

Timebuyer

FOR TELEVISION, RADIO AND ALL MEDIA BUYERS

JUNE 1966

Mr. Ronald J. Denman
KNTV
645 Park Ave.
San Jose, Calif.

Radio Demands Coincidental Measurement

17

Liquor Advertising on Radio & Tv?



24

18



radio's top air salesmen - pt. II

20



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FEATURES

RADIO DEMANDS COINCIDENTAL MEASUREMENT/The third of a series on the philosophy and methodology of various rating services...17

LIQUOR ADVERTISING ON RADIO AND TV?/The pros and cons of this controversial question as argued by an agency media executive and an agency creative chief18

RADIO'S TOP ON-THE-AIR SALESMEN/Part II of the series spotlighting the advertiser's personal representatives behind the mike.....20

COMPUTER GUNG HO AT AGENCIES, REPS AND STATIONS/A roundup of agencies using the computer for media functions; rep computer plans and proposed station computer networks24

DEPARTMENTS

Clearing House	30
Color Closeup	16
Comings and Goings.....	32
From the Publisher's Desk.....	4
Key Accounts: Who's Buying What.....	39
Mediations	6
Meet Timebuyer	37
New Buy Opportunities.....	33
On the Media Beat.....	28
On the Timebuyer's Desk.....	35
The Seller's Platform.....	36
Which Schedule is Best?.....	34

TIMEBUYER

HAROLD N. LIEBER
PUBLISHER

GIL FAGGEN
EDITOR

BILL SMITH
MANAGING EDITOR

TONY LIFTGATE
CONTRIBUTING EDITOR

SY BAUM
ADVERTISING MANAGER

EDWARD PLATT
PRODUCTION DIRECTOR

S. R. GUTMAN
CIRCULATION MANAGER

CHARLOTTE SHELBY
ADMINISTRATIVE ASST.

LINDA RUIK
ADMINISTRATIVE ASST.

WEST COAST OFFICES
GEO. ANTHONY & ASSOC.
422 SOUTH WESTERN AVE.
LOS ANGELES, CALIF.

ROBERT A. STREET
58 SUTTER STREET
SAN FRANCISCO, CALIF.

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LIQUOR, LIQUOR EVERYWHERE —EXCEPT IN COMMERCIALS

We believe that no legitimate industry should be precluded from using any mass media.

We refer specifically to the liquor industry.

The voluntary code, subscribed to by all members of the National Association of Broadcasters, prohibiting the advertising of distilled spirits is, we believe, hypocritical and unrealistic.

There are no similar prohibitions against motion pictures, magazine stories and plays depicting the use of liquor—this is readily accepted. Indeed, the very popular (especially with children) Westerns usually have scenes showing liquor being consumed without, even, the social refinements of mixer and glass.

To illustrate, one of the most successful, well done (and assuredly non-violent) Westerns ever to come across the tv screen, is "Gunsmoke," which uses The Longbranch Saloon as its secondary setting. It's exhausting to think of just how many elbow-bending scenes this series has presented.

There has been no evidence that the consuming of liquor as a part of any tv show, or that advertising thereof in any medium has contributed in the slightest to the problem of alcoholism. In fact, it is agreed by most medical experts that alcoholism is a disease. Tv and radio have been accused of many things over the years, but never of spreading disease.

Beer and wine advertising, which represents no greater threat to society than hard liquor advertising, is generally acceptable because of their less than 24 per cent alcoholic content. This inconsistency is devoid of all logic.

Unquestionably, the presentation of hard liquor advertising on radio and tv must represent the best of taste and be carefully spotted. We have little doubt that the advertising agencies would bend over backward to achieve this.


England and Italy accept liquor advertising on their commercial channels. France, with the highest death rate in the world from alcoholism, does not. Puerto Rican stations, which are licensed by the FCC, also accept hard liquor advertising.

The economic impact of liquor advertising, at this juncture, is difficult to gauge. The Distillers Institute current estimate of print advertising is approximately 54.5 million dollars annually. An advertising director for a major liquor producer indicated recently that should the liquor prohibition, even restrictedly, be lifted from radio-tv, the liquor industry would probably triple that amount for the air media.

For many years the liquor industry has been relegated to second class citizenship. By yielding to intimidation and political pressure the broadcast industry with its let's-not-rock-the-boat policy, is allowing itself to fall into this same classification. Freedom of the press is at issue here.

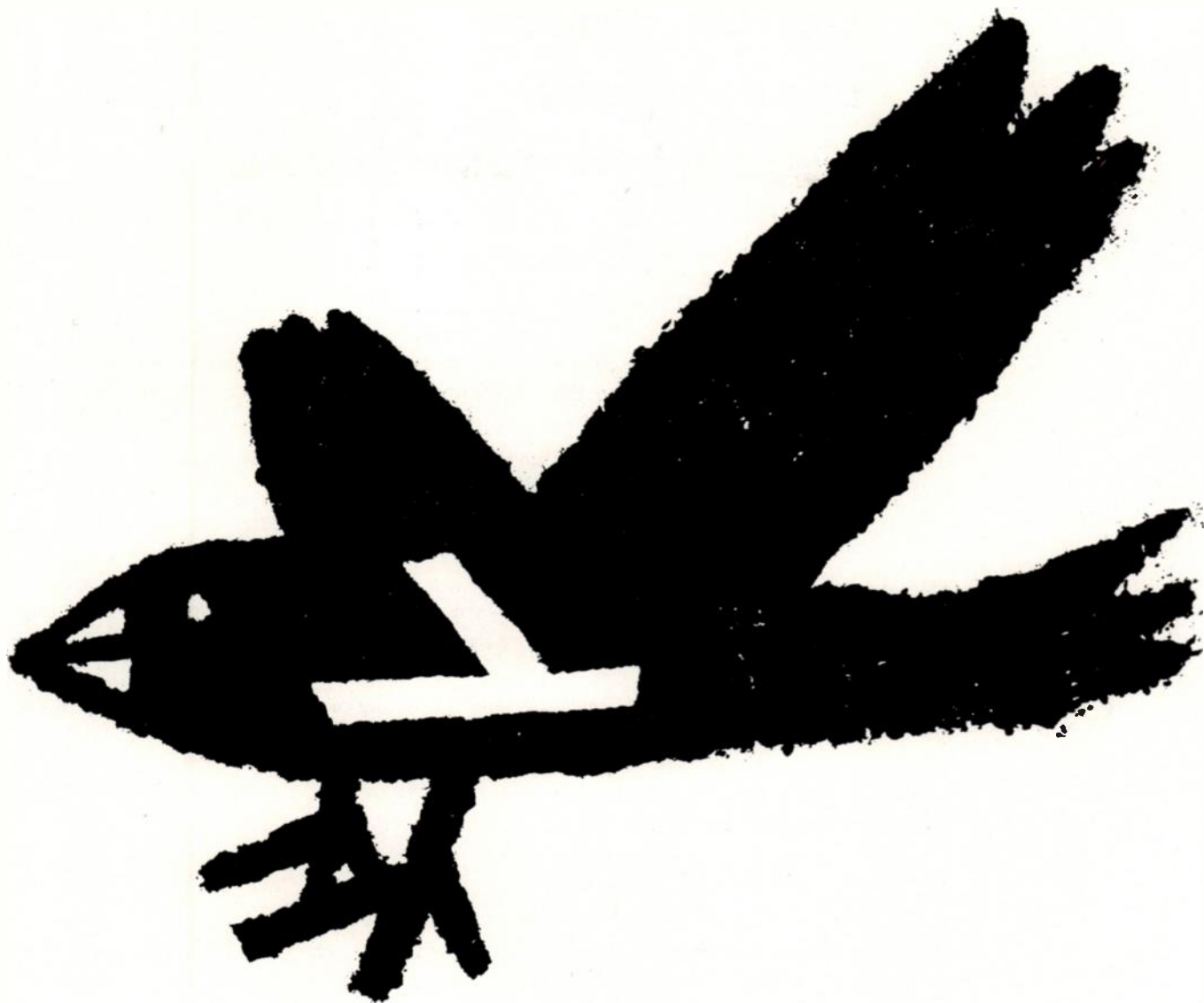
We feel that the National Association of Broadcasters should review its code prohibition on airing liquor commercials.

Action, now, on its part can save the integrity of the broadcast industry.



[Liquor advertising on radio and tv is discussed further on pages 18 and 19]





Y & R's Whisper Jet set is high on WNAC Radio in Boston

So are whole passels of other advertisers who want to sell Bostonians plane rides, thirst quenchers, cars you can buy or rent, the gas to run them, food for animals and people and . . . you name it.

What's got Madison Avenue so keen for WNAC? A refreshing and revolutionary talk format that actually integrates radio into the community.

Unlike ordinary talk programs, WNAC's unique Companion Radio has listeners doing the bulk of the talking . . . its personalities serving as listening hosts!

WNAC's Companion Radio has given the medium the voice that's been missing — the listener's. It's a great idea — and Bostonians have bought it. Put your product or service aboard and they'll buy that, too!

You want to talk on WNAC? Call a WNAC-RKO Radio representative . . . at LO 4-8000, in New York. If you want to put it in writing, the address is:

National Sales, 1440 Broadway,
New York, New York 10019
WNAC RADIO 68
21 Brookline Avenue,
Boston, Massachusetts 02115
Your RKO General Station
in Boston

meditations

from Marshall McLuhan, author of "Understanding Media: The Extensions of Man"; McGraw Hill: The cool or oral or electric man, whether in the jungle or at the tv set, will have no distant goals, small sense of perspective of time as duration, no detachment, will want a role in life rather than a job of work, will take himself very seriously, and will be deeply involved, though calmly, in the lives of others. He will have nothing to say and he will be constantly saying it.

from Lionel F. Baxter, v.p., radio division, Storer Broadcasting Co.: WHN decided to continue its brand of pleasant music as much as possible during the New York power failure. People heard us and thought, "Well, they wouldn't be playing 'Stardust' if the Russians were coming."

from Ben B. Bliss, chairman of the board, Bliss/Grunewald: The next decade will see universal recognition of the science of advertising by the public and business. The era of the huckster will long have been buried among the ashes of ancient history. No longer just a business of selling with musical commercials and printed ads . . . advertising will have come of age as a profession . . . receiving the consumer respect and the client appreciation that this advertising science so rightfully deserves. **Bliss, in speaking of the future added:** Another medium of growing importance is the automobile phonograph. Cartridge tape-players will soon become as common-place as car radios. Then watch for advertising premiums of cartridge tapes featuring "music to drive by" . . . sponsored by progressive advertisers who insert a few "painless" commercials. (TIMEBUYER, April, 1966)

from Robert Hosking, sales manager, WCBS Radio, New York: The only way we will be able to afford to document our huge audiences and provide detailed demographics is to form local broadcasters' associations and jointly underwrite research for the market and the medium. The function of a broadcasters' association would only begin with research. Once we have secured documented evidence to show to advertisers, we will need a group effort, again at the local market level, to tell our story.

from Stephen B. Lubunski, president, NBC Radio Network: Do not confuse lack of research in radio with absence of evidence.

from Roy Danish, director, Television Information Office: By and large the high-minded think of television as a medium which should educate the masses and amuse the elite—simultaneously. As a matter of fact, the studies that have been done in this area indicate that even those who are loudest in their criticism of television tend to select light entertainment over heavier dramatic fare or information, even when they are given a quite clear opportunity to choose otherwise.

from leftfield: We understand George Shaver is assigned to the Shick Electric account at Dancer-Fitzgerald-Sample. The p.r. business is getting more sophisticated every day.

from C. R. Standen, president and chief executive officer, Tatham-Laird & Kudner: After one year of operation as one agency there is no question but that the marriage of the TL & K Agency has proven to be a wise match. We are confident that our clients and both of the predecessor agencies have benefited by the merger. But we must be honest enough to admit that there were many problems to be overcome. Fortunately, we had anticipated most of them and had plans to handle them when they occurred.



ATWOOD RICHARDS INC.

TRADE EXCHANGES

- FINANCING
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- FILMS AND PROGRAMMING
- MERCHANDISE AND MEDIA FOR STATION PROMOTION
- TRAVEL

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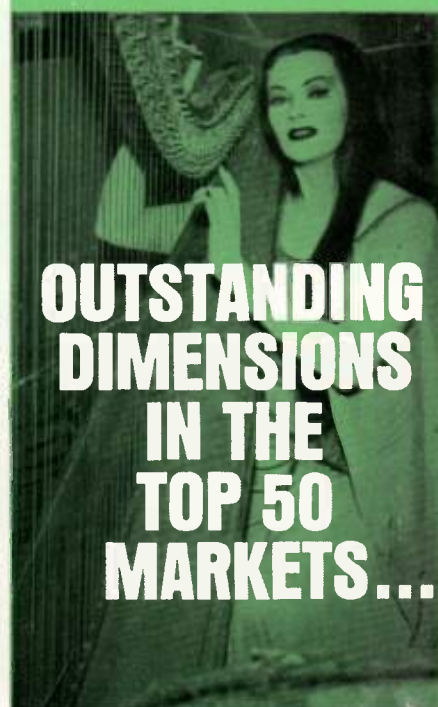
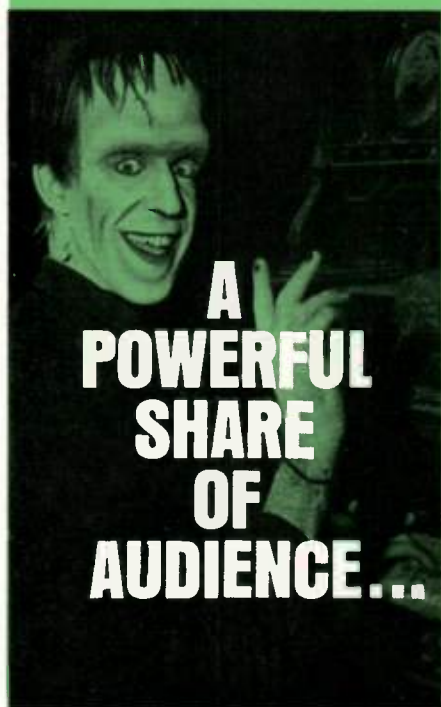
PHONE (212) PLAZA 3-7500

TWX: 710-581-2888 OR 2889

**40
40
40**

**24
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24**

**40
24
50**



The MUNSTERS

**70 HALF-HOURS
from mca**



Philadelphians matter to WCAU-TV

Thirty thousand miles by jet or only thirty minutes on foot—on TV10, local programming takes the broad view. Production teams go the full distance—any distance!—to provide thorough, perceptive coverage of people and events of vital concern to Philadelphians.

Example: “Louder than Guns,” a recent full-hour color special, produced in cooperation with the United States Marine Corps. TV10 flew a crew 30,000

miles for an unforgettable look at Philadelphia men serving in Vietnam, which The Evening Bulletin called: “superior to many network specials on the same subject.” Local audiences agreed, giving the program a solid 15.0 rating against tough network competition. Said one Marine mother: “Thank you for letting us see where the boys are.”

Example: “Our Man in Borneo,” a color, on-location close-up of four young



Philadelphians at work with the Peace Corps and Medico in the jungles of Malaysia. Peace Corps officials were so impressed with what they saw that they requested (and got) a print of the film for showing as a recruiting aid in some 1,000 colleges across the nation.

Example: "Halfback in the Promised Land," a hard-hitting, close-to-home focus on the causes and conditions which led to the 1964 North Philadelphia riots. Eagles star

halfback Timmy Brown, a native-born Philadelphian, talked to teenagers about their lives, their hopes for the future, and what can be done to prevent a recurrence of the tragic riots.

Obviously, Philadelphians matter to WCAU-TV! And matter enough for us to go all the way to get closer to matters close to Philadelphians. No wonder, year after year, one of the things that matter most to Philadelphians is WCAU-TV.

Source: ARB Coincidental rating estimate, subject to qualifications on request.



Variety matters to WCAU-TV

To the three B's of music add Blavat! And you have a perfect example of the almost infinite variety that makes TV10's local programming so appealing to so many people ...so many different people.

Each year, for example, WCAU-TV presents a one-hour, prime-time concert by Eugene Ormandy and the world-famed Philadelphia Orchestra, produced especially for television, direct from Philadelphia's

historic Academy of Music. An all-star event, this year's gala concert featured violin virtuoso Isaac Stern and Metropolitan Opera soprano Mary Costa. Previous concerts have highlighted such stellar performers as Roberta Peters, William Warfield, Itzhak Perlman and John Browning.

