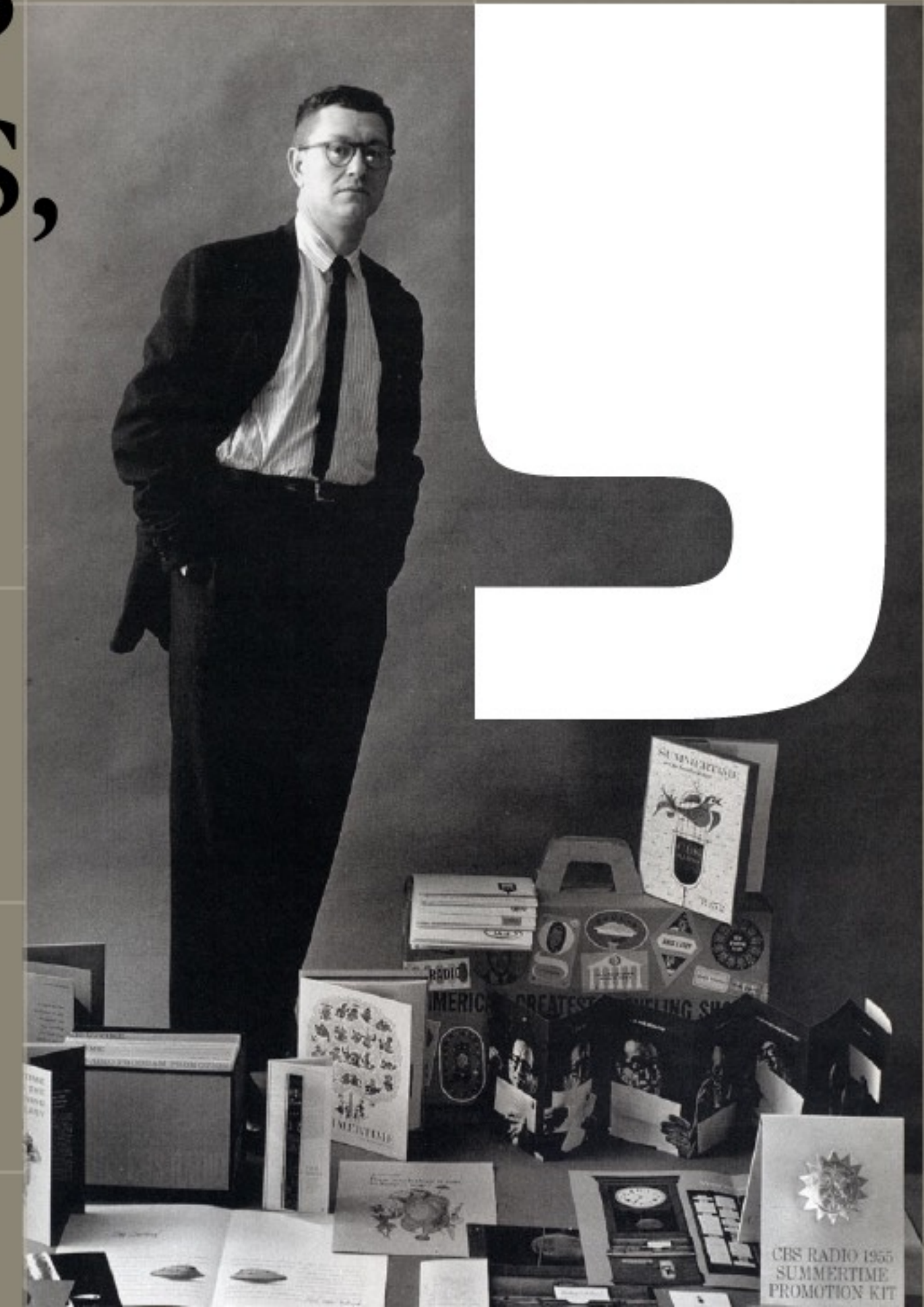


There's no such  
thing as boring  
design projects,  
just boring  
designers.

Lou Dorfsman

DESIGNER

CREATIVE DIRECTOR





OF  
**BLACK  
AMERICA**  
TODAY CBS NEWS



Johnson's  
whole ball of wax  
is on the  
CBS Television  
Network

Starting this Fall, S. J. Johnson will reemerge as all of his network television advertising on the network which represents the largest national audience in advertising.

As the largest manufacturer of new products in the world, Johnson needs the largest audience to market his products. Johnson's products are sold in over 100 countries.

For the past three years, Johnson has demonstrated the effectiveness of his products in over 100 countries. Johnson's products are sold in over 100 countries.

Johnson's products are sold in over 100 countries. Johnson's products are sold in over 100 countries.

Worth Repeating

The Columbia Broadcasting System turned it a superb journalistic feat last night, turning away with the race horses in reporting President Johnson's election victory. In clarity of presentation the network led all the way... In a nation where time is of the essence the performance of CBS was of headline proportions. The difference... lay in the CBS sampling process called Koda Profile Analysis... the CBS staff called the outcome in state after state before its rivals.

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