The look of the hour was "clean." The agency of the hour was SSC&B. The event was Tuesday's Advertising Club of New York luncheon at the Essex House highlighting 25 years of advertising for Noxell Corp.'s Cover Girl makeup.

Agency executives Stone Roberts and Lynn Giordano provided an inside look at the campaign, and model Carol Alt flew in from the Left Coast to give her own thanks to SSC&B and Noxell.

One former Cover Girl on hand who reaped more than one benefit from SSC&B while appearing in the ads is Anne Burr. Today she's Anne Burr Roberts (wife of Stone, to be exact).

GRAPHIC: Picture 1, Leslie Winthrop, Ad Club president, Bill Weithas, worldwide chairman/CEO of SSC&B, Peter Troup, vp/marketing at Noxell, and Spencer Flavoukos, SSC&B U.S. chairman/CEO, celebrate a client-agency relationship of 40 years.; Picture 2, Noxell's Peter Troup and SSC&B's Spencer Flavoukos talk about Cover Girls.; Picture 3, Christine Miller, senior vp, and Lynne Seid, vp, of Hill, Holliday, Connors, Cosmopolous; Picture 4, Executive vp Stone Roberts, president Frank DeVito and worldwide chairman/CEO Bill Weithas of SSC&B share a laugh with a former Cover Girl, Anne Burr Roberts.; Picture 5, Julie Watson, vp at Hicks & Greist; Picture 6, Bill Egan, Johnson & Johnson; Wayne Nelson, Levar Brown, vp/creative director at SSC&B, Pictures 1 through 7 By Robert Simko
In times of crisis, there's no shortage of finger-pointing at the corporate level, and Wendy's, based in Dublin, Ohio, is not immune. To wit: Wendy's and its revolving door of ad agencies over the last year, culminating with the choice of Backer Spielvogel Bates Worldwide earlier this summer. Wendy's—perhaps best known in ad circles for axing Clara Peller at the zenith of the popularity of "Where's the Beef?"—has yet to land on its feet from an advertising perspective.

After DFS Dorland introduced the Big Classic hamburger with the "This Is The Good Stuff" campaign earlier this year, Dick Rich Inc., the agency that brought us "Hot 'n' Juicy" in the '70s, took Dorland's place. The one-man shop re-cut some old spots until it released its first (and only) big campaign, "Give a Little Nibble," in March.

"Nibble" dropped the chain from 6th to 16th in Video Storyboard 'Tests' rankings and precipitated political fighting within the corporate ranks, causing William Welter, executive vice president/marketing, to resign unexpectedly. He was replaced by Charles Rath, formerly of Dorland. Rath reportedly put out inquiries to other agencies before all the returns were in on "Nibble."

Wendy's might have been pushed into such hasty decision-making because its financial numbers have continued to slump and franchisees are getting anxious. The chain lost $4.9 million in 1986 and $6.8 million during the first quarter of 1987 alone. In late spring 160 employees were laid off because of the losses.

What magic Backer Spielvogel Bates Worldwide can work for Wendy's isn't clear. Its "Taste the Difference" campaign for former client Arby's is said to be so well-liked that the chain is keeping it regardless of who its new agency is. But it's doubtful BS&W has the creative magic to solve all of Wendy's problems. Among top-level management is virtually nonexistent, and the newly appointed senior vice president for marketing, Peter Troup, is an SSC&B veteran.

Although the "Clean Makeup" campaign has aired for many years, E. Lynn Giordano, executive creative director on the account at SSC&B, insists it's always a fresh challenge to come up with a new execution. "I love having that success as a background to build upon," says Giordano. "One of the greatest things about Noxell is they believe in advertising."

WENDY'S

This is the bad stuff

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NOXELL

Faith in advertising

Any agency that has ever had a cosmetic account has yearned at least once for a crack at the Noxell Corporation. But the Baltimore-based family-run company won't budge. It has built its reputation among agencies the same way that it has built up a loyal consumer following: consistency. Noxell has used SSC&B-Lintas Worldwide for more than 40 years, and it has been at the William Esty Company for 22 years. It has also built incredible brand awareness for its Cover Girl line by using the same theme ("the clean makeup") for more than 20 years.

"When you've been with a client as long as we have, you don't have to play games," says Stone Roberts, executive vice president at Noxell's primary agency, SSC&B-Lintas Worldwide. "You can get down to the business of producing good advertising."

It's also great to have a client like Noxell, in your corner when other clients are cutting back on spending and taking their media-buying responsibilities in-house.

