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Isn't that Terence Stamp behind those Foster Grants?

(Good guess. Catch him as "Blue"; A Paramount picture.)

As Mr. Stamp and the tuned-in world have discovered, there's more to sunglasses than meets the eye. Slip into a pair and something inside seems to click. A heightened self-awareness. A subtle increase of confidence. Of coolness.

These pictures, taken recently on villa-laden Appia Antica outside Rome, reveal just how our latest Foster Grants wrought their magic on Terence.

That's why they're called the Sunglasses of the Stars.

Sunglasses have become fun glasses. And everybody, everywhere, is wearing them.

Foster Grant, #1 in the anti-glare crusade, is tickled pink. We make more shades in more styles and more colors than anybody. Anywhere. All with 677 lenses that pass the most rigid U.S. Gov't standards for eye protection (standards a lot of those expensive imports flunk). All with down-to-earth price tags.

Pick up a pair of Foster Grants next time you're downtown. If they're moving, smile. It may be someone you know.

"You just tell her Che Guevara's here and would like a word with her. She'll understand."

"You have a way, Senator, of saying 'peace' as if it were a dirty word."

"Now what's this I hear, Fingers, about withholding the Vegas receipts from the bosom of your family?"

"Actually I quite fancy you, Your Highness. It's your type I detest."

"I'm afraid that would mean a swim, dear lady. My bumbling lackeys have already raised the drawbridge."


Art Director: Ed Lee
Photographer: Burt Glynn
Copywriter: Rea Brown
Client: Foster Grant Company
Crest is now only 26 flavors behind Howard Johnson's. And we're going to stay right there. Crest isn't out to make fancy flavors. Crest is in the business of preventing cavities. When we came upon a second flavor—new mint—we did it so more people than ever could enjoy the benefit of our exclusive cavity-fighting stannous fluoride formula.

Why are we telling you this? Well, we got the letter: "Dear Sir, My favorite flavor is vanilla fudge. When can I make that flavor in Crest?" It was signed, "Stephanie Becker, 7 years old.

We answered, "Dear Stephanie, We're sorry but you'll have to enjoy vanilla fudge from an ice-cream cone. Crest only comes in mint and regular flavors. We think both are pretty good.

"But if you remember to see your dentist regularly, watch your cavity count, and brush after eating with Crest—you'll enjoy your vanilla fudge a lot longer."

Art Director/Designer: Charles Kornberger
Photographer: Al Francekevich
Copywriter: Stanley Becker
Agency: Benton & Bowles, Inc.
Client: The Procter & Gamble Company
It's sort of like a tooth vitamin.

Crest similar to a vitamin?
Well, vitamins help keep your body strong. Crest does the same for your teeth. Vitamins help keep your body healthy. So does Crest for your teeth. Vitamins build up your body's resistance to disease. Crest builds up your teeth's resistance to cavities.

What makes Crest special is its fluoride, Fluristan. And yet, most toothpastes don't have it. And that includes the leading toothpastes.

For example, take the five leading toothpastes. Only one contains the "tooth vitamin."

Of course, you know which one.

The perfect after-breakfast, after-lunch, after-dinner mint.

Exactly. Mint-flavored Crest. It's a mint treat that's good for your teeth. What could be more perfect?

Before we go any further, there's one thing you should get very clear at the start. We actually couldn't care less which flavor Crest toothpaste you use, mint or regular. Our business is fighting cavities, and flavors have nothing to do with that. Our fluoride does.

But this mint flavor, it's for you people who think you deserve a little bit of variety in your toothbrushing routine but wouldn't dream of giving up Crest's stannous fluoride.

O.K. Now that we've made our position clear, go ahead. Live it up with mint-flavored Crest. We approve. It's a little change and it's good for your teeth.

A healthy glass of water made healthier.

The Yardstick.
Where are you spending the Holiday?

23,000 drivers and passengers will spend it here. Drive carefully this weekend.

Mobil
We want you to live.

Art Director/Designer: Bob Kuperman
Photographer: Dave Langley
Copywriter: Hal Silverman
Agency: Doyle Dane Bernbach, Inc.
Client: Mobil
Dear Fee... to:

Mothers are shrinking:

- Twelve trunks for stemming,
- Eleven shirk for golfing,
- Ten plaid Perrntelas,
- Nine, stemmas,
- Eight tartan lockets,
- Seven yellow stokers,
- Six flannel trousers.
- Five two-pants suits...

- Four panelled sheepskin boot bottoms,
- Two turtlenecks,
- A secret short alpaca put on.

"And they're every one smaller than me."

When Pet on the twelfth Savor Christmas,

Get from a T.G. certificate from Horne's

the most collection of undergarments ever

on a giving year

in the world or simple hand by phone.

JOSEPH HORNE Co.
Give a damn.
Support the New York Urban Coalition.
No. 2 in a series
of fantasies
by Jon Abbot
The Beatles'隔离期是他们在美丽的西雅图拍摄的，为他们的新专辑《Sgt. Pepper's Lonely Hearts Club Band》做准备。他们在这段时间内拍摄了一些有趣的照片，包括一些成员之间的互动。这些照片捕捉到了乐队成员之间的友谊和创造力，以及他们对音乐的热爱。
Eleanor Rigby

Are half of all the lonely people
You look up at the sky, and see no one there
Where do they all belong?

My love she's just like everybody else
She lives in a world you can't imagine
Where do they all belong?

* * *

Lady Madonna

Lady Madonna, clothing in black lace
Roses are red, are you the one who holds my heart?
Who's afraid of the dark, when you lay like that?
Your hand in mine, what a beautiful thing

Lady Madonna, black lace is so becoming
A rose in a hand is so beginning
The sun in the sky is so beginning

Lady Madonna, clothing in black lace
Roses are red, are you the one who holds my heart?
Who's afraid of the dark, when you lay like that?
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Who's afraid of the dark, when you lay like that?
Your hand in mine, what a beautiful thing

Lady Madonna, black lace is so becoming
A rose in a hand is so beginning
The sun in the sky is so beginning
Art Director: Murray Jacobs
Designers: M. Jacobs, C. Gibson
Copywriter: Cay Gibson
Agency: Wells, Rich, Greene
Client: Menley & James, Ltd.
He: Believe me, it's in there somewhere.

Teacher: How does it feel your first time out.

She: I can't do it while you're watching me.

(VO): The Rebels are going to outlast the teachers.

Chorus: Button up your overcoat when the wind is free.

Quick! Take Contac! You belong to me.

Keep those "tiny time pills" ticking away, hey!

So if you catch a mean old cold get Contac.
You think you're a loser. A hard luck Harry.

Flying A is going to give you a chance.

And if you're extra lucky, you could win $10,000.

Play it, Harry. A guy like you could use a break.

He says do I have a can opener?

He says this is a whole can of Purina meat.

He says I own him now.
Just looking at people in Ireland is a delightful form of cultural exchange. You look at them. And they look at you. One look leads to another—and if you respond to their “Good Day” with one of your own, you’ll probably be invited to tea. And end the day singing your head off in the back room of a pub, promising to look up somebody’s third cousin in Boston on your way home to California.

But if you’re too shy to explore on your own Ireland’s greatest attraction, its people, you can make arrangements to meet the Irish through the Irish Tourist Board. They’ll match you up with your particular brand of Irish human interest. (Nature and Guinness will do the rest.)

Trip over a stone in Ireland and you will be imagination-deep in Archaeology. Lose your way in a cobble-stoned alley and you’ll find your way to a stone castle. There’s so much to look at in Ireland it doesn’t matter where you look first. Just keep your camera clicking and illustrate your story book memoirs of Georgian Dublin, Frisco-pitched Cork City, medieval Kilkenny and the green-marbled heights of Connemara, the Irish countryside and the cliffs diving into the sea and remember forever the soft-spoken Irish weather that makes palm trees feel at home (Irish weather is so photogenic). You can see it all via bus (a seven-hour day of scenic, guided touring only $3.15, with plenty of Irish wit), or hop aboard a delightful Radio Train (plush comfort, horsess, music and a lively commentary on the passing scene, lunch, high tea). You can rent a car ($26 a week off-season, mileage included) and scoot off on traffic-free roads. Bikes can be had for practically nothing or you can strike out on your own Irish blackthorn walking stick (make sure you walk off with this souvenir of Ireland). But do get lost, whenever possible. Because finding your way in Ireland is such a stimulating social activity. Proof, as they say, that half the fun of going there is getting there.

If you’re interested in travel bargains, we’ve got the juiciest ones, from October to the end of April. Here’s a sampling:

Two weeks in Ireland, visiting 21 fascinating places. Comfortable hotels everywhere, breakfasts, Abbey Theater, medieval banquet at Bunratty Castle. Car with 50 free miles. $275. (Week in Britain. Sax extra, car with unlimited mileage, choice of five cities including London and Edinburgh.)

15 days touring Ireland, Edinburgh and London by luxury motorcoach. Limerick, Killarney, Ring of Kerry, Cork and Blarney Castle, Waterford, Dublin — nine sparkling Irish days. Two days in Edinburgh, four in London, limousine, inclusive air fare from New York, most meals, entertainment, touring. $470.

15 days in Ireland, escorted. Limerick, Killarney, the Ring of Kerry, Cork, the Blarney Stone, Waterford, Westford, Dublin, Sligo Galway, Connemara, Abbey Theater, Irish cabaret, medieval banquet and the Abbey of St. Patrick. $5405.

If time is running short and you want to see Ireland fast (prize at off-season bargain prices, even more of a bargain at today’s decimated pound) we suggest these stop-off package tours:

Three days in Dublin. Two nights in one of Dublin’s finest hotels, bed and breakfast, sightseeing, dinners, ticket to famous Abbey Theater, Irish cabaret, transfers $26.

One day medieval tour. Be our guest at the Medieval Banquet at Bunratty Castle, where you’ll be wined, dined and entertained like an Irish lord. $18. November-February.
Really.
If your father isn't worth an extra few dollars, who is?
Art Director/Designer: Allan Beaver
Photographer: Melvin Sokolsky
Copywriter: Helen Nolan
Agency: Delehanty, Kurnit & Geller
Client: Yardley

Art Director/Designer: Peter Hirsch
Artist: Ed Sorel
Copywriter: Neil Calet
Agency: Delehanty, Kurnit & Geller
Client: T.A.P. Portuguese Airways

WE'RE NOT NEW.
YOU'RE NEW.

Here we are, really. We're really two advanced flight clubs.
New York to Edinburgh... we suggest you the super blunts.
Who makes the runs with big.profile?
"What do you mean aviation control?"
"Pilots are always around coming and going."
When you go down to our new 

We're not going those grandfathers right now.
We're not starting across Europe, Africa and North America for a specific reason.

And we're not going south for two reasons.
Canada. When we're bringing Portuguese, we had to perfect

Triumph over our initial flight from Scotland, we stepped up our

The English. We wanted to make the British

And we're not going east. We went over to the Stars and the Stars

So now you understand that you're not going to

Because you can't put into the stores, and it's the only thing

You get it, we think.

And you can't think of the Stars for the Stars, and you can't think of the Stars

TAP Portuguese Airways

[Image of the Statue of Liberty]

Americans, let's teach you how to fly
Isn't that Terence Stamp behind those Foster Grants?

(Good guess. Catch him as "Blue". A Paramount picture.)

As Mr. Stamp and the tuned-in world have discovered, there's more to sunglasses than meets the eye. Slip into a pair and something inside seems to click. A heightened self-awareness. A subtle increase of confidence. Of youth.

These pictures, taken recently, reveal just how our latest Foster Grants brought their magic on Terence. Sunglasses have become fancy glasses. And everybody, everywhere, is wanting them.

Foster Grants fit in the anti-glare crusade, in tricked out, in more shades in more styles and more colors than anybody. Anywhere. All with 677 lenses that pass the most rigid U.S. Gov't. standards for eye protection (standards a lot of those expensive imports flunk). All with downtown price tags.

Pick up a pair of Foster Grants next time you're downtown. If they're moving, smile. It may be someone you know.

"I'm afraid that would mean a mis, does lady. My bumbling lackeys have already raised the drawbridge.

"Actually I quite fancy you, Your Highness. It's your type I detest."

"What's this I hear, Senator, about withholding the very receipts from the honors of your family?"

"Oh, I sure have a way, Senator, of saying 'peace' as if it were a dirty word.

"You just tell her Che Guevara's here and would like a word with her. She'll understand."
Art Director/Designer: John Evans
Artist: Tom Daly
Copywriter: Bob Veder
Agency: Delehanty, Kurnit & Geller
Client: Talon, Inc.

Things that bite little girls

Art Director/Designer: Robert Gage
Photographer: Dick Richards
Copywriter: Phyllis Robinson
Agency: Doyle Dane Bernbach, Inc.
Client: Polaroid Corp.

The 60-second excitement

Art Director/Designer: Carol Lane
Photographer: Silano
Copywriter: Helen Miller
Agency: Doyle Dane Bernbach, Inc.
Client: Burlington

Gain Treats Stains Like Dirt

Art Director/Designer: Vito Incorvai
Artist: John Alcorn
Photographer: Don Nichols
Copywriter: Robert Fischer/David Bennett
Agency: Grey Advertising, Inc.
Client: Procter & Gamble/Gain
Well Charlie, how does it feel to be out of uniform?

Art Director/Designer: Dick Levy
Photographer: Horn/Griner
Copywriter: Nat Russo
Agency: Gilbert Advertising Agency Inc.
Client: After Six, Inc.

Art Director/Designer: Jerry Benzer
Photographer: Ira Mazur
Copywriter: David Saslow
Agency: Doyle Dane Bernbach, Inc.
Client: Uniroyal/Keds
Khakrez
No one knew whether the Padishah was her slave, or she was his.

He is a vision performed with
formlessness. Every moment
the Padishah seems to murmur
so well it lightly
She is the dancer of the dance.
And she scent her fragrance freely
she says the Padishah used a
scent. And her scent is poor
in the desert sands.

She has been trained in a forge
away from her birthplace, in the desert, to
scent her fragrance freely to
be formed to present the scene.
And
her scent is poor, for she is the most
secret place.

He wonders how might in some
manner, she has trained herself.

Khakrez:
A fragrance for bath and after by Yardley.

I've got the bluest waters in the world.
Beaches like cherry colored silk.
Great big romantic hotels.
And all around me I've got sleek white yachts with rich men inside.
I'm New Providence Island, Nassau.
Just 2 1/2 hours from Times Square and that's what I call conveniently located.

700 Bahamas Islands

Let's assume I'm an Island.

Art Director/Designer: Allan Beaver
Photographer: Melvin Sokolsky
Copywriter: Helen Nolan
Agency: Delehanty, Kurnit & Geller
Client: Yardley

Art Director/Designer: Al Amato
Photographer: Harold Krieger
Copywriter: Francine Wexler
Agency: McCann-Erickson, Inc.
Client: Bahamas Ministry of Tourism
If you get a bad meal on a plane you can't walk out.

Even chances of getting a bad meal on plane aren't bad. Because the selection is varied, there's plenty of choice. There's chicken, fish, beef, pasta, vegetarian, and more. And the meals are prepared to order, so you can be sure you're getting the best possible food. Northeast Airlines has something for everyone.

You can't get a bad meal. Almost everyone at Northeast Airlines believes in our quality assurance program. We use only the best ingredients, and each meal is prepared to order. The meals are served at least 144,000 meals each flight. And we're confident that our meals will exceed your expectations. As a result, we're strongly committed to improving our menu. Northeast Airlines always serves the best meals.

Northern Yellowbirds to Florida. You'll wish we flew everywhere.

Christmas gifts, $60 and under.

Art Director/Designer: Stu Rosenwasser
Photographer: Mike Cuesta
Copywriter: Jim Parry
Agency: Carl Ally Inc.
Client: Northeast Airlines
It was painted by Domenico Tintoretto, the Venetian master painter, in the early 16th century. The painting shows the Annunciation, one of the most significant events in Christian history. The angel Gabriel appears to Mary, the mother of Jesus, announcing her pregnancy. Tintoretto's use of light and shadow, as well as his dynamic composition, gives the painting a sense of movement and life. The painting is part of the Metropolitan Museum of Art’s permanent collection and is on display in the galleries of European paintings.

Each of the twelve seminars will be a unique exploration of art, with its own essay on one aspect of painting. The essays will be written by experts in the field, providing a deep dive into the world of art history and theory. The seminars will be held in New York City, and attendees will have the opportunity to interact with the experts and other art lovers from around the world.

The seminars are open to all, and there is no need to be an art expert to join. The Metropolitan Museum of Art’s Curator of Education, John Canaday, will lead each seminar, and the lectures will be followed by a Q&A session. The seminars will be held on the last Thursday of each month, and the next one will take place on September 29, 2022.

To register for the seminars, visit the Metropolitan Museum of Art’s website or call 212-650-6777. Registration is free, but space is limited, so be sure to reserve your spot early.

Art Director/Designer: Jerry Whitley
Artist: Bosch
Copywriter: Martin Gross
Agency: Schwab, Beatty & Porter Inc.
Client: Met Seminars in Art
The Greatest Fish Story Ever Told.

Thousands of years ago, in the Sea of Galilee, there was a tasty little fish known as chromis simonis. The 'Big Fisherman' himself is said to have caught it. So it was named St. Peter's fish, after him. The name stuck to the fish and the fish stuck to the Galilee. The wonder is that it hasn’t changed since Peter’s day. Restaurants all over Israel serve it and in Tiberias it’s a specialty.

If you like, you can hook your own 'St. Peter' in the Sea of Galilee. Or fish for other fish in other waters. The seas runneth over with prizes. In Eilat, there’s even a famous restaurant that will cook your catch right on the spot.

While the fish is grilling, you can be baking on a nearby beach. Telling your own fish story. Or just watching the snorkelers watching the fish.

If you're a meat and potatoes man, or lady, you won't go hungry. How about barbecued lamb with hoummus (ground chickpeas) or home-cooked chicken soup with noodles or boiled beef with curry or very good goulash?

And don’t worry about getting fat. Places like ancient Sodom, King Solomon’s Mines, Massada, The Tomb of Absalom, Mt. Tabor and Capernaum are scattered from one end of Israel to the other. You’ll need some extra food to keep up your strength.

To get you off to a good start, El Al will land you at Tel Aviv with a few hearty meals under your belt. Including breakfast of bagels and cream cheese and lox.

Then we'll add a warm Shalom. There’ll be nothing fishy about that.

The airline of the people of Israel.
He passed refrigerators, but he flunked teacups.

Some of the men who enter the Bekins training program are so strong they could lift the teacups. The problem is their thumbs. They have ten of them. There's no good when you're packing teacups or when you're trying to dolly a refrigerator down a hallway.

That's why Bekins has devised the toughest training program in the business. Half the men who start never finish. Sometimes it's because of too many thumbs. Sometimes it's not enough fingers. Sometimes they just can't get the hang of it. Sometimes it's just not the right man for the job. Sometimes it's not the right man for the teacups.

That's why Bekins has devised the toughest training program in the business. Half the men who start never finish. Sometimes it's because of too many thumbs. Sometimes it's not enough fingers. Sometimes they just can't get the hang of it. Sometimes it's just not the right man for the job. Sometimes it's not the right man for the teacups.
Before I bought this Whirlpool refrigerator I was a trim size 7.1

(At least that's what my doctor said the day I walked into the Registrar's Office.)

The word "Whirlpool" was the first thing I said. "You're either going to like it or hate it," he said. "I'm going to like it," I replied. "I'm going to love it."

Before I bought this, Whirlpool refrigerator I was a trim size 7.1...

- Whirlpool refrigerator
- the word "Whirlpool"
- the Registrar's Office
- "You're either going to like it or hate it."
- "I'm going to like it."
- "I'm going to love it."

V-Volkswagen announces air conditioning.

(An advertisement for Volkswagen features air conditioning as a new feature.)
They should have stayed in the lane they were in.

A not-so-subtle reminder for driving safely on the Memorial Day weekend from the Mobil Oil Corporation.

Mobil
We want you to live.
MAKE AMERICA A BETTER PLACE.

LEAVE THE COUNTRY.

Art Director/Designer: Bernie Zlotnick
Artists: Carl Fischer, Ames Appel
Copywriter: Mort Redner
Agency: Young & Rubicam, Inc.
Client: Peace Corps

It's no fun being No.1

if there's no No.2

Art Director/Designer: Joseph Fazio
Photographer: Charles O'Neal
Copywriter: Patricia Kenny
Agency: J. Walter Thompson Company
Client: Magazine Publishers Association
New Dry Ban helps stop the perspiration that could ruin your new silk blouse.

New Dry Ban is an anti-perspirant spray. It properties like a deodorant. But unlike dry feet containing a deodorant, New Dry Ban helps stop perspiration wetness. And perspiration wetness could ruin your new silk blouse. Or your Nehru jacket. Or your...
Between the Delaware and the Atlantic, there sprang up ghosts, kings, pirates, revolution, and the oldest state in America.

There are many stories, many facts about the Delaware River. There are even more about the State of New Jersey. But this is not one.

Here lies the Andrea Doria. But she could sail again.

She lies 30 feet under that red marker, some 18 miles off the coast of Massachusetts.

And though it has been almost 10 years since the Andrea Doria went down, there is still a little in her bed at night and tears of her.

She is the ship salvage's dream. Even if she were never more a ship, wherever she would keep her meanings—along with the cash, jewelry, negotiable bonds and other valuable items on board—will have taken a place worth billions.

But she's also a salvager's nightmare. That's where she's been kept. She has been there since 1938.

There's a certain hall damage—a gun up to forty feet wide through one of her steel decks—caused by the collision which sank her. To completely figure it out, she has to be moved without damaging or displacing anything. Which, since she is not made of steel, would take years to dig her out.

She is too valuable to lose, too valuable to move without damaging something. And she was never meant to go on the bottom.
To Typhoid, Hepatitis and Dysentery, America is still a land of opportunity.

If that sounds impossible to you, just remember our historical view.
Like most of our natural water resources, it's colonized by the same microbes that cause typhoid, infectious hepatitis and amoebic dysentery in other parts of the world.
All those bugs want is a chance to make a home and raise their families in your body.
And the site that beautiful river floods, or some other disaster contaminates your purified water supply, the bugs will get their opportunity.

We do have the disease. And we don't have an effective long-term immunization program against the disease. So why don't we have the epidemics that ravage so many other countries? Primarily because there's plenty of disinfectant available. Quite often, it's Olin Chlorox, rushed to the scene from strategically located warehouses.
It's easy to handle. And, when it comes to purifying water or disinfecting flooded homes, nobody has anything that does a better job.

Olin
Here it is in white on black

Art Director: Fred Stenger
Photographer: Ben Somoroff
Copywriter: Norman Kranz
Agency: J. Walter Thompson Co.
Client: Sears, Roebuck & Company

This funny looking plant can help make your skin look more beautiful in three days.

Art Director/Designer/Photographer: Hal Davis
Copywriter: Franchelle Cadwell
Agency: The Cadwell Davis Company
Client: Johnson Industries
How Whirlpool's new automatics reduced my ironing time, thereby cutting my labor costs and increasing my profits:

Can we save the American hunter from extinction?

It's no joke. The hunter has been a disappearing breed in America. Even though our population's been growing, Matter of fact, the population explosion was the most to blame for our predicament. Cities got bigger. More sprawling. With less open spaces in between. Which left an awful lot of hunters with no place nearby to hunt. And too many were calling it quits.

That's why, some 16 years ago, Winchester came up with the idea of promoting shooting preserves for ducks and upland game near the big cities. We set up a model layout at Nilo Farms in Illinois. Brought in interested people. Showed them our operation and how to run it. We even wrote a textbook on the subject. Now, we don't claim to be the only reason for the phenomenal growth of public and private shooting preserves in this country (from 756 in 1954 to almost 3,000 today). But we believe we've helped.

And in the process, we may have helped preserve a vanishing species—the great American hunter.
We could have stopped here. We could have stopped here. But we're getting itchy again.

Art Director: Jerry Siano
Designer: Wing Fong
Photographer: Rudy Legname
Copywriter: Richard Prince
Agency: N. W. Ayer & Son, Inc.
Client: American Telephone & Telegraph

Art Directors: Dione M. Guffey, Fred Kittel
Designer: Dione M. Guffey
Artists: John Argonis, James Barkley, Ron Chereskin, Robert Cunningham, Eliot Elisofon, Mark English, Burton Groedel, Tom Huffman, Carveth Kramer, Bruno Lucchesi, Peter Max, Glen Michaels, Eugene Murray, Charles Santore, Jason Seley, Vastore Seltzer, David Stone-Martin, Harvey Stromberg, Loretta Waite, Sandra Wittlin, Alexandra Wool
Copywriters: William Lane, Susan Katz, Lorna Gustafson
Agency: J. Walter Thompson Company
Client: Salvation Army
Crest is now only 26 flavors behind Howard Johnson.

And we're going to stay right there. Crest isn't out to make fancy flavors. Crest is in the business of preventing cavities. When we came out recently with a second flavor — new mint — we did it so more people than ever could enjoy the benefits of our exclusive cavity-fighting stannous fluoride formula.

Why are we telling you this? Well, we got the letter: "Dear Sir, My favorite is vanilla fudge. When can you make that flavor in Crest?" It was signed, Stephanie Becker, 7 years old.

We answered, "Dear Stephanie, We're sorry but you'll have to enjoy vanilla fudge from an ice-cream cone. Crest only comes in mint and regular flavors. We think both taste pretty good. But if you remember to see your dentist regularly, watch between-meal treats, and make after-meal minting with Crest — you'll enjoy your vanilla fudge a lot longer."
In Jamaica, you can sail a 19th century rum-smuggling ship over seas that hide 16th century Spanish gold and a 17th century sunken city.