Moving adeptly from the sublime to The Supremes, TV10 makes the teen scene with its weekly presentation of "The Discophonic



Scene," starring Jerry Blavat. On this hour-long, on-camera dance party, Jerry, the current rage of Philadelphia's hip set, presides over the latest and greatest in music. Guests are equally "in." Like Dionne Warwick, Sammy Davis, The Righteous Brothers and The Ronettes.

Significantly, WCAU-TV spices variety with top-notch production. Everything—from Rachmaninoff to rock and Bach—benefits

from the same scrupulous care, the same expertise in all departments. As a result, on TV10 opposites attract large audiences and important local sponsors. Banks, utilities, services have found TV10 programs ideal advertising vehicles.

Of course, no station can please all people all the time. But one thing is certain: no one in Philadelphia comes closer to it than CBS Owned WCAU-TV.



Community well-being matters to WCAU-TV

A perceptive eye to the multi-various needs of the complex Pennsylvania-New Jersey-Delaware community it serves... an unswerving dedication to answering those needs to the full extent of its resources. These are the means by which WCAU-TV transforms concern into purposeful action.

Case in point: "Design for Danger?"—a two-part TV10 study to determine whether today's automobiles can be made safer. Divergent viewpoints were aired, as were

film clips of staged accidents, pictures and diagrams of proposed safety features, and interviews with such authorities as Ralph Nader, author of the highly controversial "Unsafe at Any Speed" and Senator Abraham Ribicoff, chairman of the Senate subcommittee which has been investigating auto safety.

Or "What Can Medicare Do for You?"—an hour program presented by WCAU-TV as the original cut-off date for application

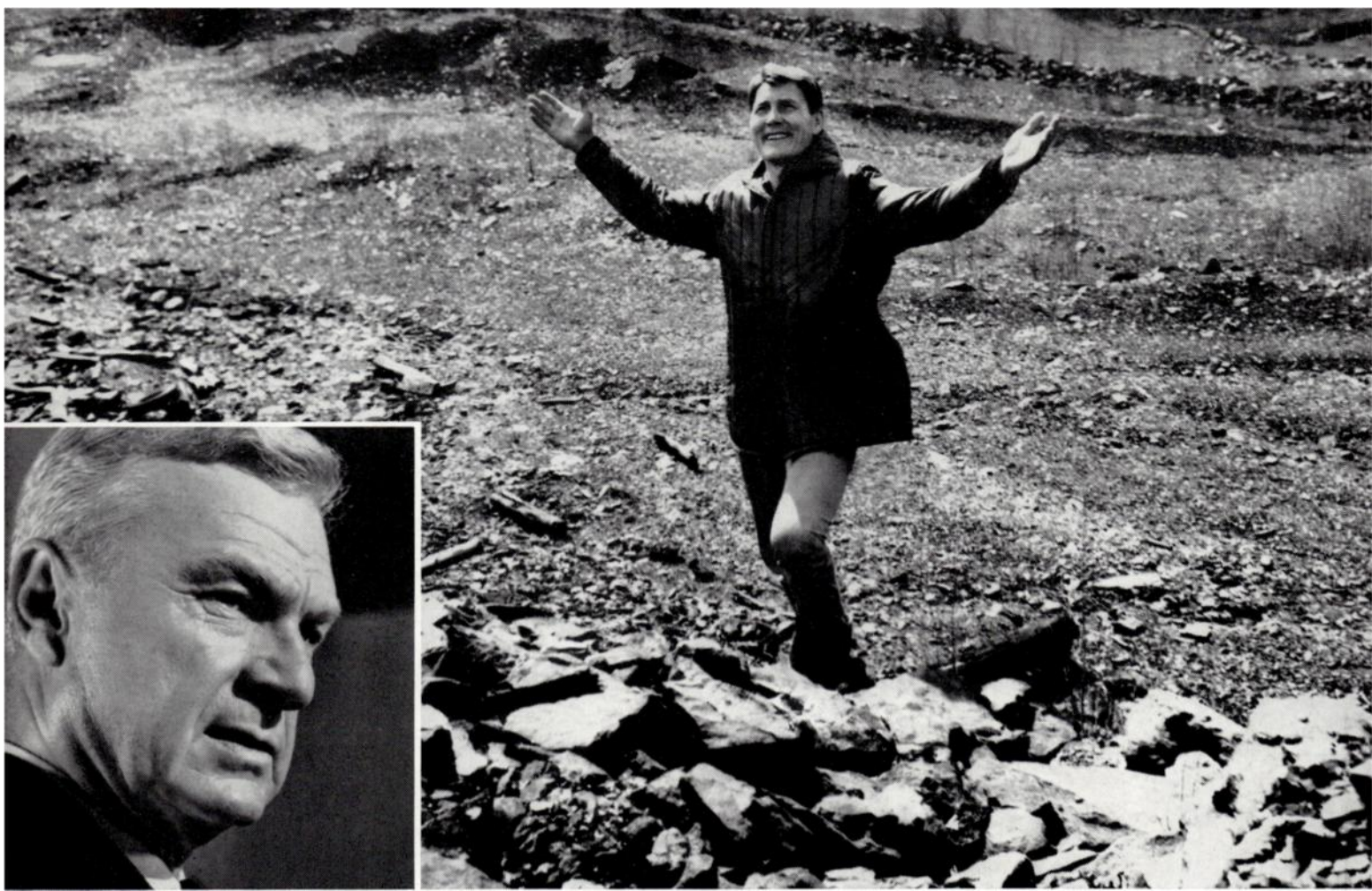


for Medicare approached. Following a brief visual presentation of facts on the new health plan, a panel of experts from the Social Security Administration stood by on-camera to answer questions phoned in by viewers. Effective? More than 9,000 telephone calls poured in while the program was on the air!

Or "The Water Crisis"—co-produced with CBS Owned WCBS-TV New York, which presented Governors Scranton, Hughes and

Rockefeller in an inter-city discussion of the emergency facing the drought-stricken Northeast and plans for dealing with the problem, both now and in the future.

Certainly concern for the public welfare is the duty of a responsible mass medium. But when it is activated with skill, fervor and imagination, it becomes more than a duty. It becomes a vital force in the life of the community and its individuals. Such a force, in fact, is CBS Owned WCAU-TV.

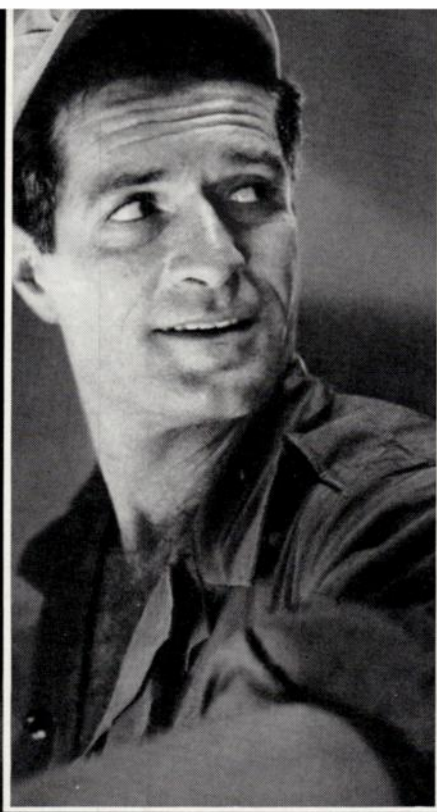


Showmanship matters to WCAU-TV

On TV10, community affairs programs are doubly effective because they are seen — and enjoyed — by large audiences. The reason: showmanship, which adds new and exciting dimensions to vital subjects...which attracts wide attention to matters of particular urgency for members of the Pennsylvania-New Jersey-Delaware community served by WCAU-TV.

As in the case of some recent TV10 specials. Pennsylvania-born, miner-turned-actor

Jack Palance was especially chosen to narrate "The Miners' Story," a candid study of the mines, and the men who work them, in the state's depressed hard coal region. His powerful narration, based on first-hand experience, added immeasurably to the program's impact. Another native-born Pennsylvanian, Imogene Coca, brought her inimitable comic flair to a fanciful, color tour of historic Philadelphia, "Incredible Incident at Independence Square." Eddie Albert was host and narrator on



"Blood Is the Lifeline," a TV10 Sunday Special, which documented the fight of Philadelphia's Dr. Isaac D'Jerassi against the deadly disease, leukemia. Hugh O'Brian narrated TV10's Southeast Asia color special, "Louder than Guns." And so on.

As a matter of fact, star quality sparks everything TV10 does. And it is this same exceptional taste and imagination—the same expert writers, directors, cameramen, technicians—which are

available to advertisers who want to guarantee a red-carpet reception for goods and services in the nation's 4th market.

Showmanship matters to WCAU-TV. And it matters to millions of viewers throughout TV10's coverage area. Why not find out how much it can matter to you?

© WCAU-TV Philadelphia/ CBS Owned
Represented by CBS Television Stations
National Sales

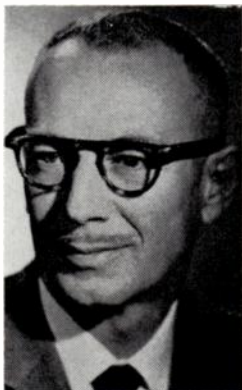
color closeup

Color is moving at such a fast and furious pace in the media world that reports on its developments can no longer be done with just an occasional article. To keep buyers and media executives posted on current color happenings, TIMEBUYER launches this regular monthly department.

■ The spenders, the ones who take chances, those who seek status and have the money to go after it and other things, can be better reached by color television, according to NBC's Thomas E. Coffin, v.p., Research.

In a speech delivered before a seminar on color television sponsored by the Association of National Advertisers, Coffin citing the latest color information based on the ARB National Rating reports for September, October and November, pointed to some significant returns.

Color tv groups have only half as many lower income homes as the total—21 per cent for color-41 per cent for all homes. In the low income groups only 2.5 per cent own color. In the medium-income group the figure is five per cent and in the high income it jumps to 11 per cent. "Thus color penetration doubles each time you step up to a higher income group," said Coffin.



Dr. Coffin

Color owners spend more freely. Using the supermarket weekly household-buys the statistics come up with the following: of housewives spending \$21-\$30 the color-set owners spend 18 per cent more; of those spending over \$30 the tint-set spends 52 per cent more. The

gap grows even more sharply in the purchase of cars. The latter group is "active and affluent" . . . and it shows in its buying, said Coffin.

When it comes to taking a chance on a new product the color set is again in the forefront, according to the figures cited by the NBC researcher. In the status department, apparently scotch rates over rye, with 22 per cent preferring the former. But even the rye drinkers, if they're color set owners, aren't straight elbow benders. They drink the high priced stuff — Canadian and bourbons. To further improve the image, the color set owner is a two-car buyer, and now also a three-car possessor. In fact, said Coffin, "the real trend in color homes isn't two cars—it's three cars. These active and affluent people are 150 per cent above average in owning three or more cars. Here's the three-car family becoming a reality."

■ With the delivery of the RCA TK-42 color camera to WKBS, Philadelphia, the station has become the first full-color independent in the Delaware Valley. The new camera, set the station back about \$75,000. The addition of the live color camera accomplishes the final step toward full color at Ch. 38. Station has transmitted film, slide and network color from the time it went on the air in September, 1965.

■ WLBW-TV (Ch. 10), Miami, will originate color programs from its new building, 39th St. and Biscayne Blvd., according to Stanley Bloom, director of advertising and promotion. The station expects to occupy its new quarters next November.

■ Advertisers are urged to produce more of their commercials in color by Grey Advertising in a recent report. Grey pointed to the spread of tint-tv, i.e. the larger concentration of color sets in the top markets which make the larger cost of color production a negligible item. Using examples of tint costs vs. b/w, Grey said the CPM of a color commercial on a nighttime program would be \$5.04 on a one time basis compared to \$4.94 for b/w. On a 10-time basis cost would be \$3.85 for color while b/w would be \$3.96.

Grey believes that the total color costs (they'll run about 12 per cent higher) will be passed on to the advertiser next Fall. All three webs have increased their daytime color rates (about 16 per cent). In some cases the advertiser will be asked to foot the entire increase of color transmission by the webs, depending on the program involved.

■ Seven Arts Television's second one-hour network color tv special, "The Karmon-Israeli Dancers," will be completed in Europe in August. Theodore Bikel was signed as the folk singer-host. The special, now in production at the Bavaria Film Studios in Munich, will also feature on-location sequences in the Negev of Israel. Seven Arts' first one hour color show was the "Nutcracker."

In additional deals Seven Arts pointed to the sale of its Volume II "Films of the 50's and 60's", 30 of the 52 titles, or 58 per cent, are available for local color-casting, according to Donald Klauber, executive v.p. and general sales manager. ■

radio demands coincidental measurement says hooper's stisser

C. E. Hooper, Inc. has been measuring radio audiences continually since 1934. From the inception of this service, over 30 years ago, all Radio Hooperatings Reports have been based on coincidental interviewing, where measuring and listening coincide in time. The method has been constantly updated as multi-set listening increased in order to measure as accurately as possible all of the in-home listening taking place.

"Continued increase in telephone saturation over the years has led to a 'telephoning way-of-life' whereby today a telephone in almost every home has become a necessity," according to Frank Stisser, president of the C. E. Hooper, Inc. Research Co.

"Radio programing today demands coincidental measurement," said Stisser. "Memorable big name radio shows are a thing of the past. They have been replaced by service programing and station 'sounds.' Furthermore, the number of radio stations has increased tremendously making it harder to remember what radio station a person listened to and when he listened."

Stisser pointed out that the new separate FM programing, by increasing the variety of programing aired in major markets, "brings new value to the coincidental method originated by Hooper."

Stisser told **TIMEBUYER** that although his firm reports the age of listeners only "under special orders," it will begin in the Fall to include this information as a part of its regular reports.

Radio Hooperatings Reports and Hooper Radio Indexes are available

for over 160 markets. In many of the major markets, these indexes are published every month.

"Radio audiences can change fast. The speed, sensitivity, and frequency of the Hooper Indexes keep both radio programmer and radio timebuyer abreast of the fast changing radio audience," explained Stisser.

Types of Data Available

Radio Hooperatings Reports—

Based on telephone coincidental interviewing in the metro area. Published in over 160 markets. These reports provide in-home percentages of homes-using-radio and share-of-radio audience by day parts.

Hooper Audience Composition Reports—

In all Hooper markets audience composition information is available by day parts. Because this information is provided for broad time periods i.e., 7:00 a.m. to 10:00 a.m., the information is based on large coincidental samples.

Frank Stisser



Automobile Hooperatings Reports— Reports based on personal coincidental interviewing reporting the percentage of cars equipped with radios, the percentage of radio equipped cars listening on a coincidental basis, and the share of this automobile audience for each station.

Hooper Business Establishment Surveys—

Telephone coincidental reports based on interviewing of key business establishments such as barber shops, beauty shops, gas stations, grocery stores, etc.

Under this category Hooper also publishes special reports based on interviewing in restaurants, doctor and dentist offices.

FM Measurements— All Hooper indexes list all AM and FM stations, who receive one percent or more of the overall audience. In addition, FM penetration information is available in over 50 markets.

Hooper Marketing Research—

C. E. Hooper, Inc. is the largest marketing research company specializing in telephone interviewing. All kinds of marketing research information is available such as effectiveness of commercial campaigns, pre and post awareness tests of new copy theme, test market operations, etc.

At the first Regional Meeting of the Broadcast Promotion Association here in New York, attended by representatives of the ratings services, BPA members and the trade press, Stisser was asked: What, if any, plans does Hooper have for expanding the area of survey beyond

(Continued on Page 37)

liquor advertising on radio-tv?



by Norton J. Wolf,
V.P. Creative Director
Kastor Foote Hilton
& Atherton Inc.

It's now thirty-three years later — and America is still suffering from the biggest hangover of all time: the post-Prohibition hangover. Our Prohibition binge was a national embarrassment for 14 years. But the morning-after hasn't ended. We've managed to repeat everything but the prohibition of liquor advertising on radio and television.

Why? The usual answer is: "To protect our youth".

To protect our youth? Then **what about cigarette advertising?** We all know what the Surgeon General's report says about cigarette smoking. And anyone can buy a pack of cigarettes starting at age 18. But there is no prohibition *per se* of cigarette advertising on tv.

What about automobile advertising? Each year 50,000 people are killed in auto accidents. Cars themselves may or may not be dangerous, and the legal driving age in most states is 16. But there is no prohibition of advertising on tv.

What, indeed, about beer and wine advertising? The broadcast media are filled with attractive, virile, thirsty people enjoying the good times and good tastes that go with being grown up and old enough to drink. But no one seriously claims this advertising has contributed one bit to the corruption or delinquency of our youth.