Last year, industry sources say, Noxell spent about $90 million on cosmetics, food products, etc. It also launched a new cosmetic line, Clarion, backed with $15 million in spending, and it will put another $12 to $15 million behind an extension of its Cover Girl makeup line this fall. Noxell also has never suffered from the revolving-door syndrome. The turnover among top-level management is virtually nonexistent, and the newly appointed senior vice president for marketing, Peter Troup, is an SSC&B veteran.

Although the "Clean Makeup" campaign has aired for many years, E. Lynn Giordano, executive creative director on the account at SSC&B, insists it's always a fresh challenge to come up with a new execution. "I love having that success as a background to build upon," says Giordano. "One of the greatest things about Noxell is they believe in advertising."

XEROX

Bringing out the discord

Stuck in the middle with no place to go—that's how agency executives say it feels to work for Xerox Corp. Agencies say that, internal conflicts between the Stamford, Conn.-based corporate division and the Rochester, N.Y.-based products division, it's the advertising agency that's often the victim.

"They were almost internal enemies," says one former agency executive who worked on the account. "And, for an agency, it puts them in a position of being a referee without a whistle." One of the problems, he says, is that if a campaign was perceived to be the idea of the products division, the corporate people didn't like it, and vice versa. "The agency was quite often in a no-win situation," he adds. "There were large numbers of people who could say no, and very few people who would say yes. . . . You had an enormous amount of roadblocks."

The development of factions at Xerox, sources say, hurts the advertising. With the corporate division bent on promoting a brand image, the product division reportedly favors ads that promote product features. "Quite often, they were seen as incompatible," a source says.

"As far as I'm concerned, we have a good relationship with both Marschalk and Bates," says Michael E.G. Kirby, director of corporate advertising and promotion in Stamford. The new campaign

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
### NATIONAL AGENCY SCORECARD

