



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1971

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[[image: black and white photograph of 5 men talking together]]
 [[caption]] Arthur Yates (center), assistant superintendent of the barrel assembly line at the Memphis Cooperage plant of National Distillers Products Company, is shown as he reviews the latest advertising campaign for National's Old Crow Bourbon with other executives of the firm. From left to right are: John E. Brady, vice president and director of marketing group II (Old Crow); James H. McInerney, vice president and assistant general manager; Mr. Yates; Gerald Kirshbaum, vice president in charge of marketing; and William Hewson, Old Crow marketing manager.

Mr. Yates, who has been associated with National's Memphis Cooperage plant for 25 years, visited New York to model for one of the first ads in the new Old Crow campaign which features the men whose skills have made Old Crow the world's all-time best selling Bourbon.

Ogilvy & Mather, Inc. is the advertising agency for Old Crow. [[/caption]]

[[image: black & white photograph of conference room meeting of nine men]]
 [[caption]] John Witbeck (far corner of table,) assistant control states sales manager for National Distillers Products Company, draws an enthusiastic response from the firm's key sales and marketing executives as he makes a point concerning marketing policies in a rapidly changing society. National Distillers markets Old Grand-Dad, Old Taylor and Old Crow Boursbons, Windsor Supreme Canadian and Gilbey's Gin and Vodka, among many great brands.

To the left of Mr. Witbeck in this photograph is B. C. Ohlandt, vice chairman of the board of National Distillers and Chemical Corporation and general manager of the liquor division. to the right of Mr. Witbeck is James H. McInerney, vice president and assistant general manager. Others around the table (clockwise from the bottom) are Frank Dandrea, marketing manager, Marketing Group III (Old Grand-Dad); Gerald Kirshbaum, vice president and director of marketing (all brands); Harold M. Kinder, vice president and manager of control states; Donald S. Peterkin, vice president and open states manager; Mr. Ohlandt; Mr. Witbeck; Mr. McInerney; John D. Lethbridge, vice president and director of Marketing Group I (Old Taylor) and John Brady, vice president and director of Marketing Group II (Old Crow.) In his remarks, Mr. Witbeck emphasized the importance of tailoring marketing activities to local requirements. [[/caption]]



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