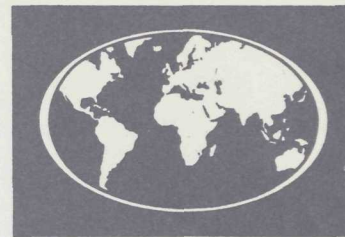




J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

APRIL 25, 1969

"Pan Am is a good idea" says new int'l. cargo campaign

NEW YORK—The latest version of the Little Red Riding Hood tale will soon be out in a limited, updated edition which is being circulated among Pan Am cargo agents and their prospective customers.

Pan Am tells the tale—in English and Spanish—like it's never been told before. The moral is this: Had the heroine shipped her goodies to Grandma via Pan Am, she could have avoided all that trouble with the wolf!

It's a sure bet this version is a switch from the nursery tale you heard or read as a child. But it is indicative of the new tone of Pan Am Cargo international advertising. For 1969, this arm of Pan Am has revealed the more human side of its personality with an advertising campaign that's a switch from past efforts. The advertising still has a message, but one delivered with a smile. It still speaks experience, but with a droll sense of humor.

The new tale of Little Red Riding Hood is only one part of the total advertising effort executed by JWT-NY for Pan Am Cargo Service international. The essence of the new campaign is summed up in six words: "Pan Am is a good idea." In eight

SPANISH	En Pan Am está la idea.
GERMAN	Pan Am ist eine gute Idee.
FRENCH	La meilleure idee, c'est toujours Pan Am.
ITALIAN	Pan Am: buona idea!
FLEMISH	Pan Am? Goed idee! Goed ideen? Pan Am!
CHINESE	汎美空運 飛黃騰達
ARABIC	محر بان اميرطاند افطار وتابة
JAPANESE	アイデアで運ぶパン・アメリカン

different languages, in every advertisement, this logo speaks to businessmen all over the world about Pan Am—its reliability, resources, responsiveness, new and imaginative ideas.

To show just how helpful Pan Am can be to both small and large distributors around the world, the headlines and copy make familiar claims in a fresh way. Headlines vary from: "Waltz to Matilda in 2 easy steps," to "Here today. There today."

The copy in both newspaper advertisements and merchandising materials points out that, like Red Riding Hood, businessmen can save themselves a lot of grief by shipping via Pan Am Clipper Cargo, number one carrier of goods worldwide.

In addition to describing Pan Am efficiency and reliability, the copy also sells businessmen by describing the unique Worldwide Marketing Service offered by

Pan Am has the answer for any size shipment.

What was the question?



In the box at left is the "Pan Am is a good idea" logo in the eight languages in which it appears in the international campaign. Above is one of the merchandising pieces designed to help the cargo agent's image.

Pan Am. A program initiated by Pan Am years ago, the Service matches up potential buyers and sellers throughout the world.

Worldwide Marketing Service is the largest private information service in the world. And it is synonymous with ideas. Innovative ideas that can revitalize a small or large company by cutting down trade barriers, opening up new markets or providing pertinent shipping information to distributors.

A recent case history described in one advertisement is an illustrative selling point for potential customers. For an Italian de-
(Continued on page 3)

See America. With clean teeth.



SEE AMERICA—WITH A BROXODENT. Above, JWT's maiden effort for the Broxodent Automatic Toothbrush, a product of Squibb. Ad features a handsome, handy Rand McNally Road Atlas free with Broxodent's handsome, handy Traveler model. It comes from the Seibert creative group. Copy group head/writer, Alan Gillies; art director, Bill Conlon. Broxodent management supervisor is Don Rice; account supervisor is Bob Weekes. Art supervisor: Bob Bode.

Seymour reappointed Youth Opp'ty communications coordinator

NEW YORK—Dan Seymour received a telephone call from the White House last Friday.

The caller was Vice President Spiro Agnew, asking if Thompson's president would accept reappointment as National Communications Coordinator for the summer job and recreational programs of the President's Council on Youth Opportunity.