**Grey and Lintas Rise and Fall on Noxell Decision**

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>BILLINGS WON YEAR TO DATE* (000,000)</th>
<th>BILLINGS LOST/RESIGNED YEAR TO DATE* (000,000)</th>
<th>YEAR TO DATE +/(-) (000,000)</th>
<th>1988 BILLINGS (000,000)</th>
<th>% OF CHANGE YEAR TO DATE* +/(-)</th>
<th>CHANGES NOV. 1 - NOV. 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Foote, Cone &amp; Belding (1)</td>
<td>294.5</td>
<td>37.5</td>
<td>257.0</td>
<td>1,522.3</td>
<td>16.6</td>
<td><strong>Won:</strong> $7 mil. Tombstone Pizza.</td>
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<tr>
<td>2. Saatchi &amp; Saatchi Advertising (3)</td>
<td>263.5</td>
<td>57.5</td>
<td>206.0</td>
<td>1,740.1</td>
<td>11.8</td>
<td><strong>Won:</strong> $50 mil. Helene Curtis’ Degree antiperspirant and deodorant. <strong>Lost:</strong> $4 mil. Los Cabos Tourism Board.</td>
</tr>
<tr>
<td>3. D'Arcy Masius Benton &amp; Bowles (2)</td>
<td>184.8</td>
<td>17.0</td>
<td>167.8</td>
<td>1,652.0</td>
<td>10.2</td>
<td>No activity last month.</td>
</tr>
<tr>
<td>4. J. Walter Thompson (4)</td>
<td>178.8</td>
<td>16.6</td>
<td>162.2</td>
<td>1,617.0</td>
<td>10.0</td>
<td><strong>Won:</strong> $11 mil.** Goodyear Tire &amp; Rubber Co. (consumer advertising); $2.3 mil.† 20th Century Fox. <strong>Lost:</strong> $2.3 mil. Six Flags Over Georgia.</td>
</tr>
<tr>
<td>5. Grey Advertising (8)</td>
<td>118.0</td>
<td>14.3</td>
<td>103.7</td>
<td>1,520.0</td>
<td>6.8</td>
<td><strong>Won:</strong> $45 mil. Noxell’s Cover Girl cosmetics; $5 mil. Quaker State (regional advertising); $1 mil. U.S. Coast Guard (recruitment).</td>
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<tr>
<td>6. Bozell (7)</td>
<td>134.5</td>
<td>51.5</td>
<td>83.0</td>
<td>1,090.0</td>
<td>7.6</td>
<td><strong>Won:</strong> $6 mil. Glaxo; $4 mil. Six Flags Great Adventure. <strong>Lost:</strong> $2 mil. Russell Athletic.</td>
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<tr>
<td>7. Chiat/Day/Mojo (6)</td>
<td>141.5</td>
<td>61.0</td>
<td>80.5</td>
<td>480.0</td>
<td>16.8</td>
<td>No activity last month.</td>
</tr>
<tr>
<td>8. Young &amp; Rubicam (5)</td>
<td>112.0</td>
<td>33.5</td>
<td>78.5</td>
<td>1,848.1</td>
<td>4.2</td>
<td><strong>Lost:</strong> $11 mil. Goodyear Tire &amp; Rubber Co.</td>
</tr>
<tr>
<td>9. McCann-Erickson (9)</td>
<td>137.6</td>
<td>89.3</td>
<td>48.3</td>
<td>1,314.0</td>
<td>3.7</td>
<td><strong>Won:</strong> $2.3 mil. Six Flags Over Georgia.</td>
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<tr>
<td>10. BBDO (11)</td>
<td>73.5</td>
<td>35.8</td>
<td>37.7</td>
<td>1,148.2</td>
<td>3.3</td>
<td><strong>Won:</strong> $2.5 mil. Hakusan Sake; $1.25 mil. Sony Microsystems. <strong>Lost:</strong> $2.3 mil. Six Flags Over Georgia.</td>
</tr>
<tr>
<td>11. Wells, Rich, Greene (12)</td>
<td>65.5</td>
<td>30.0</td>
<td>35.5</td>
<td>729.9</td>
<td>4.9</td>
<td>No activity last month.</td>
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<tr>
<td>13. Leo Burnett (15)</td>
<td>35.0</td>
<td>10.0</td>
<td>25.0</td>
<td>1,765.1</td>
<td>1.4</td>
<td><strong>Won:</strong> $12 mil. Noxell’s Noxzema skincare.</td>
</tr>
<tr>
<td>14. Backer Spielvogel Bates (14)</td>
<td>26.0</td>
<td>6.0</td>
<td>20.0</td>
<td>1,091.0</td>
<td>1.8</td>
<td>No activity last month.</td>
</tr>
<tr>
<td>15. DDB Needham (16)</td>
<td>54.0</td>
<td>48.5</td>
<td>5.5</td>
<td>1,247.4</td>
<td>0.4</td>
<td><strong>Won:</strong> $2.5 mil. Parklane Hotels International.</td>
</tr>
<tr>
<td>16. Lintas:USA (10)</td>
<td>54.5</td>
<td>55.0</td>
<td>(0.5)</td>
<td>1,349.8</td>
<td>(0.04)</td>
<td><strong>Lost:</strong> $16 mil. Noxell Corp.</td>
</tr>
<tr>
<td>17. Ogilvy &amp; Mather (18)</td>
<td>65.1</td>
<td>92.0</td>
<td>(26.9)</td>
<td>1,247.4</td>
<td>(2.2)</td>
<td><strong>Won:</strong> $30 mil. Philip Morris (Bill of Rights project); $5 mil.** AT&amp;T General Business Systems fax account.</td>
</tr>
<tr>
<td>18. Della Femina,McNamee WCRS (19)</td>
<td>56.0</td>
<td>93.5</td>
<td>(37.5)</td>
<td>660.5</td>
<td>(5.6)</td>
<td><strong>Won:</strong> $25 mil.** American Isuzu Motors dealer associations.</td>
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<tr>
<td>19. Campbell-Mithun-Esty (17)</td>
<td>19.5</td>
<td>58.0</td>
<td>(38.5)</td>
<td>783.0</td>
<td>(4.9)</td>
<td><strong>Won:</strong> $2 mil. Aer Lingus. <strong>Lost:</strong> $5 mil. Tombstone Pizza.</td>
</tr>
<tr>
<td>20. Ayer (20)</td>
<td>14.5</td>
<td>175.5</td>
<td>(161.0)</td>
<td>946.7</td>
<td>(17.0)</td>
<td><strong>Lost:</strong> $2 mil. Sterling Drug’s Neo-Synephrine.</td>
</tr>
</tbody>
</table>

*Activity through Nov. 30
**Estimated Billings 1Capitalized Billings

Account shifts compiled from press accounts and direct inquiries, and do not reflect growth or loss from existing accounts. Chart includes domestic accounts assigned to U.S. offices operating under names listed and does not include divisions.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Lintas layoffs tied
to ad ‘slippage’

By Jon Lafayette

NEW YORK—After losing a
gamble that bankrupt Eastern
Airlines would boost ad spending
this year, Lintas:New York laid
off 40 staffers last week.

In addition to the diminuendo, 40
open posts won’t be filled at the
agency, which has a staff of 900.

Losing the game is likely to
ease some of the tightness at the
doghouse with parent Interpublic
Group of Cos.