So let's be honest. Do we honestly prohibit liquor advertising on radio and tv to protect our youth? I think not. Perhaps the real answer lies deeper, in the prejudices of our puritan past. The prejudices that brought about Prohibition in the first place.

The people who fought for Prohibition were "good" people. They sincerely wanted to protect the rest of us from the evils of alcohol: For Our Own Good. As it turned out, the evils of Prohibition were far worse. Vast crime syndicates and cynical disrespect for the law, to name just two.

To the creative mind, prohibition (or censorship) is the antithesis, the enemy of creativity. Back in 1644, John Milton warned Parliament, "... how shall the licensers assume to themselves, above all others in the land, the grace of infallibility and uncorruptedness?"

The people who want to continue the prohibition of liquor advertising in the broadcast media are, in my judgment, both inconsistent and discriminatory. Liquor in print, *si*. Liquor on tv, *no*. Does that make sense?

There is no more reason to prohibit liquor advertising on tv than cigarette, auto, or beer and wine advertising. These advertisers consistently have shown good taste and self-restraint in the presentation of their advertising messages. They have exercised responsibility and statemanship in the public interest. By and large, they reflect the general spirit of our time, in a free, commercial, consumer society.

There is every reason to believe that the distillers, the advertising agencies and the broadcast media would exercise as much (if not more) restraint, taste and responsibility in the advertising of liquor on radio and television.

Since America's youth **do** read magazines and and newspapers, they obviously cannot be hermetically sealed off from liquor advertising. Therefore, let it be advertising's role in **all media** to show drinking — in moderation — as part of responsible, acceptable adult behavior.

Let's have an end to this post-Prohibition hangover, once and for all. We'll feel so much better in the morning.

views from a creative
director and a media v.p.



by John CPM
V.P. in Charge of Media
Carrie & Nation

What is the media planner's point of view on placing liquor advertising with the broadcast media?

Strictly speaking, media buying is a logistical function. So many dollars have to be placed with the various media. These dollars have to meet many standards of efficiency, prospect selectivity, reach, frequency and so on. More qualitative standards such as media compatibility and audience scores for noting or liking may also be applied. But nowhere in this jungle of logistical enterprise are any standards or criteria for the acceptability of advertising. The process of media selection in its current form does not provide for such criteria.

Rather, standards or criteria for the acceptability of advertising are rules of the road that are set up by interests outside of the media buying function. Such rules as the broadcast codes, legislation and customary usage define the acceptability of advertising.

So a media man's point of view doesn't really include the problem of advertising acceptability in his professional capacity. In fact, if a medium offers time or space and meets all the standards and criteria of the advertising and/or marketing plan, it is the media buyer's professional responsibility to give fair and equal consideration.

Outside of my professional capacity there are a few observations I can make about placing liquor advertising with broadcast media.

First, the acceptability of liquor advertising on national broadcast media is probably out of the question since areas of the U. S. are "dry" or prohibit liquor advertising of any sort.

Second, even if a particular area's broadcast media may be prepared to accept liquor advertising there is a highly vocal group of legislators who are prepared to oppose it even if it falls outside their own constituencies. In the past they have been successful and there is no reason to believe they will not continue to be successful.

Third, there no doubt exists a body of the public who would strongly object to liquor commercials. The size and strength of this objection is unknown but probably substantial. But this calls attention to a curious double standard in the acceptability of advertising.

If there is any particular issue which ranks close to the problem of alcohol in American mores and legislation, it is probably gambling. Yet this weekend while I was organizing my thoughts for this article I found my attention drawn to the television set and a very compelling commercial for the "Big A".

This commercial vigorously communicated all the excitement, color, action, fresh air and fun of thoroughbred racing without once mentioning the fact that I can bet and lose my money.

(Editor's Note: "Mr. CPM," a Media V.P., at a top 10 agency had to write this treatise anonymously because his agency would not "approve" the statement.)

radio's top on-the-air salesmen

(Part II)

by Gil Faggen

Like no other mass medium, radio's intimacy makes it the ideal vehicle for the personal sell. As illustrated in the first article of this series which began in the May issue of *TIMEBUYER*, radio has a healthy share of topnotch on-the-air salesmen responsible for selling millions of dollars of merchandise and services each year. The influence of this select group of airmen has in some instances transcended the influence of the stations they work for. In other cases, station management has anchored its entire lineup on a "big-personality" deejay who serves as a solid base from which to build ratings throughout the day. (A quicky check of the air personalities spotlighted in this and the first article will reveal that virtually all are

"wake-up men" slotted in the vital 6 to 9 a.m. period.)

Don McNeill

Don McNeill, host of the ABC Radio Network's "Breakfast Club" since its inception in 1933, told the International Radio and Television Society which gathered in April to honor him as the host of radio's longest-running entertainment program, that the reason he and the show have been able to survive all these years was "believability."

"We weren't always funny or sharp, but we have always been believable," said McNeill, who has turned down prospective advertisers

because they weren't credible.

Part of the secret of making the show believable, McNeill explained, is to listen intently to what the audience has to say. In an age where fan mail generally goes only to tv or movie stars, McNeill still draws an impressive daily stack of letters from "Breakfast Club" listeners.

Does he ever follow through on what the listeners suggest? "Indeed, yes," replied Don. "One of our most unusual features, our Moment of Silent Prayer, was originally a listener's suggestion. Now where else on radio today can you find a few seconds of silence? The listeners, as I say, believe in the 'Breakfast Club' when we do honest things like this."

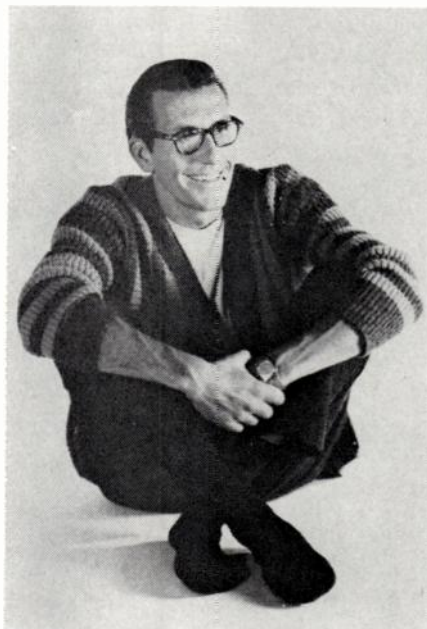
Don McNeill makes a sales pitch while officiating at a typical "Breakfast Club" broadcast over the ABC Radio network. Long-running McNeill show was born in 1933.



San Francisco

A man who has just about everything going for him, impressive ratings, plus an equally impressive list of long-time prestige advertisers, is KSFO's **Don Sherwood**.

Sherwood, who modestly calls himself the "World's Greatest Disc Jockey," has been with the Golden West station since 1957—on more or less a regular schedule. He cur-



DON SHERWOOD

rently holds down the morning slot.

What we hear from KSFO is that Don is a master satirist of the old school, where the only things sacred are motherhood and the flag (*These days this in itself is noteworthy*). If he does not feel good he acts miserable. If he is happy he sings. If he happens to be liverish and comes face to face with a weenie commercial the hot dog invariably gets the worst of it (*Nathan would have a bird!*). This tirade against commercials is his stock in trade and most of the sponsors love it. One of Sherwood's many tv shows stayed alive primarily because of his constant lampooning of the sponsor's product. In some instances the commercials were funnier than the show itself. (*Many an agency copywriter will certainly attest to the plausibility of this statement.*)

In answering the question, "how do they get away with blasting the commercials on the air?"—it appears

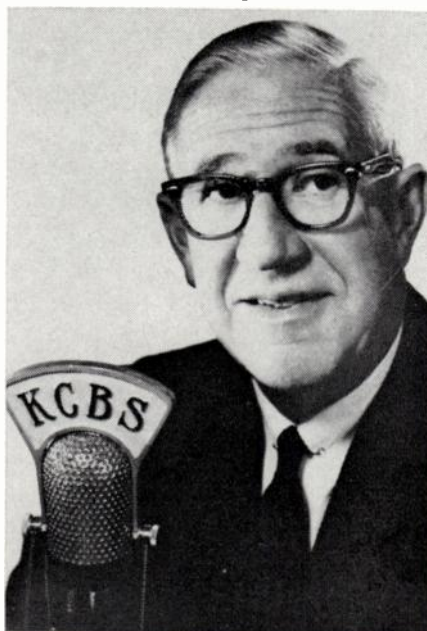
that the trick is never to take liberties with the product, just the commercial. (*Agency copywriters will certainly attest to the plausibility of this statement, too.*)

Sherwood, who started his radio career back in 1944, landed his first regular radio job on KROW's "Nick and Noodnick" program. In 1953 he joined KSFO, leaving radio two years later for a five-night-a-week tv show. Later he turned down a national tv show in Chicago with the chauvenistic remark, "I'd rather wash dishes in San Francisco than be a millionaire in Chicago" (*and most any 'Frisco dish washer will certainly attest to the plausibility of this statement*).

For the record, Sherwood is rather far removed from the dish washer scene. His KSFO pay check exceeds \$100,000 a year.

A master of the "soft sell" is KCBS' **Craig Harrison**. Harrison, who hosts "Spectrum 74," a Monday through Friday midday telephone call-in program and the musical "Starlight Salute," 10:15-11 p.m., weekdays, has been a daily visitor to San Francisco and Northern California housewives via the CBS station for almost a decade.

Anyone who has heard Harrison's daytime stint—a potpourri of handy household hints on cooking, cleaning, marketing, et al; wonder how he ever escaped the clutches of Henri Soulé. Craig answers with



CRAIG HARRISON

knowledgeability and aplomb questions called in by homemakers on everything from how to fry an Aardvark to preparing zythum beef-steak.

The same aplomb and quiet confidence goes into a commercial delivered in Craig's conversational, friendly manner. Harrison, like contemporaries Don McNeill and Arthur Godfrey, readily recommends advertised products after giving them the personal test. In fact, a commercial on his show sounds a good deal more like a personal suggestion than any sort of pitch.

Harrison became director of KCBS' Housewives' Protective League—which has since evolved into the KCBS Craig Harrison merchandising plan—in 1956, entering the position with a long career in broadcasting and selling behind him. Immediately prior to that time, Harrison was merchandising director and national sales representative for the station.

With many advertisers placing heavy value on merchandising in their total marketing plans, Craig personally gets involved in merchandising from commercial impression to point-of-purchase in order to achieve maximum product movement. A natural salesman, whether extolling advertisers' products over the air or in person at a Feature Week Market somewhere in Northern California, Craig has achieved a string of notable accomplishments in the food advertising field.

Few, if any, of the "Conservative Music" (segued plush album music) stations across the country can boast of on-the-air personalities.

One station that can, however, is KABL, represented by its veteran news director and commentator, **John K. Chapel**.

Chapel, who's been a radio voice in the San Francisco area for 25 years, is featured on four major newscasts Monday through Saturday. Whether one agrees or disagrees with permitting a newscaster to deliver commercials scheduled in his newscasts, John K.'s advertisers have little doubt in their minds that newscasters **should** do on-the-air selling,

especially if its John K. Chapel!

Three long-riding, current advertisers are Guy's Drug Stores, a client for 12 years; A. C. Transit Company, a municipally owned bus service, 10 years; and Montgomery Ward Co., five years.

Included among recent Chapel advertiser stalwarts are: Milens Jewelers, 18 years; Val Strough Chevrolet, 18 years; The Thrift Federal Savings & Loan Association, 18 years; and Bond Clothing of New York, 18 years.

More than 35 years ago John was hosting a radio program in Pittsburgh called "Twilight Reveries." He recalls conversationally selling high-priced jewelry with an a cappella choir of eight voices providing the background.

Through friendship with Father Flanagan of Boys Town fame, Chapel was brought out to WOW, Omaha, "just to help The Nebraska Power & Light Company dispose of an overestimated surplus of 'easy washers' " — and he did just that.

It's obvious from this record that Chapel does not merely give lip service to a product; he believes in it.

"I'm not a showman. I'm a natural," said newsman Chapel. "But I have developed a personality. People don't say, 'Let's get the news

on KABL.' They say, 'Let's listen to Chapel'."

There seems little doubt that many thousands of San Francisco's consumers do just that when it comes to buying products.

Houston

For a man who started out as a "sleeper" in the radio industry, **Paul Berlin**, KNUZ, Houston, deejay, has done a pretty fair job of "bouncing back" since he was canned from his first disc jockey job back home in Memphis for sleeping on his night tour of duty.



PAUL BERLIN

KNUZ took on the "sleeping giant" in 1950 and Paul since then not only stays awake, but is responsible for waking up a large portion of Houston each morning.

Berlin too has his impressive list of dedicated advertisers led by Bill Bennett's Grill, a 14 year tenant on KNUZ. Others are: G.F.C. Loan Co., Gulfgate Shopping Center, Richardson Chevrolet, and Rex the Tailor — all Berlin-KNUZ bank-rollers for at least a decade.

In the case of G.F.C. Loan Co., Berlin is permitted to give the copy his own personal touch within his bailiwick. The copy is standardized around the country, however.

Another advertiser Mel Coan Volkswagen Dealers, who did no radio advertising a little over a year ago, has now become a leading Volkswagen dealer in a five state

area. Coan attributes his decision to place two one-minute spots on the Berlin show each morning for playing an enormous part in his agency's impressive growth during the past year.

Another very happy advertiser is Loma Linda Mexican Restaurant which decided to try radio, and Berlin, on a modest one spot-a-morning for one week basis. After personally sampling the restaurant's Tampico Dinner, Berlin gave the commercial his personal pitch. According to the station, the restaurant sold more Tampico Dinners in one week than they had sold in six months, and finally had to take a hiatus from the show until more help was hired. They returned soon after with what is hoped, an expanded schedule.

"Know what I'm thinking about? About how you're going to get into the next commercial. You'll find a way!" This was the reaction of actor Chuck Connors to his hostess-interviewer on KTRH, Houston, **Thelma Schoettker**.

And indeed, it appears that Thelma, KTRH's Women's Editor and hostess of "It's a Woman's World" on the conversation station, has to find the way frequently because her weekday shows are completely sold out, according to the station.



THELMA SCHOETTKE



JOHN K. CHAPEL

Thelma, who joined KTRH in January, 1963, as director of promotion and publicity, a post she held at WCPO, Cincinnati, moved from doing occasional brief commercials and spots to hostess of the 2:10 p.m. program along with co-host Ken Fairchild, KTRH's director of public affairs.

In September of last year, in addition to her afternoon program, Thelma became hostess of "The Problems Of A Growing Family," a 15 minute program each morning at 11:45 featuring leading authorities in such fields as family relations, child psychology, interior decorating, etc., with listeners phoning in questions.

Thelma stands behind the products she pitches checking them out through personal use and visits to the factory, store or showroom.

The popularity of Thelma's brand of woman-to-woman talk led to a 1-5 p.m. Saturday stanza with Ken which presents features patterned after the weekday show which includes sports, travel and interviews with celebrities from all walks of life.

Thelma's expertise in getting the message across evoked this comment from guest Chuck Connors following a Miracle White spot:

"I was looking around this desk for the commercial. That is the greatest commercial I have ever heard. Terrific, I really mean that! Could you do it again the same way?"

Thelma's inability to do a commercial twice the same way has made her in the opinion of many advertiser's—Houston's No. 1 Radio Saleswoman.

Minneapolis-St. Paul

The man who contributes his fair share to WCCO radio's impressive claim of 54.6 share of audience, 6 a.m. to midnight, seven days a week is **Howard Viken**.

Viken's three daily shows on the 50,000 watt CBS affiliate, rolls up an astounding total of more than 12 million quarter-hour listener impressions a week—with many individual quarter hours topping the 250,000 mark, according to station figures.

Howard is featured as host of WCCO's morning shows, 8:05 to 10 a.m., Monday through Friday and Saturdays 11:10 a.m. to 12:25 p.m.; "Chuckwagon," Monday thru Saturday, 6:45-6:55 a.m.; and the "VIP Show," Monday thru Friday, 5:35 to 6 a.m.

Viken has played a key role in the advertising of a long and varied list of clients since joining WCCO in 1950.

Vademecum Tooth Paste, an import from Sweden, represents one of Howard's, and the station's most impressive package goods stories of recent years. When first introduced it was a totally unknown product. Now, according to the station, it holds a commanding position alongside the giants of the hotly competitive toothpaste industry on drug counters and shelves all across the Northwest.