Mr. Seymour agreed to repeat his 1968 assignment as liaison with advertising agencies in the major cities, which carry on local communications programs in behalf of Council objectives. He will work directly with the Vice President, who is chairman of the Youth Opportunity Council. The activities of the Council, started

during the last administration, are being continued by the Nixon administration.

John Crichton, president of the 4-A's, is reassembling the network of advertising agencies in the fifty largest cities which produced outstanding public service programs last year. Several of the agencies, asked to help by their local governments, already are at work.

Indicative of the reception to the activity of last year are two of the resolutions passed recently by a meeting of representatives of the Mayor's offices in the fifty cities. One resolution asked that Dan Seymour be renamed National Communications Coordinator. The second asked that the advertising industry be asked to perform the same kind of service as last year.

"Four Seasons"—the evolution of a Kodak TV commercial

NEW YORK—Where do ideas for commercials come from?

Well, the idea for a Kodak commercial called "Four Seasons" came from an old Victorian house in Greenwich, Conn., near the home of JWTer Ken Thoren and his family.

The house is the star of the commercial, which is for Kodak film.

Ken got the idea for "Four Seasons" as he drove past the house day after day. "Why not develop a TV commercial around a house—this house," he thought. "We can show the house in the four seasons of the year, with a family taking part in the events associated with each one."

Like so many other effective Kodak commercials, this one would evolve from the lives of ordinary people. In this case a family of five: mother, father and three children.

Ken took the idea in script form to Granger Tripp, creative supervisor on the Kodak account. His reaction—"Great!"

Thus began the saga of a commercial which has one of the longest and most unusual production schedules on record—six days of actual shooting that took ten months to complete.

"We wanted to actually show the house in each season—in Spring, in Summer, and in Fall and in Winter—with the same cast used throughout," comments Ken. "Someone asked why we didn't go out on a Hollywood lot and shoot the whole thing in a couple of days. Well, that could have been done, but we would not have gotten



Director/cameraman Tibor Hirsch (foreground) of EUE-Screen Gems sets up the shoot for the Autumn sequence.

the natural effects—the shades of sunlight on the grass, the reflections of real snow on the people and the house."

And that, as you can imagine, is quite a task once you stop to think about it.

The Spring and Summer shooting was done last August. "This was the only place where we made a compromise," says Ken. "We shot Spring and Summer together. For Spring, we had to cut the grass, put down 40 bales of peat moss and plant 300 daffodils. But we still had the effect of a real house in the Spring."

After the first master shot of the house, the cameramen used iron stakes to mark



"Season . . . after season . . . after season . . . after season. One long year. One short year . . . made up of so many moments. So many memories. Memories you can catch in pictures," says the script for "Four Seasons." Here the house is shown alone—with a lawn full of daffodils in Spring, with the green grass of Summer, the windy days and falling leaves of Autumn, and the snow of Winter. Throughout the commercial, the family of the house is seen snapping pictures of one another taking part in the familiar activities of each season. The house was rented and the "family" cast by JWT.



the camera position so it would be the same for each shooting session.

And, although Summer and Spring were "finished" there were still some continuing problems for the JWT team.

Patty Aitken, NYO ass't. casting director, had the job of making sure the cast was available for each "new season." With the Fall shooting fast approaching, she discovered that the "mother" of the family had gotten a major role in a TV soap opera and the "father" wanted to leave for a job in Spain. Some fast rescheduling solved these difficulties.

The autumn leaves had turned, Fall was in the can and then the JWT team began the longest wait—for a snowstorm.

"We waited and waited," recalls Patty Aitken. "I remember carrying the phone numbers of the cast around in my pocket-books for days. One night when it began snowing hard in New York, NYO assistant producer Les Gargan said he would drive up to Greenwich and check on snow conditions there. He said he would call me by midnight, and if the weather conditions were okay, I was to have the cast on location by 7 a.m. the next morning."

"As it turned out," Patty explains, "the snow was fine in New York, but too thin in Greenwich, so the shooting was postponed."

A similar task faced Debbie Hestwood, NYO fashion coordinator, who had to have complete costumes available for all five members of the cast "family" for each of the season's events.

