

1965 ANDY AWARDS DEADLINE MARCH 4TH. GET YOUR STUFF IN!

We stretched a banner across Madison Avenue to tell the world about this year's Andy Awards. The Andy Awards are given by the Advertising Club of New York to people who make a living making advertising. We want to single out the year's best work and say: "There. That's how it ought to be done." And we want to single out the writers, art directors, producers and agencies who did the work and say: "Keep it up. You've given us all something to shoot for. Maybe we can do even better."

Of course, all this makes the judges very important. Ours are. These people make up the Executive Judges Committee:

Mr. Samuel I. Abelow Vice President Grey Advertising, Inc.	Mr. Steve Frankfurt Senior Vice President Young & Rubicam, Inc.	Mr. Julian Koenig President Papert, Koenig, Lois, Inc.	Mr. Len Sirowitz Vice President Doyle Dane Bernbach, Inc.
Mr. Robert Colwell Vice President J. Walter Thompson	Mr. Richard L. Gilbert President Gilbert Advertising, Inc.	Mrs. Regina Ovesey Sr. Vice President Mogul, Baker, Byrne, Weiss, Inc.	Mr. Walter Weir President West, Weir & Bartel, Inc.
Mr. James Durfee Executive Vice President Carl Ally, Inc.	Mr. Whitman Hobbs Senior Vice President Benton & Bowles, Inc.	Miss Shirley Polykoff Vice President Foots, Cone & Belding, Inc.	Miss Mary Wells Partner Jack Tinker and Partners

These are the Award Categories. Each winning entry earns an individual Andy for the art director, the copywriter, the producer (when there is one) and the agency.

1. Consumer newspaper advertisement—black and white
2. Consumer newspaper advertisement—2 or more colors
3. Consumer magazine advertisement—black and white
4. Consumer magazine advertisement—2 or more colors
5. Trade publication advertisement—black and white
6. Trade publication advertisement—2 or more colors
7. Poster advertisement—black and white and 2 or more colors
8. Radio advertisement
9. Television advertisement—black and white
10. Television—color

The rules and regulations are a snap. Any ad, commercial or poster in one of the above categories can be entered, provided it ran between January 1, 1965 and December 31, 1965 in an American publication. Agencies, clients and their personnel may enter. No more rules and regulations. Isn't that nice?

Make sure that the following information is posted onto the back of each entry:

1. Name and address of exhibitor
2. Individual to be contacted at agency
3. Name and address of agency
4. Award Classification
5. Publication and date entry appeared
6. Individual(s) responsible for ad concept
7. Individual responsible for ad copy
8. Individual responsible for ad graphics (including the producer in categories 8, 9 & 10).

Here's how the entries should be submitted:

Print entries: 3 mounted, 2 unmounted. Television entries: 16 mm only, regardless of length. Radio entries: 1/4" tape only, 7 1/4 i.p.s. Poster entries: 35 mm slides only.

The handling fee is \$10 for each item submitted. Checks should be made payable to the Advertising Club of New York, and must accompany each entry. There will be a hanging fee of \$50 for each of the ten finalists in each category. Finalists will receive ANDY certificates of honorable mention. The deadline is March 4, 1966. Get your stuff in.