit.

Asked if JWT had any difficulty in getting newspapers to accept the "L" shape,

Tom replied, "No. The biggest papers came in quickly and the others followed."

As a sidelight, Tom tells of one department store which thought the local newspaper had originated the "L" shaped ad for Ford. The advertising manager of the store was very upset because the newspaper had not suggested the ad for his store. The newspaper explained that the Ford "L" ad was created for Ford by JWT. Now, the department store has asked the newspaper to give it the same shape ad.

A newspaper in Peoria, Illinois, the *Journal-Star*, is pioneering in another newspaper innovation. It's called FlexForm. The story from Chicago, in an adjacent column, tells how the JWT-Chicago office has used FlexForm to advertise one of its clients—7UP. (See advertisements on p. 6.)

The FlexForm ad for 7UP provides large-space display with "live editorial." There is no other ad on the page. The editorial frame makes it "pop" off the page. The ad reaches right into the editorial copy.

FlexForm was started by the Peoria *Journal-Star* in March, 1968. At the moment 70 newspapers in the U.S. and 6 in Canada are using it.

To place a FlexForm ad, a newspaper requires some 10 days advance notice, according to John Blanchard, print media buyer, NYO, to make the necessary arrangements in its composing room.

Any shape for ad

FlexForm allows advertisers to run ads of almost any shape—crosses, letters, numbers, "smokestacks" or abstracts. The newspaper, in turn, fills the remaining space on the page with editorial and guarantees that no other ads will appear on the page.

Some of the FlexForm newspapers are the *Buffalo Courier*, *Tucson Star-Record*, *Boston Herald-Traveler*, *Oakland Tribune* and the *Hartford Times*.

"Most FlexForm newspapers are of limited circulation," says John, "but, as Ford proved by running an 'L' shaped ad in 69 of the nation's top 88 newspapers, we believe that many more newspapers will probably accept FlexForm if a significant number of insertions were offered."

"The cost of FlexForm," he says, "figured on the maximum amount of page space allowed the advertiser, tends to be about the same as normal ROP advertising. Thus, if the paper allows the advertiser 65% of the page, the cost is usually about 65% of the actual page cost."

Newspapers are making other creative innovations, Thurman Pierce, administrative supervisor, print buying, NYO, points out. There are full pages or spreads which bleed across the gutter. Then there are small space ads, he says, such as the *Reader's Digest* circulation ads which measure one column by 5 inches, and are run throughout a newspaper, in many sections.

Slow to adopt color

Newspapers were slow to adopt color. The first color they made available, according to Thurman, was Run of Press color (ROP) in one or two colors only. This was color printed on regular newspaper stock.


Then came four-color ROP which im-

Torino GT makes other cars that talk performance eat their words.

Calling a car a hot performer is one thing. Proving it is another. Torino GT performance speaks for itself. Just how loud is up to you—with six V-8 choices, from a standard 302 V-8 up to the big 428 Cobra Jet Ram-Air. (When this one talks, others listen.)

Torino GT shows it's heir apparent to the 1968 NASCAR racing champ. Special handling suspension. Wide-oval tires. Competition-style wheels. Stripes. The works. In SportsRoof, 2-door hardtop, and convertible models. And then there's the Cobra. All muscle at a very low price.

In all, you have 16 different ways to go in Ford's intermediate line, from the hissing-hot Cobra to the handsome new Fairlanes. Every one a winner. Visit your Ford Dealer's Performance Corner soon. Very little talk—lots of action!

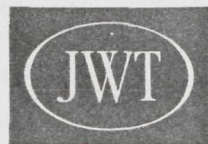
TORINO 



1969 Torino GT SportsRoof with optional 428 CID Cobra Jet Ram-Air V-8

The place you've got to go to see what's going on—your Ford Dealer! Save at his Pop-Option Sale!