The "Caribee" still sails with a load of rum on.

Board at midday and whip into the blue, sail following, making any decks swaying, feeling like Douglas Fairbanks, Sr. Swashbuckle. Sun. Raise a tankard or two. Get back in time for dinner. Drunk with the past.

The gold? You can scuba to hunt for it yourself. But, these days, finders not keepers. To the government go the spoils. The loot you can take home "counterfeit.

Pewter copies of coins from Port Royal, our watery Pompeii. The city, once pirate Henry Morgan's treasury, slid into the sea from an earthquake 275 years ago as "retribution for his sins."

Today, 30 islands, undug up, and duplicated. (Daiquiris. Planter's punches. Swizzles.)

The city, once pirate Henry Morgan's treasury, slid into the sea from an earthquake 275 years ago as "retribution for his sins!"

Today, 30 islands, undug up, and duplicated. (Daiquiris. Planter's punches. Swizzles.)

Explore our "jungle- (Cockpit Country), a thicket of strange mounds that "look like women's bosoms all covered in green."

Meet our Maroon tribesmen. See them dance a wild quadrille. Spelunk. Hunt boars. Race in a motor rally. Scale Blue Mountain, by mule. Then foot. Huffing and puffing the last steep 6 miles after midnight to reach the top in time to see the sun rise. Whew. Wow.

For less exciting things to do, see your local travel agent or Jamaica Tourist Board in New York, San Francisco, Miami, Chicago, Los Angeles, Toronto, Montreal.
It carries as much as the average station wagon.

There's more money to be made out of peace than out of war.

One of the persistent myths of the 20th century is that war stimulates economic growth. It doesn't. In the countries that are fighting the war, as well as in those that aren't.

For in both cases there is a tremendous expenditure of manpower and time to produce the materials of war. Materials which have no function other than to kill.

Or to be stored, useless, until it is needed to destroy.

A dollar less spent on expansion and progress.

And when expansion and progress isn't as great as it could be, then profits can't be as great or they should be.

A dollar less spent on destruction means there is one less dollar to be spent on the products people need and want.

The way to make money is not through war. It's through peace.

And by peace we don't mean just an interlude between wars.

We mean a permanent peace.

But can there be peace?

We believe so. If enough people in enough countries in this world are given an opportunity to gain material well-being and a greater sense of personal dignity.

And this can be done through business. Private enterprise.

Successful businesses breed healthy economies.

A healthy economy means more jobs and better pay for more people. With more buying power people can afford the products that will give them a better standard of living.

A better living standard will bring people a sense of accomplishment, pride, and dignity.

And with it, a desire for social order that could be far stronger than the desire for violent disorder.

To accomplish that, for business to be healthy and expanding, it needs a constant flow of fresh capital.

At IOS, our job is to convince people all over the world to invest in businesses all over the world—for a profit.

And what we mean is just people who have million dollar portfolios with us. We are also vitally interested in the small investor—by which we mean the man who has never invested before.

If this vast source of potential investment capital can be put to work, IOS and our investors will, of course, make more money, but equally important, businesses and people and national economies all over the world will benefit from this much needed capital.

And, very importantly, we are convinced that we and others in the financial community will be participating in a sound business endeavor which, almost as a by-product, could lead to perhaps the most effective deterrent to war—financial security.

Right now, IOS does business on six continents—in mutual funds, banking, investment management, insurance and real estate. In the 12 years we've been in business, more than 500,000 people have invested more than one billion dollars through us.

Our goal is to do business in every country in the free world and to keep on convincing more and more people to IOS invest in businesses all over the world.

If you have plans for a country, read this.
How to avoid looking dumb the first day.

He might have been the man who discovered a cure for cancer.

Dropouts become losers.
They live.
And we lose.

Today's dropout might have been tomorrow's scientist or doctor or teacher.
But what might have been will never be.
For one out of three high school students doesn't stick around to graduate.
The dropout is ten times as likely to become a juvenile delinquent.
And the juvenile delinquent is perhaps a thousand times more likely to become a criminal.

It doesn't have to happen.

Good schools with good teachers and good facilities can produce good citizens.
And that can make our world a better place in which to live.

Which is why money spent on education represents the best investment we can make.
An investment in the future of America.
Jan. 1, 1968. The beginning of the All-Steak Airline to Florida.
The end of Airline Food.

Send us the lost, bewildered, tired and hungry.

One of our gas stations has disappeared.

It's no dime mystery. Just a multimillion-dollar improvement plan.

If a Shell station starts looking run down—loses its snap—we get rid of it.

We don't want a grease-smeared shack to represent Shell.

And the independent Shell dealer, who works and lives in your community, doesn't want it either.

It hurts business. And it robs a man of pride in his work.

That's why we have strong opinions about every single Shell station.

If it's an eyesore, we don't shut our eyes to it. We start plotting its downfall.

And when we build a new station, we want it to look as if it were born there. We want it to blend in and be a credit to your community.

This isn't just empty talk. We're serious.

Last year we toppled, dismantled and demolished hundreds of stations.

And designed and constructed almost as many new ones (with the help of some of the brightest architectural talent in the country).

Putting up good-looking stations and tearing down the not-so-good-looking stations is good business.

But there's more to it than that.

This is where we make our homes and raise our families.

We want it to look nice.
Today’s Classic

In 1935, William Lyons startled the automotive world when he introduced the magnificent XK 120. In the early 1950s, the 3.4-liter engine of the XK 120 motor was capable of 100 mph. The XK 140’s engine of the late 1950s, however, could even more performantly approach this top speed. Yet today, Jaguar is still far ahead of its time in producing automobiles that once again meet and exceed today’s automotive demands.

Tomorrow’s

When the Jaguar XK 120 was introduced, William Lyons had already long been acknowledged as a technological and design genius. Shortly thereafter, the XK 120’s successor surpassed its predecessor in terms of performance. Jaguar has continued the high-performance tradition of the XK 120 and set new standards for automotive excellence. With the XK 140, Jaguar has once again demonstrated its commitment to excellence.

Art Director/Designer: Robert Blumenthal
Photographer: Robert Salomon
Copywriter: John C. Conrad
Agency: Cunningham & Walsh Inc.
Client: Jaguar Cars Inc.
Put a bottle of the Scotch you drink on the opposite page, then read this:

Look at the front label. Does it have the age of the whisky on it? No? Well, maybe it's on the back label. It's not? Then chances are your Scotch is only around 4 years old, the legal minimum. Which, we agree, isn't much to brag about.

This disappointing message is brought to you by Chivas Regal, the 12-year-old Scotch Whisky with the label that says 12-year-old Scotch Whisky.
Put your hand on your heart and count how many times it beats in one minute.

If it's over 72, here's something to think about.

A recent article in a leading national magazine stated that the average over-condition person has a heartbeat of over 72 a minute.

The article also said that when a man is in good condition his heart beats more slowly, giving the heart muscles more time to rest between contractions.

What does this all mean?

Well, as an Air Force doctor recently pointed out, if you get off your backside and exercise, you may slow your heart some of these 800 to 1200 extra beats you're forcing on it every hour.

Of all the different exercises this doctor recommends, he says that the running program is by far the best.

So where do we fit in all this? Well, we've come out with a brand new Jogging Shoe. Jogging is simply a classier word for running.

This shoe is made on an actual track shoe last.

It's completely cushioned from heel to toe to reduce shock and make jogging about as comfortable as it can be.

It has a crepe rubber sole designed specifically for maximum grip (and, by the way, for long wear).

The back of the shoe is constructed to prevent your foot from sliding up and down, keeping abrasion at an absolute minimum.

And most important of all, it has a very low heel. So that every time you take a step, the weight automatically shifts to the ball of your foot. (Taking off on the ball is less tiring on the foot than any other method of running.)

If you're interested in getting back into shape, you can pick up a pair of Keds Jogging Shoes in just about any shoe, department, or sporting goods store. For around nine dollars.

And as an extra little plus, we're throwing in a book on jogging written by a famous track coach and a heart specialist.

Incidentally, speaking of heart-specialists, we suggest you see your doctor and have a checkup before you start jogging. It's pretty strenuous exercise, you know. And there are some people with certain disorders who should not jog.

Don't get the wrong idea now. We're not trying to scare you. It's just sensible.

Vice President, Consumer Services Division
Whirlpool Corporation
St. Joseph, Mich. 49085

Dear Mr. Upton,

We're happy to tell you that the shoes you ordered have been delivered to your home. They are exactly as described in the advertisement. If you are not completely satisfied, please let us know within 10 days so that we can make it right.

Sincerely;

Vice President, Consumer Services Division
Whirlpool Corporation

Here's your chance to fight City Hall.

If you feel a product that you're not happy with, what do you do? Sit and sulk? Moan to your next-door neighbor? Promise yourself you'll never buy another product from that manufacturer? A lot of good that will do you. No. Mr. and Mrs. Consumer, that's not the answer. If you have a gripe, let the manufacturer know. Call him up. Write to him. Keep after him until he does something about it. Because nothing bothers a reputable manufacturer more than dissatisfied customers.

We at Whirlpool believe in putting our money where our mouth is. We believe we make the best major appliances you can buy. Automatic washers, dryers, refrigerators, air conditioners, dishwashers, etc. And we believe in our Tech. Care Service specialists who have been trained to perform service on your behalf.

The blank letter on the facing page is your opportunity to let us know if you have a problem. If you have a gripe about us, we want to know so we can do something about it. Just write your complaint, tear out the page and mail it to us. If you know anything at all about Whirlpool, you know it won't be ignored.

By the way, if you have something nice to say about us, we'd like to hear that too.

Pro-Keds Jogging Shoe
Art Director/Designer: Roy Grace
Photographer: Tony Petrucelli
Copywriters: W. Bernbach, I. Warren
Agency: Doyle Dane Bernbach, Inc.
Client: Volkswagen

Volkswagen introduces the automatic stick shift.

My name is Israel. I am 20.

Good people died that I might be born in a land called home.
I have heard the stories and seen the graves.
But now we are here, and the land is ours. No milk and honey, but ours.
We share a name, the land and Israel, and we share a birthday.
Twenty years for me, a long time.
For my people, who waited thousands of years, almost nothing.
But we have made something of that nothing.
Now the hills of rock are hills of trees. Fifty million trees, Jerusalem pines, planted one at a time.
Citrus trees bloom where nothing bloomed.
An almost dead language is alive again. We read the Dead Sea Scrolls as easily as we read this magazine.
We mine copper where King Solomon mined copper.
We make fresh water from the sea.

We build airports and schools in Asia, sell baby chickens and farm equipment in Europe, and exchange our students with even younger countries in Africa.
How do we go to so many places? Easy. We have our own airline, El Al.

You don't know what El Al means? It means "to the skies" in that almost dead language.

It also means that our jets are welcome in 17 different nations.
Yes, we have everything now. Universities, symphony orchestras, great museums, politicians, droopers, traffic jams, a little air pollution—everything.
We are of this century, children of the struggles and weaknesses and problems of people everywhere.
We will survive.
Because we are the people of Israel.

The Airline of the People of Israel.

Art Director/Designer: Leonard Sirowitz
Photographer: Dick Richards
Copywriter: Robert Levine
Agency: Doyle Dane Bernbach, Inc.
Client: El Al Israel Airlines
The 1969 cars still have collapsible drivers.

After your hair starts growing, your body forgets it.

All the hair on your head is finished hair. If it's limp, wavy or gray, you have nothing to do with it. But you probably have at least a bit of gray. The Follicle Lockdown is made from proteins, so if you have a bit of gray when you shampoo, it works like a hair tonic to prevent it from growing and spreading. The result is hair that is softer, shinier and has a natural feel. It's not just for gray. It's for all the men in your life who want to feel fresh and healthy. This is the only product you need to keep your hair strong and healthy. It's easy to use and it's guaranteed to work.

Break your beard in right.

Right now your beard is in the first stage. You can shave it with a razor like your father did. And each time you do your beard will grow back a little more difficult. Until one day shaving no longer a choice. It's agony. Look no further than your father's face for proof. But fortunately, you're catching your beard at an early age. You can break it in to be just as shareable as it is today.

With a Remington trimmer.

And if you think the kind of shave we're selling won't be close enough for you, you're wrong. Our new blades are sharper than anything that's been in an electric shaver before. What's more, a Remington electric shaver comes with a health trimmer. Admittedly it costs more to buy our electric shaver than a razor and some blades, but it's a good investment. These next few years will determine how you and your beard will get along for the rest of your lives.
The good hunter fills his thermos with coffee.
And relies on his jacket for warmth.
He knows the time to enjoy liquor is when
the guns are cleaned and put away.
He knows the real meaning of "good hunting".

Sometimes you need a drink like you need a hole in the head.
Seagram/distillers since 1857
How I got rid of the gray little by little without the guys in the office getting wise.

The clean-cut look is here with the new Solid State Retractable by Schick.
The 60-second excitement

It's everywhere. Do you have your Polaroid Color Pack Camera? (Under $30.)
WHAT BECOMES A LEGEND MOST?

An exquisite extra-dark natural mink called SLACKGLAMA, bred only by Great Lakes Mink men and designed by Neiman-Marcus.
CAN YOU FIND THE NAMES OF ALL FIFTY STATES?
(THE NAMES MAY READ UP, DOWN, FORWARD, BACKWARD OR DIAGONALLY.)

[Image of a grid with names of states]

Thank you for your patience.
This ad is a test of the accuracy of our new camera system.
Can you find the names of all fifty states?
(THE NAMES MAY READ UP, DOWN, FORWARD, BACKWARD OR DIAGONALLY.)

Art Director/Designer: Charles Lloyd Kintzing
Artist: Isadore Seltzer
Copywriters: Arlene Ball, Michael Graham
Agency: Warwick & Legler, Inc.
Client: American Can Company
It’s sort of like a tooth vitamin.

Crest similar to a vitamin?
Well, vitamins help keep your body strong. Crest does the same for your teeth. Vitamins help keep your body healthy. So does Crest for your teeth. Vitamins build up your body’s resistance to disease. Crest builds up your teeth’s resistance to cavities.

What makes Crest special is its fluoride, Fluoristain. And yet, most toothpastes don’t have it. And that includes the leading toothpastes.

For example, take the five leading toothpastes. Only one contains the “tooth vitamin.” Of course, you know which one.

Crest is now only 26 flavors behind Howard Johnson.

The Yardstick.

The perfect after-breakfast, after-lunch, after-dinner mint.

Brands. Mint-flavored Crest. Is it a mint treat that’s good for your teeth? What could be more perfect? Before we go any further, there’s one thing you should get everybody at the table. We actually couldn’t care less which flavor Crest toothpaste you use—mint or regular. Our business is fighting cavities, and it even turns out to do with that. Our business.

But this mint flavor, it’s for you people who think you deserve a little bit of variety in your toothbrushing routine but wouldn’t dream of giving up Crest’s stannous fluoride.

O.K. Now that we’ve made our position clear, go ahead. Live it up with mint-flavored Crest. We approve. It’s a little change and it’s good for your teeth.
"My secret? The tonic. The tonic! It has to be almost froz "
We put 100 nails in the Sears Self-Sealing Tire. And then drove it 100 miles. And it didn't lose a breath of air. Try that with the tires you're driving around on.

These are the Sears Steel Radial Tires that we put on a Shelby Kentucky police car. Even after 42,000 test wearing miles, they're still safer than regular tires that come on most new cars.

They could have made it even prettier. Instead, it's twice as strong and wears more than twice as long as the wide treads that come on most new cars. That's the real beauty of it.

These Sears Steel Radial Tires have outlived 25,453 miles on a police car in Shelby Kentucky. And right now they're safer than brand new tires that come on most new cars. That's only half the story. How would you like to see them again after 42,000 miles?
In Jamaica, you can sail a 19th century rum-smuggling ship over seas that hide 16th century Spanish gold and a 17th century sunken city.

The "Caribou" still sails with a load of rum.

The waters that hid the Spanish galleons are now home to the flamboyant Spanish Dance and the perpetually youthful Old Man in the Sea.

Pompeii, the city that once burned in a single day, is now a thriving tourist destination.

Explore the jungle country, a thicket of strange mounds that hark like women's swallows.

Steam out to see the wild quadrille performed by the Black Hectors.

Tough piracy is still a lure to the mills of Jamaica.

In Jamaica, you can still sail a 19th century rum-smuggling ship over seas that hide 16th century Spanish gold and a 17th century sunken city.
Fifteen famous cures for a hangover.

Rumor has it that a certain Duke eats a dozen raw oysters for breakfast. According to one of our friends, that's utterly extravagant, when a couple of raw eggs will work just as well.

One guy we asked does fifty push-ups. Another goes for a thirty minute walk. And a third recommends three cold showers at five minute intervals.

You will also hear about thyroid extract, "special" pills, and Vitamin B. You will be told about packaged oxygen. And informed that a spoonful of tabasco sauce can make you forget anything that ails you.

You can lie down with an ice pack. Sit up with a soft-spoken friend. Drink tomato juice with a twist of lemon. Drown your sorrows in Colombian coffee. Or try the most famous cure of all—biting the dog that bit you.

But no matter what you do to amuse yourself (or convince yourself) the only thing that will cure a hangover is time. The body oxidizes alcohol at its own rate, and there's no way to speed up the process.

Why are we telling you all this? Because no matter what you drink—if you drink too much of it—you'll probably get a hangover. And what bothers us most, is that you might end up blaming our Bourbon when you have only yourself to thank.

Beam's Choice is an 8-year-old Bourbon. It's charcoal-filtered after aging. And we think it's about as close to perfect as anybody's going to get.

When and if you decide to try Beam's Choice, you'll find it's simply too good to waste. And the way we see it, if you're the kind of man who appreciates a good thing when he finds it, maybe you'll decide to make your last hangover your last hangover.
Art Directors/Designers: Lee Epstein, Jim Brown
Artist: Norman Adams
Photographers: Crew of Aluminaut, Art Kane, Henry Sandbank, Ernst Haas, Polaroid Lab. Technicians: Rob't. F. Golden, Philippe Halsman
Copywriters: Hal Silverman, David Saslow
Agency: Doyle Dane Bernbach, Inc.
Client: Polaroid Corp.

Haas on Haas on Polaroid Land Film

Haas on Haas on Polaroid Land Film

Halsman on Halsman on Polaroid Land Film

Julie's other hearing aid.

North Carolina has had a perfect government since 1970. What more than that?
The paws that refresh.

11..,311,11,E, with

I

A martini
by any other name
is tame.

Mix yourself a Manhattan

If you think
the world
is wild,
try our gin.

A martini
by any other name
is tame.
THE GRANDPA TEST

For people who don't have sense enough to walk in out of the rain.

Art Director/Designer: Frank Nicolo
Photographer: Richard Noble
Copywriter: Richard DePascal
Agency: Gilbert Advertising Agency
Client: Loncontown Mfg. Co.
Studying our Spanish lesson is a constructive way to wait for the wash. Doing something that's fabric soother while you study would be a fine idea.

While our fabric soother is relaxing your wash, let our solitaire games relax you.

While you're waiting for our fabric soother to put your wash in shape, let us help put you in shape.

Slud'ing our Spanish lesson is an illustrative way to wait for she wash. Using someone else's labrir softener labile iu nods mould be a Ion Hon.

While our fabric soother is relaxing your wash, let our solitaire games relax you.

Bonnie Mien Puns
Mum and Min, Illannlimorlsamell as
Mx weed li mak
mast aod MI. Man
maid sense io mist
um.
Bonnie Mien Puns
Mum and Min, Illannlimorlsamell as
Mx weed li mak
mast aod MI. Man
maid sense io mist
um.

While our puzzle is the perfect way to wait for your wash. But if someone else's labrir soother is in your sash. it wouldn't be very lair.

While you're waiting for our fabric soother to put your wash in shape, let us help put you in shape.

Do honestly wish we could speed up doing the wash, but we've already on help with your wash. We're happy. All Bonnie Fabrics' Soothers can do to make your wash well, cleansed and refreshed. Plus, if you have something extra for you. We're suggestion that these solitaire are waiting for the wash can be spent doing exercises to help you relax. Bonnie Beauty is free expansion than other fabric softeners, the users new care can have even great book of the activities. Bonnie Fabrics' Solitaire

While you're waiting for our fabric soother to put your wash in shape, let us help put you in shape.
Black Tuesday, 1965.

Will it happen again?

Here lies the Andrea Doria. But she could sail again.

Some people are afraid to read this anymore.

To Typhoid, Hepatitis and Dysentery, America is still a land of opportunity.

Do you fly?

You may save your life in the rough red of tape.
Massagic
Misinterpretations:

In reality, a Weyenberg Massagic Shoe is far less extraordinary. It's simply a rubber sole with a massaging foot that stimulates your imagination.

In a way, though, a Massagic Shoe is still of extraordinary.

It is not only easy to walk on it, but also to manage. to be easy on your feet.

We hope now you'll get rid of your imagination and try it your own.

Weyenberg Massagic Shoes

Weyenberg Massagic Shoes

Weyenberg Massagic Shoes

Weyenberg Massagic Shoes

Weyenberg Massagic Shoes
It's all over between us, Rose Marie.

For years you and your barrel-chested boyfriend have made us keep relentless. Canadian Mounties in hot pursuit over the trackless wastes, and all that nonsense?

Rose Marie, we are tops. We do have Mounties. Even some trackless wastes, but we really have a lot of are hot pursu ible. Sophisticated supper clubs with big-name entertainers. Intimate "boîtes," bars and cocktail lounges. Exotic restaurants of every description.

And discotheque wise, you may be delighted to learn that it is new as easy to slip a disc in Montreal, Toronto or Vancouver as it is in good old New York City.

Each Canadian city is a little different in personality. Vancouver nightclubs tend to soar to roof-garden altitudes, the better to admire the Rocky Mountains. Montreal digs wine cellars... although Montreal does offer a skyscraping bar restaurant known as Altitude 711, featured attractions being a 90-mile view and a sourche martini. In that order. Drop up to Canada some evening soon and see it like it is. With no apologies to Rudolph Friml.

Here's where your guys beat our guys. Come back, all is forgiven.

We're the foreign country with your kind of plumbing.

Don't bring your fur coat to Canada this summer. Someone might shoot it.
Keep a tiny cut tiny.

The block on the Rivers Acts.

Keep a tiny cut tiny.

Ad for Buxton Inc.

Art Director: Michael Richman
Designer: Jim Brancaleone
Photographer: Sidney Mehring
Copywriter: Susan Conlon
Agency: Doyle Dane Bernbach, Inc.
Client: Buxton Inc.

Art Director/Designer: Salvatore Lodico
Photographer: George Elliott
Copywriters: Salvatore Lodico, Gerald Miller
Agency: Young & Rubicam, Inc.
Client: Johnson & Johnson
This is the Permanent Portable.

This is an Olivetti Underwood electric adding machine. For tax time. Any time. It knows no season.

It also straightens out check books. Add up expense accounts. Checks out grocery bills. Totals up the family budget. Helps with the kids' homework. Weighs just over ten pounds. Prints in two colors. Subtracts and multiplies. It works for the whole family. Year after year.

If you have our Lettera, you know what we mean.

Olivetti Underwood
Art Director/Copywriter: Donald H. Tartak
Designers: Donald H. Tartak, Charles White III
Artist: Charles White III
Copywriter: Donald H. Tartak
Agency: Donald H. Tartak Design Office
Client: Western Lithograph Company
Don't buy elevators till you take this tour of New York's high spots

Art Director: Walter Kaprielian
Designers: Walter Kaprielian, Rhoda G. Bernstein
Photographer: Reid Miles
Copywriter: Andrew Isaacson
Agency: Ketchum, MacLeod & Grove
Client: Westinghouse Elevator

Break the news

quote Newsweek
the newsweekly that separates fact from opinion

Art Director: Robert Dunning
Designer: Conrad Vogel
Photographer: Reid Miles
Copywriter: Fred Bauer
Agency: N. W. Ayer & Son, Inc.
Client: Newsweek
We hardly ever finish anything we start.

Protecting life in hostile environments.

We don’t mean fabric. We’re never more than a dime. But we’re in the way of more wearing apparel than the night
mages. From the day we began production of a pilot suit to give to a pilot pattern. And our fabric keeps her more than
half the development of new fibers and
dyes. They make artificial too—proven
and sold proving for her new-Carolyn style
suit. They make the pilot’s stockings keep
the stretch. They keep the permanence
means permanent and the apparel semi-
dress, looking amiable. She’s handle
able, and not come on a tight jacket that
really and in there. In the beginning of each season. What we start is something.
Be unforgettable

quote Newsweek
the newsweekly that separates fact from opinion
Art Director/Designer: John Flack
Photographer: Dale Smith
Copywriter: Hugh McGraw
Agency: Cunningham & Walsh - S.F.
Client: Qantas Airways Ltd.

Each year, we destroy over 200,000 brand new lightbulbs.

Each time you replace an inefficient lightbulb, you save far more than the difference in cost.

On top of that, your old bulbs were responsible for a few more tons of landfill waste.

But it's too much even if we were saving lamps we would.

And don't think you'll save more by buying cheaper replacement lamps, they'll cost you more.

So why not show the nation how you can do your bit by using Sylvania's quality lamps, and get the most for your money.

Look for our green lights.