Both girls were relieved when the long awaited snowfall came in February and the shooting was completed.

Now, this May, almost a year from the first shooting of "Summer," viewers will



see the "Four Seasons" for the first time on their TV screens.

Even though the commercial is just 60 seconds long, the finished version of "Four Seasons" is a kaleidoscopic recap of major family events in each season of the year—the family members snap pictures of one another while planting a tree in Spring, decorating for the Fourth of July, raking up the leaves of Fall, making a Winter snowman, and so on. The house is the thread throughout the activities in a year of their lives.

The tag line is: ". . . be sure you use Kodak film. It *does* make a difference."

Howard Epstein, NYO, was the musical director for the commercial and Ken Thoren was the producer. Lou Garristo was the musical composer and conductor; Tibor Hirsch of EUE-Screen Gems was the cameraman/director.



Above, "Mom" uses a Kodak camera and film to snap "Dad" and "the kids" giving their dog a bath—one of the activities of Summer.

Quote of the week

On tangible examples of advertising campaigns that have made successful use of one of our major media of communication—newspapers:

"The newspaper campaigns I am going to show you (Pan Am, Eastman Kodak, API and Ford) are outstanding not because they are so remarkably novel or different but rather only because they execute well the fundamentals of good advertising.

But no matter how much we keep reminding ourselves of them, few advertisers and agencies consistently follow through on them. And do you know why I think that happens? It's because sticking to the basics is dull. We know them all; we've known them since we had our first real job. And we get bored with watching for them and continually supervising them.

We want something different to break up the monotony. We get tired of saying our ABC's and multiplication tables.

But show me a winning combination—whether it's a going business concern, a gin rummy player or a football team that consistently wins—and I'll show you a fundamentalist.

* * *

"... You know what hi-fi color pages in newspapers look like. They are called wallpaper by some people because they repeat the same copy from top to bottom of the page and the page is cut off in a random manner. The reader is clearly aware of the fact that the advertisers message is repeated. So why not use that characteristic of the media.

If you have a message with a repeat or multiple idea, such as every five minutes another plane takes off; another car is rented; or more and more people are switching to our brand; again and again the choice is our brand... the format of the page actually strengthens what you are saying.

This is so basic and obvious we have to ask why isn't it done more often? That's a big question for us to ponder in this business and the failure to make the medium work harder isn't confined to newspapers. Take a second to reflect and you can all think of TV commercials that came to you in a medium with sound—and the commercial didn't use sound to enhance the message. Look tonight and I submit you'll see commercials with visuals that contribute so little to the advertisers' sales points, that a better impact would have been made if the commercial were on radio and the listener provided the necessary visualization himself in his imagination... In magazines we see ads that don't use color as an integral part of the creative expression. It is just used only as decoration. And we find newspaper ads, still full ads that are only black and white and perhaps differently sized version of magazine ads."

—Wyatte Hicks, management supervisor on Eastman Kodak, NYO, speaking before The Advertising Club of Los Angeles.

Recognize the six JWTers in this Pan Am cargo ad? Posing l. to r. are John Nason, Bob Foster, Ed Veleber, Frank Lerro (the only non-JWTer), George DeMaria and Walter Stanton. Reed Sill is in the foreground.

5 bright ideas that changed good local businesses into better international businesses.



1. *Diversification is easier than you think.* We suggested to an Italian manufacturer of coffee grinders that he add a U.S.A. line to his line. It slipped right into his sales setup so there was no big investment—or risk. All he needed was the idea. And the contact to make it stick.

2. *Go overseas and see for yourself.* When a U.S.A. electronics company said it was interested in European markets, Pan Am's swing into action. We planned a trip for the sales manager—Jots, hotels, even appointments with possible distributors. Pan Am has representatives in 122 cities and 84 countries and they're all at your service. Just ask.

3. *Perishability isn't the problem it used to be.* That's what we told a California grower recently. Now his fresh fruits and vegetables are still fresh when they get to the tables of Europe. Jots have made the world smaller. Why not let them make your business bigger?