SIGNATURE



J. WALTER THOMPSON COMPANY

NEWS



New York News

February 7, 1969

FOR STAFF MEMBERS ONLY

Life at JWT

Continuing our roving photographer feature, JWT NEWS visits 12 RW. "Here's where the action is," claims this group of girls, who type, take dictation, answer phone calls, file and apply (occasionally!) snowpake in a day's work for their bosses, representatives on accounts like Lever, Seagram, General Wine & Spirits, Chesebrough-Pond's and Mennen. Action there is, in a relaxed and friendly atmosphere.



Michelle McMahon



Christine Gronet

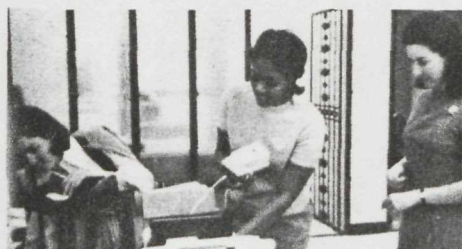


Christine Kurpis



Kitty Oliveri

With an air of anticipation, Linda, Sandi and Pam install the latest addition to 12 RW, an electric pencil sharpener.



Al Haman's cookbook deals gourmet delights

Is a gourmet dinner in the cards for you? It will be if Al Haman has anything to do with it.

Al, copy group head on R. T. French, College Inn and Gorton's, has just written a cookbook that isn't a cookbook for Golden Press. Collaborating with former JWter Roberta Kizis, with "more than a little help from Joan Swift and Gene Dickinson," Al has developed French recipes that will appear on the backs of giant playing cards! The fifty-two original and adapted recipes will be playable—and washable.

Like any other book, a cookbook demands thorough research before publication. Cooking at the restaurant range in his Chelsea apartment, Al has been busy for months tasting and testing every one of his and his collaborator's recipes.

Al has acquired a connoisseur's taste after years of gourmet cooking. "I got interested in cooking shortly after my graduation from Harvard . . . a reaction to the food there," he suggests, "and wanted to surprise some dinner guests with my finesse. I ambitiously went out and bought the *Alice Toklas Cookbook* which I would not recommend for beginners. Too esoteric!"

Al is ready to vouch for every recipe—its simplicity and good taste. Included in the 52 are hors d'oeuvres, entrees, vegetables and desserts.

What's more, he's anticipating good sales. "When I took my recipes and

Roberta's sketch of the giant playing card to Gerry Stutz, president of Henri Bendel, I was more than pleased with her reaction," Al confesses. "Her enthusiasm was the green light."

First publication of the "cartes du jour," or French Recipe Cards (the official title), will number 25,000. Each deck of recipe-cards will retail for \$3.50—the perfect gift for card sharks and chefs alike.

Below is one of Al's recipes: a mousse which he promises is as easy to make as to eat.

Mousse au Chocolat
(Chocolate Mousse)

6 eggs, separated	1 T. rum
1/2 lb. sweet chocolate (2 bars)	3 T. water

Lightly beat egg yolks. Beat whites until stiff. Break chocolate into small pieces and melt in a skillet over very low heat with water, stirring constantly so chocolate doesn't burn.

Add beaten yolks and rum; mix well. Remove from heat and fold in stiffly beaten egg whites. Pour into serving bowl or individual cups and chill at least 2 hours or overnight.

Serves 6.

NOTE: Chocolate Mousse looks rich—and is! So save it for those dinners when you're serving a simple entree such as Broiled Chicken (Card 20) or Pepper Steak (Card 19). And think of it to complete a luncheon featuring Riviera-style Salad (Card 31) or Cheese Soufflé (Card 5).



All smiles, supervisor PAM HUGHES keeps an eye on "her" girls.



Barbara Balabanski



Bonnie Sherin



Linda Duke

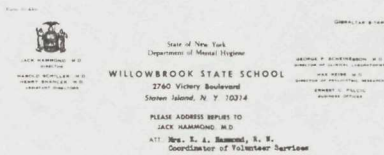


SANDI RICHARDSON has just initiated the pencil sharpener and holds up proof of its performance.