Sylvania

DISTINCTIVE MERIT AWARD
You can be one of the first, one of the few to discover the ocean paradise called Micronesia. But that’s the beauty of it... being one of the few.

Lying like a lovely coral necklace across three million square miles of blue Pacific, Micronesia is a rare place where you can still find romance. Enchantment. Adventure. A rainbow-bottomed lagoon beckons you at Truk. A half-mile high, flowered peak of an extinct volcano is ready for climbing on Ponape. The ruins of a Japanese fortress lie hidden near Saipan. Above all, the world’s friendliest people await your visit. Air Micronesia is your key to this undiscovered paradise. Perhaps this is the year for you to come here.

We have a booklet showing what to do and where to stay, to help you make up your mind. For a copy write Micronesia House, Box 298, Saipan, Trust Territory of the Pacific. Or see your travel agent. Visit the undiscovered paradise of Micronesia on Air Micronesia... the world’s largest local airline.
Art Director: Bill Berta  
Photographer: Ron Harris  
Copywriter: Michael Davenport  
Agency: Berta, Grant & Winkler, Inc.  
Client: Helen Harper, Inc.
Newton’s Law: What goes up must come down.

Talon’s Law: What goes up must stay up.
On the opposite page is the alternative to Life's 7 day fast close.

Life. Consider the alternative.
24 easy ways to fix a Volkswagen.

Our arm is recovering.

Art Director: Rick Okada
Photographer: Gord Marci
Copywriter: Richard Kurtz
Agency: Doyle Dane Bernbach (Canada) Ltd.
Client: Volkswagen Canada Ltd.

Art Director/Designer/Photographer/Copywriter: Barrington Smith
Client: Pioneer-Moss
America's unwashed millions. A myth destroyed.
Our chemicals were for the birds.

Exclusively, we sell only the best kind. We call it by other, less descriptive names. But it's the same thing in the end. After all, we are one of the largest producers of poultry feed additives.

Sound strange? Not at all. We make the organic chemicals that go into our feed additives. Chemicals that you're more familiar with, maybe.

What's in it for you?

Quality chemistry. Since we make them for ourselves, we can either make the amounts we need, or more. A lot more. We already know that our chemicals can be used as intermediates in the manufacture of such diverse products as X-ray contrast media and corrosion inhibitors.

Here are a few examples of our products:

- 3,3-Dimethoxyphosphorinlic Acid
- 3-Chloro-4-methylpyridine

Or many other aromatics, benzene and derivatives, amines, and many other substances. The ones you select will be identical to the ones we use. And that's where you benefit. We also have a detailed Salsbury Chemicals brochure that can be sent to you. Salsbury Laboratories, Salsbury, Iowa 50678.

Salsbury Chemicals
Flying lessons.

Apply here:

United States Air Force

Art Director/Designer: Gil Rosoff
Photographer: U.S. Air Force Photo
Copywriter: Trevor Glucksman
Agency: MacManus, John & Adams
Client: U.S. Air Force

On Channel 2!

When the Giants are away, you'll see them... and other powerhouse NFL action... all season long on WNBC. Play-by-play and color by Dan Dierdorf and Paul Maguire.

For sports action year-round, watch Frank Gifford and Jack Whitaker on WNBC News: Evening and Late Reports, 6 and 11 pm. HD.

WNBC-TV Channel 2
Everybody's been here. We brought back pictures.

Life. Consider the alternative.
What else can you do when someone tells you your fly is open.

If you don't use the Talon Zephyr nylon zipper with Memory Lock, a little device that keeps zippers up, your customers will have to keep on smiling. For all the wrong reasons.
The U.S. Department of Agriculture tells us that in 1970 a colones a day was adequate diet. But not only popular reducing diets cut off 1000 to 1500 calories a day which is the average daily intake for young women and girls in Africa, Asia and South America. Doughnut eating and getting fat. Neither are the men. A modern worker in any of these areas. A modern worker in any of the most important regions of the world is underfed. Getting food to the world's hungry is more difficult than it used to be. Because one more man or woman is not enough to solve the problem, and it will continue each week by week and month by month. American Agriculture must do more to feed the world outside of America. Continental Grain helps feed the world's hungry. Continental Grain helps feed the world's hungry.
Our Anti-Defamation League

In trying to combat defamation, some go to the extreme. You might say that's not much of an answer.

It's not the case. Ask the action of the group.

Their defense is based on a principle that is even more. 

They're not even asking you to root for their cause. They're asking you to keep an open mind.

At least in the world of ideas, we're all creatures of intuitive understanding.

Feeling Magee, Anti-Defamation League, and people don't seem to have a single common denominator.

So they're not asking me to root for their cause. Magee. You've got to be kidding me. That's not a suggestion.

MAGEE

Art Director/Designer/Copywriter: Tony Mandarino
Photographer: Dick Richards
Agency: Grey Advertising, Inc.
Client: Magee

Art Director/Designer: Jay Wolf
Photographer: Callor/Resnick
Copywriter: Bob Veier
Agency: Delehanty, Kurnit & Geller
Client: Talon, Inc.
X-acto will never leave you depressed.

A razor blade always leaves its mark on you. The X-acto knife is specifically designed to fit your hand comfortably and to give you the maximum amount of control over the blade.

And X-acto gives you 28 surgically-sharp blades to choose from. All easily interchangeable in the X-acto handles. We have thin blades for delicate jobs, heavy-duty blades for tough jobs. Straight blades, curved blades, hooked blades, and double-edged blades.

You can select the X-acto that's perfect for deburring, carving, etching, hollowing, chemical milling, slicing, sawing, stripping, or trimming. In fact, X-acto does every cutting job better, and it never leaves you depressed.

Write for our free catalog of industrial knives.
X-acto Precision Tools, Inc., 48-41 Van Dam Street, Long Island City, New York 11101 X-acto
We're the 20th Century Columbus. The Professionals. Well carry anything, anywhere. To areas: AUSTRALIA, BRAZIL, NEW ZEALAND, ARGENTINA, URUGUAY. Columbus Line, Inc., 26 Broadway, New York, N.Y. 10004. HA 5-6700.

Columbus' Line.

I got a shortcut to India!

Call Columbus.

Isabella, baby, I'm gonna take a trip...

Where's Columbus?

We're the 20th Century Columbus. The Professionals. We'll carry anything, anywhere. To areas: AUSTRALIA, BRAZIL, NEW ZEALAND, ARGENTINA, URUGUAY. Columbus Line, Inc., 26 Broadway, New York, N.Y. 10004. HA 5-6700.
Ma vows swinger. He won't wear anything silly. He says for Marvin that Lehigh makes the most athletic-looking safety shoe in the business.

Like these new Quick-Adjust Chuckles. The buckle doesn't buckle. It hooks. One quick real and the shoe's off. And the steel toe is a low-alloy steel toe, for sharp styling.

This type are full grain polyurethane sole with outer sole, soft, comfortable, nice sharp styling. Plastic cushion insole, even more padded and sensitive edge side. For comfort.

Marvin going to a bash. Are you going to wear his safety boots.

Introducing: Tropical Safety Shoes.

When Marvin Hollis wants to look real sporty, he wears his safety work boots.

Art Director/Designer: Ron Goodwin
Artists: Arnold Beckerman, Charles Gold
Photographers: Steve Saltman, Arnold Beckerman, Anthony Petrucelli
Copywriter: Marty Rubin
Agency: Hicks & Greist, Inc.
Client: Endicott-Johnson
Relays have been around for many decades, yet have survived evolving technologies and still retain a significant position in today's electrical and electronic systems. There have been changes in materials and changes in design, but the relay is still essentially a simple electro-mechanical switch.

With today's ever-increasing need for faster switching times, the relay problem becomes even more critical. It can be used without auxiliary circuits, it exhibits very high isolation between controlling and controlled circuits, it can result in a simple, inexpensive circuit for today's high-speed world and it can be more reliable with semiconductor.

On the other hand, this compatibility is sometimes not achieved because one relay parameter is not considered. A relay is a very simple device - how much engineering time should be spent on it? Let's find out.

The cockpit of a commercial airliner witnessed the results of a lack of consideration for relays. The flight was on schedule, at a cruising altitude and making good time. On autopilot and smooth - when all of a sudden the voice of the last layover very interrupted by hiss, static, and flashing red lights. Not Christmas.

The first step in picking a relay is to limit the magnitude of the self-generated spike. Any of the circuits shown in Figure 1 can do this. The diode in Figure 1 is probably the most popular form of voltage suppression used today. A single diode (D1) can be used, but this is frequently burned out by the application of the wrong polarity to the coil. Diode D2 provides the type of damage. Diode D1 provides a very low resistance re-circulating path (or the self-generated voltage) across the coil. This voltage is usually greater than 750 volts and can be as low as 3000 volts in a 28-volt circuit.

The diode in Figure 1 is frequently used by relay manufacturers, the Diode D2 provides a very low resistance re-circulating path (or the self-generated voltage) across the coil. This voltage is usually greater than 750 volts and can be as low as 3000 volts in a 28-volt circuit. The diode in Figure 1 is probably the most popular form of voltage suppression used today. A single diode (D1) can be used, but this is frequently burned out by the application of the wrong polarity to the coil.
Without Life, this would still be the face of the Mafia.

If your son runs away, he's probably following in your footsteps.

Life's crash color can help save more than an advertising campaign.

Life. Consider the alternative.
Did you ever try to tear out a television commercial?

You can't. A commercial is the tensest piece of writing and photography ever. If it were any bigger, it wouldn't be a commercial. Did you ever try to tear out a television commercial? No. But you can try to tear out a lipstick, which would be a lot easier. Why? Why? Why? Because the lipstick is not designed to be torn out. The television commercial is. Television? Why? Why? Why? Because there are no televisions in real life. There are only television commercials. Television commercials are the only place where people can see themselvesNational Constructors Association

How many lips do you come in contact with every day?

You probably don't even think about it. But you do. You do. You do. Every day you come in contact with many lips. We're not talking about the lips on your tongue. We're talking about the lips on your phone. Do you think about them? Do you think about them every day? Do you think about them at work? Do you think about them at home? Do you think about them in the car? Do you think about them in your pocket? Do you think about them on your finger? Do you think about them on your hand?

Give everybody a good paste in the mouth.

College graduates take baths.

There's more than one way to get a point across.

Quick. Give us the demographics of the Catsup Class.

DISTINCTIVE MERIT AWARD

How many lips do you come in contact with every day?

You probably don't even think about it. But you do. You do. You do. Every day you come in contact with many lips. We're not talking about the lips on your tongue. We're talking about the lips on your phone. Do you think about them? Do you think about them every day? Do you think about them at work? Do you think about them at home? Do you think about them in the car? Do you think about them in your pocket? Do you think about them on your finger? Do you think about them on your hand?

Give everybody a good paste in the mouth.

College graduates take baths.

There's more than one way to get a point across.

Quick. Give us the demographics of the Catsup Class.
Four-digit readout. Significantly right already without airtight... 33.

4-digit DVM
Low cost feature: $95.

Operation: Circuit design: $250.

Sensitivity: Circuit design: $5,000.

Four-digit readout. Significantly right already without airtight...

Sensitivity: Circuit design: $5,000.

Four-digit readout. Significantly right already without airtight... 33.

Proportional: 10-turn; measurement: $250.

Programmable: 10-turn; measurement: $250.

Programmable: 10-turn; measurement: $250.

Programmable: 10-turn; measurement: $250.

Programmable: 10-turn; measurement: $250.

Programmable: 10-turn; measurement: $250.
Performance is reaching 1 out of every 5 American men with annual incomes of $25,000 or more.

Performance is reaching 1 out of every 5 American men under 50 who own stocks or bonds.
Waiting for a computer is a tiresome affair.

Which makes you wonder why somebody doesn't develop a computer that can take lots of programs at once. Instead of just one at a time.

Well, cheer up. Burroughs has.

It's got a Master Control Program. So it can process lots of major, unrelated programs all at once.

The Master Control Program makes lots of things possible that were never possible before. Because Burroughs did things to develop it that had never been done before.

Like marrying the equipment engineer to the software designer. Which gave us the Computer Designer.

Who designed our Third Generation hardware, And our Third Generation software.

And it works. It really works.

So you don't have to wait any more.

Something wonderful happened when Burroughs married the equipment engineer to the software designer.

The Computer Designer was born.

Which put an end to having lots of lovely hardware developed that no software could live up to. And led to the introduction of the world's first and only really working Master Control Program.

Which means that the computer can now do lots of things that the computer people had to do before. And means that anybody can have access to the computer at any time. So nobody has to wait until three o'clock in the morning any more.

But most of all it means that management people can have a fully integrated information system. Which nobody else has ever been able to offer them before.

And still nobody else can.

Except Burroughs.
WE'RE NOT NEW.
YOU'RE NEW.

Here we are, swelling with pride over our inaugural flight from New York to Lisbon. And what do we hear, mingled with the applause?

"Who wants to fly with beginners?"

"What do they know about running an airline?"

"What's TAP?"

And such.

Let us quiet these grumblers right now. We've been zooming around Europe, Africa and South America for a quarter century. And we're quite ready for you Americans.

Consider. When we first began flying to Paris, we had to perfect our cuisine to please even the finicky French.

To celebrate our inaugural flight into Frankfurt, we stepped up our efficiency to a degree that impressed even the Frankfurters.

When we started flying to London lo, these many years ago, our hostesses set out to melt the chilly reserve of the English. With success.

And so it went. With every new route, a new improvement.

Now we add New York to our list. Our 29th city on our 4th continent. So you can understand that there's very little left to improve.

Except perhaps by adding a few shiny new jets to our fleet.

American passengers: come fly with good old TAP.

You get us at our best.

TAP Portuguese Airways

Americans, let us teach you how to fly.

Art Director/Designer: Peter Hirsch
Artist: Ed Sorel
Copywriter: Neil Calet
Agency: Delehanty, Kurnit & Geller
Client: T.A.P. Portuguese Airways
Husband Stealer

"The American Dream..."

Art Director/Designer: Tony Mandarino
Photographer: Dan Rubin
Copywriter: Jo Frolic
Agency: Grey Advertising, Inc.
Client: McCall's

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THE
AMERICAN
DREAM.

We can guarantee you a trip to Italy, a sick-day pass, a pair of gold-framed glasses, and a new convertible. But what we can't guarantee you is the feeling that you never have to worry about anything again. The feeling that you can afford to take a chance. The feeling that it's O.K. to be who you really are. Because after all, that's what makes life worth living.

Art Director/Designer: Peter Hirsch
Artist: Ed Sorel
Copywriter: Neil Calet
Agency: Delehanty, Kurnit & Geller
Client: T.A.P. Portuguese Airways

THE
PORTUGUESE
DREAM.

Art Director/Designer: Tony Mandarino
Photographer: Dan Rubin
Copywriter: Jo Frolic
Agency: Grey Advertising, Inc.
Client: McCall's
A true story.

A foreman, looking to buy a gold bracelet, went to a jeweler called A. Graham & Co. in the Rockefeller Center area of New York City.

After seeing nothing he liked in the front room, he pushed open the back door by Mr. Graham and shown some alchemical materials to the back room. He had packed his jewelry.

Well, as you've probably already gathered from the previous ad elsewhere, Mr. Graham was not in a hurry, but he passed in more than to prove to you that you've been something other than a megalomaniac.

The shrunk room, or the front room, was headed by Mr. Graham and shown some alchemical materials to the back room. He had packed his jewelry.

Why our Kraft Miracle Whip tastes better than their Kraft Miracle Whip.
May 15, 1968.

The Bahamas without changing airplanes, airlines or airports.

Northeast Yellowbirds to Freeport and Nassau. So I wish we flew everywhere.

America, the great melting pot.
Take a 5 course lesson in Danish

Mr. Nixon's first decision.

Mr. Humphrey's first decision.

Trust Humphrey.
"Edwards & Hanly—where were you when I needed you?"
You should have stayed in the lane you were in.

Mobil
We want you to be.
Hospitals would be less expensive if they were profit-making organizations.
Why our Kraft Miracle Whip tastes better than their Kraft Miracle Whip.

Get a jump on the snow.
As American as the Fourth of July.

We want way to live.

Mr. Nixon's War on Poverty.

Trust Humphrey.
This year you decide.

Wherever you want your hem, Rome says you're right. So does Paris. And so does Ohrbach's. See the fabulous choice in our fabulous copies on Monday, March 18. You'll never have more fun at a fashion show!

New York - Crush of travelers fills the uptown terminal of La Guardia Airport. A fashion designer leans casually against a flightsales counter, his hand casually tossed to the air, as if to express the hope that one day he might fly to Paris or Rome. In the midst of it all, the designer's right hand grips a paper with the words "St. Laurent," "De Barentzen," "Valentino," "Monseur X," "Guerchy," "Balenciaga," and "Chanel." The image is a humorous take on the frenzied world of fashion, with the designer's outstretched arm suggesting his desire to travel to the chicest of destinations. The copy highlights the allure of Ohrbach's, enticing customers with the promise of a trip to any city they might desire, as long as they shop at Ohrbach's.

Northeast Airlines night flight to New York. You'll wish we flew everywhere.
Church of England
(shoes that are almost a religion)

It has been said that Englishmen mistake shoes for religion, the pur-
pose of a shoe is approached with the same seriousness as other
more revered matters. The Church of England is the true expres-
sion of this philosophy. Its members wear Church of England shoes.

The Church of England, incorporating Englishmen. In order to
 APR CHURCH OF ENGLAND SHOES are the shoes of men who love England. They h e en back from the last world war and have
proven themselves. They are solid and practical, made to last a
lifetime. The Church of England shoe is a symbol of the Church of
England. Burlington Arcade is the home for all things English. It
serves as the epicentre of British culture and tradition. There is
nothing quite like the Church of England shoe. It is a symbol of
Englishness in its purest form.

This is the beginning of an Englishness relationship with the Church of
England. They become deeply involved in the culture and the
history of the Church. The Church of England shoe is constructed
with the finest materials, ensuring durability and comfort. It is
a symbol of Englishness in its purest form.

Wallachs
(157)

If you get a bad meal on a plane you can't walk out.

You deserve the best, but sometimes you're hit by a bad meal.
Don't let it ruin your flight. Northeast Airlines is dedicated to
providing you with the best possible experience. We believe
in offering the highest quality meals to our passengers. From
our signature dishes to our variety of options, we have
something for everyone.

Northeast Yellowbirds to Florida. You'll wish we flew everywhere.
Where are you spending the Holiday?

23,000 drivers and passengers will spend it here. Drive carefully this weekend.

Mobil
We want you to live.
How come people don't snicker any more?

Because Japanese quality has left the old myth in a shambles. Rolled over it with motorcycles, drowned it out with radio, and television cut it to pieces with precision machine tools. The funny thing is, the old myth never had much to it. It just took the right combination to back it up — a coming together of age-old craftsmanship with the tools of the new technology, backed up by the toughest kind of Government imposed quality control standards.

To see some of the reasons why people don't snicker any more, visit the Japanese exhibits at the Minnesota State Fair. You'll find them in booths 259 third 259, on the lower floor of the Grandstand Building. And watch films on modern Japan, showing nightly in the Japan Theater, same floor.

JAPAN TRADE CENTER
393 Fifth Avenue, New York, N.Y. 10016 Tel. (212) 532-7191

10 toys you can't find at F.A.O. Schwartz.

Georg Jensen Inc., 53rd and Fifth, New York City
Better Bald Than Phooey. That's our motto. We know low cause we know all about yaw. For example, we knew how you felt the time when you covered your ears...
It takes three days to drive to Florida. But you save $9.65.

We make it easier.
"He was a moment in the conscience of man."

Anatole France at the bier of Emile Zola

It would be tragic and perhaps fatal for our nation if we lose the teachings of Martin Luther King, Jr. In response to numberless inquiries that have come to me as a close friend of Dr. King and his family asking how to perpetuate his teachings, I suggest that contributions be sent to the Martin Luther King Memorial Fund, SCLC, 334 Auburn, N.E., Atlanta, Georgia 30303.

Harry Belafonte
Now Volkswagen brings lasting relief to left feet.

Thanks to a new miracle ingredient in our little car, called the automatic stick shift, you can finally say goodbye to the clutch pedal. How does this new ingredient work? Two ways.

First, provides continuous unemployment for your left foot. Second, provides near unemployment for your right hand. (The only time you ever shift is when you go over 55 mph.) Yet, even with its new ways, the bug continues to uphold the old ways.

It takes only small amounts of oil. Absolutely no water. And absolutely no antifreeze.

Best of all, it still delivers about 23 miles to a gallon of gas. Don't you feel relieved already?

--

"Irving, your piano teacher is here."

If you've always wanted to learn a musical instrument, it is now easy.

You can learn by mail.

Through U.S. School of Music, the world's most experienced and most

valued home study music school.

You start playing simple familiar tunes during your very first lesson. And you read and play music for beginners.

Clear, simple directions and large how-to-hold-your-hands pictures show you exactly what to do, so you can't go wrong...even if you don't know a single note of music now. Soon you'll be playing your favorite songs...by note.

Over 1,390,000 people have learned piano, guitar, accordion, organ, and other popular instruments this easy way.

Toward Clark of Blaine, Ohio, for example, now leads his own trio and plays at night clubs.

Leonard Drumheller, Jr., of Charlottesville, Va., has performed on TV, radio, and before large audiences, as well as composed three musicals. "I owe my teacher U.S. School of Music," he writes.

And Phil Philcox writes from Europe that he has formed a band and been playing throughout the United States and on the Continent.

Interested? Check the coupon for a free booklet that tells you all about our courses and the 14 popular instruments you can choose from. U.S. School of Music, Studio 86, Port Washington, New York 11050.

Accredited Member, National Home Study Council.
What this man needs is a little joy juice.

Kickapoo Joy Juice.
Available at friendly supermarkets.
The new taste of Kickapoo Joy Juice will bring a smile to his face.

For Christmas, some people will have to take pot luck.

This advertisement is sponsored by a friend of The Salvation Army.
People listen to people who read The New York Times.

Hair Losers: would you walk around like this?

Look at it honestly and you'll admit that your hair makes as big a difference in your looks as your teeth. Unless you keep your hat on and your mouth shut. What we know about hair will fill your head handsomely. Getting a new head of hair is one sure way that money (or any major credit card) can buy happiness. Come in anytime or phone EL 5-7150.
The New York theatre finally caught up to Mamma Leone's (we've had nudes around the place for years).

We have 35 marble statues, all bought because Mamma thought they were pretty. You'll love them, if you just stop eating for a minute. And listening to the music. And laughing. And singing. And a couple of food-loving TV stars. What a restaurant!

Mamma Leone's is so big, so bubbly, so boisterous, you feel better the minute you walk through the door.

It's contagious. The laughing, the singing, the music, the color, the conversation. And it inflates your appetite. You'll eat everything, and everything is delicious. (Yes, that is an actor over there. We're in the Theatre District.)

200 Chefs working and fighting and thinking and throwing tantrums (but turning out the best Italian food in New York).

And one of those chefs will make your great dinner. Oh, how you'll eat. And drink. And watch. And listen. You'll feel like partying forever. Happy, contented people have strolled out of Mamma's for 64 years.
Just where does the Russian Tea Room stand? Slightly to the left of Carnegie Hall.

30 days ago I couldn’t whip my own shadow

Billy the Kid, the angel, Billy the Kid, the killer. Billy the Kid was shot in the back. And only 21 when 15 killings were credited to him. And only 21 when he was shot in the back.

That’s because we’ve just built sparkling new banquet rooms for business meetings and social functions for up to 250 people. Call (212) 74-000 ext. 114, ask for the banquet manager. Or write: Hotel Taft / Seventh Avenue at 50th St. New York City, N.Y.
"THE PRODUCERS"
STARTS MONDAY/FINE ARTS THEATRE
When you pay a little extra for a Volkswagen Sedan, you get 390 square inches of sunshine.

We call it the VW Sunroof Sedan (and for $XXXX you can call it your own).

The Sunroof makes life easier for people who can't decide between a sedan and a convertible.

When you're in the mood for a convertible, just crank open the Sunroof as much as you like. Or as little.

And when you want a roof over your head, just crank the cover closed. It's made of steel, padded and lined like the rest of the top, so you hardly know it's there.

This makes the car as airtight and waterproof as our regular Sedan.

If you're still not convinced the sun is worth an extra $90.7 how about this: For the very same price, we will give you the moon.

A place in the sun: $90.
THE FABULOUS FUNNIES

CARL REINER HOSTS A MUSICAL TRIBUTE TO THE COMIC STRIP WORLD! WITH THE DOODLETOWN PIPERS, THE ROYAL GUARDSMEN, BURNS AND SCHREIBER AND MANY TOP CARTOONISTS.

00:00 PM TONIGHT IN NBC COLOR CHANNEL 00

We can help marry off your daughter.

The Hotel Taft has sparkling new banquet rooms for business meetings and social functions for up to 250 people. Or just a simple wedding for 2. Call (212) 7-4000 ext. 114 and ask for the banquet manager. Or write: Hotel Taft / Seventh Avenue at 50th St./ New York City, N.Y. 10019.
People take home our stuffed animals and our real animals because they are lovable and it's Christmas. The Animal Rescue League helps animals who are just as lovable but not as lucky. They need money to do this work, and Horne's would like to suggest that you give them some, because it's Christmas and you're lovable.

Cut out this tie and carve out a reputation for yourself.

A holiday gift from Stop & Shop.
Make America a better place.

Leave the country.

Of all the ways America can grow, one way is by learning from others. There are things you can learn in the Peace Corps you can't learn anywhere else. You could start an irrigation program. And find that crabgrass and front lawns look a little ridiculous. When there isn't enough wheat to go around in Nepal.