A major portion of the credit for this sales spectacular was given to Howard and WCCO, by Bill Olson, Vademecum's regional importer and distributor, who wrote: . . . "you will be interested to know that very significant sales gains came after we began to advertise Vademecum every day on the Howard Viken Show. Fact is, sales doubled within 60 days."

The Viken influence is spelled out in another way. Last Christmas, thanks to a campaign spearheaded by him personally, some 40,000 gifts and more than \$5,600 in cash contributions were collected to help 6,000 children and adults in Minnesota's institutions for the mentally retarded, have a merrier Christmas. WCCO, the only public communications medium involved in the campaign, doubled the cash contributions the drive had been receiving for the past several years. ■

Bill Moyers (l.) LBJ's news secretary, being interviewed on the "Howard Viken Show" by Viken over WCCO Radio, St. Paul.



Part III of TIMEBUYER's market-by-market report on radio's top on-the-air salesmen will be continued in the July and August issues.

computer gung ho at agencies, reps and stations

. . . it's the katz meeow
. . . cox's kaleidoscope
. . . IBM's ambrosia

by Bill Smith

Perhaps there's a Ford in your future and perhaps there was one in your past. But if you're in advertising, a computer will almost certainly be in your future—and not just to do your bookkeeping.

It isn't a secret that computers come in various sizes, do specific jobs at varying rates of speed and rent for different prices. Some come up with answers via a mathematical mumbo-jumbo, others give replies in almost every day English. Basically the computer is an electronic filing cabinet. It adds, subtracts, multiplies and compares at unbelievable speed. It operates through a console into a central processing unit, through which other parts are activated by pressing certain buttons or switches. There's a card punch unit through which specific data and instructions are entered. There's a printer that spews out magnetic tapes and/or discs storing information previously fed into it.

Whether the hardware is an IBM 360, a Honeywell 400 or an RCA Spectra everybody is agreed it won't deliver a brilliant commercial, come up with a sure-fire ad layout or set up an infallible media buy. This may allay the fears of creative people nervous about the subway car card that shows an electronic gizmo and warns, "When this circuit learns to do your job, what will you do?"

But no matter how simple or elaborate the computer, unless it's given the proper food—the right facts and enough of them—to store in its memory bank the end results become foggy-foggy dew.

Virtually all computer users say the information fed into the machines consists of essential facts that add up to a quick or more accurate service to clients. The timebuyer gets quicker replies on demographics and avails. The rep has his salesmen out in the field selling and cementing relations with buyers rather than spending long hours poring through rate books, manuals, surveys, etc.

Katz's Computer Commitment

The Katz Agency, now readying its new Park Avenue headquarters to house its new IBM/360, went through years of intensive research and involved studies before it decided to go the full computer installation route. Other reps, among them Peters, Griffin, Woodward, Blair, Weed etc., though computer-minded, rely on the various service bureaus whenever they need fast, specific information for potential buyers.

H-R, a pioneer among the reps in the installation of computers, has been using an IBM 1401 and has an IBM 360 on order. Through actual experience and, some say, the hard way, H-R learned what its hardware

can do.

During heavy buying periods the pile-up of paper work, the staying up late to check avails, then going into the demographic data, then checking rates, then trying to find the combinations that fit the requirements and still meet the CPM, can mean a delay in getting the information to the buyer and may mean the competition gets the order. The computer delivers all of this information in a matter of minutes freeing the salesman to sell and service his accounts.

The Katz Agency estimates that the saving in paper work, the sharp reduction in TWX messages, the writing of contracts and other benefits make the rental of a computer a virtual business necessity.

A Katz spokesman waxing enthusiastic about the potential of the IBM 360, believes its salesmen will have an edge because they will be able to get there "fustest with the mostest." Does the buyer, for example, want to reach blue-eyed, red-haired women in their 30's who do their own laundering; or newly marrieds who send their stuff to the laundry, all at so much CPM? All the salesman does with a computer in the shop is fill out a request form to get the requisites he's seeking. This is given to the editor or programmer, who then assigns it a code number. The contraption does the rest. The computer replies can be in

code; in pedestrian or Pidgon English or even in Sanskrit and perhaps even profane.

The same hardware that aids timebuying and selling will at the same time also spew out monthly statements, do the billing, and where Katz is concerned, even issue the monthly checks to stations covering the previous month's spot buys. Other rep firms have their stations do their own billing and collections.

In a recent address to the Nashville Advertising Federation Edward Codel, a Katz vice president, said that several agencies have made "hefty financial investments to achieve mechanizations." In spite of this fact, many still claim their "most important machine is the elevator which transports their people to work." (*It might be pointed out most elevator systems are preprogrammed these days.*)

According to Codel, business has recognized that all sales are local and that actual and potential sales must be measured and projected at the local level. As a result, sophisticated programs have been developed that require advertising to be planned and placed market-by-market

. . . while this has encouraged the growth of market-by-market advertising, it has also created a paradox . . . unless the advertising business finds a way to use and manipulate all this new information efficiently, the future of the market-by-market advertising is threatened," Codel said.

The answer is electronic data processing, added Codel. And agency disclaimers notwithstanding, "systems can be developed to produce a multi-media recommendation that will come as close to perfection as human error allows."

The Katz Agency believes that no service bureau arrangement can provide the information as fast and conveniently is having one's own system.

"No service bureau arrangement can do this for us or for anybody else," said a Katz executive. "To get instant information delivery out of a computer, the information you want to process has to be stored in a manner ready for immediate use. At a processing center a data processing technician would have to go to a tape or a disc storage file to get all this material, load it into the

machine, hook up the input data, and get ready to run—provided, of course, a machine were available at the moment. He would then process the requested information and send it to our New York office for transmission to the salesman or the office which initiated the request. At best this would be an overnight delay."

Agency Computer Use

TIMEBUYER queried media execs at computerized agencies to discover if they used their equipment for media planning and/or station selection.

Ted Bates reported that media planning and "analysis applications are being currently pursued." Its current equipment is a Honeywell 200. A spokesman said that Bates' data processing function is "organized at a department level to supply the systems, programing, and data processing requirements . . ." of every branch of the company which services Bates' clients. Beside the usual accounting activities, the research group is currently developing applications of forecasting, operations research, and other areas, to advertising techniques.



Honeywell computer being examined at Cox Broadcasting headquarters in Atlanta. (L. to r.): Ted Hunicutt of Honeywell, James Rupp, Cliff Kirtland and Dan Clay of Cox.

BBD&O is employing Electronic Data Processing (EDP) for media planning using a Honeywell 400. It had in the works a programming system which allowed for the introduction of spot tv in plans when network was inadequate for the job. Station selection was not involved.

Leo Burnett considers the computer's use in media planning and station selection a distinct possibility in the distant future. It now has an IBM 1460 and has on order additional equipment. Agency employs its equipment for budget allocations based on demographics. Its market-by-market spot budgets are established by computer analysis. The customary housekeeping functions are handled by the hardware, too.

Compton had in use a Univac 1005 and an IBM 1401. It had either converted or was in the process of converting the Univac to feed on tape. Equipment is used chiefly for accounting at present.

Foote Cone & Belding with a GE 415 based in Chicago, plans to extend its application to include areas of media and research in addition to its present housekeeping chores.

McCann-Erickson has an IBM 1401 with an IBM 360 on order. Its basic project, via the Media Investment Decision Analysis System, is used for media-marketing planning on the client level. National media however, is evaluated individually not as part of a media mix.

Needham, Harper & Steers is now experimenting with its recently acquired RCA Spectra 70 which went into action in the agency's Chicago office last month. Its initial use will be for processing of media estimates and similar housekeeping duties. Paul C. Harper, Jr., president of NH&S said the agency plans extensive programming of the machine in market research, media research, etc. Blair Vedder, senior v.p. administration and corporate media, emphasized that the computer will not replace human judgement and evaluation in the ultimate selection of media. Company spent two years studying computers and their use before making the choice.

In the meantime, while the lads

are trying to discover what the machine will do, President Harper and the other agency heads attend computer school. (Observers denied that the machine goes back if Harper doesn't get an "A.")

Young & Rubicam uses its Burroughs B-7500 as an aid in media planning though the avails decided remain with the timebuyer. Company is interconnecting its branch offices to improve areas of communication. Housekeeping chores take up some of the machine's time. Warren Bahr, senior v.p. and director of media relations and planning, said Y&R's computers are used initially to analyze sales, demographic and marketing data on a geographic and sales area basis. For tv they are specifically used to provide a rapid evaluation of a proposed purchase in terms of reach and frequency, audience profiles, metro area coverage and cost efficiencies by target group.

Lennen & Newell with a Honeywell 400 computer puts it to work chiefly on housekeeping assignments. Mort Keshin, senior v.p. and media head, said his agency wasn't using the equipment for media planning because "present data is still too inadequate . . . there is nowhere near enough information to validate its use in media planning."

It was also explained that L&N is investigating the IBM 360 and might change its system accordingly, but even with the faster equipment its use for media planning, according to Keshin, is doubtful.

A number of agencies seeking additional information on computer applications (including a few already computerized) formed COMPASS, which in turn retained the Diebold Group, management consultants, to develop an over-all media planning program. COMPASS designed the system, but each agency makes its own arrangements for equipment and sets up its own standards for operation of the system. Media planning is an important part of the program, it was said by authoritative sources.

Among the agencies affiliated with COMPASS are Ted Bates,

Compton, Foote, Cone & Belding, Ogilvy & Mather, Cunningham & Walsh, Leo Burnett, D'Arcy, Doyle Dane Bernbach, Grey, and Tatham-Laird Kudner.

While the preceding sampling of agencies using computer systems is of necessity limited, it demonstrates the fact that virtually all of them are moving toward computerization of items far removed from just accounting and billing.

The agency and the rep are faced with the increasing problem of handling the constantly growing stream of data vital to the decision making process. For example, six years ago ARB had just introduced its total homes data. There was no demographic information for all day-parts. This year Nielsen shows 20 demographic breakouts in its basic market report and ARB is reporting on 14 categories. "Before the end of the year it is expected to double," said James M. Rupp, director of Sales Development and Research, Cox Broadcasting, lecturing recently to the Nebraska TV Audience Measurement Seminar, University of Nebraska.

"Today's sophisticated advertiser is no longer satisfied with box car numbers. Everything is geared to target audiences with concentration on that audience in order to maximize sales," pointed out Rupp. With the amount of data which must be analyzed . . . the most effective system of data processing is by computer, he added. In summary, what most organizations will be faced with in the future will be a master 'computer network' that will interconnect each of its radio and television properties with the national station representative, the advertising agency and the advertiser, explained Rupp.

The Computer and the Station

Cox Broadcasting Corp., after installation of its Honeywell 200, believes it will be the first broadcast group to design a portion of its facilities especially for computers, according to Rupp. The Atlanta-based broadcasting chain obviously believes in computer expansion. It



Eugene Katz flanked by Katz Agency treasurer, Jerry Grenthot (r.) and Daniel Denenholz (l.) v.p., research, study model of their IBM 360 soon to be installed in rep's new Park Avenue home.

is thinking of setting up a computer web tied-in by leased wires via, what it calls, "mini-computers and satellites" housed in each of its owned stations. Cox may extend the wire system to station reps, ad agencies and possibly clients.

The Cox computer program includes the following: avails, real time; special projects that will include election projections for local, state and regional political races; programing with the selection of optimum time slots for local and syndicated programs; general accounting functions that will include billing; management reports that include sales trends and projections; and data for the FCC. Under traffic, the system will handle product protection, film numbers, etc. The promos would match audience data to their announcements.

At last year's annual conference of the Institute of Broadcasting Financial Management in Los Angeles, the role of computerizing and data processing in station management was discussed by Gardner Sullivan of IBM. He said that data processing was not an end in itself but a tool that can contribute to profitable station operation. Citing practices in use in the area he said, KRLA, Pasadena, with punch cards produces a log which shows the commercials in red, a practice that apparently inspires the station's personalities to put extra oomph into the delivery of these spots. At

KLAC, L.A., punch cards log and bill and also show avails, future as well as current. At KHJ-TV, L.A., one pass of the cards through the machine shows the accounts receivable picture for 30, 60, 90 and 120 days.

Not too long ago a survey was made of marketing experts asking if the application of the computer to media selection favored the use of local advertising. The replies, summed up, indicate that it would, and as added media information became available, properly processed by the computer, local ad expenditures would continue to rise.

Computer Techniques

There are several techniques used in computer operations linear programing is one, simulation is another.

The latter is used by the Simulations Corp. for predicting human behavior.

Linear programing is designed in theory, to pick the best combination of media vehicles to meet predetermined objectives. Given a desired audience profile, a fixed objective, fixed restrictions and CPM, the LP selects the schedule that delivers the maximum exposure of the desired audience for the specified budget.

Simulation gets at the problem a different way. It tries to answer how many people of different types will be watching or listening to a sched-

ule over a certain period of time.

Simulation and linear programing are not competitive. They both start with mathematical models and a number of equations that describe interactions between the factors that bear on the problem. Each has one or more equations.

A computer, however, can't do anything that it isn't told to do. Programing has to cover all contingencies, with each item broken down into tiny parts. In addition to this objective data, subjective data also has to be fed the machine. This consists of variables of different media, radio, tv, spot, magazines, newspapers, ad size, color, position, etc. But these machines do not make judgements. The overwhelming consensus among agency people is that the decisions will still have to be made by people.

The matters worrying computer users involved with media planning and time buying is how to obtain meaningful demographic information to feed the monsters. The samplings obtained from the various research bureaus can be as misleading as they sometimes are ludicrous, say agency researchers.

Two cases in point were cited: A timebuyer asked for programs in the New York market that reach 6 to 11 years olds at a particular CPM. A sampling came up with the information that these kids were avid watchers of the Late Late Show.

Another query asking for moppets under seven resulted in a sampling (some 28,000 were used) indicating that five year olds stayed up to watch the Johnny Carson Show.

It could be argued that parents kept these kids awake, but for marketing objectives these statistical conclusions if taken at face value could drive some timebuyers to the looney bin. Had these samplings been fed into a computer the replies would hardly be such to encourage advertisers to base their media planning on the results.

The obvious answers are that the samplings must be enlarged to minimize the human errors, or in computer language it'll be GIGO—"garbage in-garbage out!" ■

BUYER'S NEWS BEAT

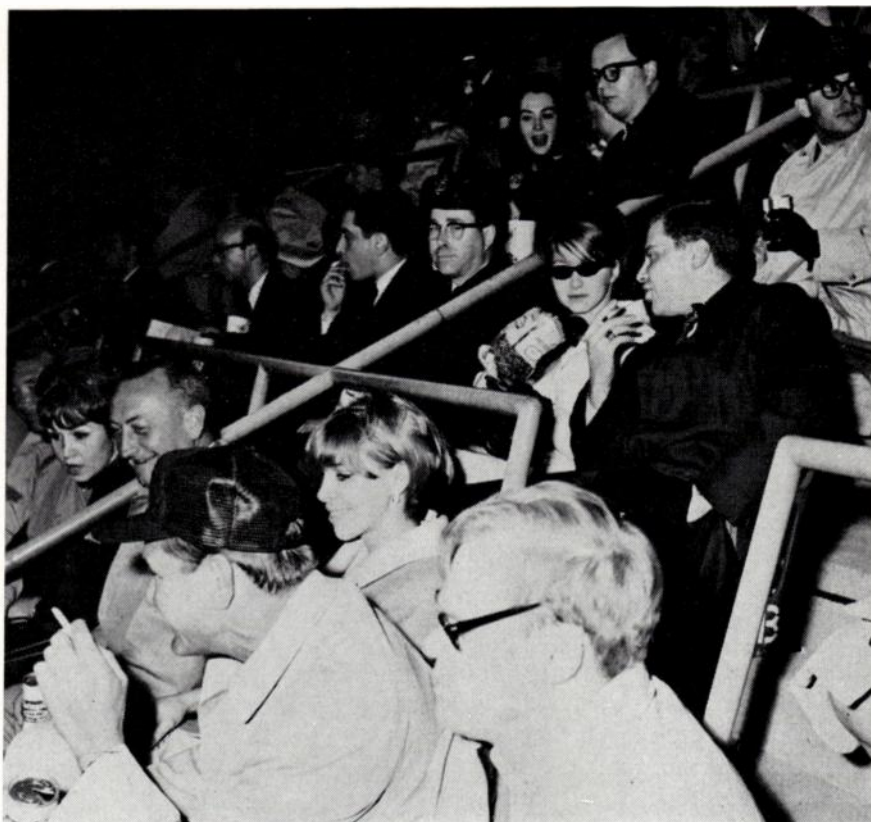
■ Elected at last month's meeting of the International Media Buyers Association were: President, Barbara Lilly-BBDO; VP, Michael Coughlin-Robert Otto-Intam; Treasurer, John Ha - McCann - Erickson; Secretary, Alice Fonts-BBDO; Program Chairman, Frank Bernaducci-Doyle Dane Bernbach; Publicity Chairman, Kathleen Reddy-Baseford; Membership Chairman, George W. Nigro-McCann-Erickson.