Words of thanks

Warm appreciation comes from Willowbrook State School and Abbott House, for Thompson's 1969 Christmas

gift drive. As these letters state, the thoughtfulness of so many individual staffers here meant a merrier Christmas for the residents at each institution.



Mr. Linda Goffman
J. Walter Thompson Co.
120 Lexington Avenue
New York, N.Y. 10017

Dear Mr. Goffman:

It was very nice of the staff of J. Walter Thompson Company to once again supply the residents of the Willowbrook State School with Christmas gifts.

There is not for contribution such as many of our residents would not be remembered, since they have either out-lived their families or have been forgotten.

It is always a pleasure to have the lovely articles everyone sends and the recipients' faces are just wreathed in smiles when they are handed out.

Please thank everyone for their generosity and for making our residents' Christmas a joyous and happy one and for giving each of them a measure of the most essential commodity in life, that of "human warmth" for which there is no substitute.

We are most grateful to everyone for maintaining their interest in our residents at Christmas.

Our very best wishes to all of the staff of J. Walter Thompson for a very happy, healthy and prosperous New Year.

Sincerely yours,

Jack Hammond, M.D.

Director

By: *Elizabeth S. Hammond, J.D.*
Coordinator of Volunteer Services

ENCL

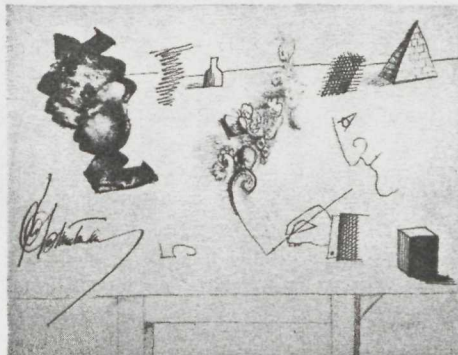
Art Galleries

• 11th floor World Gallery, through Feb. 14.

A one-man show of the graphics of Saul Steinberg is being featured here. The exhibition contains 36 works, the bulk of which are part of the JWT Art Collection.

Born in Rumania in 1914, Steinberg came to the United States in 1942 and became an American citizen the following year. The artist is best known for his enormous output of drawings, cartoons, and graphics. These works have appeared for years in many national magazines, notably *The New Yorker*. In addition, he has had numerous one-man shows in the United States and Europe and his work has been included in dozens of major group exhibitions throughout the world.

Steinberg's work is totally unique. It has a sophisticated charm, a rare incisiveness, and a gently ironic wit. All of these



Original lithograph from "Le Masque" by Saul Steinberg.

qualities are present in the graphics that comprise our present exhibition. Built around a number of Steinberg's favorite

themes—witty versions of Americana, calligraphy, still life, the artist and the art-observer, the human figure—they are typical examples of the artist's high style and sense of fun.

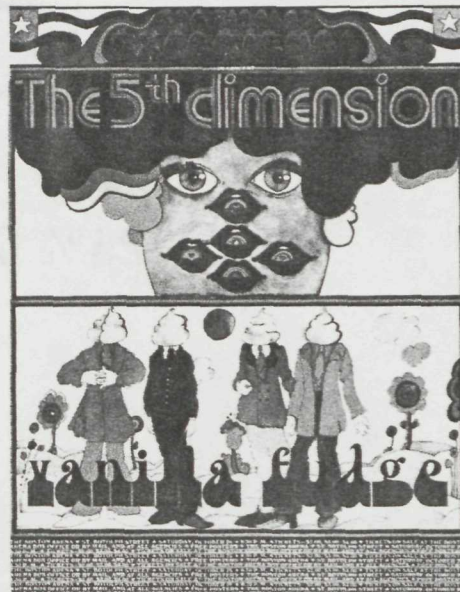


Illustration by Kim Whitesides, one of the seven artists whose works are appearing on 10 NE.