You could be the outsider who helps bring a Jamaican fishing village to life, for the first time in three hundred years. And you could wonder if your country has outsiders enough. In Watts. In Detroit. In Appalachia. In its Indian reservations.

Last year, for the first time, Peace Corps alumni outnumbered volunteers who are now out at work overseas.

By 1980, 200,000 Peace Corps alumni will be living their lives in every part of America. There are those who think you can't change the world in the Peace Corps. On the other hand, maybe it's not just what you do in the Peace Corps that counts. But what you do when you get back.

The Peace Corps, Washington, D.C. 20525
Fat is un-cool.

Better make dessert D-Zerta/the 9 calorie gelatin dessert by Jell-O.

Fat is strictly Podunk, Pa.

Once you get fat marriage is a television set.

Fat is looking ten years older than your husband.

Fat girls have lots of time to become very successful in the business world. Swell.

Art Director/Designer: Alan Kupchick
Photographer: Toto
Copywriter: Nancy Sutton
Agency: Grey Advertising, Inc.
Client: General Foods Corp./D-Zerta
You can say anything you want about the world. You can say it's beyond help. That man is more evil than good. That you never asked for the world you got. And you could be right. You can say anything you want about the Peace Corps. That it's just do-gooders. That it doesn't help peace. That it hasn't made any difference. The Peace Corps isn't disagreeing. That's not what it's about. The Peace Corps doesn't shout, "Come make peace." Peace doesn't come that easily. It's more of a separate peace. Maybe yours. No honors. No bands. No medals. The Peace Corps might be for you if you could enjoy feeding children. Or repairing a reactor. Or teaching birth control. Or building a schoolhouse. Even if no one ends up using it (Don't think it hasn't happened.) The Peace Corps has no delusions of grandeur. Ask anyone who's been in it. But there are enough people who come out of the Peace Corps with things they've learned they can't forget. Good things. There are more people than you can count to help the world. The Peace Corps is just one way. It's for someone who would rather do something. Anything. Instead of nothing. It could be your way. Write The Peace Corps, Washington, D.C. 20525.

MAKE AMERICA A BETTER PLACE.

MAKE AMERICA A BETTER PLACE.

LEAVE THE COUNTRY.

"The Peace Corps ruined my Bernie's life"
Our green can make you tan.

You've worked hard all year. Right? So you deserve a little relaxation. To get away from it all. But you don't know how to pay for the trip. Don't feel blue. Maybe we can help. Visit Wheeling Dollar first and ask us about a vacation loan. We'll be happy to work it out for you. We'll work it out so the payments fit neatly into your budget and our travel department can arrange your trip. So all you have to do is pack. Things look rosier?

The Bank...where people come first.
WHEELING DOLLAR
SAVINGS & TRUST CO.
COMING SOON: THE NEW YORK GHOSTS

P.O. Box 314, New York, N.Y. 10019

Put Your Nose on the White Dot

Governor Rockefeller
Where Are You?

We Interrupt This Program...Indefinitely

No, You Don't Need Glasses

You Need to Write to Governor Rockefeller

Now.
Why I Run.

America cries out for a leader. Events overwhelm us in unique manners. Headlines deliver us daily jolts:

- Things are in the saddle—and ride mankind—this warning we have to come true.
- I have no reason to believe disbelievers in the division. I intend to see how, in this newspaper, I intend to write what course I believe America must follow. My beliefs will not be tailored to please the voters of this region or that. What I believe in New York, I believe in Nebraska. And I will argue for it throughout the campaign.
- I do not take my rise to Republicans alone. I believe in government again. And government must believe in the people.

To burn or not to burn.

The British burned Washington in 1814. This American burned in 1968. Detroit, Newark, Watts—what once Bordered our Pacific, whether now as our minds.

In the cities of Washington, a short child answered: "I would say you in's look like a brand-new neighborhood with so many people who are friendly to others no matter what color."

I say there is a decent dream, and we can help make it real. I am afraid of losing "the brand new" by men who care so little for it. No, I want real homes. Because I have been doing nothing.

Our next thing. A program in New York State that will arm at much-in-the-city dollars in a money to urban

Another. A fund to help urban businesses in the urban

our cities will be burned by men who say it is possible to build a brand-new neighborhood with so many people who are friendly to others no matter what color.

Two such areas where I will be President. I will do it.
DISTINCTIVE MERIT AWARD

and toys
woollen throws
calendar
stuffed animals
mobiles
nutcrackers
stationery
clocks
ashtrays
pots
sand bowls
stainless
rocking horses
mirrors
ice buckets
crystal
coffee mugs
napkins
paperweights
sculpture
barware
pillows
jewelry
rag dolls
stemware

Georg Jensen Inc., 53rd and Fifth, New York City

Should your bottle opener cost
more than your booze?

10 toys you can't find
at F.A.O. Schwartz.

Did you ever return a gift you
got from Jensen's?

Silver jewelry is not only nice.
It also protects you from werewolves.

No more ugly gold.

100 desperate gifts.

This is the bottom of a
$40 Henning Koppel bowl.
It's signed.
Just like any other work of art.

This is the bottom of a
$40 Henning Koppel bowl.
Georg Jensen Inc., 53rd and Fifth, New York City

Georg Jensen Inc., 53rd and Fifth, New York City

Georg Jensen Inc., 53rd and Fifth, New York City

Georg Jensen Inc., 53rd and Fifth, New York City

Georg Jensen Inc., 53rd and Fifth, New York City

Art Director/Designer: Dick Levy
Artist: Robert Deschamps
Photographers: Steetner-Endress, Arnold Beckerman, Henry Sandbank
Copywriter: Don McCaig
Agency: Gilbert Advertising Agency Inc.
Client: Georg Jensen, Inc.
The new third grade teacher.

Fringe benefit.

Can our highway program keep up with our hamburger stands?

Poor insurance risk.

Art Directors: Gayle Gleckler, Jon Fisher, Errol Sica, Pete Tisler
Photographers: Joe Toto, Harry Hamburg, Joe Marvallo, Pete Papadopolis, Steve Salmieri, Myron Miller
Copywriters: John Ferris, Bob Feder, Neil Quinn, Dave Schraffenberger, Steve Herz
Agency: Campbell-Ewald/New York
Client: Forbes Magazine
How much do you see when you watch football?

Get a jump on the show.

Women of America, when your husband says 'red dog' this is not what he means.

Hike your way out of Generation Gap.
When you need money in a hurry, you shouldn't have to wait for it.
The housewife's guide to Paris.

The armchair explorer's guide to the Caribbean.

The child's guide to Paris.

The young lovers' guide to Paris.

The Parisian's guide to Mediterranean cruises.
Mr. Nixon's War on Poverty.

"Voters should not be forced to go to the polls with their fingers crossed."

George Wallace's Alabama would make a poor country.

Mr. Nixon's first decision.

Don't let them buy The White House.

The Great Nixon - Nixon Debate.

Trust Humphrey.
After 72 attempts to find a new place for the sofa, Mrs. Juan Alvarez has found a better arrangement working at New England Life.

After 792 afternoons of trying to teach her old dog new tricks, Eunice Peterson has found new success working at New England Life.

After 2,473 mornings of coffee-klatching with the girls, Mrs. Josephine Fagone has found new excitation working at New England Life.

After being drained by 1,685 installments of "As the World Turns", Mrs. Charles J. Plate has found new strength working at New England Life.

After 341 hours following the exploits of James Bond, Eleanor Blanchard has found real adventure working at New England Life.
The reason we aren't in the classifieds with the rest of the bunch is that our building isn't classified with the rest of the bunch.

---

Free alterations with every suite.

---

Some of you are unmoved by our location, our stature, our success. We dare you to resist our plumbing.

---

You Start Out Good, You End Up Good.
Art Director/Designer: Arnold Varga
Artists: Arnold Varga, Arthur Varga
Copywriters: James Spark, Al Van Dine
Client: Joseph Horne Co.
Maybe you didn't have a secret of your own as a kid. But there
was a kid in your life who did. And that kid, the kid you've
always wanted to be, has something you need more than
anything. A Big Brother. A Big Sister. You need someone
to help you through the tough times. To help you make
the right decisions. To help you feel better when you're
feeling down. To help you laugh when you're feeling sad.

Call Big Brother. 474-9323

Little brothers are more than a nuisance. They're a powerful
way to help you through the tough times. To help you make
the right decisions. To help you feel better when you're
feeling down. To help you laugh when you're feeling sad.

Call Big Brother. 474-9323
We hate to cloud your day, but we'd like to bring you up to date on a few things the experts have to say about our future relationships with Russia.

The outlook is anything but rosy. It seems we could all be blown to hell because of an incredible Kremlin capacity for misjudging what they can get away with in their drive to communize the world. In other words, the cold war, though vastly changed, is far from over.

The perils are not diminishing. If anything they're on the increase. And continued disintegration of the Soviet bloc may tempt the Russians to take desperate measures.

In short: the Russians are still up to their old tricks. And though they definitely do not want a nuclear war, they seem to be continuously blundering to the brink.

Take the Cuban missile crisis, for example. The Russians thought they could get away with it without incident. They never dreamed President Kennedy would stand up to them. Another example, Czechoslovakia. The Russians actually expected to be welcomed as they plunged into Prague. In the end, neither of these miscalculations could have triggered a showdown. A showdown leading to humiliating defeat.

Or disaster.

The cover story of the December issue of Nation's Business tells more of the story. It's over $88,000 for the nation's business men.

One political report in a magazine like ours? That's simple. If it affects business, we'll be there.

Which is probably why we have over 23,000 businessmen paying to subscribe to our magazine.

Which, when you think about it, is at least one happy note to leave you with. If you're an advertiser.

If this town gets any noisier, I'll scream.

Happiness is the Federal Government doing a study on happiness.
Can you still lie about your age?

Or does your first give you away?

Is it all the cold, winter winds beating your skin to a standstill?

Or is it all the sun shining on your skin?

Or is your face still soft?

Is it still a youthful face?

Or is your face still soft? And smooth.

Is it still a youthful face? A face you can have at any age by using the Over and Under Treatment of Jaquet's Creme Parfaite and Amollere Oil.

For gentle firming and smoothing lubrication.

Jaquet Creme Parfaite and Amollere Oil will give your skin the kind of firmness and clarity that will make the creases burned in by the sun and the dryness caused by the whipping of the wind. And by nature of the very beginning of things.


Can you trace the days of your life on the lines of your face?

What do you see when you look in the mirror?

All your old worries?

Or do you see the smooth, clear face of a woman who has prepared for the day when nature no longer takes care of her skin?

It happens you know.

After years of facing life, the hot summer sun and the cold winds of winter.

Nature just gives up.

And you've got to start taking care of your skin yourself.

We've developed a totally new night creme for just that purpose. It's Jaquet's Silent Beauty. The night creme that rushes rich, natural oils to your skin to liven its natural renewing action. And at the same time, to help prevent the evaporation of your own natural skin moisture. Silent Beauty is a transparent, extra light weight amber. A cool, gel-like consistency that caresses on, so it never pulls your skin. In what might be as little as ten days, you'll notice a smoother, firmer skin.

Jaquet Silent Beauty night creme. 1-oz. $10.00, 2-oz. $17.50.

The day your laugh lines aren't funny anymore.

One day it'll happen. You'll wake up and notice your eyes are puffy again.

And you'll notice those things people call laugh lines are turning into those things called "crow's feet." That's the day you'll either start to panic, or the day you'll start to take care of your eyes.

Jaquet Creme Appareer (eye creme) is a corrective treatment that lubricates as it reduces puffiness and excess dryness. It's a blend of unique oils especially created to broadly your delicate eye area.

And a treatment together with Jaquet's specially medicated eye pads will make you look younger by smoothing away conditions and puffiness and by helping to keep those eyes less red.

Eye pads $1.50 per box. Creme Appareer (eye creme) $3.00.

You can always tell a woman's age by her throat.

Time leaves its first mark on the throat.

And the "sustained youth" throat comes only using Jaquet's unique throat treatment.

The treatment starts when you smooth on Jaquet's throat creme, which is a blend of special oils that firm the throat contour and keep the line of something neat.

Then you soak on your own very special balsamic, antiseptic Cleyique, which firms the jaw line and firms the throat line.

And all night long Jaquet's unique throat treatment helps to keep the mouth moist and removal leaves your throat moist, smooth, and firm, gently stimulating circulation and clarifying the pure throat line.

The Throat Creme: 2-oz. $7.50. The Astringent Cleyique: 1-oz. $4.50. Together they'll give your throat the look of sustained youth.

Introducing The Saturday Night Pimple Kit.

New from Jaquet, a Saturday Night Pimple Kit.

Two pimple pads that give your skin a Saturday night look. Two special oils that promise to rid your skin of those smudges of星期夜.

1. Cleanse your face. 2. Apply the Pimple Pad. 3. A new look in 15 minutes. 4. After your last Saturday Night, get another Saturday Night Kit.

The Saturday Night Pimple Kit: 2 pads, $.60.
Bermuda short stories.

Famous Boston non-stops.

The true story of the tortoise and O'Hare.

Eastern proudly presents Carolina in the morning.

Texas Legends.

The sounds of Chicago.
Send us your favorite son.

The one on the left tastes like water.

The day we almost saved the day.

The sewage is unbelievable.

The next nuclear target.
So little upkeep, you can keep up two.

don't elope

look what you'll miss.
Be a mother.

Call 341-8480
Ask for Foster Children

NEW YORK CLOSES FEB. 21
For color. For b/w, March 13.
Keep America beautiful.

Get a dryer.
Lady bug.
The VW with the automatic stick shift.

It makes your house look bigger.
217
Art Director: David Jones
Photographer: Carl Furuta
Copywriter: David Herzbrun
Agency: Doyle Dane Bernbach, Inc.
Client: American Airlines

DISTINCTIVE MERIT AWARD

Take one home to mother.

Your kid has a lot to unlearn.
The Cleveland Zoo.

218
Art Director/Designer: Tom Gilday
Artists: Curilla & Assoc., Bob Brown
Copywriter: Lisa Hughes
Agency: Griswold-Eshleman
Client: The Cleveland Zoo
What would your dad say if he saw you smoking?

What dad, mister.

Give through your United Appeal

Art Director/Designer/Artist/Copywriter: Mort Graham
Photographer: Clive Lance
Agency: F. H. Hayhurst Ltd.
Client: United Community Services

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Big A
9 Big Finishes
Start
March 11
To May 18

Art Director/Designer: John McVicker
Photographer: George Elliott
Copywriter: Bill Backer
Agency: McCann-Erickson, Inc.
Client: New York Racing Association, Inc.
NEW BELMONT PARK
THE RETURN OF AN ERA
MAY 20 - JUNE 29

July is support a horse month!  Big A
"I want my Maypo"

Mickey Mantle cries for Maypo, the delectable oatmeal that comes in flavors.

1. He’s 18 inches of grease and other assorted filth, 9 inches of tail, 9 inches of rest of rat.

2. He has millions of close relatives in town. All hungry.

3. He raises a family every 30 days. With a half dozen new garbage eaters in every litter.

4. He can swim the East River, Climb a brick wall, Jump 8 feet from one rooftop to another.


6. He’s a living flea flophouse. He carries enough germs on his hide to destroy an army.

7. He can gnaw through stuff you wouldn’t believe. Cement. Oak planks. Telephone cables. (But not galvanized steel). That’s why your best defense against rats is a garbage can. With the lid on tight. Starve a rat today.

7 things every New Yorker should know about his neighbor.

---

Art Director/Photographer: George Lois
Photographer: Timothy Galfas
Copywriter: Ron Holland
Agency: Lois Holland Callaway Inc.
Client: Standard Milling Co.

Art Director/Photographer: Jim Adair
Copywriters: John Jackson, Jim Adair
Client: NYC Department of Health
MAKE AMERICA A BETTER PLACE.

LEAVE THE COUNTRY.

It's not just what you do in THE PEACE CORPS.
It's what you could do when you get back.

Who says he's unemployable?
He's had 43 jobs in the last 3 years.

Dishwasher. Mover's helper. Lavatory attendant. You name it and he's done it. Forty-three jobs with a real future. A future that goes nowhere because the jobs go nowhere.

That's why the National Alliance of Businessmen is in business.
To supply businessmen with job-procurement and on-the-job-training programs. To keep the good minds and the good right arms of America's hard-core unemployed from going to waste.

Business means business. Why not join all the other employers in New York and New Jersey who are signing up to give a man a future? Call:
683-7110 In New York City.
333-9001 In Nassau and Suffolk.
614-9083 In Westchester and Rockland.
648-3595 In Newark.
335-1081 In Jersey City.
When this train gets to 125th St. look out the window.

Give a damn.

Support the New York Urban Coalition.
If you have a heart, it must be breaking.

Help end the war in Vietnam.
Write the President and the presidential candidates to stop the bombing and negotiate for peace.

The Spirit of Che lives in the new Evergreen!

Demand Evergreen at your newsdealer.
Art Directors: Raymond Gold, Herbert Frank
Designer/Artist: Seymour Chwast
Client: Poster Prints

Art Director: Marty Geisler
Designer/Artist/Copywriter: Seymour Chwast
Client: Personality Posters

End Bad Breath.

Smoke Cancerettes

"A POX IN EVERY PUFF"
Get them while it's hot.

Hertz
Air-conditioned Fords.

Art Director/Designer: George Euringer
Photographers: Joel Meyerowitz, Harold Krieger
Copywriter: Steve Smith
Agency: Carl Ally Inc.
Client: Hertz Corporation

Get them while it's hot.

Art Director: Steve Frankfurt
Designers: Phil Gips/Gips & Dunne
Photographer: George Elliot
Agency/Client: Paramount Picture Corp.
The Arctic presents an environment nearly as formidable as outer space and the deep sea. Here, the oil and mineral wealth of the region is vast. Crude oil reserves in the North American Arctic alone are estimated at more than 100 billion barrels. Transportation through this frozen realm is the problem. Modern technology is constantly probing for a solution to the problem so that man can begin to tap these vast natural resources.

General Dynamics, Working in the Ocean Environment, nearly 70 years.
Art Director/Designer: Robert W. Wilvers
Photographer: Mike Cuesta
Copywriter: Gene Case
Agency: Jack Tinker & Partners, Inc.
Client: Alka-Seltzer

Art Director/Designer/Copywriter: Noel Frankel
Photographer: Hiro
Agency: Jack Tinker & Partners, Inc.
Client: Bonniers
At times like this, it's nice to know your boat is covered by Continental.

The Continental Insurance Companies

Take Abe to Mass

Give to Catholic Charities.
At Mass. May 12.
Directed by Claude Berri with Michel Simon and Alan Cohen - A Cinema V presentation

Art Director/Designer: Peter Hirsch
Copywriter: Neil Calet
Agency: Delehanty, Kurnit & Geller
Client: New York Magazine

If you love New York, you’ll buy it.

NEW YORK

Back April 8.

Art Director/Designer: Peter Hirsch
Copywriter: Neil Calet
Agency: Delehanty, Kurnit & Geller
Client: New York Magazine
O.K. National Rifle Association,
now look at it from our side.

We think America deserves sane gun laws.
THE ECLIPSE LIGHT.
BONNIERS, 605 MADISON AVE. AT 57TH ST.

Dining and Dancing, 65th Floor, Rockefeller Center, PL 7-8970.

ELLA
sings for dancing
April 29 to May 18
Art Director: Tim Shortt
Designer/Artist: Jacqui Morgan
Copywriter: Susan Ellis
Agency: J. Walter Thompson Company
Client: Warner Lambert

Art Director/Designer/Copywriter: Noel Frankel
Photographer: Hiro
Agency: Jack Tinker & Partners, Inc.
Client: Bonniers
254
Art Director/Copywriter: Noel Frankel
Designer: Gene Roberts
Photographer: Hiro
Agency: Jack Tinker & Partners, Inc.
Client: Bonniers

255
Art Director: Tim Shortt
Designer/Artist: Push Pin Studio
Photographer: Culver Pictures
Copywriter: Susan Ellis
Agency: J. Walter Thompson Company
Client: Warner Lambert

BONNIERS
605 MADISON AVENUE AT 57TH STREET

PRACTICE BREATH CONTROL

One taste and you know it works.
DISTINCTIVE MERIT AWARD

258
Art Directors/Designers/Copywriters/Agency: Hess and/or Antupit
Artist: Paul Davis
Client: California Grape Workers

259
Art Director/Designer/Copywriter: Dick Greene
Photographer: Ron Borowski
Agency/Client: Borowski/Greene
Art Director/Designer: Richard Kerstein
Photographer: Bob O'Shaughnessy
Copywriter: Eric de Perera
Agency: Ingalls Associates Inc.
Client: Art Directors Club of Boston

Here's one that'll kill ya.
Help pass the gun law.
Give, for Christ's sake.

The Protestant Council of the City of New York, 475 Riverside Dr., New York 10027

She's mad for the Olympic flame and Howard Wolf
Revlon invents the makeup that is and isn't.

Art Director/Designer: Martin Stevens
Photographer: Richard Avedon
Retoucher: Herb Wilen
Copywriter: Kay Daly
Agency: Revlon Creative Workshop
Client: Revlon
Art Director/Designer: Joseph Phair
Photographer: Joseph Ruskin
Copywriter: Arthur Tuohy
Agency: Ketchum, MacLeod & Grove
Client: McGraw-Hill

Art Director/Designer: David Davidian
Artist: Herb Wilen
Photographer: Don Ornitz
Copywriter: David Leddick
Agency: Grey Advertising, Inc.
Client: Revlon
When you're going for the top, there's no room for compromise.

Art Director/Designer: Paul Jervis
Photographer: Callor/Resnick
Copywriter: David Cantor
Agency: Doyle Dane Bernbach, Inc.
Client: Sylvania

Art Director/Designer: Martin Stevens
Photographer: Hiro
Copywriter: Kay Daly
Agency: Revlon Creative Workshop
Client: Revlon
The world's biggest killer.

We want to make her a collector's item.

Art Director/Designer: Maija Veide
Photographer: Hideoki
Copywriter: Florence Granello
Agency: Doyle Dane Bernbach, Inc.
Client: Monsanto
Art Director/Designer: David Renning
Photographer: Jack Ward
Copywriter: Elizabeth Fitterman
Agency: Young & Rubicam, Inc.
Client: Johnson & Johnson

Art Director/Designer: Martin Stevens
Photographer: James Moore
Copywriter: Kay Daly
Agency: Revlon Creative Workshop
Client: Revlon
DISTINCTIVE MERIT AWARD

Art Director/Designer/Artist: Arnold Varga
Copywriter: Al Van Dine
Client: Joseph Horne Co.
From horse blankets to heat shields

Art Director/Designer: Joseph Phair
Photographer: NASA Photograph
Copywriters: Peter Gridley, Arthur Tuony
Agency: Ketchum, MacLeod & Grove
Client: McGraw-Hill

Art Director: Dan Marshall
Designer: John Kamerer
Photographers: John Lewis Stage, Terry Stevenson
Agency: J. Walter Thompson Company
Client: Seagram Distillers Company
Art Director/Designer: Sal Jon Bue
Artist: Bob Zoei
Copywriter: Jim Milton
Agency: Honig-Copper & Harrington
Client: Levi Strauss & Co.

Art Director: Bob Cox
Photographer: George Elliott
Copywriter: Jon Jackson
Agency: Ogilvy & Mather
Client: International Paper Co.
The plumbers are piastwhil.
The plasterers are hammersed
The carpenters are all it up.
The electricians are spaced
The painters are swinging from the pines.
And when you see what they've done to Cox's,
you'll probably do what E. 3t Cow did
when he saw the bi. y'll pass your cunc.
Evolution of the Computer Business
An admittedly biased (though accurate) account.

Long, long ago there was a computer company.

And when you wanted to buy a computer, you went to that company and said, "Hello, I'm looking at one of those computers, please." And you'd get one.

Now we're in a newer.

Now, when you want to buy a computer, you have your choice of two computer companies. They all.

So now you're in a position to compare. To ask questions. To shop.

Now you can ask to see your system loaded with an over 800 Honeywell hardware and software products, and the most advanced integrated software on the market.

You can make sure you get the right computer for your need. (To get your system loaded with over 800 Honeywell products and software products and the most advanced integrated software on the market.)

You can make sure you can tailor your system to your exact specifications. And we have more than 300 people for every Honeywell system.

You can also make sure you're getting the most for your money. And generally save a whole lot of it.

Computers are advancing.

The Other Computer Company: Honeywell
The Story of the Turtle and the Hair.

Nori and Mr. Mthd...

Art Director/Designer: Marc Rubin
Artist: Norman Green
Copywriter: Toni Laub
Agency: Jerry Della Femina & Partners
Client: Gibbs & Co.

Art Director: Bob Cox
Photographer: George Elliott
Copywriter: Jon Jackson
Agency: Ogilvy & Mather
Client: International Paper Co.
Art Directors: Hal Davis, Larry Osborne
Designer: Larry Osborne
Artist: Leslie Saalburg
Copywriter: Franchellie Cadwell
Agency: The Cadwell Davis Company
Client: Bernhard Altmann

Art Director/Designer/Photographer: Henry Wolf
Copywriter: Jane Trahey
Agency: Trahey-Wolf
Client: Carven Ma Griffe
Art Director/Designer: Allan Beaver
Photographer: Melvin Sokolsky
Copywriter: Helen Nolan
Agency: Delehanty, Kurnit & Geller
Client: Yardley

Art Director: Walter Kaprielian
Designers: Walter Kaprielian, Rhoda Bernstein
Photographer: Reid Miles
Copywriter: Andrew Isaacson
Agency: Ketchum, MacLeod & Grove
Client: Westinghouse Elevator
“Don’t cry, dear. It’s moisture resistant.”