■ Walter G. Clark opened his own advertising agency in Dallas, with a six-man board of directors consisting of Gordon G. Tucker, board chairman and v.p.; Randolph Svoboda, v.p.; Edward F. Doran, v.p.; and John T. Dwyer; all from Dallas and Robert F. Weichsel, Jr. of Ft. Worth.

■ Venet Advertising Co. has opened a new office in Boston. It will service the Prince Macaroni Mfg. Co., as well as other clients. Salvatore Greco, ex-Kenyon & Eckhardt, has joined Venet's Boston office.

■ The first MEDIASTAT TV tv audience reports to be issued this fall will take in about 30 of the top markets. They will offer fast metro area tv ratings based on one-week diary measurements covering two critical periods-the end of September when the new schedules have just begun, and mid-January after mid-season changes.

■ WBT Radio, Charlotte, N. C. sold a spot schedule to Zenith after first breaking the ice with Zenith distributor for North and South Carolina. Harold Hinson, WBT sales rep, got together with station music director, Loonis McGlohon, who composed the musical background. Station also used its personalities for the tapes. Result was taken by Hinson to Zenith's national ad manager, Deb Thompson who bought the whole package and sent copies of the



KTVU timebuyer-guests watch Met-Giants opener. Fans are Zee Guera (S-R), Ed Sherick (H-R), Dave Murphy (BBDO), Joe Benjamin, George Bock (Bates) Jim LaMarca (Tinker), Pet Kever (H-R), Jim Bloom (Bates) Jim Dreeves (DFS), Barbara Belgedees (H-R), Bob Marty (KTVU).

tapes to all Zenith distributors in the country. Tying it all up, WBT did the art work and printing for the mailing labels.

■ TvB's directors have okayed "System of Spots" (SOS), a major long term study of how stations, reps and agencies currently handle spot tv. Joseph H. Courtney was named director of the SOS project.

■ An ARB regional survey covering eight states and 25 markets with three or more stations showed that the "Early Show" feature film strip has achieved "marked success," according to Donald Klauber, Seven Arts executive v.p.

■ May 1966 gave WGN Radio its biggest sales revenue for any month in its 43 year history, according to a report from the station.

■ KCOP-TV, Los Angeles, has come up with a new one for timebuyers across the nation that may win them color TV sets. It'll work like this: timebuyer will be asked to "Pick Our Fall Programming Schedule." Timebuyer who comes closest to the actual station fall line-up gets a portable color set.

■ KBLA Radio, Hollywood has added 11 sponsors recently with contracts ranging from four to 52 weeks, according to general sales chief, Gerry Velona.

■ A study by Needham, Harper & Steers showing cost, circulation and efficiency trends for major media, indicated that national media costs rather than increased advertising volume was responsible for the bulk of increased advertising appropriations from 1960 through 1965. ■



sweet music to everyone but a broadcaster

To him it is definitely not "Our Song."

One of the easiest ways to get time off your hands and into the bank is via an advertising schedule in **TIMEBUYER**.

TIMEBUYER reaches every important buyer in the country — at both the agency and advertiser level.

Write your own lyrics and pick the schedule that suits you best. We'll guarantee to deliver more people who can change dead air into live dollars than anybody.

TIMEBUYER
35 West 53 Street, New York 19, N.Y.



CLEARING HOUSE

Do you have a question? TIMEBUYER will put it to the industry leader of your choice.

Other things being equal—what media weight (plus or minus per cent), do you assign the following commercial lengths vs. a prime time 60 second network tv commercial?



ED NOYES
Media Supvr.
Kenyon & Eckhardt



JONNE MURPHY
Senior Buyer
BBDO

medium	day part	commercial length	remarks	index
network-tv	prime	60 secs.	—	100
network-tv	prime	30 secs.	part of 30/30 within program	—
spot tv	fringe	60 secs.	at the break	—
spot tv	prime	30 secs.	at the break	—
spot tv	prime	20 secs.	at the break	—

The question asked reminds me a little of the classic one, "How many spots a week are enough?" Any generalization about the relative "impact" of commercial lengths is valueless because the specific brands' copy requirement is the determining factor. Some concepts can be effectively sold in 20 seconds; others are effective when used in 30 seconds while some may require 60-second execution.

In the early days of our use of the computer at BBDO we attempted to do an evaluation of media weight by commercial lengths using judgments on the part of the creative staff, the account group and the media department. We found then that the fixing of an absolute number on a scale from 0-100 was too rigid a method of assessing the value of commercial lengths.

The only way this question can be answered, even partially, is from a thorough analysis of the findings from copy research studies and the combined judgments of all agency departments as they take into consideration the requirements of the particular brand. And you would probably get as many different answers as you have different brands.



PETER STEVENS
Buyer
MacManus, John
and Adams

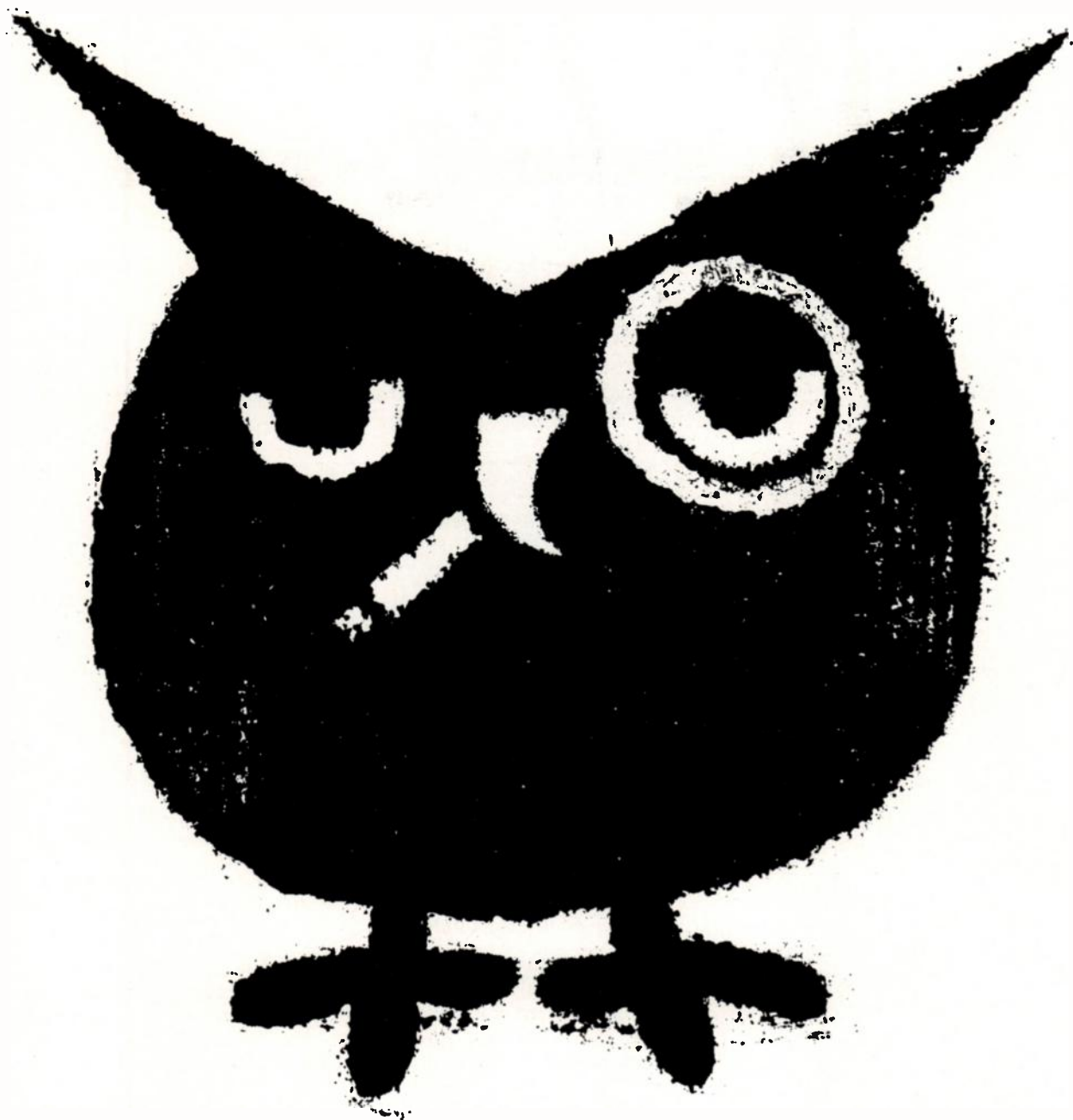


JOHN BECHTEL
Dir. of Creative
Services
Overmeyer Comm. Co.

What effect will the growth of CATV have on programing and audience levels in smaller markets?

As operators of six independent television stations (all with planned airdates during 1966), we at OCC have been following closely the development of CATV, and have been examining and analyzing the FCC rules recently adopted, and the opinions expressed by various parties in respect to these rules. We have also been keeping a close check on the Congressional activities involving CATV, as well as the recent United Artists decision and the Buckeye decision in Toledo. It's still too early to make a determination on the direction of CATV, or its ultimate extent or limitations.

This company is in the process of formulating policy in regard to CATV, but for the moment we are acting and reacting on a day-to-day basis. But one thing is now certain. The influence and scope of CATV will assuredly be determined by the final administrative rulings and Congressional legislation—still in the very early stages.



BBDO's Unswitchables are switching to WNAC Radio in Boston

So are whole passels of other advertisers who want to sell Bostonians cigarettes, plane rides, thirst quenchers, cars you can buy or rent, the gas to run them, food for animals and people and . . . you name it.

What's got Madison Avenue so keen for WNAC? A refreshing and revolutionary talk format that actually integrates radio into the community.

Unlike ordinary talk programs, WNAC's unique Companion Radio has listeners doing the bulk of the talking . . . its personalities serving as listening hosts.

WNAC's Companion Radio has given the medium the voice that's been missing — the listener's. It's a great idea — and Bostonians have bought it.

Put your product or service aboard and they'll buy that, too!

You want to talk on WNAC? Call a WNAC-RKO Radio representative . . . at LO 4-8000, in New York. If you want to put it in writing, the address is:

National Sales, 1440 Broadway,
New York, New York 10019
WNAC RADIO 68
21 Brookline Avenue,
Boston, Massachusetts 02115
Your RKO General Station
in Boston



COMINGS AND GOINGS

agency appointments

Robert A. Wulforth has moved over to Geyer, Morey, Ballard as v.p. and director of media sales. He came from McCann - Erickson where he was v.p. in charge of media and member of the marketing plans board.

Ed Grey became media buyer at Warren, Muller, Dolobowsky. He was at BBDO. **John C. Cunningham**, ex-Young & Rubicam, also joined WMD as an account executive.

Wells, Rich, Greene has taken on three new key execs: **Robert P. Engelke**, media director; **Thomas Bohan** in charge of account services and **Wesley Hobson**, business manager. Engelke and Bohan were formerly with Jack Tinker and Partners. Engelke was a v.p. media director at Ted Bates in charge of Standard Brands, MM Candies and International Latex accounts.

Clifford A. Botway has been named an associate partner and director of media and broadcast at Jack Tinker & Partners. He moved over from Ogilvy & Mather where he had been a v.p. and associate media dir.

Steve Tart, in the Chicago office of Tatham-Laird & Kudner as account supervisor of the Proctor & Gamble toiletries account, moved to the New York office as media director. **Dan McGrath**, associate media director in the Chicago office has also been shifted to TLK's New York



Mr. Botway



Mr. Wulforth

office as media director.

William P. Engel moving from Young & Rubicam to Dancer-Fitzgerald-Sample, Los Angeles, as media director.

Oliver Einstein shifted to Geer, DuBois Co. New York office as media director succeeding **Fred Irwin**, v.p., named account supervisor at Doyle Dane Bernbach.

Loretta K. Barrett is now at Elkman Advertising as media buyer. Was formerly associate media director at Bauer-Tripp-Foley, Philadelphia.

George Coleman, associate media director at Norman, Craig & Kummel, elected v.p.

Dominick Spoto appointed media supervisor at Warwick & Legler. He was formerly in McCann-Erickson's media department.

Barbara Lilly, BBDO, will handle the gavel as president of International Media Buyers Association. Other officers elected were **Michael Coughlin** of Robert Otto-Intam; **John Ha** of McCann-Erickson and **Alice Fonts** of BBDO.

Terri Hallihan, ex-Y&R, joined Doyle Dane Bernbach, Chicago,

as assistant timebuyer.

Robert P. Golgan, Jr., senior media buyer at Y&R, San Francisco, appointed media supervisor.

William A. MacDonough, will make it official. He'll retire July 1, 1966 from Tatham-Laird & Kudner. He was the key figure in the old merger of TLK as chief executive officer of the Kudner shop at the time of the merger with Tatham-Laird. He later served as director and a member of the six man executive committee of the agency.

RESTAURANT VOISIN

One of the Great
Restaurants of the World
Presents

THE CLIENT LUNCHEON

For that most important
social or business luncheon,
our courtesy limousine
will escort you and your
guests to the Voisin for
an unhurried luncheon in
quiet, relaxed surroundings.

At the prix-fixe price of \$5.50

FOR DINNER AND
LUNCHEON RESERVATIONS
MICHEL LE 5-3800

Restaurant Voisin
30 East 65th Street
New York City

NEW BUY OPPORTUNITIES

Local special events programming has a strong appeal to local audiences. Yet it is often most difficult for the timebuyer to find, evaluate and buy when he most needs such an opportunity, because of the short time between scheduling and broadcast. TIMEBUYER's monthly listings are designed to help speed the information flow, giving stations the chance to flag these unusual availabilities for media buyers. Local special events programming is listed alphabetically by market and includes the name of each station's national sales representative.

RADIO

Cleveland, WGAR, Now-indefinite/Boating Information Service (two-minute reports seven days weekly). Avails: minutes.

Jamestown, N. Y., WJTN, Venard, Torbet & McConnell. Now-Fall '66/Sports Events: World Series; Buffalo Bills-AFL (full schedule); Eight Cleveland Brown Games; Notre Dame Football (full schedule). Avails: minute adjacencies.

Pittsburgh, WJAS, NBC Spot Sales. Now-indefinite/Traffic Reports—four times daily (two morning and two evening drive). Monday-Friday. Avails: open identification, 30".

Providence, WPRO, Blair. Now-indefinite/Summer Information Features (marine weather,, fishing and surf reports seven days per week). Avails.

San Francisco, KMBR, NBC Spot Sales. Now-indefinite/Rick Barry Sports. Monday-Friday, 7:35-7:40 am. Avails: minute, 30" including opening and closing billboards.

Toledo, WSPD, Katz. Runs August 6-December 17/Cleveland Browns Football (full 20 game schedule). Avails: participations (cover full schedule).

Washington, WRC, NBC Spot Sales. Now-indefinite/Program Strip—"Today's Business," Monday-Friday, 6:10-6:15 p.m. Avails: minute, 30".

Wisconsin Area, Meeker. Now/1966 University of Wisconsin Football (ten game schedule covering 22 stations). Avail: ¼ sponsorship.

TELEVISION

Asheville, WLOS-TV, PGW. Now-indefinite/Stoney Burke, Monday, 10:00-11:00 pm. Avails: participations.

Bluefield, W. Va., WHIS-TV, Eastman. Now-indefinite/Sports and News, Monday-Friday, 6:25-6:30 pm, Avails: minute plus opening and closing billboards.

Corpus Christi, KIII-TV, Eastman. Now-indefinite/Premier Performance—Big name movies, Wednesday, 8:00-10:00 p.m. Avails: participations.

Denver, KBTW, PGW. Now-July/U. S. Woman's Open Golf, 3:00-4:00 p.m. Avail: 20".

Evansville, WFIE-TV, Katz. Now-indefinite/Weather Time in Color (hosted by Jack Etzel), Monday, Wednesday and Friday, 6:15-6:20 p.m.; SportsLens in Color (Jack McLean as host), Tuesday and Thursday, 10:15-10:20 pm. Avails: sponsorships.

Harrisonburg, Va., WSVB-TV, Eastman. Now-indefinite/Women's World (local and live with Fran Roller), Monday-Friday, 9:30-10:00 am. Avails: participations and sponsorships.