• 10th floor, first gallery, through Feb. 14. Rabin and Newborn Associates have devised a slide projection exhibition of the four illustrators and three photographers they represent. This exciting presentation includes the work of: Tomi Ungerer; John Alcorn; Paul Davis; Kim Whitesides; Richard Noble; Ben Somoroff; Ray Kellman.

Classified

GIRLS LOOKING FOR—Roommate. To share modern apt. on E. 62nd St. with 3 other girls. Your rent: \$93.75. Call Mary Armstrong, X2376 or, after 6, 935-0256.

BACHELOR LOOKING FOR—Small furnished apt. To rent or sublet. From \$200 to \$250. Call 947-8569 between 9:30 A.M. and 5 P.M., or X2121.

SUMMER SPECIAL—For rent. Two-bedroom cottage with screen porch facing yacht basin, Westhampton Beach. Walking distance to town. Early August through October: \$1,150 and security. Call REgent 7-4494 (after 6 P.M.).

ANY OFFER WILL BE LISTENED TO—Small RCA television for sale. Stand to go with it. Interested? X2777.

FOR RENT—Spacious 3½ room apt. Terrace, dishwasher, high floor, East 86th St. \$315 month. X3527, 3528.

CAR FOR SALE—1968 Corvette convertible, British green. Automatic transmission, power steering, power brakes, AM-FM radio, two tops, alarm system, 9 months old, 12,000 miles. \$4,500 firm. X2741 or, after 6, call (212) BA 9-1203.

LARGE STUDIO SUBLET—166 East 35th St. 1½ yr. sublet. 8th floor; 24 hr. doorman. Can share comfortably. \$195. X2510.

SHARE APT.—64th & York. Share with 2 girls (20's). Great large apt.; ideal location. Available Feb. 1. Call 826-5050 (Miss Murphy) or 826-0324 (after 6).

YOUR ROOM NEED A CHAIR LIFT?—Four antique dining room chairs could be the answer. All newly refinished and recovered. Set: \$175. X3525 or, after 5, LE 2-8647.

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

LOOKING FOR—3 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.

WANTED—Small upright piano for small uptight apartment. X3191.

DOES YOUR ROOM NEED—1 blue/grey rug, 11 x 13 ft. and 1 Zenith Hi-Fi phono? If so, they're going for \$105. Call Jane, X2737.

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 S. Lyme, Conn. Two-bedroom house available for summer rental. Great swimming, boating, view, in private community only 2½ hrs. from Manhattan. Call X3128 to see photo brochure and for rates.

TIRE OUT?—2 Pirelli Cinturato tires, size 185 x 15 tube type. Use: 300 miles. X2300.

PICTURE THIS—Brand-new, used once, Pentax H3V. White leather case, normal lens-135 Telephoto. X2300.

GOT A HEART?—Give a home to this free, very lovable common well-bred alley cat. 8 months old, house trained. Needs your TLC. Call Chris, X3352.

ROOMMATE WANTED—Three girls looking for fourth to share large, luxurious two-bedroom apartment on E. 81st. 24-hr. doorman. Rent: \$96.00. Available March 1st. Call X2084 or 249-5597 after 6 P.M.

EXOTIC SKI HOUSE FOR RENT—Mad River Glen area. WALK TO LIFT. 10. min. to Glen Ellen, 20 min. to Sugarbush. Brand new, 4 bedrooms, sleeps 10. 2 baths. LARGE SAUNA, big fireplace, huge picture window view, washer/dryer, dishwasher. All conveniences. \$300 for 7 day week. \$150 weekends. No bachelors. X2111.

HOUSE FOR SALE—Hampton Bays, L.I. Completely furnished, oil heat, 4 bedrooms, large living room, kitchen and eat-in sun porch. 300-ft. frontage overlooking Peconic Bay. \$18,900. Sweda 886-5354.