Art Director: Eugene Mandarino
Artist: James Hill
Copywriter: J. G. Fortis
Client: Morton Salt Company

Art Director/Designer: Arthur Taylor
Artist: Frank Bozzo
Copywriter: Barbara Kaplan
Agency: N. W. Ayer & Son, Inc.
Client: AT&T—Long Lines
Art Director/Designer: Raymond Todd
Photographer: Saul Leiter
Copywriter: Sandi Butchkiss
Agency: Young & Rubicam Inc.
Client: Thomas J. Jipton, Inc.

Lipton Noodle Soup Mix with Real Chicken Broth

Art Director/Designer/Photographer: Henry Wolf
Copywriter: Jane Trahey
Agency: Trahey-Wolf
Client: Elizabeth Arden
Art Directors: Dione M. Guffey, Fred Kittel
Designer: Dione M. Guffey
Artist: Carveth Kramer
Copywriters: William Lane, Susan Katz, Lorna Gustafson
Agency: J. Walter Thompson Company
Client: Salvation Army

Art Director/Designer: Allan Beaver
Photographer: Melvin Sokolsky
Copywriter: Helen Nolan
Agency: Delehanty, Kurnit & Geller
Client: Yardley
You don't have to keep pulling up your pantyhose anymore.

Put on our pantyhose. They're the only ones proportioned to fit.

They don't wrinkle at the ankle. They don't pinch at the waist. They don't droop. They really fit. They're Burlington-Cameo pantyhose. They come in 22 great sizes and cost $2.25 a pair. They're the only ones proportioned to fit. They're Burlington-Cameo pantyhose. They're the only ones proportioned to fit.
For four generations, we've been making medicines as if people's lives depended on them.

Eli Lilly and Company, Indianapolis
A - t Director/Designer: Jerry Benzer
Photographer: Iris Mazer
Copywriter: Dave Saslow
Agency: Doyle Dane Bernbach, Inc.
Client: Uniroyal
Art Director/Designer: Ivan Liberman
Photographer: Joel Meyerowitz
Copywriter: Ray Dempsey
Agency: Young & Rubicam, Inc.
Client: Eastern Airlines

The 68 Chryslers: just add water.
PREGNANT GIRLS WOULD RATHER FACE STRANGER THAN THEIR PARENTS.

Last year, thousands of girls found it easier to say "I want an abortion" to some quack then to tell their parents "I'm pregnant."

And it's starting to happen so often that people simply aren't handling it up anymore.

Doctors vs. Abortion in the newspaper.

And journalists are distilling it to death in their columns.

But women, too, this isn't much help to the girls they are talking to.

What she needs is help before she gets into trouble from somebody who had already been through it all.

Which is what we have in True Story.

Real people talking openly about real problems. Like abortion.

And divorce, childabuse and interracial marriage.

True Story is more a textbook of life than it is sensational headlines.

What people can learn about life through the experiences of others.

And because we're so open about things, every month over 6,000,000 women read True Story.

Appreciate advertisers admire our convictions too. Because every month they keep placing more and more ads in True Story.

So while we're helping our women readers, we're also helping our advertisers.

We are what we are, and more that 6,000,000 women wouldn't hate it if we were n.
If you ever looked into a retarded child's eyes, you wouldn't have to be asked for help.

There is a need to know and to get into the minds of these children. A child with retardation is not like a normal child. He can be taught to walk, talk, and do a few of the things that normal children can do, but he cannot be taught to think. Most people need to be taught about retardation and how to deal with it. The Association for the Help of Retarded Children is one of the organizations that is working to help people understand this problem. We need to do all we can to help these children.
A Collector's Thanksgiving

Francis Robinson, assistant manager of the Metropolitan Opera, culls his collection of rare music and extraordinary experiences to present a special holiday program sponsored by the Rolex Watch Company, 9:07 to 10:00 PM.

WQXR 1560AM 96.3FM ROLEX

The Radio Stations of The New York Times
328
Art Director/Designer: Len Sirowitz
Photographer: Dick Richards
Copywriter: Bob Levenson
Agency: Doyle Dane Bernbach, Inc.
Client: El Al Airlines

My name is Israel.
I am 20.

Life. Consider the alternative.

329
Art Director/Designer: Henry Holtzman
Photographer: Lennart Nilsson
Copywriter: William Wailes
Agency: Young & Rubicam, Inc.
Client: Time Inc./Life Magazine

Everybody's been here.
We brought back pictures.

Life. Consider the alternative.
Art Director/Designer: Greg Bruno
Artist: Antonio
Copywriter: Marion Porter
Agency: Grey Advertising, Inc.
Client: Celanese

ARNEL IN
THE SPORTY
THIRTIES LOOK

We can ship 666,000 lbs. of freight out of town, Daily.

Art Director/Designer: Thomas Tieche
Illustrator: Charles Slackman
Copywriter: Jeremiah Harmon
Agency: Young & Rubicam, Inc.
Client: Eastern Air Lines
"The Peace Corps ruined my Bernie's life."

Next year we may teach Stephen how to get dressed.
In that era, the principal weapon in battle was the longbow, and as a matter of national security, every Scotsman was expected to devote a part of each day to the practice of his marksman's craft. But the growing popularity of golf began to intrude on the people's archery practice. So much so that James II felt compelled to call upon Parliament to put a stop to the growing popularity of the game. Thus, golf was in trouble for a century or so until James's great-granddaughter, Mary Stuart, took the throne in 1542. Mary had taken to the links early in life and was sufficiently bitten by the bug to play openly after she became queen. Mary certainly had her faults, as Queen Elizabeth, whom she plotted to assassinate, used to say, but she gave golf a powerful boost in Scotland (St. Andrews, the most famous of courses, was founded during her reign) and thereby preserved the game for posterity.

Golf fever inevitably spread to the colonies, and any man who believes that Americans do not take their sports seriously should visit some of the several thousand golf courses around these of a Sunday morning to observe the horde of bleary-eyed enthusiasts waiting to tee off. A man does not willingly roll out of bed at 5 a.m. on his day off for something he does not take seriously. The same spirit of involvement which keeps 9 million avid readers glued to the pages of Sports Illustrated—they aren't satisfied to find out who won—they want to know how he won, why he won and what his chances are of winning next week. They find that kind of involvement in performance (and with the magazine whose every page speaks of performance) that can put every penny of your advertising dollar to paid use every week of the year.
You used to have to thread movie
film, shoot some, flip it, redread it and
hide in the shadows a lot.

Kodak has el-saved all that.

He dedicated his life to curing these things. Then we made one that never gets stuck.
Picasso takes over Life!

Art Director/Designer: Ben Spiegel
Photographer: Robert Doisneau-Raphoillumette
Copywriter: Ross Rosenberg
Agency: Doyle Dane Bernbach, Inc.
Client: Life Magazine

Being afraid of a checking account is like being afraid of the dark.

Art Director/Designer: Howard Title
Artist: Gerry Gersten
Copywriter: Jeff Frey
Agency: Daniel & Charles
Client: Marine Midland
Art Director/Designer/Artist: Arnold Varga
Copywriter: Al Van Dine
Client: Joseph Horne Co.

Art Director/Designer/Copywriter: Tony Mandarino
Artist: Franklin McMahon
Agency: Grey Advertising, Inc.
Client: McCall's
Art Director/Designer: Alan Kupchick
Photographer: Toto
Copywriter: Enid Futterman
Agency: Grey Advertising, Inc.
Client: TSAI Investment Services, Inc.

Art Director: Art Christy
Designer: Tony Zules
Artist: Milton Glaser
Photographer: Rudy Legname
Copywriters: Gwen Gurnack, Eunice Latham
Agency: Lennen & Newell, Inc.
Client: Faberge, Inc.
Eastern flies you directly to:
The Quasar City.

The Capitol.

The Bridge.
Art Director: Dick Hess
Photographer: Stettner-Endress
Agency: Hess and/or Antupit
Client: S. D. Scott Printing Co.
Books add a lot

design of the sixties: an exhibition of international graphics
sponsored by the
Art Directors Club

270 Park Avenue
New York City

April 10 to May 1

Art Director: John A. Skidmore
Designer/Artist: George Giusti
Client: Art Directors Club of N. Y.
Films and Symposia by top Oceanologists, featuring Astronaut-Aquanaut Cdr. M. Scott Carpenter, Dr. Eugenie Clark, Dr. Elgin Ciampi and many others. Saturday, March 9, 1968 at Hunter College, 395 Park Ave., at 69th St. Tickets available only through The Sponsor, The American Littoral Society, Sandy Hook, Highlands, New Jersey. $3 for daytime and evening programs.
How was everything in Cleveland?
If you think a man should in such a place as this as queer, as I've heard, you're mostly mistaken. Miss Bird doesn't mean about facts and love than you and I about any. No Helen Krane. That morning I had to Miss Bird, "Just stay here, don't go on your hat and let's be off."

"Good," said Miss Bird. "But now we're a innocent to you, not her.

I don't think of it in that way, but I can't say in my heart. I'm not colored to stuff general ideas of Miss Bird. She's a queer one."

As he started out, right side, she said, "It's a joy to look at Miss Bird and let's be off."

"Cups," said Miss Bird, "Just now as a necessity to you, not her.

An old man stood up the path. don't remember the stony, the Alamo John and one off. Miss Bird not colored to have general ideas of Miss Birds. She's a queer one."

"Just now we're a innocent to you, not her.

I don't think of it in that way, but I can't say in my heart. I'm not colored to stuff general ideas of Miss Bird. She's a queer one."

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"Cups," said Miss Bird, "Just now as a necessity to you, not her.

An old man stood up the path. don't remember the stony, the Alamo John and one off. Miss Bird not colored to have general ideas of Miss Birds. She's a queer one."
362
Art Director: Robert R. Reid
Designer: Einar Vinje
Photographer: Peter Grevatt
Copywriter/Client: McGill University

363
Art Director/Designer: Herb Lubalin
Photographer: Lee Kraft
Agency: Herb Lubalin Inc.
Publisher: Avant-Garde Media, Inc./Avant Garde

364
Art Director: Willy Fleckhaus
Photographer: Erich Klemm
Copywriter: Redaktion
Publisher: Twen
Picasso: Portrait of the artist as an eternally young man

Picasso probably many of the artists and the focus of his life and work. He began his career as a painter and sculptor, working in Paris and other cities. His works include portraits of famous people, landscapes, and abstract paintings. He was able to create a unique style that was admired by many artists. His influence is still felt today, and his works are displayed in museums around the world. He is considered one of the most important artists of the 20th century, and his art continues to inspire new generations of artists.
370
Art Directors: Willy Fleckhaus, Gunter Halden
Artist/Copywriter: Ute Osterwalder
Publisher: Twen

371
Art Director: Albert Greenberg
Designers: Albert Greenberg, Harry Coulanos
Artists: Harry Coulanos, Alitalia
Publisher: Esquire, Inc./Gentlemen's Quarterly

372
Art Director/Designer: Albert Greenberg
Artist: Marilyn Hoffner
Copywriter: Everett Mattlin
Publisher: Esquire, Inc./Gentlemen's Quarterly
SA I L-AWAY

BLUES

Or 616mrning
off any sumva16. Spot
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lo Atom .16 Aim..
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for tha 'Star OP.
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6

ZARTES
FUR
SANFTE
KURVEN

Wat. umschiffbar
sein soll, ist kaum
noch spärbar. Man trägt Nagel und das, was
ihr am nachsten kommt. Die neue Wäsche
ist schneidig und der Anatomie perfekt
angepasst. Füller, Kind und lange Linie
darf nicht auffallen sein, dass aber der
Figure auch etwas dargestellt, die
neuen Modelle in der Sicht des Zeichners.

Art Director/Designer: Albert Greenberg
Artist: Marilyn Hoffner
Copywriter: Ronald Alexander
Publisher: Esquire, Inc./Gentlemen's Quarterly

Art Directors: Willy Fleckhaus, Günter Helden
Artists: Hans-Ulrich, Ute Osterwalder
Copywriter: Osterwalder
Publisher: Twen
POST-GRADUATE

When Charles Hoffman wrote this article, he was trying to bring to the screen the original portrait of a young man who, after World War II, was expected to be so much America. (Hoffman, it turns out, much the feeling for the subject, escape and glamour) the good looking, attractive, chronicler, who we all, in the end, want to see again.

The story and the photograph are as closely connected as two threads on a tapestry. Hoffman, who was the story's director, worked on the film with Fred Eric Spinone, who directed the photography.

Hoffman was trying to capture the essence of the '30s, which he saw as a time of promise and potential. He wanted to show the world what it was like to be a young man in that era, when the country was poised for a new era of growth and prosperity.

The photographs, taken by Spinone, were meant to capture the spirit of the '30s, as well as the sense of hope and possibility that Hoffman was trying to convey in his writing. The two elements work together to create a powerful and evocative piece of work that captures the essence of the era and the people who lived through it.

THIRTIES DAYS ARE HERE AGAIN

Art Director/Designer: Albert Greenberg
Artist: Fred Eric Spinone
Copywriter: Ronald Alexander
Publisher: Esquire, Inc./Gentlemen's Quarterly
The First Church of Love
"We all belong to the same war. We all have the same God. We're all in the same adventure."

This is that war

Art Director/Designer: William Hopkins
Photographer: Catharine Leroy
Publisher: Cowles Communications, Inc./Look Magazine
Art Director/Designer: William Hopkins
Artist: Heinz Edelmann
Publisher: Cowles Communications, Inc./Look Magazine
THE ISSUES

Vietnam has given us no glory. There have been 50,000
victims. These have been 34 other
wars fought since World War II.

The U.S. has achieved its
objective in Vietnam. The U.S.
would find itself attacking
Vietnam if it lost. We are now
paying the price. We must
conclude that we have been
in a war that we have not
been fighting. We are now
paying the price for our
involvement.

We have given the
people of Vietnam no glory.

The people there have
been fighting for 30 years for
peace and stability. We have
been fighting for 30 years for
peace and stability.

We are now paying the price
for our involvement.

WAR AND PEACE

BLACK AND WHITE

Pounded into our heads.

A Black and White. Red, Rum. Do
and Don't. We live together, hating
each other, living each other out.

The ideal is to be Black or White.

Yet the ideological extremes—Black
Power and Backlash—both spring from
the Negro's essentially mild demands:
individual rights and group dignity.

The answer to our "race question"
depends on what we are willing to
perceive of each other. The ability
to bridge this chasm of color is
simply the mark of a sensible man.

The answer, then, hinges on an
expedient new realization of the
belief of man to man. It asks that we
learn to reach out, to touch—and
touching, there is no difference.

THE Ghetto

It rings of evil, anger. Its image
ments are menacing, ready for
attack. Its residents are dehumanized.

The ghetto is a symbol of our society.

Its inhabitants are trapped in a
system of poverty and despair.

The violence and crime that
exist within the ghetto are
symptoms of a larger problem.

The solution to the problem of the
ghetto lies in the solution to the
problem of poverty and despair.

VIOLENCE AND CRIME

The need to reach out, to touch,
in order to overcome the
divide that exists between us
is crucial.

We must learn to see each other
as individuals, rather than as
members of a race.

This is the key to understanding
the issues of the day.
THE
AMERICAN
DREAM

"It is Europeans, for the most part, who have constructed these great ships, but without Americans they have no meaning. These ships are not only the future of the modern world, which is the voyage to America. There is no other experience that is remotely comparable to it, in its sense of joy, its earthiness, its duration, and magnificence. But which, against reason and law

..."
Art Director/Designer: Jerold Smokler
Photographers/Illustrators: Phil Brodatz, James Cooper, Scheler, Jerry Salvati, Jerrold Schatzberg, Melvin Sokolsky, Edgar De Evia, Hideki, Tom Jackson, Ben Rose, Don Ornitz, Tom Burnside, Doug Johnson, David Massey, Bill Silano, R. Durrance, Michael Boys, Max Eckert, Ronny Jaques, Luis Lemos
Publisher: Hearst Publications/Town & Country Magazine

Art Director/Designer: Bernard Quint
Publisher: Time Inc./Life
Art Director: Robert Reid
Designer: Einar Vinje
Artists: Lowell Naeve, Abraham Salahi
Photographers: Brian M. Smith, Chris Payen,
Peter Grevatt, Charles Stewart
Client: McGill University

Art Director/Designer: Lawrence Levy
Photographer: Burton L. Rudman
Writer: William H. Gass
Agency: Lawrence Levy Design
Client: TriQuarterly Magazine
Norman Mailer on Black Power

Black Power shakes the white church

Godfrey Cambridge declares peace

Jimi Hendrix rocks it to the white cats

Black and white sex hang-up
HOW TO HELP AN ALCOHOLIC HUSBAND

January 1968 / 50 CENTS

Art Director/Designer/Photographer: Lawrence Zink
Publisher: Franciscan Fathers

Art Director/Designer/Artist: Jim Lienhart
Copywriter: Robert Clarke
Agency: Robert Vogele, Inc.
Publisher: RVI Publishing
Client: United States Polo Association
Art Director/Designer: Philip Kaplan
Photographer: Robin Johnstone
Copywriter: Philip Kaplan
Publisher: Atlanta Chamber of Commerce/Atlanta Magazine

Art Director/Designer: Michael D. Salisbury
Photographer: Robert Lindbeck
Publishers: Los Angeles Times
Client: WEST Magazine
TOM WOLFE DISCOVERS . REVELATION . ELECTRO-GRAPHIC ARCHITECTURE IN L.A.

Art Director/Designer/Photographer: Michael D. Salisbury
Publisher: Los Angeles Times
Client: WEST Magazine
Pixor's last chance.
(This time he'd better look right!)

Art Director: William Delorme
Designer/Artist/Agency: Don Weller
Publisher: Los Angeles Magazine
Client: America Illustrated

LOS ANGELES

A MOOD
A MAGAZINE
A MARKET

Art Director: Joseph Baumer
Designer/Artist/Photographer: Derigraphics by Crown Zellerbach Corp.
Copywriter: Lynn Marett
Publisher: U.S. Information Agency
Client: Al Nanda Magazine

A Nixon's last chance.
(This time he'll better look right!)

Art Director/Designer/Copywriter: George Lois
Photographer: Carl Fischer
Agency: Lois Holland Callaway Inc.
Client: Esquire Magazine
ADLA

Art Director/Designer: Don Weller
Photographer: Gary Kruger
Agency: Don Weller's Office
Publisher: Art Directors Club of Los Angeles

410
Art Director/Designer/Artist: Joel Katz
Publisher: Yale Alumni Publications, Inc./Yale Alumni Magazine

409
Art Director/Designer: Don Weller
Photographer: Gary Kruger
Agency: Don Weller's Office
Publisher: Art Directors Club of Los Angeles
Art Director: Paul Summerskill
Designer: Theo Dimson
Artist: Reeson Dimson & Smith Limited
Publisher: Ontario Council for the Arts

Art Director/Designer/Artist: Norman Perman
Copywriter: William Geidt
Client: Inland Steel Products Co.
The Girl of the Golden West
A Play in Four Acts by David Belasco
The Dallas Theater Center
Paul Baker, Managing Director
PINOCCHIO: A new version of the story by Carlo Collodi, adapted by Bean Way. Produced by the Dallas Theater Center, Paul Baker, Managing Director.
Art Director: Stephen B. Dunne
Designer: John Dolby
Publisher: Corry Jamestown Corporation

Client: Inland Steel Products Co.

Inland Steel Products
Catalog 210  1968
Milcor
Metal Access Doors

Inland Steel Products
Catalog 202  1968
Milcor
Metal Lath and Accessories

Art Director/Designer/Artist: Norman Perman
Copywriter: William Geidt
Client: Inland Steel Products Co.

Art Director: Wayne Webb
Designers: Wayne Webb, Joe Hutchcroft
Artist: Joe Hutchcroft
Copywriter: Robert Knaus
Agency: Robert Vogeis, Inc.
Client: Gould-National Batteries, Inc.
General Dynamics

Marine Systems

Polaroid Corporation
Annual Report for 1967

The Useful Image
Art Director/Designer/Agency: Charles Schorre
Artists/Photographers: Students & Charles Schorre
Copywriters: Students, Charles Schorre, Ann Mohler
Publisher: School of Architecture/Rice Univ. and Wittenborn & Co., N.Y.C.

Life Class
Charles Schorre

Architecture at Rice
24

Art Director/Designer/Artist: Martin Donald
Photographer: Walter Daran
Copywriter: Robert Krefting
Client: TIME, The Weekly Newsmagazine

Art Director/Designer: Sheldon Seidler
Artist: Mark English
Copywriter: RCA
Agency: Sheldon Seidler/Design
Client: RCA
The complete guitar scale manual

All major and minor scales as figured and played by leading classical, jazz and rock guitarists. Each in written form, as well as for the beginner, the intermediate and the professional.

Seymour Chwast, Editor

with a full color note-finder poster

Pauline Kael
Author of "I Lost it at the Movies"
An End and A Beginning

A SPIRITED CHRONICLE
IN PICTURES AND TEXT, OF A
WATERSHED YEAR AS IT PROGRESS IN
THE WORLD CAPITALS; THE SUNSET
OF THE GILDED AGE AND THE
DAWN OF A NEW ERA.

A. W. PURDY
Wild Grape 
Wine
THE TOUCHING NOVEL OF WARTIME REMINISCENCE ON WHICH THE CELEBRATED FILM IS BASED

CLAUDE BERRI

THE TWO OF US

Art Director: Lydia Rosier
Designer/Artist: Saul Bass
Publisher: William Morrow & Co.

Crisis: The condition of the American city
Prepared by Urban America Inc. for the League of Women Voters of the United States

Art Director/Designer: Peter Bradford
Artist: Gary Fujiwara
Client: Urban America Inc.
WHO REALLY OWNS AMERICA? HOW DO THEY KEEP THEIR WEALTH AND THEIR POWER?

THE RICH AND THE SUPER-RICH

LYLE STUART

Copyright 1931 by Frederick Luxenberg

Art Director/Designer: Nick Frank
Artist: Goôs Lithographing Company
Copywriters: Lyle Stuart, Eileen Brand
Agency: Frank Associates
Client: Lyle Stuart, Inc.
Art Directors: Ruth Ansel, Bea Feitler
Photographer: Silano
Publisher: Hearst/Harpers Bazaar

Art Director/Designer: Sam Antupit
Artist: Jean-Paul Goude
Publisher: Esquire, Inc./Esquire Magazine

Art Directors: Ruth Ansel, Bea Feitler
Photographer: Silano
Publisher: Hearst/Harpers Bazaar

Art Director: Al Greenberg
Designers: Al Greenberg, Reynold Ruffins
Artist: Reynold Ruffins
Agency: Ruffins-Taback
Publisher: Gentlemen's Quarterly
Art Director: Robert Hallock
Artist: Savignac
Publisher: Lithopinion (Local One, Amalgamated Lithographers of America)

Art Directors: Bea Feitler, Ruth Ansel
Photographer: Hiro
Publisher: Hearst/Harpers Bazaar
Photographic impressions of Beatles songs by ART KANE

The way people interpret Beatles music is the way the six band members described their first elephant. Is it a white elephant or a happy elephant? When 'Hey Jude' was sung, for instance, a happy tune on the pop music charts at the time and in the Beatles' hearts, about growing old the Beatles themselves might say. On these pages Photographer, Art Kane has found images that Beatle songs evoke for him.
MEXICO

Art Director/Designer: William Hopkins
Photographer: Paul Fusco
Publisher: Cowles Communications, Inc./Look Magazine
"We all belong to the same war.
We all have the same God.
We're all in the same situation..."

This is that war

"The dead is dead and deads. The only one is over for the North. "—Japanese soldier

Art Director/Designer: William Hopkins
Photographer: Catherine Leroy
Publisher: Cowles Communications, Inc./Look Magazine
458
Art Directors: Willy Fleckhaus, Günter Halden
Artists: Hans-Ulrich, Ute Osterwalder
Copywriter: Osterwalder
Publisher: Twen

459
Art Director/Designer: Herb Lubalin
Artist: George Tooker
Agency: Herb Lubalin Inc.
Publisher: Avant-Garde Media, Inc./Avant Garde
If you think it's a matter of time to avoid sleazy a lady who is a queen in lady's Friedman, you're greatly mistaken. Miss Bird is a woman about town and just then you or I about town on White Hooves.

This morning I said to Miss Bird, "Now, Miss Bird, you are never lost and let's be off." "Good," said Miss Bird, "Just get me a cigarette to put on my hat." So she slid and took up a super huge box of cigarettes and put on her old tweed jacket and we off. Oh, it was a diverting visit to almost anything of Miss Bird! She's a queer

Miss Bird and I

an old hatband that's a sketch, and what is it? If they choose to do the picture of her at all.

"Right you are," said Miss Bird. "Yes, he's all lost and we're lost on our own in Riverside Drive. Through the side street for some reason, the drive was full of men, with immense wailing and noise and on the bushes, whole bunch of a price, file away. Happening on a fine. But this Miss Bird on her own and having chosen the crowns of the walks, they quickly passed the and surrounded and come walking down (Continued on page)
A short story
by Howard Rosen

She could see him as a dreamer, a man without a past or a future, content to live in the present moment. His eyes were open, as though he was seeing something that was not visible to anyone else. She felt drawn to him, as if there was something special about his presence. She could feel his presence, as if he was part of her life in a way that was not immediately obvious.