4. *Don't settle for short-line distributors.* If you make 20 table radios, why does your distributor in Brussels stock only 6 models? This question had never occurred to a leading U.S.A. company—until we asked it. And we had the answer, too: introduce air freight into the transportation mix. When a distributor knows his orders can be filled fast he can afford to carry the full line, without fear of out-of-stock situations.

5. *List your needs in Worldwide Marketing Horizons.* Pan Am's world-trade publication is published 10 times a year (in 7 language editions) and goes to 100,000 business executives everywhere. Over 600 buyer and seller opportunities appear in each issue. It's already proved to be a gold mine for thousands of enterprising businessmen.

Pan Am is deeply involved in international trade, and deeply committed to its growth. We'll be pleased to sit down and talk about the opportunities that exist abroad for your products.

Just clip and mail the coupon. We probably have a bright idea you can use right now. Best of all, you'll find that the world's most experienced airline makes "getting started" in foreign markets a lot easier than you ever thought possible.

Pan Am is a good idea.



"Pan Am is a good idea" says new cargo campaign

(Cont.)

signer, Pan Am made arrangements that resulted in his designs being printed on fabric in India; the dresses being made in

Hong Kong, received in New York, and shipped to Latin America for distribution. For Pan Am, it's all part of a day's work. To the man with an original business concept, it's proof that Pan Am is willing to help, no matter what the size of the potential customer.

To supplement these advertisements a booklet with free listings, *Worldwide Marketing Horizons*, circulates monthly to over 193,000 businessmen. By offering this compendium of free advice and information, Pan Am demonstrates how a cargo service can be more than a conveyance belt; it can be an arm of the company it serves.

Agents are "idea" men too

"Another facet of the advertising campaign focuses on the role of the cargo agent," states Bill Nye, the senior account rep on Pan Am cargo. "He was suffering from an image problem so the creative team came up with some wild merchandising material to bolster his ego a bit."

The Seibert creative group in NYO had a fine time whipping up "idea" pencils, buttons and calendars to help humanize the agents. They even decided to let the customers join in by creating cartoon posters with fill-in space for captions.

All told, Pan Am has waived the stodgy approach to describing its prominence in the air transport field in favor of a campaign that uses a bit of whimsy and a gentle prod to remind businessmen that "Pan Am is a good idea."

The "idea men" behind the 1969 cargo campaign are: Chip Meads, management supervisor; John Little, account supervisor; Ed Chamberlain, account supervisor international and cargo; Bill Nye, sr. account representative; John Connellan and Brian Buckingham, account reps. Joan Castonguay is Pan Am cargo coordinator. Bill Seibert's group created all the advertising and merchandising material and includes: Alan Gillies, copy group head; John Nason sr. writer and Bob Gardner, copywriter. Art supervisor is Bob Bode and George Takayama is art director on the campaign. Ed Veleber is the traffic man.

Waltz to Matilda in 2 easy steps:

It's a great way to get your goods from London to Australia. First to Los Angeles, via our fast polar route. A quick change and on to Sydney. Fast and easy.

With service and speed like this, maybe Down Under might move up a notch in your marketing plans. (And don't forget, it works both ways, so it's a bonus for exporters as well.) Talk to your Pan Am Cargo Agent. Or call us. We'll make sure you stay in step with opportunities everywhere.

Pan Am Cargo Cargos, 191 Piccadilly, London W1V 0AQ. Tel. 01-734 8474.

Telephone 021-236 6775, New York 021-6901, Frankfurt 09323 100, Los Angeles 021-236 6775.

Pan Am is a good idea.

World's largest air cargo carrier.

Don't do it

until you've arranged for family coverage.

Blue Cross Blue Shield

This JWT-created car card for Washington Blue Cross and Blue Shield won a first place Abby Award in competition sponsored by the Washington Advertising Club. John Carter wrote the copy and Irwin Kirz art directed.

JWT-Buenos Aires campaign launches Fairlane in Argentina

BUENOS AIRES—Ford Motor Argentina launched its new car—the Fairlane—in the Argentine market on March 7.

The JWT-created advertising campaign for the event ran in newspapers, magazines and outdoor and on television and radio.