Houston, KHOU-TV, H-R. Now/Prime-Time Feature Length Movies (first run, all in color), 6/23, 7/14, 7/21, 8/11, and 9/1. Avails: minute participations.

Indianapolis. WISH-TV, H-R. Now-indefinite/One-Time-Only Specials (series of thirteen prime-time specials), 6/13, 6/22, 6/28, 7/7, 7/15, 7/23, 7/26, 7/31, 8/8, 8/17, 8/27, 9/2, and 9/4. Avails: minute participations.

Jacksonville, WFGA-TV, PGW. June 9-September 8/Thursday, 7:00-7:30 pm. Live musical variety show featuring disc jockeys as rotating mcs complete with go-go girls. Avails: participations.

Minneapolis, WCCO-TV, PGW. August 21 and 26/NFL Football Games. Avails: minutes.

New Orleans, WDSU-TV, Blair. Now-indefinite/The Channel Six Early Movie, Monday-Friday, 3:30-5:00 pm; The Channel Six 5 O'Clock News, Monday-Friday, 5:00-5:30 pm. Local and national news, sports and weather; The Channel Six 6 O'Clock News, Monday-Friday, 6:00-6:30 pm. Local news, sports, weather, editorial and editorial cartoon. Avails: 10's, 20's, 60's.

Norfolk, WVEC-TV Katz. Now-July 3/Love That Bob, Sunday, 1:00-1:30 pm. Avails: minutes.

Raleigh, WRAL-TV, Katz, Now-indefinite/1966 NCAA Football; Coaches All-Star Football Game, Saturday, July 9-9:30 pm—concl. Avails.

Richmond, WXEX-TV, Eastman. Now/Grand Old Opry, Saturday, 10:30-11:00 pm. Avails: minutes preceding and within.

Tulsa, KOTV, H-R. Now/High Adventure with Lowell Thomas (one-hour color specials in fringe and prime-time), 6/15, 6/24, 6/30, 7/5, 7/11, 7/17, 7/23, 7/27, 8/5, 8/9, 8/14 and 8/25. Avails: minute participations.

WHICH IS SCHEDULE BEST?

by Robert F. Carleton
Leo Burnett Company, Inc.

PROBLEM The company, a manufacturer of food products, wants his retail distribution stepped up in selected markets. The decision is to use spot tv in such selected markets with the objective of adding extra weight in these markets, and at the same time building a corporate image to make the consumer aware of the corporate name and its association with the existing product line.

As part of this total television buy, each market is to get 50-60 gross rating points in daytime hours. In one market, availabilities include a woman's program with a strong, local personality who will do live commercials. The buyer narrows his choice to the following schedule:

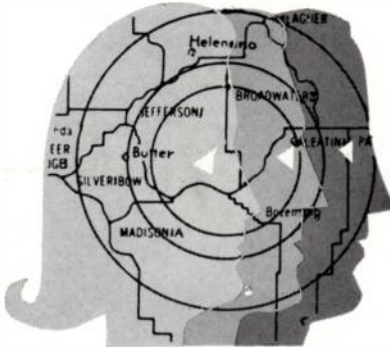
	SCHEDULE A	SCHEDULE B
<i>Number of Stations Schedule (all minutes)</i>	2	2
	2 Min. - personality women's program 1 Min. - daytime Network Adjacency	8 Min. - daytime Network adjacencies
<i>Weekly Cost</i>	\$560	\$513
<i>Gross Rating Points</i>	55	60
<i># of Comm's/Week</i>	3	8
<i>Average Rating per Comm'l.</i>	18.3	7.5
<i>Total Home Impressions/Wk.</i>	317,000	336,000
<i>Total Women per week</i>	311,000	321,000
<i>CPM Homes:</i>	\$1.77	\$1.53
<i>CPM Women:</i>	\$1.80	\$1.60
<i>Estimated 4 Week Reach</i>	51	54
<i>Estimated 4 Week Frequency</i>	4.2	4.5

SOLUTION Since Schedule B delivers more total homes and women at a lower weekly cost it appears to be the more efficient buy. The differences are statistically significant.

But while Schedule A costs more it offers the advantages of a high rated, strong personality program; i.e. one that has attracted a loyal and attentive audience which may be more receptive to the products endorsed by the personality.

Schedule B is numerically superior; however the strong personality found in this particular market allows the use of live commercials to help accomplish the objectives of the campaign. The fact that this schedule is an addition to a national campaign negates the slight reach advantage of Schedule B. Schedule A is the better buy.

Multiple changes in markets and media keep the timebuyer on his toes. Short of constantly traveling to every market, and constantly monitoring every station, a buyer's best chance to make an informed buy is to do his homework. Here are some current texts.



ON THE TIMEBUYER'S DESK

"Spot Television Planning Guide"

CBS Television National Sales

■ 1 / Available now

The 1966 edition of "Spot Television Guide" is now available. The Guide is a comprehensive general reference for the planning of individual market, regional and national spot television campaigns. This latest edition contains updated coverage levels and January 1966 rates, as well as a first time listing of color television penetration levels based on Nielsen's Spring 1966/sweep survey for all listed markets.

"Network & Local Program Pocket Piece"

MCA

■ 2 / Available now

The latest edition which became effective May 30, 1966, gives the programming of the three networks stressing prime time periods. It also lists all day programming for Saturdays and Sundays.

"One of A Kind"

WJR Radio

■ 3 / Available now

The station has a new promotion piece that covers its programming and personalities. It includes an informative story, accompanied by photos plus additional data about radio listenership in the Detroit market.

"New Spot Television Summary"

The Katz Agency

■ 4 / Available now

The 39th edition of the Spot Television Cost Summary is now available to agencies and advertisers. The STCS, revised every six months, tabulates rates market-by-market for several of the most frequently used classifications. In addition, formulas are provided which serve as tools for estimating most tv budgets when applied to rates in the market-by-market tabulations.

"1966 Television Market Planner"

RKO General Broadcasting-National Sales

■ 5 / Available now

Its fourth annual television market planner has over 50 pages of ranking tables. The data is based on ARB's sweep survey of all U.S. tv stations conducted last year. It contains 225 different ranking tables compared with 120 last year. Markets are ranked nationally and regionally based on the availability of 13 dem-

ographic groups in the television audience during early prime time and late evening hours. (\$8.00 per copy).

Impulse Purchase Market

■ 6 / Available now

A new marketing tool for marketers of "Impulse Purchase" items in the form of a complete list of every over-the-counter retail location in the U.S.A. representing a compilation of over one million business locations, or one out of three of all businesses in the country. Lists based on rating and by S.I.C. (Standard Industrial Classification.)

"Spot Television 1956-1965"

Television Bureau of Advertising

■ 7 / Available now

There is 10 years of accumulated knowledge about spot tv's growth from an unmeasured medium to a total investment of nearly \$7 billion in ten years is contained in TvB's newly issued 106 page manual of spot expenditures report for 1965. First copy will be free; \$1.50 each in bulk.

June

PLEASE SEND!

Readers may order these publications by writing to:

TIMEBUYER
35 W. 53rd St., New York, N. Y. 10019

Clip this coupon, check key numbers of the items you want, and send us the coupon.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

Name

Title

Company

Street

City State Zip code



The Seller's Platform

by Daren F. McGavren
President
McGavren-Guild Co.
New York, N. Y.

This is a very different sort of piece for me to write. As you all know, selling (and buying) radio is a pretty difficult, competitive business, and as a result, there is not too much opportunity to throw bouquets around. As a matter of fact, I've participated in my share of industry comment and criticism, much of which I hope has been constructive.

Now, there has evolved a very basic and important change in the business of buying radio—a turn of events which has been long awaited but not really expected.

Radio timebuyers have for many years been accused by knowledgeable sellers of buying strictly by the numbers, as set forth by the particular rating book designated by their media departments. And so many did. Radio was bought almost exclusively by one universal criterion—share of audience. Most other information, no matter how central to the ultimate value of the buy to the client, was largely ignored. Radio stations were analyzed strictly by their qualitative aspects—or in simple talk, nose-counting.

But now, happily, it seems that the art of radio timebuying has taken a giant stride forward. Seemingly overnight, the media function has truly become a *profession*, at least as it applies to radio. Now, buys are being made utilizing a great deal of data other than mere quantities of listeners; especially, a

great deal of attention is being paid to audience composition.

Possibly a fair amount of impetus behind the new approach to timebuying stemmed from the ARMS group which, as everyone knows, analyzed rating methodology and investigated radio's reach.

Techniques Upgraded

But, in my opinion, this fundamental but all-important upgrading in the technique of radio buying is the result of a simple and obvious fact: the rating services have come to provide much more information on the composition of audiences. And buyers are eagerly devouring this data and making much more sophisticated and valuable buys for their clients.

And so in retrospect, and with unparalleled hindsight, it seems to me that for years many of us have been guilty of perpetrating an injustice to our buying brethren. This may be an oversimplification, but I think it largely true that buyers bought by the numbers mainly because they had precious little else to go by. Now that they have more, they're using it. Now, they are really analyzing their buys in terms of the most valuable audience of potential buyers of their clients' products and services.

Of course, radio has changed, too. Now there is a radio in every room, certainly in each teen-ager's room . . . if not his hand. And radio's listeners are much more

selective in their approach: basically, men are news-oriented . . . women go for talk, music and news . . . and the kids (and lots of others) go for top-forty.

Moreover, various complex patterns of listening are in effect at any one given time. For example, during the same hour, there can be three sets in use in one household.

As a result, buyers must look well beyond the S.I.U. figures and the share numbers. They must carefully analyze the data available which, as I said, is more available than ever before and will continue to increase in the months ahead.

I think it an indisputable fact that because of these many factors, buyers are making smarter buys. They are making buys which are much more cost-efficient. And they are getting more results for their clients than ever before. It could be that this is one of the underlying reasons for the current boom in radio.

Yes, buyers are making much more astute buys than they ever did—but to do them justice, it was never before possible to make buys as astute!

We will all benefit from this trend. Media men will gain status; radio sellers will reap rewards; and the entire medium will come into its own with recognition as the great marketing force it is.

But the radio advertisers who pay the freight will benefit most of all. Which is as it should be. ■

HOOPER'S STISSER

(cont. from page 17)

the metro area currently covered by the service?

Stisser replied: "Basically, we don't believe in area surveys. We feel that the coincidental is primarily valuable as a management programming sales and buying tool, but only as a comparative measure—one station to another . . . I agree in placing the emphasis on the metro area. You've got to measure common coverage when you're talking about program successes. Coverage of a particular station is an entirely different subject than what we commonly call ratings."

Stisser was also asked to comment on the reasons why figures in the monthly reports do a "flip-flop," throwing off-balance the station programmers who use Hooper one month management surveys as planning tools?

"Never believe a figure until you see it twice," emphasized Stisser in reply. "I think this is a good rule to follow. A coincidental is always going to be a very sensitive measure and an awful lot of these flip-flops are caused purely by sampling. The bigger the sample, of course, the less the fluctuation. We're never going to be able to get it out of there though."

As to the future of the ratings services and Hooper in particular, Stisser feels that the increase in radio research is very healthy and opined that "we will see more before we see less."

"I honestly don't think the industry can afford four, five or six major radio rating services," said Stisser. "But one thing the new diary radio measurements, (and if telephone recall becomes a factor) is starting to do, is come up with some new information on the vast extent of this radio audience."

"I think," he continued, "the first problem is radio itself. The amount of money spent in radio research is limited by the amount of interest agencies have in buying radio. As this increases, and I think it's going to increase, so will the quality of the services offered. ■



MEET TIMEBUYER

William Millar

of

Geyer, Morey, Ballard

Bill Millar, a soft spoken but clear enunciator, who sounds as if he would be equally at home behind a mike selling a client's products as he is buying time for him, apparently had these and other qualities recognized by the Station Representatives Association which recently gave him the Silver Nail Timebuyer of the Year Award.

To be eligible, a timebuyer must have a pleasing personality, a sense of fairness, knowledge of the field, and ability. He must also have been in the business for five years and be presently working at it, though not necessarily for the same shop.

Bill believes that a timebuyer must know his product to do a job, "the least he can do is try it. . ." He got a chance to demonstrate his belief. He recently bought a second car, a used Chevy, (his wife keeps the station wagon to transport their five youngsters) so he now uses even more of his client's products—Sinclair Oil, et al. The account takes up 95 per cent of his working time, too.

The timebuyer, says Bill, should work directly with the client rather than the account group. "I prefer getting it straight from the client and passing it on direct. If a client's plans have to go through channels they may be watered down and changed so they lose much in the telling."

For the Sinclair account, Millar prefers a live personality for lead-ins on news, weather, and sports programs rather than buying spots. The advantages, he feels are many. Besides the product identification achieved with the personality on the air, there is the follow through via personnel appearances which directly or indirectly rubs off on the advertiser.

Bill, whose late father had been with Doremus & Co., began his advertising career with N. W. Ayer in 1949. After five years in apprentice positions he was moved into media buying. Four years later he joined Lambert & Feasley on the Phillips 66 account. When Phillips transferred the business to J. Walter Thompson five years later, he went with it. His next move was to his present post at GMB. ■

innovation

Planned research innovation — a solid program of developing new and better ways to measure the full scope of television's audience — is the force which has created more useable information for television than for any other advertising medium today.

American Research Bureau's methodological innovations this year alone illustrate the point.

Multiple-set television penetration levels and viewing patterns are being adequately reflected based on special diary design and tested sampling procedures. Pace-setting color information is available for today's decisions because of yesterday's foresight and planning. CATV. UHF. Increased sampling precision. Higher cooperation rates. Matchless computer technology set to work on swifter, more efficient processing of data.

Innovation in research — responding to the medium we serve with ever-improved, more refined techniques — is the means by which we can continue to provide the best and most meaningful information on television's audience — the kind of information you'll find in ARB's 1966-67 Television Audience Research Program.



AMERICAN RESEARCH BUREAU
SUBSIDIARY OF C-E-I-R INC.

KEY ACCOUNTS:

Here are this month's account assignments for buyers of top agencies, in terms of TIMEBUYER estimates of their broadcast billings. This department is a regular monthly feature which includes all major national and regional agencies who provide this information to TIMEBUYER. The listed buying assignments in effect at press time (the 18th of each month) may, of course, be undergoing changes within the agencies.



WHO'S BUYING WHAT

N. W. AYER—West Washington Sq., Philadelphia **\$71 MILLION**
L. D. Farnath, Exec. Head, Media
G. S. Burrows, V.P. and Manager, Media
H. Radford, Assoc. Media Dir.
G. McCoy, Media Supvr.
J. Long, Timebuyer.....Allen Organ Co., French Line, Natl. Dairy Prod. (Sealtest), Metro Glass Div., Sugar Creek Creamery, Sealtest Operating Co. Central, Eastern, Penn Fruit, Peoples Drug, Castle & Cooke, E. I. DuPont Employee Recruiting, & New Products Nat'l. Dairy Prod. (Sealtest)
F. Moffatt, Timebuyer.....
H. Braumuller, Media Supvr.
P. Kizenberger, Timebuyer.....Bell Telephone Systems, Chesapeake & Potomac Tel.
J. Long, Timebuyer.....Phila. Bulletin, Steinway & Sons, American Tobacco (Montclair, Carlton).
H. Bennett, Assoc. Media Dir.
T. Falgiatore, Media Supvr.
M. Dunlavey, Timebuyer.....1st Penn. Co., Glenbrook Labs Cope, Menley & James, Natl. Shawmut Bank, Breon-Diaperene.
W. Graham, Media Supvr.
M. Teleki, Timebuyer.....Bruning, Container Corp., DeBeers Consolidated Mines, Ind. Dist., Moore Business Forms, Nicholson File Co., Polk Miller, E. I. DuPont Dyes & Chemicals.
J. Coverley-Smith, Timebuyer.....Photo Products, Ind. Finishes, Refinis Sales, Teflon, Trade Sales, Home Furnishings, Carpet Fibers.
Evon Prose, Media Supvr.
N. Coty, Timebuyer.....
S. Lock, Timebuyer.....
C. Gates, Assoc. Media Dir.....
H. Batton, Media Supvr.
J. Coverley-Smith, Timebuyer.....Atlantic Refining Co., Canon Mills, Caterpillar Tractor, ECAP, Intl. Textbook Co., Newsweek, Washington, D.C. Post, Crane Paper Co., Elliott Co.
C. Ventura, Timebuyer.....Elliot Mrg. Co.
R. Benson, Media Supvr.
F. Moffatt, Timebuyer.....Bostitch, Chrysler Corp. Recruiting, Hanes Knitting Men Boys, Hanes-Millis Sales Co., Michigan Bell Tel.
M. Farren, Timebuyer.....Plymouth-Valiant Factory, Assoc Regional Dealers Groups, TV Guide, Carrier Corp., Carrier Intl., DuPont Elastomers
E. Moore, Timebuyer.....Plymouth Adv. Assoc.-Dealers.
C. Baumann, Timebuyer.....Bostitch, Chrysler Independent Aftermarket, Vehicle Dealer Plymouth Adv. Assoc.-Dealers.