Interpublic, whose agencies
usually budget conservatively,
would have preferred the layoffs
to have begun earlier and have
been implemented more gradu­
ally, some say.

Lintas:New York Chairman
CEO Spencer Flavoukos said
the agency had tried to avoid layoffs
in the face of the unsettled situa­
tion at Eastern, even if it spent
$48 million on advertising in 1988
but has spent much less this year.

Although Eastern is starting to
increase ad spending, the move
had been anticipated much earlier
by agencies say.

“We had [Eastern] budgeted at
a level that anticipated a return to
normal operations long before now,”
said Mr. Flavoukos, adding that
even if Eastern didn’t return to
normal, the agency had hoped
added revenue from other clients
would have allowed it to retain
staffers.

But, as the year progresses, he
said, “We’re getting budget slip­
page on several accounts [rather
than budget gains]. Nothing major,
not on all accounts, but on some
accounts. We had to make a
midcourse correction.”

Spencer Flavoukos calls the layoffs
a midcourse correction.

Some of the layoffs also re­
sulted from the end of a joint ven­
ture with Hakuhodo Advertising of
Japan, he said.

Mr. Flavoukos wouldn’t iden­
tify other Lintas clients that were
letting their budgets slip, but
agency sources say they included
Unilever, Johnson & Johnson, RJ
Nabisco and Carnation Co.

Some of the shortfall resulted
from delayed new-product
launches, sources say.

Most agency clients contacted
also wouldn’t admit to cutting
spending plans, and other big
agencies reported that while their
clients were remaining conserva­
tive, they hadn’t slashed spending.

A spokesman for Unilever’s
Thomas J. Lipton Inc. unit, a
Lintas client, said: “Even if there
had been cutbacks in our media
expenditures, which I haven’t
seen, I don’t believe there’s been
that there’s necessarily a reason
to lay off staff.”

“We’re spending more aggres­
sively as we build back, and it
wouldn’t surprise me if by the
end of this year we come close to
the 1988 level,” Mr. Henderson
said. “By Sept. 1, we’ll be back in
every U.S. and Latin American
destination as before at [the] Chapter
11 filing.”

He also noted that there had
been “no agency layoffs on the
Eastern account.”

A spokeswoman at Norex
Corp., a Lintas client, said the
agency layoffs won’t affect its
account. She said the action “was
represented to us as an Interpub­
corporate move, as a across­the­board cut to increase Lintas’
profitability.”

McCann-Erickson Worldwide,
another Interpublic agency, also
plans some layoffs in the fourth
quarter because of the loss of R.J.
Reynolds Tobacco Co.’s Winston
and Salem cigarette accounts last
month, sources say.

Jennifer Laurence in  Houston
and Laurie Freeman in Washing­
ton contributed to this story.

World Series is early hit

By Scott Donaton

NEW YORK—ABC, in its swan
song to baseball, is close to selling
out the exclusive home-game
rights for nearly two months before it
starts.

Automotive and beer companies
helped drive the network’s sales
effort as did a hot sports market­
place and fourth quarter, agency
executives say.

“There’s been a real strong
demand for sports in the fourth
quarter,” said Steve Grubbs, se­
enior manager, sports sales
selling at BBDO Worldwide. “Adver­tisers are going after the big
events this way. There isn’t just
buying one or two spots anymore.”

A source at ABC said more than
95% of the network’s commercial
inventory in the games, starting
Oct. 14, has been sold. By com­
parison, NBC’s telecast of the World
Series in 1988 was ABC’s 1987 broadcast didn’t approach
sellout levels until a month before the games.

ABC sold units in the Series
for an average $300,000 per 30­sec­
ond prime-time minute. In con­
trast from NBC’s $425,000 per
are an average 80-90 units per three-hour game.

This year’s World Series marks
the last time ABC or NBC will air
Major League Baseball games until
at least 1994. CBS bought out them last year, paying a landmark
$1.1 billion for the league’s network
rights for 12 regular-season games,
the All-Star game, the League
Championship Series games and

For many marketers, the World
Series remains one of the best ve­
hicles to launch new spots or
showcase existing campaigns.

Among the major advertisers
this year:

- AKT Co. will break a campa­
ign touting its long-distance
service. N W Ayer handles
- Sherrman-Lehman Hutton
unveil its long-awaited new cor­
porate campaign. It will be the
first Sherrman ad by Ally
& Gargano, succeeding McCann­
Erickson Worldwide.
- Honda Motor Sales USA is the
exclusive import car advertiser
and General Motors Corp. the
exclusive domestic car advertiser.

“We’ll split this year with
Lexus,” Toyota’s new upscale divi­
sion said, George Borst, Toyota
VP-marketing.