The campaign began with a pre-announcement ad announcing an eight-page color insert which later appeared in *La Nacion*, one of the principal Argentine newspapers. The insert also appeared in six magazines with national distribution and several specialized magazines.

A 15-second spot TV and cinema teaser campaign also ran the week preceding the launch. This was followed by full campaign spots on 11 TV stations and a daily program on Radio Belgrano.

As a result of the saturation campaign, long queues of people have formed outside dealerships to see the new Fairlane. In fact one distracted driver stopped so



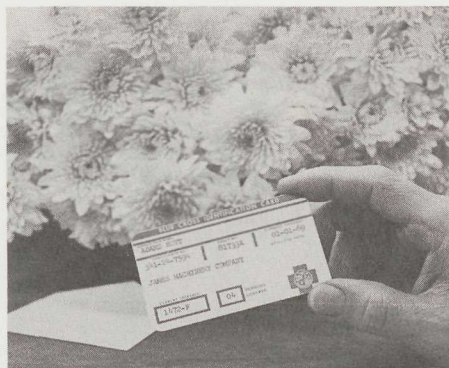
suddenly outside a dealership in order to see the Fairlane that he caused a traffic jam! And, the police have had to direct the flow of traffic and people in front of several showrooms.

On the account team for the Fairlane launch were: account supervisor Juan M. Cosin, account rep Fermin Rodriguez, ass't. account reps Andres Weisz and Martin Murphy, art director Jorge Dominguea and writer Carlos Ulanovsky.



Etre fraîche
est-ce seulement une
robe blanche et
un chapeau fleuri?

Quand une femme veut voir l'air frais,
elle se sent seule.
Quand une femme veut être fraîche,
elle se sent seule. Elle le sait, elle le sent,
elle le sent, elle le sent, elle le sent.
Pour que Narta,
représente la fraîcheur, l'air frais,
l'air frais, l'air frais, l'air frais.
Pour que la fraîcheur Narta,
l'air frais, l'air frais, l'air frais, l'air frais.
Narta est maintenant en votre possession. Narta!
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Employers:
your man
from Blue Cross
can tell you why
this is the world's
most wanted
get-well card.

It's wanted because it works. The Blue Cross ID card means that your employees don't have to go into their savings or checking account to pay for hospitalization—and so consequently save. They get the cash they need, right now, immediately, without any delay. The hospital bills are paid.

LOS ANGELES—V. Hoyt Adams is one account supervisor who really "plays his cards" right. And his clients appreciate it. Blue Cross of Southern California is currently using Hoyt's admission card, and Carte Blanche is featuring his credit card in its national promotion. Our Los Angeles men know how to "stack the deck" in their client's favor, don't they?

Narta—first Paris client entry in a growing French market

PARIS—The deodorant market in France has not yet reached the degree of sophistication it has in most Western countries. But there is undoubtedly great potential in this field.

For that reason, JWT-Paris' client SCAD has just launched nationally a new deodorant called Narta. SCAD, a subsidiary of l'Oréal, one of France and Europe's most aggressive beauty product manufacturers, has strong hopes of capturing a profitable share of a market which they believe is bound to grow.

Narta—two sprays and one stick—made its debut at the beginning of March this year, supported by heavy press, radio and television advertising. In fact, Narta will be the first deodorant ever advertised on French television.

During the development of this new product, JWT-Paris worked on name research, the package design and the general advertising theme and program. The mood and tenor of the advertising campaign is

"Feeling fresh—is it just a matter of wearing a white dress and a flowered hat?" Says the headline for this Narta advertisement. The body copy states: "When a woman wants to look fresh, she can always do it. When you really want to feel fresh, to feel fresh all day long, you need the new NARTA deodorant. Because Narta checks perspiration odors, of course. Because Narta keeps this marvellous fresh sensation. Because the freshness of Narta is the freshness of Cologne, a 'clean' freshness."

A stacked deck

Carte Blanche re-invents the credit card.

The way we look at it, we probably invented the travel and entertainment credit card in the first place. So why shouldn't we reinvent it?

