

Have you ever wondered how you could get a job as an advertising copywriter? Have you ever wondered if you could get a job as an advertising copywriter? This is your chance to find out. With this copy test. Eight entertaining and involving assignments that should stimulate and challenge you to do the thing you do best. Write.

We're anxious to see clear, imaginative, and compelling answers to these questions. The completed copy tests will be reviewed by some of our

Creative Directors, and the best respondents will join us as trainee copywriters at J. Walter Thompson, New York.

Like the best of you who will ultimately join us, we're good at what we do. This year, Ad Week named us Agency of the Year. And year after year, we produce memorable and compelling advertising for a host of diverse and stimulating clients. Burger King. Ford. Goodyear. Kodak. Nestlé. And more. Clients that you'll come to know and

enjoy as we do.

Opportunities like this don't come along every day. So if you've ever wondered if you could write a great ad, stop wondering. Tear out the page. And get to work if you want to write.

Send completed copies to "Copy Test," J. Walter Thompson, 466 Lexington Avenue, New York, NY 10017, Attention: Jim Patterson, Executive Creative Director. And please. No phone calls. We're interested in how you write. Not talk.

1 You are the songwriter for hitmaker Poppy Putrid. She's just had three recent No. 1 hits. All love songs. For her next hit, Poppy wants a song about moldy pizza, rancid butter, and flat beer. Her agent is convinced it should be another love song. Make it both. (Don't worry about the music, or adapt a tune you know.)

2 Write a "Dialogue in a Dark Alley." (Not more than 200 words.)

3 You've just learned that the IRS is planning to lower the percentage ratio of income to medical expenses, thus lowering the tax deductions for dental, psychiatric, and medical expenses. You are the star reporter for the daily newspaper, The National Sensational. The editor wants to make this the banner story. Write your head and a two-column story.

4 A delegation of Martians has just landed in Central Park. They do not understand any Earth languages—only very basic symbols. Prepare a short speech (com-

WRITE

IF

YOU

WANT

WORK.

prised of pictures and symbols) to welcome them and to tell them just what kind of place Central Park is.

(Please enclose a

plain language version of the speech in an envelope, in case we are confused!)

Describe, in not more than 100 words, the plot of the last episode of "Dynasty."

You've heard the story about the man who made a fortune selling refrigerators to Eskimos. In not more than 100 words, how would you sell a telephone to a Trappist monk, who is observing the strict Rule of Silence? (But he can nod acceptance at the end.)

Design/draw two posters. One is for legislating strict gun-control laws. The other is in support of the NRA.

The ingredients listed on the tin of baked beans reads: "Beans, Water, Tomatoes, Sugar, Salt, Modified Starch, Vinegar, Spices." Make it sound mouthwatering.

J.
WALTER
NEW YORK