She walked up to him, and he looked up at her. She could see the sparkle in his eyes, as if he was seeing something for the first time. She felt a sense of excitement, as if she was witnessing something that was truly unique.

He reached out, and she took his hand. They walked together, as if they were a part of something greater than themselves. She could feel her heart racing, as if everything in the world was about to change.

They sat down on a bench, as if they were a part of something beautiful. She could feel the warmth of the sun on her face, as if it was a source of endless energy. She looked up at him, as if she was seeing something that was truly remarkable.

She could feel her heart racing, as if it was about to burst. She looked up at him, as if she was seeing something that was truly unique. She felt a sense of excitement, as if she was witnessing something that was not immediately obvious.

She could feel her heart racing, as if it was about to burst. She looked up at him, as if she was seeing something that was truly unique. She felt a sense of excitement, as if she was witnessing something that was not immediately obvious.
The fearless spirit of the photographer. Nude, couple holding hands, between the body and the image. The face of the dancer, light transmitted through the flesh, and every muscle of the body shows the hard work and strength of Nureyev's body.
Art Director: Willy Fleckhaus
Photographer/Copywriter: Sam Haskins
Publisher: Twen

Art Director/Designer: Kenneth Deardoff
Artist: Ann Weisman
Copywriter: Turner Brown, Jr.
Publisher: Grove Press

Black Is
by Turner Brown, Jr.
Illustrations by Ann Weisman

Black is waiting for the white man to have a soul transplant.
484
Art Director/Designer: Herb Lubalin
Artist: Tom Wesselman
Agency: Herb Lubalin Inc.
Publisher: Avant-Garde Media, Inc./Avant Garde

485
Art Director: Bernard Quint
Artist: Seymour Chwast
Photographer: Richard A. Meek
Publisher: Time Inc./Life

486
Art Director/Designer: Noel Frankel
Photographer: Hiro
Agency: Jack Tinker & Partners, Inc.
Client: Bonniers

487
Art Directors: Bea Feitler, Ruth Ansel
Photographer: Hiro
Publisher: Hearst/Harpers Bazaar
DISTINCTIVE MERIT AWARD

Art Director/Designer: Herb Lubalin
Photographer: Dewayne Dalrymple
Agency: Herb Lubalin Inc.
Publisher: Avant-Garde Media, Inc./Avant Garde
TEN WONDERS:
CLOTHES CHEMISTRY

SUZY'S RESOLUTIONS

INDONESIA:
FASHION IN THE BALI SUN
BEYOND ASTROLOGY

The Spirit of Che: Castro / Debray / Guevara / Karol Roth / Bosquet / Plus: Kerouac / Rukeyser / Blackburn

Art Director/Designer: Herb Lubalin
Artist: George Tooker
Agency: Herb Lubalin Inc.
Publisher: Avant Garde Media Inc./Avant Garde
THE FIRST YEAR
1968-1969

CINEMA CENTER FILMS

DISTINCTIVE MERIT AWARD

LITTLE BIG MAN

A thousand miles west, the story of a man who came upon the Cimarron Trail in 1849. Directed by Arthur Penn, produced by Stu Levin and Original Screenplay by Larry McMurtry. Starring: Jon Voight, Martin Sheen, John Hillerman, Chief Dan George, Dustin Hoffman and Sissy Spacek.

THE DIEHARD

Lone Montana is a war hero turned surveyor from the rough edge of civilization. Directed by Lewis Milestone. Starring Brian Keith, Susan Cabot, and John Davis.

Art Director/Designer: Ralph Fernandez
Artists: Phillip Hays, David Wilcox, Paul Davis
Copywriter: Lew Alpern
Agency: Jack Tinker & Partners, Inc.
Client: CBS Cinema Center Films
Art Director/Designer/Copywriter: Edward deMartin
Photographer: Hayman
Agency/Client: DeMartin Marona & Assocs.

Art Director: Robert Hallock
Artist: Fred Otnes
Publisher: Lithopinion (Local One, Amalgamated Lithographers of America)
Effective Audience is a Horse of a Different Color.

Art Director: Herb Lubalin
Designers: Herb Lubalin, Lowell Bodger
Photographer: Robert Monroe
Copywriter: John Alden Settle
Agency: Herb Lubalin Inc.
Publisher/Client: America Unlimited

499
Art Director: Louis Portuesi
Designers: Russell/Hinrichs
Artist: Kit Hinrichs
Photographer: Harry Hartman
Copywriter: Ronald Schiff
Publisher: Reader's Digest

500
Art Director: Herb Lubalin
Designers: Herb Lubalin, Lowell Bodger
Photographer: Robert Monroe
Copywriter: John Alden Settle
Agency: Herb Lubalin Inc.
Publisher/Client: America Unlimited
Management

In 1945, Jack Kass and Barney Torkel purchased the equipment and started on management. Their efforts resulted in a management of Allied Van Lines Inc. and Allied Van Lines of Canada Ltd. with an annual turnover of over $1 billion. In 1952, the company was incorporated with the name Allied Van Lines, Inc. As a result of the increased demand for a more efficient and modern nationwide transportation system, the Van Kass Group was created to handle the transportation needs of the Allied Van Lines, Inc. As a result of the increased demand for a more efficient and modern nationwide transportation system, the Van Kass Group was created to handle the transportation needs of the Allied Van Lines, Inc.
Why do so many people buy Volkswagens?
Art Director: Hal Josephs
Designers: Seymour Chwast, Milton Glaser
Artists: Chester Gould, Tim Lewis
Photographers: Horn/Griner—Culver Photo
Copywriter: William R. Henderson
Agency: Henderson & Roll
Client: Union Camp
The Nineteenth Amendment gives women the right to vote. Like it or not.
Maybe you've won free wheels.

This is the first sweepswe that we've heard of where you know what your chances are. You've certainly won something.

Maybe one of 15 American Motors cars, or one of 16.56 other ways of getting rolling.

You're way ahead by getting this mailing. Only 1 in every 150 people across the country has.

Assured of those 1 in 150 people, your chances are better than 1 in 100 that you've won some sort of vehicle. (For most sweepstakes, it's 1 in thousands.)
DISTINCTIVE MERIT AWARD

Art Director/Designer/Artist: Giulio Cittato
Photographer: Orlando Cabanban
Copywriter: Bob Swezey
Agency: Center for Advanced Research in Design
Publisher: John Dickinson Schneider
The dwellings were built of huge rock "logs" of pure volcanic basalt crystals. These 6-sided crystals are often 35 feet or more in length and from 3 to 12 feet in diameter.

You can enter the city by boat during high tide. The Germans once cleared the entire city, but now only the Place of the Dead, a walled structure large as a city block, is kept free from the inexorable mangrove jungles.

Majuro is the focal point of the Marshall Islands District, better known to Americans for Bikini and Eniwetok. This is the closest island group to Hawaii. Try to dream up the perfect atoll, and Majuro will surpass it in length, width, color, or all-around beauty. For 35 miles, its blue lagoon sparkles like a mountain lake.

On the windward side, the ocean pounds with a never-ending roar. While to the leeward, the lagoon laps gently on sand beaches so perfectly white they dazzle the eye.

Once you see Majuro you can understand why Robert Louis Stevenson described it as "the pearl of the Pacific".

Majuro is the ideal island to be marooned on—with or without a pin-up girl! With the major part of the atoll only half a mile wide, it's easy to see why water sports provide the major tourist attractions. You can go boating, sailing, skin diving, fishing, or just plain...
DISTINCTIVE MERIT AWARD

521
Art Director/Designer/Writer: Ernie Smith
Agency: Herb Lubalin Inc.
Script: Hal Fiedler

522
Art Director/Designer: Phil Fiorello
Artist: George Schwenk
Photographer: The Bettmann Archive
Agency: Robert E. Wilson Inc.
Client: Eaton Laboratories
Art Director: George Lois
Designer: Kurt Weihs
Photographer: William Viola
Copywriter: Elke Haberland
Agency: Lois Holland Callaway Inc.
Client: D'Arcy Galleries
but how many of us in this room can make that statement? I know I can't claim either half of it. A degree of affluence has come to be taken for granted. And perhaps some of us today and our children start out with a degree of indifference toward the pursuit of economic goals. As a result of the long term absence of really pressing economic needs, the dollar has suffered spiritual as well as fiscal inflation.

The next strain of disenchantment is almost the counterpoint of the first. It is, of course, real and painful to all of us. It concerns the continued presence of millions of very poor in the midst of a very rich society. And the question quite correctly being asked is, "How can a society that prides itself on its productivity 'in which I am so comfortable' leave 20% of its citizens destitute? Something must be wrong." And often it is the business
Reasons to Join
The Metropolitan Museum of Art

Newton's Law:
What goes up
must come down.

Talon's Law:
What goes up
must stay up.
538
Art Director: Renee Vidmer
Designer: Roz Hagler
Artist: Sean Harrison
Agency: Delehanty, Kurnit & Geller
Client: Talon, Inc.

THE METAL ZIPPER HAS CREATED A NEW LOOK IN MEN'S FASHIONS.

539
Art Director: Richard B. Luden
Designer: Gil Harris
Photographer: Richard Marx
Copywriter: Joyce Litt
Agency: Sweet and Company
Client: Stow/Davis
Because Stow/Davis is suiting Bob, way minds. practical probieinsot contract dr... of "Bubbles" is the product of new technioues, a new rolling technology, and new structural and close materials. Not the smooth, textured, fully resilient paper is the same. Only Mt price range of thelautible Ina Is wok, a Mal ale pa/Weans of modern interior desk', 'sere are more positions for Bubbles th

Art Director/Designer/Artist/Agency: Joan & Bryce Browning
Client: Ron Turner Photography
Art Director: Dave Epstein
Designers: Nicole Archer, Harold Samuels
Agency: Dave Epstein, Inc.
Client: Adult Leisure Products Corp.
Art Director: Eugene J. Grossman
Designer: Norbert Oehler
Photographer: Joseph Diamond
Agency: Lippincott & Margulies, Inc.
Client: RCA Corporation

Art Director/Designer/Artist: Philip R. Seefeld
Agency: Westinghouse Corporate Design Center
Client: Bryant Electric Company
MEDAL AWARD

Art Director: Murray Jacobs
Designers: M. Jacobs, C. Gibson
Copywriter: Cay Gibson
Agency: Wells, Rich, Greene
Client: Menley & James, Ltd.
Art Director: Saul Bass
Designers: Paul Bruhwiler, Saul Bass
Artist: Saul Bass & Associates
Client: American Can Corp.

Art Director: Gollin & Bright
Designers: Keith Bright, Jerrol Richardson, Norman Gollin
Artist: Jerrol Richardson
Client: Colgate Palmolive
Art Director/Designer: Kurt Weihs
Photographer: Ira Mazer
Copywriter: Ron Holland
Agency: Lois Holland Callaway Inc.
Client: Stevens Hosiery

Art Director/Designer/Artist: Ira Schwartz
Client: Faberge, Inc.

Art Director: G. Bist
Designer: J. E. Tweddle
Agency: MacLaren Advertising Co. Ltd.
Client: Beau Chateau Wines Ltd.
Art Director/Designer/Artist: George Thornton
Copywriter: John McNally
Agency: John McNally & Associates
Client: Chateau-Gai Wines Limited

Art Director: Arthur Eilertson
Designer: Staff
Agency: Gregory Fossella Associates
Client: Sylvania

Art Director: Robert Marona
Designer: Peggy Bailey
Artists: Peggy Bailey, David Halpern
Client: Morton Salt Company
Art Director: Si Friedman
Copywriter: Joel Cahn
Agency: Si Friedman Assoc., Inc.
Client: Parkway Industries Co.

Art Director: Robert Hungerford
Designer/Artist: George Tscherny
Agency: J. Walter Thompson Co., Inc.
Client: Liggett & Myers

DISTINCTIVE MERIT AWARD
Art Director: Robert Hungerford
Designer/Artist: George Tscherny
Agency: J. Walter Thompson Company
Client: Liggett & Myers

Art Director/Designer: Marlon Chapman
Artist: Celine Hunter
Agency/Client: Joseph Magnin Co.
571
Art Director: Arthur Eilertson
Designer: Staff
Agency: Gregory Fossella Associates
Client: Sylvania

572
Art Director: Arthur Eilertson
Designer: Staff
Photographer: Jack O'Mahony
Agency: Gregory Fossella Associates
Client: Sylvania

582
Art Director/Designer: Cal Freedman
Artist/Agency: Cal Art & Associates
Photographer: Michael Le Roy
Copywriter: Jaclynne Jacobs
Client: The Extension
Up front, our Fanfare Horns sound a big warning on the open road.

In back, our Taper Tip Exhaust Pipes add a sporty look.

Accessories from end to end.
We have lots more accessories that go in-between. See them at our parts department.
Holland is not so far away.

Art Director/Designer: William Field
Photographer: Goldman, Field, Richards
Copywriter: Robert Neville
Client: Polaroid Corporation
FREE ALBUM
Spring special: Polaroid 72 picture deluxe photograph album included at no additional cost with purchase of this Polaroid Color Pack Camera.

Sylvania

turn on a sunlamp

Sylvania

turn on a fun tan

Sylvania
Enter the Winchester Buffalo Hunt contest.
Ask for details here.

Art Director/Designer: Bob Lyons
Photographer: Vello Muikma
Copywriter: Ross Jarvis
Agency: Doyle Dane Bernbach, Canada
Client: Winchester Canada

Art Director/Designer: Nelson Poliak
Photographer: Tosh Matsumoto
Copywriter: Alice McGuckin
Publisher: McCall's Magazine
587
Art Director/Designer: Herb Lubalin
Lettering: Tom Carnase
Agency: Herb Lubalin Inc.
Client: Metromedia, Inc.

588
Art Director/Designer: Herb Lubalin
Lettering: Robert Lubalin
Agency: Herb Lubalin Inc.
Client: Young & Rubicam Inc./Economic Council of New York
Art Director: Frank Mayrs
Designer/Artist: Neville Smith
Agency: Canadian Government Exhibition Commission
Client: Canadian Gov't Participation Expo '70, Osaka

Art Director/Designer: Jean Cunningham
Client: Stoy Records—Norman Dolph
Art Director/Designer/Artist: Jim Lienhart
Agency: Robert Vogele, Inc.
Client: Graphic Communicators, Inc.

Art Director/Designer: Paul A. Howard
Artist: Warren Kass
Agency: Wyse Advertising
Client: Cavanagh's Restaurant

Art Director/Designer: Ken Parkhurst
Artist: Jerry Witt
Client: Jay Peak, Inc.

Art Director/Designer: Ernst De Jong
Copywriter: Ernst De Jong Studios Ltd.
Client: The Gift Horse
Art Director/Designer: Eskil Ohlsson
Agency: Solow/Wexton, Inc.
Client: Norris Industries, Fire and Safety Equipment Division

Art Director: Peter M. Krohn
Designer: Dennis Goddard
Artist: Hélène Cusson
Agency: Designers Three, Inc.
Client: Quebec Metal Powders

Art Director/Designer: Kurt Weihs
Art Director/Designer: George Lois
Designer: Kurt Weihs
Agency: Lois Holland Callaway Inc.
Client: Restaurant Assoc. Industries
600
Art Director: Lou Dorfman
Designer: Ted Andresakes
Artist: Alan Mitelman
Client: CBS Electronic Video Recording

601
Art Director/Designer/Artist: Chuck Cariberg
Copywriter: Jack Douglas
Agency: Metzdorf Advertising Agency, Inc.
Client: First National Travel Service

602
Designer: Milton Glaser
Client: Shirley Glaser

603
Art Director: Ken Parkhurst
Designer/Artist: James Odgers
Client: Ken Parkhurst & Associates
E04
Art Director/Designer/Artist: Arthur Boden
Client: Milton Klein—Architect

Milton Klein & Associates
2232 Morris Avenue Union New Jersey 07083

E05
Art Director: Gollin & Bright
Designer: Jerrol Richardson
Artist: Bob Maile
Client: Kingsroad Pictures

E06
Art Director/Designer/Artist: Jim Lienhart
Agency: Robert Vogele, Inc.
Client: The Black Consortium

E07
Art Director/Photographer: Dick Krueger
Designer/Artist/Copywriter: David L. Burke
Agency: David L. Burke Design Corporation
Client: Dick Krueger, Inc.
Art Director/Designer: Herb Lubalin
Agency: Herb Lubalin Inc.
Client: Art Kane Studio, Inc.

Art Directors/Designers: Seymour Chwast, Milton Glaser
Client: Filmsense Inc. (film division of the Push Pin Studios)

Art Director: Anonymous
Client: Alcoholics Anonymous

Art Director/Agency/Client: Hess and/or Antupit
Art Director: Steve Tuttle
Designer/Artist/Client: Steve Tuttle

Art Director: Giulio Cittato
Designer: Carla Cittato
Agency/Client: Giulio+Carla Cittato

Art Director: Richard Woodard
Designer/Artist: Jerry Box
Agency: Richard Hayes Woodard & Associates
Client: Public Image

Art Director: Peter Bradford
Designer: Gary Fujiwara
Client: The American Institute of Graphic Arts
Christmas Legends and Rituals
Robert Delve, Europe's most adventurous graphic minded man of all trades.

November 15th to December 13th. Monday to Thursday 10 am to 9 pm, Friday 10 am to 6 pm, Closed Saturday and Sunday.

Films, Books, Advertising.

Visual Arts Gallery, 209 East 23rd Street, New York City.

You are cordially invited to the opening Friday evening, November 15th 8:30 to 8 pm. Film showing of "Cassius Clay" at 8 pm.
Art Director: Don Trousdell
Designers: Ron Mabey, Don Trousdell
Artist/Photographer: Pitt Group/Pitt Studios
Client: Mahoney's Bar

Art Director/Designer/Artist: R. O. Blechman
Agency/Client: deGarmo, McCaffery Inc.

Art Director/Designer/Artist: Steve Tuttle
Client: Nancy Heineman

Art Director/Designer: William A. Smith
Photographer: iBID (stock photo)
Agency/Client: Rink Wells & Associates
Art Director/Designer: Joseph Schindelman
Copywriter: Bruce Goldman
Agency: Scali, McCabe, Sloves, Inc.
Client: Volvo, Inc.
Art Director/Designer: Gene Sercander
Copywriter: Richard Ferrelli
Agency: SCI

Art Director: Lou Dorfsman
Designer/Artist: Kiyoshi Kanai
Client: CBS News
Art Directors/Designers: Seymour Chwast, Milton Glaser
Client: Filmsense Inc. (film division of the Push Pin Studios)

Art Director/Photographer: James Miho
Designer: Ralph Grigg
Artist: Elizabeth Charleston
Agency: Needham Harper & Steers Inc.
Client: Champion Papers Inc.
DISTINCTIVE MERIT AWARD

Art Director: Joe Suplina
Designer: Renee Vidmer
Photographer: Gene Laurents
Agency: Delehanty, Kurnit & Geller
Client: Talon, Inc.
Art Director: Nesuhi Ertegun
Designer/Artist: Stanislaw Zagorski
Client: Atlantic Records

Art Director: Vincent J. Biondi
Designer/Artist: Bob Lockhart/The Glass Eye
Photographer: Ivan Nagy/Glass Eye Camera 5
Client: London Records, Inc.
Art Director/Designer/Artist: Dino Danelli
Photographer: Russell Beal
Client: Atlantic Records

Art Director/Designer/Artist: Martin Sharp
Client: Atco Records
DISTINCTIVE MERIT AWARD

Art Director/Designer: Howard Blume
Photographer/Agency/Client: Ron Borowski
Some things every bird lover and furniture maker should know about CYCOLAC 28.

CYCOLAC 28 is an expandable ABS material that produces parts similar to wood. But more economically. A furniture drawer, for instance, can be made so only one piece is CYCOLAC. There goes the cost of one more ash or pine frame made of CYCOLAC. And the last design frontier is never wide. Try this out. The easy-to-use CYCOLAC can be glued, nailed or screwed just like wood. It becomes just as stable holding power. Better than many woods and it's hard treating. So, using a spray of finish, make it stand like wood, too. Or you can use CYCOLAC, or finish it in any number of ways. Look, it's easy.

Even if you have a problem in when CYCOLAC is available in 28 different types in a variety of weights. It can be shaped with machined if you have. Next time you reach a piece of wood, think about CYCOLAC. It has a good dimensional stability and low water absorption. It has a high stiffness-to-weight ratio and a low value to cost ratio. Plus, it has good structural and bending properties. It also has a variety of finishes to choose from, and can be painted or stained. CYCOLAC is a great material for design and furniture making. Why not try it out?
I pledge allegiance to the flag of the United States of America and to the republic for which it stands, indivisible, with liberty and justice for all.
Women are tall; men are short. Women are strong; men are weak. Women are brave; men are afraid. Women are right; men are wrong. Women are independent; men are dependent. Women are perfect; men are imperfect.

In the beginning, and in the beginning of life, they are condescended to and denied us in the great task of understanding and doing the best we can. Today we cannot be content with less.

The reason is twofold: we are still stuck in a society that remembers the strain and the struggle and the fact that it is not easy, yet... and what they do, what their minds are up to. They are always at the center of things, they are always at the center of fashion, they are the center of every woman's life.

We can see that women have higher voices, longer hair, smaller waistlines, daintier hands and prettier faces. Today's women are more likely to be in positions of power and to be in charge of their own lives.

Women are the ones who guide the world, who are the ones who shape the future. They are the ones who are most important, who are most necessary to the world. It is not easy to be a woman today, but it is not impossible. Women have not been defeated, they have not been silenced, they have not been ignored.

To describe women, we should think of them as a flower. Women are the most beautiful and delicate flowers in the world. They are the ones who are most important to the world, who are most necessary to the world. They are the ones who are most important to the future, who are most important to the world.

And what about men? They are the ones who are most important to the world, who are most necessary to the world. They are the ones who are most important to the future, who are most important to the world.

In the end, women are the ones who guide the world, who are the ones who shape the future. They are the ones who are most important, who are most necessary to the world. It is not easy to be a woman today, but it is not impossible. Women have not been defeated, they have not been silenced, they have not been ignored.
Art Director/Designer: Bob Venosa
Photographer: Charles Keddie
Agency: Forlenza Venosa Associates
Client: Kapp Records

SOUL FLUTES: TRUST IN ME

Art Director: Sam Antupit
Photographer: Pete Turner
Agency: Hess and/or Antupit
Client: CTI Records
Art Director/Designer: David E. Krieger
Photographer: Carl Fischer
Agency: W. H. Schneider, Inc.
Client: Verve Forecast Records
Art Director/Designer: Sal Auditore
Director: Jack Zander
Writer: Gil Ziff
Producer: Helen Macordes
Agency: Jack Tinker & Partners, Inc.
Production Company: Pelican Films
Client: Alka Seltzer

"Watch out for the blahs."

"They come from our high-pressured way of life."

"A cold coming on."

Art Director/Designer: David Wiseltier
Director: Joe Balogna
Writer: Lew Sherwood
Producer: Bob Aherns
Agency: Daniel and Charles
Production Company: Televideo Productions
Photographer or Artist: Bob Ziller
Client: Medaglia D'Oro

Woman: Harold, speak to me Harold, it's your wife . . .

Woman: Who did you marry? Me or that thing!

Ann: Medaglia D'Oro Espresso can break the ice.

Man: So what's new with you, Doris?"
Art Director/Designer: Roy Grace
Director: Horn/Griner
Writer: John Noble
Producer: Patrick Boyriven
Agency: Doyle Dane Bernbach, Inc.
Production Company/Photographer: Horn/Griner
Client: Volkswagen

Man: How could Modley have stolen the Volkswagen.

Chan: Let me explain.

Chan: On night of crime Modley not need left leg.

... Crowd sounds ...

Chan: In conclusion Modley need better alibi.

Remember America . . . before the riots . . .

The tear gas . . . and the fear.

... super—no sound. . .

JUSTICE AND ORDER
RE-ELECT JAVITS
The preceding announcement was sponsored by
Javits in ’68 Campaign Committee.
Art Director/Designer: Ralph Ammirati
Director: Howard Zieff
Writer: Martin Puris
Producers: Ralph Ammirati, Martin Puris
Agency: Carl Ally Inc.
Production Company: Zieff Films
Photographers: Ted Pahle, Howard Zieff
Client: WJS Pharmacraft-Vademecum

Anncr: Sven dabbled in toothpaste.

Anncr: Shoulder to shoulder with immortals.

Anncr: Then just when his work seemed doomed . . .

Anncr: It keeps the mess off your hands.

Art Director/Designer: Lester Tiech
Director: Murray Bruce
Writer: Jan Zechman
Producer: Hank Hamilton
Agency: Earle Ludgin & Co.
Production Company: Phos-Cine
Photographer: Robert R. Haagensen

Audio: Train whistle, paper under people talking under

Scuffle begins.

Anncr: You get a lot of news . . .

and features and a lot more room.
Xerox has been building something in your office.

We've made over 130 different improvements.

You don't have to buy your machine. Borrow it.

So in a way it'll always be part ours.
669
Art Director: William Taubin
Director: Bill Alton
Writer: David Reider
Producer: Herb Strauss
Agency: Doyle Dane Bernbach, Inc.
Production Company: Take Two, Inc.
Client: Gillette

How does it feel to be going home?

What's this?

And this?

"The Spoiler."