TED BATES—666 Fifth Ave., New York **\$143 MILLION**
Richard A. R. Pinkham, Senior V.P., Media-Program
Sam B. Vitt, V.P. & Exec. Dir., Media-Program
Don Severn, V.P. & Mgr., Media Relations
Media Group A
Norm Chester, Media Dir.
Section I
Isabel Ziegler, Media Supvr.
Jon Brady, Asst. Media Supvr.
Joe Benjamin, Buyer.....Breeze, Kool.
Arthur Johansen, Asst. Buyer
Bertha DaCosta, Buyer.....Brown & Williamson Avalon, Export, Dan Hurley, Asst. Buyer Wilkinson Blades, Gar. Tools.
Eleanor Anderson, Asst. Buyer
Isabel Ziegler, Buyer.....B&W Corp. (Includes E & C and Eleanor Anderson, Asst. Buyer Military), B&W Net & Spot Corp. Coord.
Lynda Gardner, Asst. Buyer
Rose Grinere, Buyer.....du Maurier, Life.
Newman Lee, Asst. Buyer

Section II
Jon Brady, Media Supvr.
Rose Grinere, Buyer.....Cunard (S.S. Travel).
Newman Lee, Asst. Buyer

Media Group B

Section I
Art Heller, Media Dir.
John Catanese, Media Supvr.
Mike Stern, Buyer.....Carter Co., Warner-Lambert.
Trudy Dineen, Asst. Buyer
Jeff Thompson, Buyer.....Schmidt Beer.
Peter Travers, Buyer.....Schmidt Beer
Al Peterson, Buyer.....Scott.

Section II

Al Skolnik, Media Supvr.
John Catanese, Asst. Media Supvr.
Hugh Crossin, Buyer.....American Sugar.
Paul Fitzgerald, Buyer.....National Biscuit Co., Cream of Wheat, Dromedary line, New Products.

Section III

Jerry Levy, Media Supvr.
Gil Knight, Buyer.....Fleisch. D. C. (B&W Scotch, Fleisch. Gin, Pref., Vodka, New Prods.).

Media Group C

Win Kirchert, Media Dir.

Section I (Continental Baking Co.)

Frank Thompson, Media Supvr. (also Section II)
 Dan Monahan, Buyer.....Wonder Rolls, Buns, Staff Bread,
 Profile Bread, Daffodil Farm Bread.
 Chester Slaybaugh, Buyer.....Hostess, Sweet Goods, Donuts,
 Fruit Pies, Twinkies, Wonder &
 Hostess, English Muffins.
 George Bock, Buyer.....Hostess Cakes.
 Margrit Meinrath, Buyer.....Wonder Breads.
 A. Zgorska, Asst. Buyer.....Corp. Budget.

Section II

Dan Monahan, Buyer.....Wonder Snack, Foods Div.
 Chester Slaybaugh, Buyer.....Morton F. F.
 Justin Gerstle, Media Dir.
 Media Group D

Section I

Bruce Small, Media Supvr.
 Frank Delaney, Asst. Media Supvr. (also Section II)
 Jim Kelly, Buyer.....AHP (Whitehall) Bronitin, Denalan,
 Heet, Powerin, Primatene, Prim.
 Steve Spires, Asst. Buyer
 Mitchell Turner, Asst. Buyer
 Mist. Trendar, AHP Corp. TV Spot
 Buying.
 Carol Posa, Buyer.....AHP (Whitehall) Comp. W., Prep.
 H, AHP (Franklin) P.D.S.
 Robert Rosenheim, Coord. Mgr.....AHP (Corp.) TV Spot Coord.
 Lucy Carrano, TV Spot Plan Coord.
 William Niles, Buyer.....AHP (Corporate) Coord.
 Walter Roth, Buyer.....AHP (Corp.) Buying.

Section II

Chris Lynch, Media Supvr.
 Alex Hazemey, Buyer.....AHP (Whitehall) Anacin, M.S.B.,
 AHP (Wyeth) S.M.A.-26.
 Walter Roth, Buyer.....AHP (Whitehall) Duplexin, Freezone,
 Maureen Maher, Asst. Buyer.....Mr. Med, Outgro, Pre-emptin,
 Sleepeze, Sl. Elixir.
 Jim Kelly, Coord. Mgr.....AHP (Corporate); Network & Spot
 Program Coord.
 Margaret Hanlon, Buyer.....
 Catherine Crawford, Asst. Buyer

Media Group E

Bud Sawyer, Media Dir.

Section I

Gene Camerik, Media Supvr.
 Bill Warner, Asst. Media Supvr.
 Frank Reilly, Buyer.....Colgate (HP) Action, Spree, New
 Sandra Halsey, Asst. Buyer
 Prods.
 Stan Yudin, Buyer.....Colgate (HP) Palmolive Gold, Soaky,
 Edward Sterling, Asst. Buyer
 Colgate (Assoc. Prods.) Industrial,
 Sterno, Wash 'n Dry.
 Fred Goldstein, Buyer.....Colgate (HP) Palm. Liquid, Soap.

Section II (Colgate Toilet Articles)

Dave Williams, Media Supvr.
 Charlie Valentine, Asst. Media Supvr.
 Melvin Jacobs, Buyer.....Bite 'n Brush, Code 10, Palm.
 Rapid Shave, Palm. After Shave.
 Jerry Seufferling, Buyer.....Dental Cream, 007, New Prods.
 L. Clark, Asst. Buyer
 Judith Greene, Asst. Buyer
 Alexander Stewart, Buyer.....Dental Cream.
 June Buckland, Buyer.....Colgate 100, Hour After Hour, Re-
 Helen Grady, Asst. Buyer
 spond Hand Lotion.

Media Group F

Walter Staab, Media Dir.

Section I

Jack Sinnott, Media Supvr.
 Dorothy Glasser, Buyer.....Standard Brands (Blue Bonnet,
 Lew Hecker, Asst. Buyer
 Fleisc. Marg.).
 M. Moore, Buyer.....Standard Brands (Pet Foods, Si-
 Rose Mazzarella, Asst. Buyer
 esta), Mars, Inc. (3 Musketeers,
 Toasted Almond Bar).
 Ken Castelli, Buyer.....Standard Brands (Royal), T. L. Tea.
 Joyce Laterre, Asst. Buyer
 Ken Castelli, Buyer.....Chase Manhattan Bank.
 Neil Aronstam, Asst. Buyer

Section II

Henry Peterson, Media Supvr.
 David Garvin, Buyer.....International Latex Corp. (Living
 Carol Brown, Asst. Buyer
 Bra, Girdle, Long Bra).
 David Garvin, Buyer.....Mars, Inc. (M&M, Prod. 7, Uncle
 Rene Goldmuntz, Buyer.....Ben's).
 Peter Wilson, Asst. Buyer

Media Group G

Michael Ephron, Media Dir.

Section I (American Chicle)

Jack Dougherty, Media Supvr.
 Perry Seastrom, Asst. Media Supvr. (Also Section II)
 Anna Rodriguez, Buyer.....(Beemans, Roloids, Sour Gums,
 Robert Brandt, Asst. Buyer
 Trident).
 Peggi Parslow, Buyer.....Certs, Chiclets.
 Alexander Solon, Asst. Buyer
 Mary Ohser, Buyer.....Clorets, New Prod.
 James Puffer, Buyer.....Dentyne, Smith Bros.
 James Bloom, Asst. Buyer

Section II

Peggi Parslow, Buyer.....Howard Johnson (Ho-Jo), Marx Toys.
 Alexander Solon, Asst. Buyer
 James Puffer, Buyer.....Waterman-Bic Pens.
 Perry Seastrom, Coord. Mgr.....Sects. I & II Corp. Network TV
 James Puffer, Buyer
 Coord.

BBD0—383 Madison Ave., New York

\$132 MILLION

Herb Maneloveg, V.P., Media Dir.
 Mike Donovan, V.P., Media Mgr.
 Bill Beste, V.P., Planning & Services
 Ed Papazian, V.P., Planning & Services
 Ed Tashjian, V.P., Planning & Services
 Bill Dantzie, Assoc. Media Dir.
 Erwin Ephron, Assoc. Media Dir.
 Ed Fleri, Assoc. Media Dir.
 Jim North, Assoc. Media Dir.
 George Nuccio, Assoc. Media Dir.
 Stan Rosenfeld, Assoc. Media Dir.
 Network Servicing
 Bob Perlstein, Assoc. Media Dir.
 Lou Bullock, Supervisor
 Terry Cameron
 Olivia Clair
 Don Lowstuter
 Raye Malara
 Lois Simmons
 Specialized Media
 Budd Buszek
 Industrial Trade
 Bill Borchert, Supervisor
 Tom Brander
 Betty McCauley
 Harry Dyrsen
 Consumer Buying
 Hope Martinez, Assoc. Media Dir.
 Hal Davis, Supervisor

Annette Mendola, Buyer.....Pepsi-Cola (National), Pepsi-Cola

(Local), Yellow Pages, Schaefer Beer

Gail Fiske, Buyer.....Hoffman-LaRoche, Dodge Dealers (Ph., S.A., M.A.)

Joan Krejci, Buyer.....Wall Street Journal, Pepperidge Farm Soups

Norma Strassman, Buyer.....Book of the Month, Morgan Jones, Hal Martin, Asst. N. Y. Telephone

Phli O'Connell, Buyer.....Dodge Dealers (N. Y., Newark, Byramb), Armstrong, SCM Corp., New York Times, Curtis (Circ. & Prom.)

Rich Frank, Buyer.....CBS-TV, Warner Lambert (Bromo Barry Lewis, Asst. Seltzer, Sterisol, Efferdent), B. F. Goodrich

Jonne Murphy, Buyer.....Campbell Soup, Liberty Mutual, G. E. Institutional, U.S. Travel, Tupperware, American Standard, Phoenix Mutual

Tom Michaelson, Buyer.....Continental Can, Marine Midland, New York State, Oneida, Philco, Asst. on Campbell Soup and Liberty Mutual

Annette Pazzani, Buyer.....American Tobacco Co. (Lucky Alice Whitener, Asst. Strike, Tareyton, Mayo's Spearment Blend Pipe Tobacco & Cigarettes, All Corporate, E. I. DuPont de Nemours & Co. (Cantrece), Niagara Mohawk

June Spirer, Buyer

Les Abrams, Buyer.....Con Ed. FNCB, Chevron

Dave Murphy, Buyer.....E. I. DuPont de Nemours & Co. (Zerex, Sponge Cloth, Remington Arms, McGregor-Doniger), United Fruit, Lever (All Products)

Gene WeWitt, Buyer.....Lever (All Products), A.I.S.I., BBDO, Electrolux, MBS, U.S. Steel

BENTON & BOWLES—666 Fifth Ave., New York \$100 MILLION

William F. Craig, V.P. Dir. of Media Management

Bern Kanner, V.P. Assoc. Dir. of Media Management

Dick Gershon, V. P. Manager of Media

Lee Currlin, V.P. in Charge of Programing

Group I

George Simko, Assoc. Media Dir.
Charles Kahao, Asst. Media Dir.
Jack Mitcham, Asst. Media Dir.
Tony Trapp, Asst. Media Dir.

Bob Gorby, Buyer.....Post Cereals.

Richard Sheaff, Buyer.....Post Cereals.
Jim Thompson, Staff Asst.
Lewis Freifeld, Staff Asst.
Michael Murray, Staff Asst.
Al Layman, Staff Asst.
John Van Der Kieft
Bruce Fauser, Staff Asst.

Tony Barnard, Buyer.....GF New Products.
Ed Radding, Staff Asst.

Dave Meister, Buyer Yuban Coffee, IFSD.
Paul Carter, Staff Asst. Gaines (Meal & Gravy Train).

John von Leesen, Buyer.....Instant Maxwell House
Jeffrey Wolf, Staff Asst.
Walter Finley, Staff Asst.

Laurie Pamental, Buyer.....GF New Products.
Jim Andrews, Buyer
Frank Roth, Staff Asst.
Mike Elliott, Staff Asst.

Group II

Merrill Grant, Assoc. Media Dir.
John Timko, Asst. Media Dir.
Mike Moore, Asst. Media Dir.

Phil Guarascio, Buyer.....Zest
Kent Replogle, Staff Asst.

Noel Becker, Buyer.....P & G Canada.
Rodney Damrow, Staff Asst.

Charles Merber, Buyer.....Beech-nut (Baby Foods), Stardust.
George Ciacchio, Staff Asst.

Bob Warsowe, Buyer.....Liquid Prell. Beech-nut confections.

Grace Porterfield, Buyer.....Crest.
Chuck Bieber, Staff Asst.
Ken Replogle, Staff Asst.
Charles Barr, Staff Asst.

Richard Newham, Buyer.....Charmin.
Rick Semels, Staff Asst.
Paul Naeder, Staff Asst.

Jack Gowdy, Buyer.....Ivory Snow, Anderson-Clayton
John Frisoli, Staff Asst. (Seven Seas Salad Dressing, Sterling Drug (Instantine), Chiffon Margarine.

Hank Goldberg, Buyer.....Pampers, Prell Concentrate
Paul Naeder, Staff Asst.

Group III

Milton Kiebler, Assoc. Media Dir.
Tom McCabe, Asst. Media Dir.

Larry Schwartz, Buyer.....Kentile, Heublein, Shulton, S. C. Johnson
Ron Gabriel, Staff Asst. (Pledge, Jubilee).

Harry Kay, Buyer.....Norwich, S. C. Johnson
Mark Miller, Staff Asst. (Glade Mist, Glade Disinfectant).

Ken Hite, Buyer.....Allied Chemical, IBM, Pepperell,
Bill Zuspan, Buyer.....Utica Club Beer, Glass Container
Hank Wasiak, Staff Asst. Chemical N.Y.

Group IV

Walter Reichel, Assoc. Media Dir.
Joel Allerhand, Asst. Media Dir.
Tom Focone, Asst. Media Dir.

David Talbot, Buyer.....ASR, MONY, Benson & Hedges,
Les Haber, Staff Asst. U. S. Rubber Co.

Bill Brown, Buyer Texaco, Hunts Food

Eric Vonderlieth, Staff Asst.

Bob van Keuren, Buyer.....Texaco
John Chichester, Staff Asst.

Group V

Sid Mehlman, Assoc. Media Dir.

Al Scholz, Buyer.....Squibb (Vigran, Sweeta.
Mike Leahy, Staff Asst. Spectrocin-T), PM TV Pool.

Les Haber, Staff Asst.

Dave Michaelson, Broadcast Supvr.

Group VI

Roger Clapp, Assoc. Media Dir.

Clay Briggs, Asst. Media Dir.

Frank Perkins, Buyer.....American Motors.

Dermod Sullivan, Buyer

Ron Swanson, Buyer

Jerrold Levine, Staff Asst.

Hugh Brooks, Staff Asst.

LEO BURNETT—Prudential Plaza, Chicago \$131 MILLION

Thomas A. Wright, Jr., V.P., Media

Harold G. Tillson, V.P., Mgr. Media Dept.

Dr. Seymour Banks, V.P., Media & Pgm. Ana.

Dr. Mark Munn, Mgr. Media & Pgm. Ana.