We think it's time for some changes because your credit needs today are a lot different from what they used to be. And we think you deserve more when you pay good money for a credit card.

Relief for credit card headaches.

"We're sorry about the mix-up," but it's our computer, you know. "We won't give you an answer like that. Because if Carte Blanche, the emphasis is on Carte, not the machine. Sure, we have the very latest new computer to help with our accounts. And that's just what they do: help.

Someone to talk to.

They help the business traveler. Representative who's assigned to your account. We even tell you how much. So you even have a question or your account, you know exactly who to write or call. And when you do, give us our computer and microfilm records to get you an almost instant recap of your account's status.

Our new service, Carte Travel. While things are running smoothly inside, most there's really no limit to the variety of service you can offer.

And we've just added a new one we think our members will appreciate. We've just acquired Carte Travel, one of the nation's largest travel agencies.

A look to the future.

Now, you might say it sounds like we have a lot going for us. We do. And we have a lot of plans for the future—some of them pretty revolutionary. You'll be hearing about them very soon.

You shouldn't be without it.

For now, let's just say they'll be bringing Carte Blanche Credit to more people than ever before.

Tear out.

At any rate, send us one attached application now. It only takes a minute to fill out. But we think it might bring you years of satisfaction.

Like they say, experience is the best teacher. So see what it's like to say "Carte Blanche!" (Carte Blanche's mascot is "Chagall".)

Little things mean a lot.

Of course, not everyone is a world traveler. So we have plenty to keep you happy at home. There's our exclusive, girls' Hava Card, it gives you credit for being a woman.

We're the only issuer and entertainer card that guarantees your credit at 1,500 hospitals throughout the country. We're also the only card of our kind that offers you a \$250,000 accident/health insurance policy. (Not very entertaining, I'd say, but reassuring ones.)

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Above is a scene from the ballet created for the Narta promotional program held for members of the press.

panel on the topic "Smell, scent and deodorant in the Western world," debated by a psychologist, a sociologist, a doctor and an ethnologist.

This talk was followed by dinner and a ballet featuring four dancers who resembled the "Miss Narta" model used in the advertising. Those attending also received samples of the Narta product line and a white orchid.

The team behind the Narta launch included: account supervisor Jean Claude Dancy, account rep Bruno Pons, art director Claude Parvaix, writer Michèle Bernstein and René Louis de Bernis, Daniel Bordes and Odile Rousseau, public relations.



J. WALTER THOMPSON COMPANY

NEWS



New York News

April 25, 1969

FOR STAFF MEMBERS ONLY

National Secretaries Week or, Queen for a . . . Week

JWT paid homage this past week to the often "unsung heroines" of NYO, its many fine secretaries. In celebration of National Secretaries Week, April 21-25, NYO praised its secretaries in a series of activities.

On Monday, Tuesday and Wednesday, secretaries met and chatted with various



officers of the Company over coffee and danish in Conference Room A. A tape of current JWT-created commercials was shown during each half-hour meeting. At each session, three winners were chosen in a prize drawing. Second and third prize winners in each group received an extra vacation day; first prize recipients won a \$100 gift certificate at the store of their choice.

In this way, NYO management paid official tribute to the women who contribute so essentially to making every JWT business day run smoothly.

Not to be outdone by management, bosses throughout the company said their

A BIRD'S EYE VIEW—of one of the coffee and danish sessions held in Conference Room A this past week to celebrate National Secretaries Week. At each meeting, secretaries chatted with various officers of the company, viewed JWT commercials and participated in a prize drawing.



"thank you's" in a unique fashion. They discovered just what a secretary's day is "all about" in a reversal of roles that found them bringing their secretaries coffee, answering phones, typing letters and taking dictation. JWT News just "happened" along at some propitious moments to catch a few classic photos of different bosses

catering to their secretaries. (See them on this page.)

While "thank you's" are often too rarely said, and the secretary is put on a pedestal but once a year, National Secretaries Week found everyone in NYO more than willing to make formal acknowledgment of the services rendered by our secretarial staffers.