670
Art Director: George Lois
Director/Photographer: Timothy Galfas
Writer: Ron Holland
Agency: Lois Holland Callaway Inc.
Production Company: Galfas Productions, Inc.
Client: Edwards & Hanly

"Tomorrow, I'm going to work for Edwards & Hanly."

"I enjoy the stock market so much more."

"Where were you when I needed you?"

"The Spoiler."
You just can't tell a Vitalis man... till the wind blows

We say you can't spot him...

Till the wind blows.

(Musical background throughout)

It is a Chinese fortune cookie!

"Dishonorable Bugs going out of this world."

Anncr: (vo): Yes, Raid House and Garden Bug Killer.
They're always needing a are land.

The fisherman is woken up with a thump.

My wife missed her nap today.

Come see Holland before it gets too big.

The boat has come to rest in a field.

Tonight Ladies and Gentlemen,

The Corny Potato Chip, Joey Chips.

Art Director/Designer: Frank Kirk
Director/Photographer/Production Company: Harold Becker
with Harold Becker Productions
Writer: Gene Case
Producer: JoAnne Ruesing
Agency: Jack Tinker & Partners, Inc.
Client: Carnation Slender

"The temptations, they're everywhere."

"A delicious plot to get you off that diet..."

"And put on a few pounds."

"Help keep the temptations out of your mind."

---

Art Director/Designer: Hector Robledo
Director: George Nakano
Writer: Bill Hentz
Producers: Don Baker, Hector Robledo
Agency: Foote, Cone & Belding
Production Company: V P I.
Photographer: Jack Schatz
Client: Menley & James

"Say, aren't you, uh, you're Contac, right?"

"Some people mistake me for you."

"Isn't that a scream."

"No. Not really. Pride, I guess."
We pounded a hundred nails in this Sears.

... and drove it all night.

Sears Sealant Tire didn't lose a breath of air.

The Sears Silent Guard Sealant Tire.

Whether you're actually making this run

when it's time for a breather

Nothing refreshes like ice-cold Coca-Cola.

The taste people never get tired of.
"If you put a cloth diaper on one ... ."

"We know it'll get wet."

"And the bottom will be wet. And stay wet."

"That's why we invented Pampers."

"New Providence: I've got beaches."

"Grand Bahama: I've got a casino."

"They're Grand Bahama Out Islands."

"That's why we invented Pampers."
Art Director/Producer: George Procak
Director: Jacques Letellier
Writer: Dana Blackmar
Agency: Dancer-Fitzgerald-Sample
Production Company: Tele-Video Productions
Client: R. J. Reynolds

Man walking through Alps whistling.

Fuel injected engine controlled by a computer.

You'd think you're going to see a GT car . . .

Sorry. It's a Volkswagen.

I'd walk a mile for a Camel.

Art Director: Dick Silverthorne
Director: Bob Schulz
Writer: Gary Prouk
Producer: Vicki Sanders
Agency: Doyle Dane Bernbach (Canada) Ltd.
Production Company: TDF Productions
Photographer: Fritz Spiess
Client: Volkswagen Canada Ltd

Fuel injected engine controlled by a computer.

You'd think you're going to see a GT car . . .

Sorry. It's a Volkswagen.

SFX: Engine fades.
Art Director/Director: Marty Goldman
Writer/Producer: Lois Korey
Agency: McCann-Erickson, Inc.
Production Company: Tele-Video Productions
Photographer: Jacques Letellier
Client: The Coca-Cola Company

Anncr: Once around you're ready for a Coke.
Watching them you're ready for a Coke.
Because Coke has that great taste.
Coke after Coke after Coke.
It's almost like a breath of fresh air.

Art Director/Designer: David Larson
Director/Photographer: Jacques Letellier
Writer: Joyce Fabian
Producer: Don Wallace
Agency: Doyle Dane Bernbach Inc.
Production Company: Tele-Video
Client: Allerest

Singing: I never knew the charm of spring.
Talking: Love is in the air and so is pollen.
So we make Allerest.
There's a revolution in the world of shaving.

Edge. A new bloodless way to shave.

You can shave the toughest whiskers closely . . .

The revolution is just beginning.

This is Cadbury Country.

You do what you want; you eat what you like.

Like Cadbury's Bar Six Chocolate Bar.

Rich milk chocolate with a crunchy cookie inside.
Little Moon, what I'm about to ask...

I wanted to ask you the other day.

The words do not come in an easy way.

I'm a wanderin' stray.

They don't care what I say.

Maybe 5 words longer than king size.

Mountain Dew won't make things a whole lot better.
In 1910, Mrs. Pamela Benjamin was caught smoking.

In 1915, Mrs. Cynthia Robinson was caught smoking.

Song: You've come a long way, baby.

694

Art Director/Designer: Frank Kirk
Director/Photographer: Fred Levinson
Writer: Jerry Gerber
Producer: JoAnne Ruesing
Agency: Jack Tinker & Partners, Inc.
Production Company: Wylde Films, Inc.
Client: Carnation Slender

Anncr: "This is Slender from Carnation."

"Chocoletta."

Girl—off camera: "That was my honest reaction."

695

Art Director/Designer: Aristides Kambanis
Director: Harold Becker
Writer: Jim Symon
Producer: Magi Durham
Agency: Jack Tinker & Partners, Inc.
Production Company: Harold Becker Productions
Client: Gillette Techmatic

This is the new Gillette Techmatic razor.

... an average shave for average beards;

... a closer shave for slightly heavier beards

... and I can get a good close shave.
Art Director/Designer: Roy Grace
Director/Photographer: Jacques Letellier
Writer: John Noble
Producer: Patrick Boyriven
Agency: Doyle Dane Bernbach, Inc.
Production Company: Televideo
Client: Volkswagen

Ann: It's here. (music)

3600 pounds of precision, Guilmet machinery.

Not one heater, two. No radiator, none.

The '69 Bugs is here

It costs no more than the average automobile. (music)

697
Art Director/Designer/Producer: Peter Loonam
Director: Bob Bean
Writer: Dee Ito
Agency: McCann Erickson International, Inc.
Production Company: Wylde Films
Client: Coca-Cola Export Corp.

SFX: Racing sounds and dramatic music.

Same as above.

Same as above.
If you're looking for something beautiful, get wool.

When strength is what you need, you need nylon.

Maybe you want a carpet that's easy to keep clean.

If you want something nice and springy . . .

(VO): There was a race between a tortoise and a hare.

(VO): The tortoise drove a Volkswagen . . .

(VO): The tortoise made the right choice.
At Mohawk, we make a carpet that can take it.

A Mohawk carpet should do more than look good.

Acrylic fibers can take any kind of wear.

Chase Manhattan Bank's "Action Report on Youth."

Chase Manhattan training program classroom.

A plea to help young people "drop back in."

Girl is a product of on-the-job training courses.
We've had the disadvantages to ourselves long enough.

Can the cigarette that made extra puffs popular...
Hedges: Evenin', my name is Byron Hedges.

Hedges: I first sampled Benson's rich tobacco blend.

Hedges: My search continued. Benson.

Hedges: I can see it now, Hedges and Benson's O's.

Ann: But, if you just happen to catch a cold.

Ann: Get Contac. At your pharmacy.
Man: What are you doing in my car?

Woman: I'm going to call a cop!

Man: Margo? Woman: Charlie!

Girls: Hey Javelin!

Continental: Mon Ami, you wish to race with me?

Man: You're making a terrible mistake! Woman: Wait!

Now we have the reputation for sporty cars.
Back in the 1920's.

In those days, movie cameras were awkward.

Cameras were complicated and a little heavy.

Kodak Instamatic cameras have changed everything.

(VO): The Rebels are going to outlast the teachers.
Art Director: Kong Wu
Director: Eddie Vorkapitch
Writer: Bob Olsen
Producer: Jerry Bruckheimer
Agency: Batten, Barton, Durstine & Osborn, Inc.
Production Company: Wylde Films, Inc.
Client: Pepsi-Cola Company

Your energy’s drained.

Some girls just take to the beach.

Your thirst won’t quit.

Others, the beach takes to them.

Pour on a cold Pepsi-Cola.

They’re the kind of girls Girl-Watchers watch.

Taste that beats the others cold.

The kind that drink Diet Pepsi-Cola.
Burn that energy!

Build up a roaring thirst.

Then drench it with cold Pepsi-Cola.

This is Brian Coe. His heart runs on batteries.

... a Pacemaker battery implanted under his skin.

... a consistent 69 beats a minute.

... enough for him to live like a boy.

Taste that beats the others cold.
Art Director/Designer/Writer/Producer: Leo Burnett Staff
Director/Photographer: Dick Miller
Agency: Leo Burnett Company, Inc.
Production Company: Dick Miller Associates
Client: Philip Morris, Inc.

Announcer: Back in the old days, women were the slaves.

Announcer: Then, in 1920, women won their rights.

Announcer: New Virginia Slims—for women only.

Head of British Secret Service moonlighted as a spy.

A perfect landing on the George Washington Bridge.

A young nation defeated an enemy in six days.

You never know what's going to happen next.

Song: You've got your own cigarette now, baby.

Keep your radio tuned to WINS . . .
In 1850 Levi rounded up two stallions...

To prove their toughness, he set up this demonstration...

And he put this on the back of every pair of original Levi's.

Foreign cars hate beer. Pushing American cars around.

Passengers. Foreign car holds four. American six.

Suitcases. Foreign car holds three. American five.

American has 18 horses. Average foreign car 53.

Quality... you walk a little taller in Levi's.
Woman: I think I lost my contact lens.

(V0): If you're looking for something unusual...

(V0): It's an unusual way of locking, wall to wall.

(VO): Lee's has a long line of civilized shags.

Men sitting. No sound.

Rumble of oil gushing. Men yelling.

Oil gushing. Men yelling.

Ann.:(VO) The Italians have a...

Ann.: (VO) Then again so do...

colognes—Woman: What is the heavenly fragrance?

Nine Flags
shaving cologne

(Silent)
This is a more-than-one-beer man.

Working on a more-than-one-beer thirst.

He'll be ready for a couple of beers.

That's why he'll be ready for Schaefer... 

You cannot buy this tomato in any store anywhere.

This tomato was grown especially for Hunt's.

It makes Hunt's Tomato Sauce thicker, richer.

Doesn't it make more sense to buy Hunt's?
Sound effects.

Knock on door.

Sound effects.

Cracker Jack

Sound effects.

Silent.

Sound effects.

Sound effects.
Before there was a Miami... there was an Everglades.

Before there was a Las Vegas there was a Grand Canyon.

Before there was a San Francisco there was a Big Sur.

There was an America... and it's still there.

"Anyone can put together a 225 calorie meal."

"One scoop cottage cheese, 150 calories."

"One slice ham, 5½ inches by 3½ inches by ⅛ inch."

"One glass Dutch Chocolate Slender from Carnation."
"We used to have ourselves quite a problem shaving."

"Man, it was really weird."

Get Gillette's adjustable new Techmatic."

"We all get a shave that's close and clean."
This is the new Toyota Corolla.

It has everything you'd expect from a Corolla.

A sleek new fastback with even more extras.

See your nearest Toyota Dealer and fly this one.
Dust... just when you think you have it all...

you don't have it all.

Endust picks up 6 times more dust than a plain mop.

Endust... gets the dust that usually gets away.

(VO): It's a wild thing about today's super blades.

(Music)

We figured out how to make it less dangerous.

We invented Rise.
Do you know how to charge a battery?

With the Supercharger. A Phillips 66 credit card.

You can even rent a Hertz car with it.

So get a Supercharger. And charge something.

In a Police call box.

Under the chin of a violinist.

Inside a school box.

DRAKE'S COFFEE CAKE JR.

Drake's new coffee cake Juniors.
Art Director/Designer: Jack Piccolo  
Writer: Carol Ann Fein  
Producer: Joe Adler  
Agency: Doyle Dane Bernbach, Inc.  
Production Company: Take Two  
Client: Buitoni

Music

Announcer: Pop it in your toaster. Buitoni instant Pizza.

Music

Announcer: It's so easy even a bambino can do it.

Music out

The next time you're in an Italian neighborhood.
"What've you got to lose?"

"Is it tough to lose an inch...?"

"... the pinch or a pound or two?"

What've you got to lose?

"What've you got to lose?"

(VO): This is what the American Woman will be wearing.

Supp-Hose makes you feel free-er.

Supp-Hose (Supp-Hose Panty Hose)

Annivr: Another fine product of Kayser Roth.
Consider the care and feeling of a motor vehicle.

City buses like diesel fuel.

Powerful cars use special premium No-Nox.

Try a little No-Nox.
Do you know what's out there waiting for you?

Great, yawning potholes . . . rusty, spiky nails . . .

When you're a tire, you've got to be tough.

Phillips 66 tires are not afraid of anything.

Anncr: All he sees is you.

And the closer he gets, the better you look.

That's the beauty of Nice 'N Easy by Clairol.
Art Directors: Robert Giraldi, Jerry Collamer
Designer: Jerry Collamer
Directors: Bob McKimson, Bill Hendricks
Writer: Lou de Joseph
Producer: Jerry Collamer
Agency: Young & Rubicam, Inc.
Production Company: Warner Bros. 7 Arts (L.A.)
Client: Plymouth

The 1969 GTX.

It can devour anything in its class.

Do you think we created a monster?

Plymouth.

Art Director/Director: Marty Goldman
Writer: Judy Raines
Producer: Peter Loonam
Agency: McCann-Erickson, Inc.
Production Company: Tele-Video Productions
Photographer: Gayne Rescher
Client: The Coca-Cola Company

Hit it! What a day. What action. What sun.


Coca-Cola . . . splashing over your thirst . . .

Coke has the taste you never get tired of.
Earliest Americans should have known Plus White.

Plus White can sometimes give you the edge.

White teeth have always been popular with lovers.

Some people get some very very white teeth.

"See the bubbles."

"They're your friends. They provide a show."

"The bubbles help relieve that stuffy feeling."

"They soothe. And they comfort."
Oh, you have to get up with the chickens, to get any milk fresher than ours.

When the rooster is scaring the night off, Foremost milk's on its way.

This is a Mohawk Carpet. This pure wool pile can take punishment.

All kinds of wear. All kinds of life. At Mohawk . . . we make a carpet that can take it.
(Coughing)

Formula 44 knows how to take care of your cough.

I'm a Guinea Pig.

I went cut and got a painful sunburn.

Usually, I can't spend more than an hour.

Sungard screens out the sun's burning rays.
Art Director: Gus Wavpotich
Director: Mike Nebbia
Writer: Ian Keown
Producer: Wyn Walshe
Agency: Ogilvy & Mather, Inc.
Production Company: EUE/Screen Gems
Photographers: Tom Hollyman, Mike Nebbia
Client: Commonwealth of Puerto Rico

Announcer: (VO) On the beach I look at the sea and the sky.
I am feeling joy over the wonder of nature.
In Puerto Rico I sense a freedom . . . of the spirit . . .
A respect for the dignity of man.

Art Director/Producer: Patrick V. Walsh
Designer: William Hudson
Director: Lear Levin
Writer: Phil Slott
Agency: Foote, Cone & Belding
Production Company: P.G.L.
Photographer or Artist: Alec Sheridan
Client: TWA

People who have decided against Europe in summer . . .
TWA introduces the "No-tour" Tour.
. . . It's not seeing anyone you know.
A more private way to see Europe . . .
All the world's a stage.

They'll be waiting to see you.

Even if you have the blahs, the curtain will rise.

Girl: You got nice eyes.

Girl: Would you like some fish?

(Music)

With Alka-Seltzer you can chase away the blahs.

... the new Whirlpool dryer.
This is the tale of a frog, a princess and a...

He used his magic card to buy and buy and buy.

The perfume, the diamond, the gown worked...

You could use a little magic in your life.

We use the freshest fruits to make our flavors.

But our number one flavormaker... Sealtest cream.

And it's cream that turns the flavor on.

Sealtest thick cream ice cream.
C'mon Janna, we're gonna have a ketchup race.

SFX.

You're never gonna get it out.

Heinz . . . it's too thick and rich to run.

Anncr: Why don't you join the Country Club?

Pan Am can fly you to over 80 countries.

The World's most experienced airline.

Voices: La-la-la-la-la-la-lal-la
Bankers Trust brings you a rainy day.

To remind you to be saving up for it.

And we'll be glad to show you how.

You'll find a banker at Bankers Trust.

1.11%-

C'mon Mr. Bender! You can make it!

We'll work out the payments to fit your budget.

You'll find a banker at Bankers Trust.

Manufacturers Hanover Trust
762
Art Director/Designer: Robert Giraldi
Director: David Quaid
Writer: John Emmerling
Producer: Ted Storb
Agency: Young & Rubicam, Inc.
Production Company: Madison-Quaid
Client: Sperry Rand

This is not an ordinary blood test.

This is not ordinary hydraulic power.

This truck could be crushed to a bale of hay.

We're Sperry-Rand. Not an ordinary company.

763
Art Director/Designer/Director: Roy Grace
Writer: John Noble
Producer: Patrick Boyriven
Agency: Doyle Dane Bernbaum, Inc.
Production Company/Photographer: Henry Sandbank
Client: Volkswagen

Johnny, the big house holds more.

Very good. The big refrigerator has more cubic feet . . .

The Volkswagen Station Wagon holds more people . . .

No. The big Volkswagen costs much less.
You are watching the graph of a heart beating...

Of a man who is being tested for a heart attack.

Electronic converter can transmit to a specialist.

The telephone is a lifesaver.

You're Lana Cantrell and you're up there on top.

Professional all the way—that's why...

Lana Cantrell counts on Arrid Extra Dry.

Arrid Extra Dry—it won't let you down.

Client: New York Telephone Company

Client: Arrid Extra Dry
In a certain place there's a very special oven. It does it with sound waves.

The noisiest chips in the world.

Remember, it was me who told you about Nassau.

In the tropical Atlantic there's a special island. There's a city there. Small. Ancient.

When you're in the Paradise Island Casino,
TWA takes off 810 times a day for cities right here.

Good chance we're going where you're going.

(TWA)

It's the only credit card you really need.

For travel and entertainment . . .

World wide.
I, Harrison J. Millman being of 

Sound mind and memory do hereby .

To my brother-in-law, Alec, I give the sum of $300.

Not so good on typing . . . but a fine telephone voice.

Here we are inside a rose.

It gets right inside the sap stream.

Let's see now. How do I get out of here?
Door slamming. That doesn't sound like a solid car.

Anncr: They listen for that "Sound of Quality.

So car buyers get just what they're looking for.

At Volvo, we make a big thing about our car.

Natural Sound Effects.

It can become one long drawn out problem.

With treatments for him.

Have Insurance by The Hartford.
Art Director: Bernie Most  
Director: Len Steckler  
Writer: Paul Ellis  
Producers: Si Merrill, Walter Cohen  
Agency: Benton & Bowles, Inc.  
Production Company: Dimension  
Client: The Procter & Gamble Company

IVORY SNOW WASHED DIAPER

DETERGENT WASHED DIAPER

IVORY SNOW WASHED DIAPER

DETERGENT WASHED DIAPER

DETERGENT WASHED DIAPER

IVORY SNOW WASHED DIAPER

DETERGENT WASHED DIAPER

IVORY SNOW WASHED DIAPER

DETERGENT WASHED DIAPER

IVORY SNOW WASHED DIAPER

Stomach Entrance

"This is a story about headaches in your stomach."

"A pain reliever must come here, before your need."

"... Wait a minute! Wait a minute!"

"Along with everything else goes the pain reliever. ..."
It used to be lady, you had no rights.

Back when you were with not a whole lot to do.

New extra long Virginia Slims.

Song: You've got your own cigarette now, baby.

"Time out! He's going to throw a greased ball!"

"What you're going to be kidding!"

Vitalis has no grease and spreads easily.

"Okay, Mr. Stein play ball!"
The big car is not big enough.

All the luggage goes easily into the Squareback.

And more than enough room for the family.

(Singing): Schaefer is the one beer to have . . .

Schaefer pleasure doesn't fade . . .

The most rewarding flavor in this man's world . . .

. . . when you're having more than one!
The odds against every single person at Laguna...

Not when you consider it's Coca-Cola.

That's why Coca-Cola is the drink people enjoy.

And that's why this just might happen at Laguna...

Things weren't always this good.

When I was ready to expand, competition moved in.

Then Pan Am said, "There's elbow room overseas."

Pan Am helps your business take off
Chorus: Button up your overcoat when the wind is free.

Quick! Take Contac! You belong to me.

Keep those "tiny time pills" ticking away, hey!

So if you catch a mean old cold get Contac.

Herb, don't worry, I've got a sense of direction.

Weren't we supposed to take that exit?

The least we can do is make sure you don't.

Trust me, Herb, trust me.
If there were a Super 8 movie camera that...

"Will you get that, darling...?"

"Let me call you back. She did? So, what did you say?"

If no other Super 8 camera could get as close.

Ann. An extension phone costs less than an egg a day.
Bell & Howell introduces home movies that talk.

A new camera and tape recorder capture every word.

Then play it all back. Just like it happened.

See and hear Filmosound 8. It speaks for itself.

You think you're a loser. A hard luck Harry.

Flying A is going to give you a chance.

And if you're extra lucky, you could win $10,000.

Play it, Harry. A guy like you could use a break.
SFX: Pieces of garbage being thrown on highway.

If you promise not to throw garbage on the highway...

We promise not to dump garbage on your driveway.

And remember: We've got more garbage than you have!

"Niagara Falls, honeymoon capital of the world."

... and its famous boat hill.

... the giant redwoods.

Get closer to the country you live in.
Man: Guru, can you tell me the secret of life?

Guru: A Zion kosher frankfurter.

Man: A Zion kosher frankfurter? C'mon!

(VO): While the Light Brigade was waiting for the signal.

Brigadier Whitehead opened a bottle of Schweppes.

The Schweppervestment charge frightened the horses . . .

(VO): Prevailing that victory is not inevitably sweet.

Guru: Would you believe a Zion salami?
When we say 'Nilly Prat will dry up anything...'

Gurgling sounds.

Every kind of cold bug gets sucked into it...

Gurgling sounds.

Dristan Nasal Mist will help unstuff it.

We mean anything...

It'll fix up your vacuum cleaner.
Officer: Excuse me, sir—do you have a last request?

Spy: A Zion kosher frankfurter, if you please.

(Bang)

The one with the beefier taste.

Introducing the president of Zion Foods Corp.

But anyone who can make a frankfurter... that's good

can't be all bad. President: Show the

The one with the beefier taste.

Officer: I should have asked if he wanted mustard.

package!
He has fleas, see?

We buckle on a Sergeant's Sentry Dog Collar.

Or your money back.

DISTINCTIVE MERY AWARD

An amazing pickle breakthrough at Heinz.

Impossible to make a crisper pickle than Heinz.

No caption.

So... we made a better pickle package!
Art Director: Si Lam
Director: Bob Reagan
Writer: Ed Bigelow
Producer: Paul Shreve
Agency: Doyle Dane Bernbach, Inc.

(VO): Whetlher you simmer in a saucepan...

(VO): Perk in a pot...

(VO): Or boil in a kettle, there's nothing like a flame.

A little change is good for everybody.

Art Director/Designer/Producer: Robert Miller
Director/Photographer: Len Steckler
Writer: Marcella Free
Production Company: Steckler Associates Limited
Client: Schrafft's

(Music)

(VO): Seen the little old ladies in Schraffts lately?

(VO): Seen Schraffts lately?

When you cook with gas, there's one kind of pot...

(VO): A little change is good for everybody.
800
Art Director/Producer: Dale E. Landsman
Designer: Mike Cammuso
Director/Photographer: Joe Sedelmaier
Writer: Thom Papanek
Production Company: Sedelmaier Film Production, Inc.
Client: Campbell Soup Co.

One reason why people like Campbell’s Pork & Beans.

Wash off all the sauce.

Hmm, you can still taste the sauce?

Could you put the umbrella up now?

801
Art Director/Writer/Producer: Foote, Cone & Belding Staff
Agency: Foote, Cone & Belding
Production Company: Sedelmaier Film Production, Inc.
Client: Kimberly-Clark Corporation

Voice: Oh, oh! (Sound: glass falling)

(Sound: straw emerging)

Now Kleenex Towels absorb seven times their weight.

Kleenex puts more towel in the paper towel.
No caption.

He says do I have a can opener?

He says this is a whole can of Purina meat.

He says I own him now.

(V/O): When new Drano hits grease, forget that grease.

(Music) New green Drano doesn't leave anything behind.

But the clean smell of pine . . .

Where is she, Edith?

She's here. You never made a pie that good.

She's not staying!

Jello-Brand Chocolate Cream Pie.

And someone asks you if you keep a goat for a pet?

Cooking smells keep breaking up that old gang?

Well, lift your head up high.

With Wizard.
We aren't going to beat around the bush.

We're going to make one very definite statement.

Beacon made floors brighter than any other...

And it that's not the absolute truth...

The trouble with your body is it's like two bodies.

But no bar combines both deodorant and cream except

Phase III gives you as much cream and as much...

Phase III. It's got everything your skin needs.
808
Art Director/Designer: Steve Singer
Director/Photographer: Mike Cuesta
Writer: lion Specht
Producer: Karin Quinlan
Agency: Jack Tinker & Partners, Inc.
Production Company: VPI
Client: Lancers Wine

No dialogue. Opening scene.

"Allo in Tefeveson land."

"I got a Portuga!r.

"Goodness this Lancers."