In addition to the telecast are
Millers Brewing Co., Pepsi­
cola and Reynolds Tobacco Co.’s
Winston cigarettes. Specific ad plans are unknown.

Written from bureau reports.
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<table>
<thead>
<tr>
<th>Country</th>
<th>Address</th>
<th>Phone</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Hausmannsgate 17, Oslo, 1, Norway</td>
<td>Tel: 111 370</td>
<td>H. J. Matthiessen</td>
</tr>
<tr>
<td>Pakistan</td>
<td>Hashoo Chambers, Abdullah Haroon Rd., Karachi, Pakistan</td>
<td>Tel: 510 117</td>
<td>C. A. Rauf</td>
</tr>
<tr>
<td>Philippines</td>
<td>Manila, Makati, Metro Manila, Philippines</td>
<td>Tel: 818 2216</td>
<td>F. Trillana</td>
</tr>
<tr>
<td>Portugal</td>
<td>Producing Bank Centre, 8737 Paseo de Roxas, 12th &amp; 14th Floors, Makati, Metro Manila, Philippines</td>
<td>Tel: 68-61-36</td>
<td>A. Costa-Mota</td>
</tr>
<tr>
<td>Russia</td>
<td>Banco Popular Center, 209 Munoz Rivera Ave., Ste. 1515, Hato Rey, PR 00918</td>
<td>Tel: 809-764-8310</td>
<td>R. Cordero</td>
</tr>
<tr>
<td>Singapore</td>
<td>133 Cecil St, Hex 14-01, Keck Seng Tower, Singapore, 0106, Singapore</td>
<td>Tel: 22 24 233</td>
<td>C. Baker</td>
</tr>
<tr>
<td>Spain</td>
<td>Edificio Solflave, Plaza Carlos Trias, Beltran S/N, 20020, Madrid, Spain</td>
<td>Tel: 456-7755</td>
<td>P. Ling</td>
</tr>
<tr>
<td>South Africa</td>
<td>Sandton City Office Tower, 5th St, Sandton, Transvaal, 2146, So. Africa</td>
<td>Tel: 783 5310</td>
<td>H.B. Sjogren</td>
</tr>
<tr>
<td>Sweden</td>
<td>Grev Turegatan 11, S-11446, Stockholm, Sweden</td>
<td>Tel: 23.57.40</td>
<td>G. Schyfter</td>
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</tbody>
</table>

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Valentine's Day is still a month away, but love already looms large over at Lintas: New York. An exhibition of romantic art adorns the agency's executive floor. There are Turner-esque landscapes as well as a series of humorous photographs on love gone sour by Anne Turyn. "Dear John," writes Turyn on one photograph, "Thank God and Amtrak that you're gone."

The exhibition, which runs through Friday, was the perfect backdrop for Lintas research director Jan Homan's talk last week on the resurgence of romance in pop culture and advertising.

Homan strung together a lot of loose facts to support his theory: There's a sequel to "Gone with the Wind" in the works; there's a two-year wait for tickets to "Phantom of the Opera;" Ballroom dancing is big again; a lot of sitcoms like "thirtysomething" are homebased and deal with relationships; home cooking -- meat and potatoes -- are in; and "nouvelle cuisine and kiwi are out," he said. Homan also quoted ABC entertainment president Brandon Stoddard as saying that "romance is back and it feels good," and commented that the Brady Bunch had a reunion.

"Tradition is in an explicit sex is cut," said Homan, noting that the Paco Rabanne man is now wearing clothes and Calvin Klein's orgy-like Obsession ads are kaput; Vanity Fair magazine showed a lot more T&A in the past than it does now; sales of cut flowers have increased during the past few years; limos are in vogue once again; Tiffany says silver and sauce spoons are popular; and Bloomingdale's can't keep up with the demand for traditional martini glasses. "The 45-year-olds who get fired on proposals are giving their names to big weddings," quipped Homan.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Noxell, makeup feature brides, and relationships are the crux of new Bayer Aspirin and Johnson & Johnson campaigns.

Lintas USA evp/business development Don Peppers, attending Homan's talk, couldn't agree more. Looking tan and well-rested, Peppers just returned from his second honeymoon in St. Barts.

Speaking of love, that was the theme of Playboy's party last week at Bedrox disco to celebrate its February "Love Issue," which was partly inspired by editor in chief Hugh Hefner's engagement to Kimberley Conrad. But the Hefners were not the stars of the evening. The first second-generation playmate, February's Simone Eden and her mom, 1960 Playmate Carol Eden -- both featured in the new issue -- were the party's main attraction.