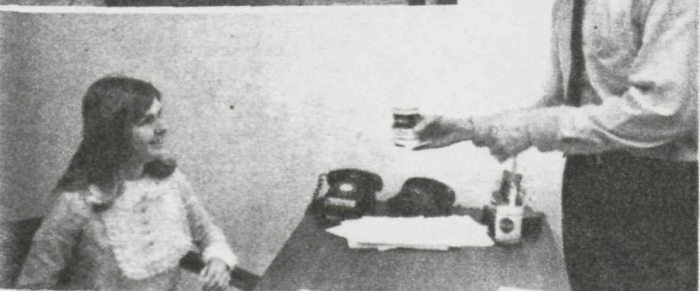
'Ask not what you can do for us, but what we can do for you'

*So said NYO bosses
to their secretaries . . .*

(and the replies speak for themselves)



SIR WALTER RALEIGH—in the guise of Fred Miley, account rep, international, serves some coffee in style to Diana Ingersoll.



INSTANT REVIEW BOARD—That's what copywriter Lowell Williams dubs his secretary Marlene Jacker as they bang out a little copy on what appears to be a typewriter built for two (above, far left.)

JUST A QUICK MEMO—says Sandi Taylor above, to Lever account rep Tom Engel as he tries to invent a shorthand style.

THE DAY JUST ISN'T COMPLETE—until Ridge Lundwall, account rep, Pan Am, has made a trip for a refreshing cup of coffee for Sheila Maloney.

Prize Drawing winners

Monday: first prize: Pam Sacaridiz
second prize: Maureen Feirman
third prize: Sandi Taylor

Tuesday: first prize: Joan Welch
second prize: Mary Armstrong
third prize: Maria Sortino

Wednesday: first prize: Josephine Ferro
second prize: Michal Twine
third prize: Linda Guderian

New Arrivals

Victoria Cero



Victoria joins Thompson's art department on the American Gas Association and Murine International accounts. She was graduated from the College of San Francisco where she majored in advertising and English. She then continued her education at the Art Center of Design in Los Angeles. Before coming to JWT, Victoria worked in her father's production studio in San Francisco. After a few months, she left her native California and headed for parts unknown—New York City. Victoria is far from alone here. She shares an apartment with a school friend, while three of her co-staffers here are members of her graduating class at the Art Center. In her free time, Victoria visits school friends in New Jersey, pretending it's California. She also takes dancing lessons and is an avid reader of travel brochures. X3564.

Also welcome to:

Kathy Frey (Art Studio); Rita Fischer, Bonnie Verga (Broadcasting); Marguerite Barrock (Corp. Administration); James McQueen, Linda Tracey (Cost Accounting); Hollis Beckwith, Ina Hillenbrandt (Creative Dev.); Zachery Grossman (Data Processing); Kathleen Schuman (Editorial); Margaret Murphy (Int'l. Bill & Pay.); Carmen Santiago (Jobs. Dev.); Laurence Daniels, Fausto Martinez (Mail. & Ship.); Mark Abrams, Shirley Jupiter (R/TV Bill. & Pay.); John McGuire (Reception); Fred Jordan, Michael Tomasuolo (Reproduction).



WINS PARISIENNE TRIP—If you read *ANNY* (April 18 edition) or happen to know staffer Leni Salz (above), you've heard she was one of four countrywide and two greater NY area winners of a trip to Paris. Leni, a broadcasting buyer on Lever and a third year JWTer, heard almost a month ago that her name was among the winners drawn by station KVII in Amarillo, Texas, for correctly estimating the coverage capability of its new Texas tower. "By juggling the figures of the states listed by the television station," Leni says, "it wasn't difficult to figure out the right answer. I never thought my name would be drawn, however!" Leni plans to combine the trip with her regular Thompson vacation.

