
GUY DAY, CO-FOUNDER OF CHIAT/DAY, DEAD AT 79

TBWA\CHIAT\DAY

Guy Day, the US Army veteran who went from working in an ad agency mail room to being the co founder of the ad agency responsible for Apple's "1984" ad that introduced us to the Macintosh, has died in his sleep at his Texas home. Together with Jay Chiat, he formed Chiat/Day (which later became TBWAChiatDay) in 1968 and helped build the firm into a major player in the industry. He sold his interest in Chiat/Day in 1978, but came back to work as a "freelance president" in 1982. The firm tripled its billings after his return and represented major accounts like Pizza Hut, Nike and Apple Computers. Guy Day was 79 years old. He is survived by his wife, Annette, his two sons, four grandchildren and one great-granddaughter.

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