Art Director: Richard Levenson
Director: R. Dolobowsky
Writer: Rick Johnston
Producer: Glenn Giere
Agency: Warren, Muller, Dolobowsky, Inc.
Production Company: Galfas Productions, Inc.
Client: Bonded Oil Company

They used to call me fumblefingers.

Besides making me a renowned surgeon, Bonded nas ...

A detergent to keep my engine from getting fouled.

Surgery is lots of fun, I owe it all to Bonded.
I told my husband that I didn't need new Dry Ban.

That's what I told her... you're all wet...

Announcer: (VO) Dry Ban helps stop perspiration wetness.

Great Grandmother Buitoni, she was a fantastic cook.

She was a mean old lady.

She made us put more things in our spaghetti sauce.

Woman: How dry I am....

Julia Buitoni was a saint.
To get the stores in our non-Italian neighborhoods...

Now at the sitdown demonstration last week...

Bryce, the floors in that supermarket were just filthy!

(VO): Now available at local stores.

How do we make the stores carry it out here?

Let's all go down there and squeeze their tomatoes!

Francis! There's no need for violence!

Now available at local stores.
Man, let me get into your head for a second.

Before we changed we were the West Point Glee Club.

It's a groovy gasoline. Glad we changed to Bonded.

Even though we miss the parades.
Tell us what you think of Instant Maxwell House.

Fresh perked coffee—that's what it tastes like!

Heinz Great American, The ready-to-serve soup.

The soup you can palm off as homemade.
Litter is . . . well, certainly not for people.
When Union Carbide opened a new chemical plant...

A year or so later, things started to change.

People around Siracusa have a word Benissima.

This is Rodney. Rodney is a Rotifer.

He eats things that can pollute lakes and rivers.

Union Carbide grows Rodneys in treatment basins.

Union Carbide—The Discovery Company.

A small part of Carbide's anti-pollution program.
There's more taking place on this island...

New York is an Eastern Airlines City.

Eastern flies more people in and out of New York...

Kodak is part of the future of photography.

... Making it easier to save good times in pictures.

Sixty years ago the X-ray gave man a new insight.

Photography sweetens our memories.
Man waiting in phone booth with music background.

Please, don't get there so early.

My truck's on fire—hurry please—it's burning.

The system helps lower fire rates by over five times.

Man lights up another cigar.

No caption.

No caption.

No caption.
826
Art Director/Designer: Sidney Myers
Director: Jim Walsh
Writer: Evan Stark
Producer: Jay Eisenstat
Agency: Doyle Dane Bernbach, Inc.
Production Company: Colodzin Productions Inc.
Photographer or Artist: Adam Hollender
Client: Whirlpool

827
Art Director: Dan Marshall
Designer/Artist: Andre Francois
Director: George Canata
Writer: Rachel Rabinowitz
Producer: Catherine Ames
Agency: J. Walter Thompson Company
Production Company: Elektra Film Productions
Client: American Gas Association

Bleep ... Bleep

It's on fire!!!

This is a tale of The Great Indoors.

The outdoors grew hotter and hotter!

The indoors grew hotter and hotter!

I found the problem. Thanks.

Father summed it up.
Art Director/Designer: Phil Schulman
Director: Fred Levenson
Writer: Barbara Kaplan
Producer: Jim Cheery
Agency: N. W. Ayer & Son
Production Company: Wylde Films Inc.
Client: Long Lines (AT&T)

**Original arrangement of “Home on the Range.”**

Anncr: You can always go nume . . . by Phone.

Long Distance is the next best thing.

Music continues.

Art Director/Designer: Marvin Lefkowitz
Director: Gleb Derujinsky
Writer: Peter Griffith
Producer: Coyne Maloney
Agency: Young & Rubicam, Inc.
Production Company: V.P.I.
Client: Union Carbide

Lynn Connally was born deaf.

Until she can hear, she can’t learn to dance, or . . .

It takes a lot of people to make this happen.

Music continues.

We make Eveready batteries for hearing aids.
"No, Nothing today."

"How would you feel after a dead-end day?"

2,733,418 children attending schools in Texas.

From that group we expect to find 3 Governors . . .

Eugene Locke believes Texas must provide . . .

Eugene Locke should be Governor of Texas.

"If you were the target of prejudice."
"Hi there. Want to play ball?"

"Go home. Don't play here."

"If your child were the target of prejudice?"

I told my kids about cigarette smoking.

They just don't listen to me. How come?

I did everything I could.

How come? I don't get it.
Art Director: Jim Adair  
Director: Bob Bean  
Writer: John Jackson  
Producers: Jim Adair, Jane Haeberly  
Production Company: Wylde Films  
Client: Dept. of Health

Night sounds and telephone conversation.

Rat scurries down telephone pole to reach garbage.

A 75-foot telephone cable won't stop a hungry rat.

Starve a rat today.

New York City Department of Health

Art Director: Dale E. Landsmen  
Director: J. Josef Sedelmaier  
Writer: Richard Flynn  
Producers: Charles/W. Sanford  
Production Company: Sedelmaier Production  
Client: The Advertising Council

Safety belts—No, I . . .

I can't wear them because I'm usually

holding the baby, and I . . . well, I just can't . . .

What's your excuse?

No caption.

But a garbage can will.
Did you ever notice Richard Nixon when...

First he was against it then somehow he was for it.

Which way will he blow next?

Sounds of kids playing.

Rat moves through a burrow to get at garbage.

15 feet of earth won't stop a hungry rat.

Starve a rat today.

Humphrey

If you'd rather not find out vote for Humphrey.

But a garbage can will.
We think you've a right to know where... 

Human life—we can't seem to put a price on that.

You're looking wonderful.

You look more like the groom than the father.

Help yourself with a checkup. And others with a check.

Help yourself. And others with a check.
Suddenly he's a big boy—and there you are.

Helping him pick a college.

Will you be ready? You can be.

If your child mistook a rat for a cat.

Invest in the United States.

Write:
Urban America Inc.
Box 6087
Washington, D.C. 20005

If you think there's nothing you can do to help...
Taking first cigarette.

Lighting first cigarette.

Lighting first cigarette continued.

Taking first puff.

Cigarettes . . . They're killers.
What has Richard Nixon ever done for you?

No. That was Humphrey's idea, to stop testing.

The "Bomb" . . .

You're lucky to find this apartment.

Good oven . . . when the weather turns cold.

No. That was Humphrey's idea, to stop testing.

You want this apartment or not?

There must be something Nixon's done.

Give jobs. Give money. Give a damn.

New York Urban Coalition
Box 5100 G.C. Sta.
N.Y., N.Y. 10017
What are 500,000 kids from the ghettos going to do?

They need a place to play.

You can give it to them.

Give a damn
Someone has to think creatively to solve a problem.

Natural materials alone can no longer withstand...

A composite may be natural materials or man-made...

We’re furnishing hydraulic base, rubber products...

The edifice.

Fooling around.

The process.

The mark.
Biarritz, 1932.

"Prosit!"

A man of insatiable appetites.

"Remember that evening in Vienna?"

Film sequence of a guitar string being plucked.

Microscopic study of the sleeping sickness carrier.

A rare animation demonstration.

Shown is a reproduction of a 35mm color slide.
In its more shining moments, the Art Directors Club has been described as everything from a business-like professional organization to a convivial social club. Perhaps its most meaningful role is that of an educational institution. Like the beleagured universities of our society, it is as much promise as reality.

This 48th Annual is a part of that reality. While it has been flatteringly termed a text book, and jokingly referred to as a copy book, it is without question one of the few basic reference works in the visual communications field. As such, the volume is the permanent record of a cluster of annual activities which revolve around an advertising, editorial, and television art and design competition. This year over 14,000 print pieces and 2,000 films were submitted to the judgment of 80 art directors, advertising agency executives, producers, editors, writers, illustrators, and photographers. Their selections are announced, and gold medals awarded, at a luncheon ceremony, attended this year by a record breaking 1,100 people. A film premiered at that event, puts both print and television award winners into cinemagraphic form. It is available to appropriate art schools and universities in this country and abroad. The winning entries are shown in the annual exhibition, which opens in Manhattan, then tours the U. S. A duplicate show plays leading cities throughout Europe, Asia, and South America.

This educational endeavor is supplemented by other activities. A series of Wednesday luncheon talks at the Club informally presents pros from assorted fields of design and communication. By popular demand, some of these are among the speakers at the annual two-day Communications Conference, attended by communicators from the U. S., Canada, Mexico, and increasingly, from the countries of Western Europe. Some 70 students from regional art schools are invited to attend as guests of the Club. This is one of those less publicized activities, which are perhaps more significant than all the others to the future of the profession. The Educational Committee also offers interested art and high school students from the New York area an evening series of illustrated talks by some of our most generous members. Each year the Scholarship Committee, working with the Board of Education, awards tuition grants to promising underprivileged graduates, enabling them to attend the art school of their choice.

While there are reasons to massage collective egos with the foregoing accomplishments, the confrontation with need should prevent excessive self congratulations. For example, the scholarship fund remains pitifully small, and the actual number of students aided each year is embarrassingly few.

The hard truth is that most people in or out of organizations, contribute zero to education in this profession. Visual communications, for the most part, is badly taught. A recent survey of 46 art schools and 200 colleges and universities, reveals amazing ignorance of realities. The scene abounds with folk and fairy tales. Solid skills and verities are in dangerously short supply because the craft of communications is not an academic art. It is an impetuously, on-going, creative activity in which participants are the best informed. In justice, it must be admitted that an increasing number of schools recognize this fact. It often leaves them somewhat as hard pressed as the sympathetic pro, who is so busy holding a job that he scarcely has time to sharpen his pencil, much less share his experience.

Part of the answer has to be in utilizing visual communication for the improvement of visual communications education. Books, exhibitions, slides, films, tapes, and television, supplemented by internships, are the modern means to gear training to practice. It is fashionable today to call problems challenges. No matter what you call this one, it is the kind that could make the future of the Art Directors Club of New York and similar organizations everywhere a more relevant and energizing force in the knowledge industry. Why not?

John Peter, President
It was the 'Show of Shows'.

It was an enormous task that brought me great personal satisfaction. This year's calls had the largest response of entries than ever before in the history of the club.

The new system of judging proved to be a huge success, thanks in part to a great bunch of hard working judges, and our ever faithful committee men and their chairman.

My personal thanks to the people of U.S. Plywood for the use of their "hall." in the four weeks of our exhibit we had well over 30,000 viewers.

This was the year that the Print Campaigns emerged in full blossom. It was a year when Television had the largest number of entries in any single category. It was a year when the awards were not dominated by a few, but by many, both big and small. New names and new companies emerged as winners. It was a show that said "keep breaking down barriers and keep entertaining that audience out there".

They're the final judges.

Kurt Haiman, Chairman
The 48th Annual Awards Presentation held at the Americana Hotel on April 30th took a long look back and a bright look ahead in depicting the Art Director’s role in industry.

Otto Storch was the inspired Director of a retrospective film that presented a down-through-the-years story of advertising art, design, and photography from 1921 through the present. It was a 20-minute emotional and technical tour-de-force encompassing the early efforts of art directing pioneers and the sophisticated communicating of today’s graphic talents. Story impact was achieved through the use of effective animation and an original musical score. Together they gave us an exciting recap of the sights and sounds of the past half century. No other film has recorded this particular segment of advertising history.

John Kiermaier, President of Channel 13, was a special guest who expressed interest in reviewing the film for a possible spot on the educational network.

Otto deserves more thanks than can ever be expressed for providing the Club with an historic film that already is being booked for showings throughout the world, via the services of the United States Information Agency. And he deserves a special applause for his heroic efforts in marshaling the extensive production facilities that put the pieces together. These include:

Art Director: Pasquale Del Vecchio, Ogilvy & Mather
Animation Design and Production: Keith Robinson, Finesse Films
Production Supervision: Libra Productions Inc.
Music: Muse Records, a division of Libra Productions Inc.
Executive Producer: Joe Fields
Composition, Arrangements, Conducting: Larry Fallon
Copying: John Mical
Recording: Gary Kellgrin, The Record Plant
Stop Motion Photography: Sal Butta, Rudy Tomaselli, Cel-Art Film Service
Film Editing: Paul Jordan, Editing East
Film Finishing: Movielab
Sound Recording: Manhattan Sound Studios
Special Photo Prints: Roy Tillotson, Union Carbide
Typography: Don Davidson, Tri-Arts Press
Printing: Martin Lieberman, Herst Litho Inc.
Program Designer: Tony Lane, Columbia Records

Special mention should be given to Peter Nord of Solow-Wexton for his provocative fantasy telling of the life and hard times of the Art Directors Club, “The Agony and the Ecstasy”, which he wrote for the program.

John Peter as retiring President and Kurt Haiman as Chairman of the 48th Exhibition gave short talks. And Bob Smith as Co-Chairman wrapped up the show with a precise presentation of medals to the award winners.

Over 1200 persons attended, over 300 were turned away. Next year we will literally push the wall back to accommodate 1500—and probably still turn away 300.

It couldn’t happen to a nicer Club.

Bert Littmann, Chairman
Powerhouse! 69 . . .

This is the name given to the 14th Communications Conference by its chairman Walter Kaprician, a name selected because that was the kind of conference he intended to put together, one in which the strongest and most innovating people in the various areas of communications would be brought together to express their views.

So he did . . .

So they did . . .

The conference this year was made up of four parts. Copy, broadcast, management, and graphics. The participants were Neil Calet, Peter Greer, Ron Rosenfeld, Hanley Norrins, Peter Hirsch, Tony Schwartz, Sam Magdoff, Sol Goodnoff, Hal Tulchin, Jerry Della Femina, Edward McCabe, William McCaffery, Ruth Ansel, Bea Feitler, Aaron Burns, Peter Max, Hiro, and Herb Lubalin.

363 people from all over the United States, Canada, France, Holland, and Mexico attended the two day—four session conference to hear speakers, participate in discussions, see films, special effects, new sounds, good advertising, bad advertising, and come into contact with the inspiring speakers, who so graciously gave us of their time and talents. They joined with us in applause as the president's medal was awarded this year to Walter Cronkite, who is now the 7th recipient of this honor.

It's over now. To those who attended, listened, and participated the memory is supposed to linger on. The memory of the hours of help given him by Marie Archer, Marsha Nash, Cliff Drew, Joan Gilder, Janet Musil, and the members of his committee, Martin Stevens, Karl Steinbrenner, Wes Doyle, Bill Brockmeyer, Bob Reed, Herman Davis, Bob Petruccelli, David Deutsch, and Rocco Campanelli. They taught him that powerhouses can only be made by powerhouses.
Members Exhibition: Joe Tarallo, Chairman

The Art Directors Club 29th Annual Members Fine Arts Exhibition was held at Lever House from Sunday, February 23rd to Sunday, March 9th. Fifty pieces were received and accepted.

Top honors went to Rage at Age by Kurt Welhs in the oil painting category, and Turbine by Arthur d’Arazien in the sculpture category. It was a very successful show with many requests for purchases. My thanks to Marie Archer and the committee, Fred Swartz, Adolph Edler, Norman Hotz, and Shirley Watler for their help in making the exhibition a success.

Newsletter: Bob Crozier, Editor

Our HANG UP IS HANGUP.

First issue was published in February 1968. Our second in April. We’re in the red and will occasionally be published five times yearly.

We hope to vary content and form between issues, although basic newspaper format will be retained. I view it as a great vehicle to introduce new talent, new trends, social statements, club news, and a few chuckles to the membership. It’s also a good ad medium, in case anyone is interested. We solicit all the news, pictures, etc., we can get from members—professional and otherwise.

House Exhibitions: Eileen Hedy Schultz, Chairman

As the sun sank slowly over the Penthouse, we bade farewell to another year of House Exhibitions at the NYADC. It was a season of great variety, and I hope infinite pleasures, which began in October with the sculptures and type collages of petite and talented, Miss Gloria Genteel.

Our annual member exhibitor, Hal Halpert, displayed his fine watercolors in the early part of November, and was followed by a showing of Mexican Olympic posters, handled by Pete Coley.

Triton Galleries opened the exhibits again in February, with some dynamic, imported, Canadian, German, and Polish graphic posters.

The month of March displayed the unique techniques of Jacquie Morgan and Bill Greer by their charming Rep., Renee Cello, followed by an April showing of another talented Club member, Art Weithas.

The curtain fell on young Thomas Upshur, who closed the season in May, with his brilliant modern paintings.

Lastly, sincere praise and grateful thanks to Marie Archer and Cliff Drew, who made the whole scene possible.

Education Committee: Jack Wolff, Chairman

The Education Committee held a series of successful and important evenings directed to graduate students of major art schools. The greatest response seemed to come from schools outside of New York City, where contact with top professional people is rare.

Lecture evenings were attended by an average of sixty students at the auditorium of radio station WQXR. They were built around the specialties of the individual speakers: Jerry Andreozzi, Charles Bua, Milton Glaser, Danny Kraus, Mitzi Morris, Reynold Ruffins, and Bert Steinhauser. Slide and film projections were utilized, in addition to lively discussions between lecturer and students.
Speakers Luncheons: Bob Greenwell, Chairman

With "What's Happening" for a theme, the '68-'69 Speakers Luncheons offered programs ranging from Space Films to Investing, Max to Gingrich, Karate to Kane, Sketch Class to Skiing. The lunches were planned to bring members and their guests some exciting subjects outside normal experiences, provocative points of view, leading artists and photographers... an art and intellectual potpourri seasoned with entertainment.

Some of the most creative minds in our industry contributed their time and wisdom for our edification and stimulation: George Nelson, Allen Hurlburt, Arnold Gingrich, Art Kane, Peter Max, Otto Storch, Emile DeAntonio, Eileen Ford, Nat Resnick, Saul Bass, Charles McVicker, Robert Riger, Al Corchia, Arnold Newman.

For our entertainment, our thanks go to Schieffelin, Puerto Rican Rums, Seagrams, Mr. Henry Cho, and the many, many others whose contributions made the series such a success.

Scholarship Committee: Georg Olden, Chairman

Georg Olden, Chairman, and Arnold Roston, President of Art Directors Club Scholarship Fund Inc. and Co-chairman of the Scholarship Committee, presented citations to five scholarship winners at Club headquarters. The five students were selected by a jury of club members, after thorough study of many portfolios, followed by intensive personal interviews of semifinalists. Two Negro students honored were selected on the basis of talent and worthiness, in direct competition, without preferential treatment.

Funds have also been granted the School Art League to engage an instructor for an after-school class for disadvantaged commercial art students on Lafayette Street; where Joseph Papp has contributed classroom space in his landmark building.

Our IRS listed, State certified, Scholarship Fund organization, together with the Club's Scholarship Committee, is advancing towards a great drive for contributions to help more art students continue their studies; and develop interest in the field of commercial design.

Entertainment Committee: Robert M. Jones, Chairman

The Christmas and/or Chanukah party was a smashing success. A record attendance was set and a record for members staying late was established. The number of door prizes exceeded that of any previous party. The last minute cancellation of Steve & Eydie's appearance was a great disappointment to the committee. The chairman, who was ailing at the time, wishes to express sincere and enthusiastic thanks to Dick Ross, who contributed so much and capped it all with a superb job as M.C. The Penthouse Pounders were in great form and kept the place jumping. My thanks to the gals and again to Dick Ross. As this was the only social event of the year, the chairman's lot was a happy one.
Officers:

President: John Peter
1st Vice-President: Wm. P. Brockmeier
2nd Vice-President: Gene Federico
Secretary: Ernest G. Scarfone
Treasurer: Mahlon A. Cline
Assistant Treasurer: Robert West
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Committees:

A. D. Fund: Mahlon Cline
Advisory Board: Bert Littmann
48th Exhibition: Kurt Haiman
48th Exhibition Design: Jack Aufricht
48th Awards Presentation: Bert Littmann
48th Book: Seymour Chwast
Constitution: Jack Jamison
Design Administration: J. Peter/M. Cline
Education: Jack Wolff
Entertainment: Bob Jones
House Exhibit: Eileen Schultz
Members' Exhibit: Joe Tarallo
Membership: Jim Joiner
Newsletter: B. Crozier/B. West
Photography: Richard Flack
Publicity & PR: Frank Crump
Scholarship: Arnold Roston
Speakers: Bob Greenwell
Traveling Exhibit: Gus Scheuer

Members:

Ackerman, Richard S.
Adams, Gaylord
Adams, George C.
Adler, Peter
Adorney, Charles S.
Agha, M. F.
Albrektson, Evald J.
Aldoretta, Warren P.
Allner, Walter H.
Ammirati, Carlo
Andrezzzi, Gennaro R.
Anthony, Al
Anthony, Robert
Arlow, Arnold
Asano, Tadashi
Aufricht, Gabor M.
Aymar, Gordon C.
Bach, Richard F.
Bach, Robert O.
Baker, Frank
Ballarino, Carmine J.
Bamman, Constance H.
Barkoff, Ira A.
Barron, Don
Bartel, Clyde W.
Basile, Matthew
Bass, Rudl
Bastian, Rufus A.
Batlin, Leon
Beall, Lester
Beck, Jack Wolfgang
Beckerman, Alvin
Bennett, Edward J.
Benson, Laurence Key
Berry, Park
Binder, Joseph
Biondi, Aldo
Birnie, James Jr.
Blatt, Michael
Blattner, Robert H.
Blauweiss, Herbert
Blend, Robert
Block, David S.
Blod, Francis
Blomquist, Arthur T.
Bode, Robert W.
Boden, James J.
Bohman, Robert J.
Booth, George W.
Boothroyd, John Milne
Boroff, Sanford
Bostrom, Thor F.
Boudreau, James
Bowman, Harold A.
Boyd, Douglas
Bruguin, Simeon
Brattinga, Pieter
Brauer, Fred J.
Brockmeier, William P.
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Brussel-Smith, Bernard
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Cady, Arthur
Calapai, Santo A.
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Campanelli, Rocco E.
Campbell, Stuart
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Capone, Anthony
Cappiello, Tony
Carlu, Jean
Carson, Ken
Cavallo, Joseph J.
Cavagl, Paul B.
Cerullo, C. Edward
Charm, Gerald
Charnay, David H.
Cherry, John V.
Chesman, William O.
Chiesa, Alfred F.
Chin, Kay
Christ-Janer, Albert
Chwast, Seymour
Ciofalo, John
Clark, Herbert
Clarke, Rene
Clemente, Thomas F.
Cline, Mahlon A.
Coiner, Charles T.
Collins, Benjamin F.
Conrad, Ernest
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Cottingham, Edward M.
Counihan, Thomas J.
Crandall, Charles A.
Cranmer, Brian
Craw, Freeman
Crozier, John Robert
Crump, Frank
Cutler, Charles

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D'Aleo, Joseph F.
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Daugherty, Herbert L.
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Davidoff, Daniel
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Davidson, John Lee
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Davis, Sy
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Deggen, Jean A.
Del Sorbo, Joseph R.
Del Vecchio, Pasquale
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DeSzekely, Eileen
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Diehl, Edward P.
Dignam, John F.
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Champion Papers
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Crest similar to a vitamin? Well, vitamins help keep your body strong. Crest does the same for your teeth. Vitamins help keep your body healthy. So does Crest for your teeth. Vitamins build up your body's resistance to disease. Crest builds up your teeth's resistance to cavities. What makes Crest special is its fluoride. Fluoridate! And yet, most toothpastes don't have it. And that includes the leading toothpastes. For example, take the five leading toothpastes. Only one contains the "tooth vitamin." Of course, you know which one.

In Jamaica, you can sail a 16th century rum-smuggling ship over seas that lien 15th century Spaniards' gold and a 17th century sunken city. It's sort of like a tooth vitamin. Crest similar to a vitamin? Well, vitamins help keep your body strong. Crest does the same for your teeth. Vitamins help keep your body healthy. So does Crest for your teeth. Vitamins build up your body's resistance to disease. Crest builds up your teeth's resistance to cavities. What makes Crest special is its fluoride. Fluoridate! And yet, most toothpastes don't have it. And that includes the leading toothpastes. For example, take the five leading toothpastes. Only one contains the "tooth vitamin." Of course, you know which one.

In Jamaica, when men go to work in ankle-length robes and ladylike wigs, it's The Law. In Jamaica, you can sail a 16th century rum-smuggling ship over seas that lien 15th century Spaniards' gold and a 17th century sunken city. It's sort of like a tooth vitamin. Crest similar to a vitamin? Well, vitamins help keep your body strong. Crest does the same for your teeth. Vitamins help keep your body healthy. So does Crest for your teeth. Vitamins build up your body's resistance to disease. Crest builds up your teeth's resistance to cavities. What makes Crest special is its fluoride. Fluoridate! And yet, most toothpastes don't have it. And that includes the leading toothpastes. For example, take the five leading toothpastes. Only one contains the "tooth vitamin." Of course, you know which one.

These uncommon Gold Medal and Distinctive Merit...
2 Cerra. men.

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Me On

Wu Crzukl Marl

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to ei...".

lamatu. may lie she

only country in the world

dance under the stan

to sweet mans.

And the strains of

cockadoodledoo

Jamaica's rent-a-yillas

come with rent-a-cooks.

rent-a-maids.

rent-a-nannies,

rent-a-gardeners,

even rent-a-ears.

150 years VP

Tom C-rinee also swung

from this Jamaican nee.

Until he was dead.

(They say.)

America may be the
tiny country in the world

where you can
dance under the stars.

And the strains of

cockadoodledoo.

Adams, the son of

the American President,

was born in Jamaica.

The strain of

cockadoodledoo

was a symbol of

liberty and freedom.

In Jamaica, the
cockadoodledoo

was a common

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