George Miller



George, a member of Thompson's creative department, is a writer on Standard Brands. He is writing television and radio commercials for such products as Chase & Sanborn and Planters. A native of California, George came East to attend Harvard University. After graduating in 1965, with a B.A. in English, George "bummed around" until he joined the Peace Corps. After two years of teaching English in Southern Iran, George returned to his favorite pastime of traveling, this time heading toward Europe. There he spent 5 months following the Grand Prix Circuit. Upon returning to the U.S. in Sept. 1968, he decided on a career in advertising. "I can't imagine doing anything else but writing," says George. "Advertising is exciting—it involves crisis, pressures—it's not a 9 to 5 routine . . ." And George could hardly be called "routine" either. His ambition once was to make a name for himself as a professional criminal. He also bears the unusual distinction of having been admitted to Stanford Law School—not once, but three times—and he hasn't shown up yet. He is currently living in bachelor quarters in the Chelsea area of the City. X2679.

Art Galleries



• 10th floor corridor gallery, through May 2. (May 2-16 will move to 9th floor corridor gallery.) Aldis Klaven's illustrations concentrate on mood and background effects, although the artist is quite capable of varied styles and media. Young people and modern ideas are the subject of much of Klaven's work.

Classified

A PERFECT ANNIVERSARY GIFT—Beautiful new black broadtail jackets with black mink collars. (Never worn.) Sizes 12 and 14. Special offer at tremendous savings . . . priced at only \$270. (Reversible for \$325.) Call X2459 for appointment.

SUBLET WANTED—June 1-August 31. A small furnished one bedroom apt. in Manhattan (prefer East Side but flexible). Responsible couple. Call X3354.

ARTISTIC CARPENTRY—Housepainting, cabinetry and furniture finishing by an experienced and reliable artist. For additional information, call Mary Kerr at X2009.

SUMMER RENTAL—Couple seeks couple or single person to share charming 2-bedroom cottage in Fair Harbor, Fire Island from Memorial Day weekend thru September 7. Reasonable. Call X2203 or 838-3898.

ROOMMATE WANTED—Girl, 26, looking to share apt. with girl already situated or girl willing to look for new apt. Call X2786 or evenings, (201) 262-0648.

SITTING PRETTY—with four English dining chairs, covered in red damask. Scotch-guarded. Perfect condition. Sacrifice \$30/each. Call after 5 P.M., LE 2-8647.

SIMMONS BEAUTY REST—For sale. King-size bed with early American Hitchcock headboard. \$500 value, excellent condition. Asking \$200. Call X3503.

Births & Marriages

Married: Dianne Caldwell, Broadcasting, to Ivo Sain; . . . Pat Kenny, Editorial, to Henry E. Blagden, Jr.

SUMMER SUBLET—June and July. Elegantly furnished, air conditioned apt. with wall to wall carpeting, located on 69th St. and West End Ave. 2 Bedrooms, 2 baths, terrace, and parking facilities. \$450 month. For more information, call 362-4306.

PLANNING YOUR VACATION?—Then consider this mountainside colonial farmhouse in Shrewsbury, Vt. Fully equipped, convenient location. \$85. per week. For pictures and further information call X2616.

"GARAGE" SALE—Offers dining room set, bureau, coffee table, lamps, king size boxspring & mattress, and other "odds 'n ends." Owner must sell. Call 685-4273. (Nights).

NATURE LOVERS—Will love this small house in Connecticut, available for summer rental. Hundreds of acres of State Forest for a front yard, large garden, great area for hiking and camping; five minute walk from Lake Zoar and a marina nearby. House sleeps five. Available June 15 to August 15 for \$600. Call X2793. Evenings call FI 8-6347.

WESTHAMPTON BEACH COTTAGE—Located on Sunset Ave. between Montauk Highway and shopping area. Available May 23 to Sept. 10 for summer sublet. House has 3 bedrooms, 2 baths, living room, large kitchen and a porch. Call Bill Hoehler at PL 9-4300.

1/2 SHARES IN SUMMER HOME—Available for girls in co-ed house. Attractive home located on the bay at Ocean Ridge, Fire Island. Call evenings or Sat. 982-5758 or OR 4-8781.

MUSTANG FOR SALE—1967 Convertible, V-8 Auto transmission. Radio and heater. In "mint" condition. Asking—\$1,650. Call 353-9118 after 6 p.m.