William Oberholtzer, Mgr. of Media Planning
 L. Bumba, Assoc. Media Dir.
 B. Hadlock, Media Supvr.
 Howorth/Kollman, Timebuyers.....Allstate
 Anthony/Kelle/Fitterer, Timebuyers..Nestle
 Howorth/Anthony, Timebuyers.....Swift
 M. Bennett, Media Supvr.....Amer. Min. Spirits
 E. Peterson, Timebuyer.....Harris Trust
 E. Peterson/Ross, Timebuyers.....Pure Oil
 D. Amos, Assoc. Media Dir.
 D. Hobbs, Media Supvr.
 G. Miller, Timebuyer.....Kroehler Mfg., Pfizer
 E. Beatty, Timebuyer.....Comm. Edison, Star Kist
 N. Young, Timebuyer.....Green Giant
 J. Riedl, Timebuyer.....Lewis-Howe
 A. Yurman, Timebuyer.....Maytag, Sunkist, Brown Shoe Park
 er Pen
 R. Puccio, Media Supvr.
 Pinsof/Simpson Nunn, Timebuyers...Campbell Soup
 B. Eckert, Assoc. Media Dir.
 A. Ostfeld, Media Supvr.
 Jipson/Gard, Timebuyers.....Gallo Wine
 Harmon/Ostfeld, Media Supvrs.
 Handler/Valentine, Timebuyers.....Philip Morris, Clark Gum Div.
 Houghtlin/White, Media Supvrs.
 Marshall, Fristoe, Timebuyers.....Pillsbury
 M. White, Media Supvr.
 Buffington/Till, Timebuyers.....Schlitz
 Stauber/Nienaber
 K. Lane, Assoc. Media Dir.
 P. Hansen, Media Supvr.....Great Books, Newspaper I
 S. Babbitt, Timebuyer.....General Devt. Corp., Motorola,
 Union Carbide
 Babbitt Kesselman, Timebuyers.....Vick Chemical
 H. Gaudsmith, Media Supvr.
 J. Johnson, Timebuyer.....United Air Lines
 D. Coons, Assoc. Media Dir.
 Seidel/Parma/Schulz, Media Supvrs...
 Price/Carleton/Alenson, Timebuyers.Kellogg
 Stropes/ Wilcox/Brown/Dunlap.....
 Haight/J. Peterson
 D. Seidel, Media Supvr.
 B. Price, Timebuyer Sugar Information
 D. Arnold, Assoc. Media Dir.....Procter & Gamble
 French/Carlson/Cherkezian, Media Supvrs.
 Timebuyers on Drug account:
 Larson/Webbe/Nichols/Ruud
 Mayer/Holden/Gerber
 Timebuyers on Soap account:
 Cohen/Arnold/McGowan

CAMPBELL-MITHUN, INC.—Northstar Center, Minneapolis, Minn.
\$34 MILLION

Harry M. Johnson, V.P., Media Dir.
 Bill Hayes, Assoc. Media Dir.
 Bob Hood, Assoc. Media Dir.
 Rudolph Marti, Assoc. Media Dir.
 Vince Schaefer, Assoc. Media Dir.
 Frank Rolfes, V.P. Dir. Network Negotiations & Supv. Timebuying
 Ben Leighton, Buyer.....Center, Des Moines Natl. Ban. Iowa
 Power & Light, Land O'Lakes
 Creameries, Larsen, Lindsay, Luth-
 eran Brotherhood, Northwestern
 Natl. Bank, Northwest Orient Air-
 lines, Pacific Gamble Robinson,
 Trane, Universal Foods
 Rudolph Marti, Buyer.....Gold Seal, Malt-O-Meal, Pillsbury,
 Marigold, Toro, West Bend
 Don Pearson, Buyer.....Theo. Hamm Brewing

Tom Dooley, BuyerTheo. Hamm Brewing
 Frank Rolfes, Buyer.....Allis-Chalmers, Theo. Hamm Brew-
 ing, Honeywell Regulator, Minneso-
 ta & Ontario Paper, Northern
 States Power, National Car Rental

CLYNE MAXON—1301 Ave., of Americas—New York \$39 MILLION

Alfred Sanno, V.P., Dir. of Mktg. Services
 Frank Martin, V.P.-Media Mgr.
 Lucian Chimene, Media Research Dept.
 Irving Adelsberg, Media Planner
 William Laffey, Media Planner
 Valentine Ritter, Media Planner
 John Twiddy, Media Planner
 George Peter, Media Supvr.
 John Halliday, Media Supvr.
 Lee Beck, Buyer.....Gillette New Prods., Stauffer Chem-
 ical, Revere
 Lydia Blumenthal, Buyer.....Gillette Razor & Blades, Lavin.
 William Hasslock, Buyer.....Gillette Toiletries & Corporate
 Milton Zeisler, Buyer.....General Electric, Staley

COMPTON—625 Madison Ave., New York \$73 MILLION

Frank Kemp, Media Dir., Sr. V.P.
 Assoc. Media Directors:
 Walter Barber
 Julia Brown
 Henry Clochessy
 Graham Hay
 Maurice Sculfort
 Raymond LaBonne
 Joseph Burbeck, Head Bdcst. Supvr.
 Carl Sandberg, Bdcst. Supvr.
 Steve Scott, Sr. Buyer.....Atlas Tires, Boston Edison Co.
 Leo Greene/Guy Danforth, Buyers (New England Electric System),
 Chock Full O' Nuts, Conn. Light
 &Power Co., Duncan Hines, Elec-
 tric Cos. of New England, El
 Producto, Mass.-Conn. Utilities.
 L.&M.
 I. Bourgouin, Sr. Buyer.....L.&M.
 Michael Kammerer, Bdcst. Supvr.
 J. Berentson, Sr. Buyer.....American Home Products, Amer-
 ace Corp., Comet, Crisco Oil,
 Jerry Auld, Bdcst. Supvr. Sweets Corp. of America.
 F. DeMarco, Sr. Buyer.....Cascade, Chase Manhattan, Ivory
 Liquid.
 Barry Hodges, Buyer
 Robert Pape, Bdcst. Supvr.
 L. Mustard, Sr. Buyer.....Crisco.
 Margaret Darnell, Buyer
 Ethel Wieder, Bdcst. Supvr.
 P. Iorio, Sr. Buyer.....Gleem, Gulton, New York Life.
 Cathy Maloney, Buyer
 Lois Underhill, Bdcst. Supvr.
 F. DeMarco, Sr. Buyer.....Ivory Soap, Norwich, Tide.
 Barry Hodges, Buyer

CUNNINGHAM & WALSH INC.—260 Madison Ave., New York \$60 MILLION

William G. White, Sr. V.P. Dir. Media & TV Programming
 Robert J. Palmer, V.P., Manager TV Programming
 Group A
 Frank P. McDonald, Assoc. Media Dir.
 Section I
 Stuart Brown, Sr. Media Supervisor
 Aldo Traina, Sr. Media Buyer.....AT&T, St. Regis Paper Co., "21"
 Brands, United Aircraft, Western
 Electric, Conn. General
 Section II
 Howard Nass, Media Supervisor

Peter Hochman, Media Buyer.....P&G Folger's Coffee, Connecticut
Martin Antonelli, Group Asst. General

Section III

Robert Walsh, Sr. Media Supvr.
Gilbert Farley, Media Buyer.....Schlitz Brewing Co.-Old Milwaukee Beer

Group B

Louis J. Crossin, Group Media Dir.

Section I

Jim Alexander, Sr. Media Supvr.
Mary Giammarino, Buyer.....Jergens
Stephen Barnett, Buyer.....Jergens

Section II

Peter Kelly, Media Supervisor
Charles Smith, Sr. Media Buyer.....Thos. Cook, Johns-Manville, AMF.
Octavio Gutierrez, Media Buyer.....Johns-Manville, Sunshine Biscuits, Southern Railway

Section III

Thomas Della Corte, Sr. Media Supervisor
John Curtin, Sr. Media Buyer.....Chrysler Airtemp, Geigy Chemical
Jeffrey Charnick, Media Buyer.....Thos. Cook
Brooklyn Union Gas, Sterling Drug.

Group C

Richard Busciglio, Group Media Dir.

Section I

James Aucone, Sr. Media Buyer.....Boyle-Midway, Whitehall, Jaguar
Richard Tabak, Media Buyer
Gary Miller, Asst. Buyer
Alan Hall, Staff Asst.

Section II

Edwin Grosso, Sr. Media Buyer.....American Home Products Spot TV Pool, American Home Foods, Block Drug.

Joseph Barker, Media Buyer.....AHP Spot TV Pool.
Charles Rosen, Media Buyer
Frank Reed, Media Buyer
Vincent Arminio, Media Buyer.....Whitehall, AHF.
Michael Raounas, Staff Asst.

■ 500 Sansome Street, San Francisco, California

Robert Jeremiah, Media Services Dir.
Patricia Newhall, Media Dir.
Evelyn Klein, Buyer.....California Cannery & Growers, Heart's Delight Nectars, Diet Delight, Thomas Organ, Qantas Airlines, Fresh Bartlett Pears, Australian Travel Bureau, American Building Maintenance Co.

DANCER-FITZGERALD-SAMPLE—347 Madison Ave., New York \$100 MILLION

L. Fischer, Media Dir.
Mr. Carbone, Supvr.
Mr. Hart, Buyer.....P&G (Dash, Radar), Schick Electric, Peter Paul.
Mr. Villela, Buyer

Mr. Bobic, Buyer.....P&G Canada (Dash, Oxydol), Schick El., Simoniz, Sterling, Deluxe Reading, P&G U.S. (Thrill).
Mr. Dreves, Buyer.....P&G (Oxydol, Dreft, Puffs, White Cloud, Bounty).

Mr. Strosahl, Buyer
Mr. Gianattasio, Supvr.
Mr. Specland, Buyer.....Corn Prods. (Bosco, Mayonnaise, Nucoa, Skippy, Spin Blend), Rival, Frigidaire, American Cyanamid, Cudahy.

Mr. Becker, Buyer
Mr. Steng, Buyer (Chodak & Maloney accounts)
Mr. Chodak, Buyer.....General Mills, Simoniz.

Mr. Maloney, Buyer.....Deluxe Reading, Sterling.
Mr. Chicchino, Buyer.....Falstaff.

■ 222 Columbus Avenue, San Francisco

J. H. Therrien, Media Dir. Van Camp Seafood, Wash. State Apples, Tri Valley Growers, Interstate Bakeries, Ralston Purina (poultry), Foremost Dairies

Peter Allegaert, Media Supvr.
David Yoder, Media Supvr.
Hal Pearson, Media Supvr.
Bob Hall, Sr. Buyer
Carol Liu, Media Buyer
Sue Brown, Media Buyer
Rita Rea, Media Buyer
Stan Miguel, Asst. Buyer
Barbara Lewis, Asst. Buyer
Ian Osborne, Asst. Buyer
Howard Reed, Asst. Buyer

■ 5670 Wilshire Blvd., Los Angeles

Tim McClintock, Media Dir.
Allene Johnson, Buyer

W. B. DONER—505 Washington Blvd. Bldg., Detroit, Mich.

\$20 MILLION

Ellen K. Dryer, Media Dir.....I. J. Grass Noodle, S. S. Kresge, Hygrade Food Prods. Corp., Democrats, Tulsa Oil Co., Studebaker

Garry McKelvey, Media Dir.....Viasic Food Prods. Co., Manufacturers National Bank

Jim Egan, Assoc. Media Dir.....DWG Cigar Corp., Borman Food Stores (Food Fair Markets), Faygo Beverage Co., Federal Dept. Stores

■ 2225 North Charles Street, Baltimore, Md.

E. Manny Klein, Media Director
John Allen, Timebuyer.....The Nat'l Brewing Co.-Radio (National Beer, Regal Beer, Colt-45)
Joe Giannaccini, Timebuyer.....Al Packer Ford, First National Bank, Commercial Credit Corp.
Scott Mackie, Timebuyer.....The National Brewing Co.-TV (National Beer, Regal Beer, Colt-45), The Baltimore-News American, San Giorgio, Schmidt's Bread, Bata Shoe, Laurel Racetrack, Baltimore Orioles
Judy Slater, Timebuyer.....The Ozite Co., The Vectra Co.

DOYLE DANE BERNBACH—20 W. 43rd St., New York, N. Y. \$59 MILLION

Albert J. Petcavage, V.P., Media Dir.
Warren Stewart, Media Mgr.
Howard Gerber, Associate Media Director

Tom Clancy, Media Supvr.....Heinz (Soups Ketchup) Bulova (Acutron, Caravelle), J&J (Chux Disposable Diapers, Chicopee Mills, Chix, Redi-Fol Diapers) James Lees (Rugs, Carpets), Jamaica Tourist Board, Lane (Furniture, Cedar Chests), Olin Mathieson, Warner Bros. (Bras, Girdles), Broxodent, Heinz Soups

Joan Keegan, Asst. Timebuyer.....Heinz Ketchup
Bob Sarra, Asst. Timebuyer.....Heinz Happy Soup
Sy Goldis, Assoc. Media Dir.
Jeane Jaffe, Media Supvr.

Bill Hoey, Timebuyer.....Lever (Breeze)
John Ormiston, Asst. Timebuyer
Peter Gnoffo, Timebuyer.....General Foods (Post Instant Breakfast, Gaines Meal), Quaker Oats

Tom Breckenridge, Media Supvr.
Larry Dexheimer, Timebuyer.....General Foods (Dream Whip, Tuffy) Lever (Golden Glow)

Larry Rubenstein, Asst. Timebuyer
Sam Haven, Media Supvr.
Al Kalish, Timebuyer.....Lever (Phase III), General Foods

(S.O.S.), Bankers Trust, Quaker Oats
 Peter Gnoffo, Timebuyer.....Lever (Good Luck), General Foods (La France)
 John Pansuti, Assoc. Media Dir.
 Greg Sullivan, Media Supvr.
 Charlotte Corbett, Timebuyer.....Chemstrand, Continental Insurance, Dreyfus, Henry S. Levy (Bread), Lowrey (Organs), Melville Shoe (Thom McAn), Coffee Growers of Columbia, Chas. Pfizer
 Dave Ackerman, Asst. Timebuyer.....Thom McAn, Pfizer
 Werner Ziegler, Timebuyer.....Avis, U.S. Rubber, Volkswagen, Volkswagen Distributors, French Govt. Tourist Office
 George Huelser, Assoc. Media Dir.
 Ed Koehler, Timebuyer.....Burlington Hosiery, Buxton, Cracker Jack, International Latex, International Silver, Polaroid, Socony-Mobil, Sony
 Mike Raymond, Asst. Timebuyer
 Arthur Edelstein, Timebuyer.....Rheingold
 Betty Janco, Asst. Timebuyer
 Conant Sawyer, Assoc. Media Dir.
 Walter Bowe, Media Supvr.....Gillette
 Ted Mazzucca, Asst. Timebuyer
 Mike Widener, Media Supvr.
 Robert French, Timebuyer.....Pharmacraft
 Ted Mazzucca, Asst. Timebuyer
 Alan Yoblon, Assoc. Media Dir.
 Bruce Doll, Media Supvr. American Airlines, EIAI
 Helen Davis, Timebuyer.....American Airlines, El Al, Cool-Ray, Ocean Spray
 Peter Mitchell, Timebuyer.....Clairol
 Joan Rutman, Timebuyer.....Bristol-Myers

WILLIAM ESTY—100 E. 42nd St., New York \$99 MILLION

Mark F. Byrne, V.P. in Charge of Media Planning
 Frank Marshall, V.P., Media Dir.
 Harold Simpson, Assoc. Media Dir.
 Robert Kriso, Media Supvr.Sun Oil, Chesebrough-Pond
 Marty Chapman, Buyer.....Colgate (Fab).
 George Pappas, Buyer.....Whitehall.
 Jack Sweeney, Buyer
 Joe Holmes, Chief Buyer.....Chas. Pfizer.
 Harry Martin, Broadcast Supvr.....R. J. Reynolds.
 Joe Rees, Media Supvr.
 Bill Miller, Buyer
 John Phelan, Mgr. NetworkAll products.
 Tom Masone, Asst. Buyerof Columbia
 Michael Devine, Buyer.....Sun Oil.
 Russell Finley, Asst. Buyer
 Harvey Libow, Asst. Buyer
 Ray Waitkins, Asst. Buyer

FOOTE, CONE & BELDING—200 Park Ave., New York \$104 MILLION

Frank J. Gromer, V.P., Dir. of Marketing Services
 Arthur S. Pardoll, V.P., Mgr. of Media Dept. (All Clairol Products)
 Robert J. Geller, Media Supvr.....Hair Care Prods. & Cosmetics
 Lois Frombin, Broadcast Coordinator
 David Trussell, Media Buyer.....Cosmetics
 Harold Nitch, Asst. Buyer.....Nice 'n Easy
 Margrit Hoeksema, Asst. Buyer.....Five Minute Color, Hair Dew, Hair So New, Hair Spray, Pure White, Silk & Silver
 Seymour R. Parker, Media Supvr.....Hair Care Prods.
 Martha S. Murray, Broadcast Buyer.....Lady Clairol, Loving Care, Miss Clairol Shampoo, Summer Blonde
 Robert Gass, Asst. Buyer
 Peter M. Bardach, V.P., Assoc. Media Dir.-Bdcast. (All Accounts)
 John V. Weaver, Network Media Supvr. (All Accounts)
 Charles B. Hofmann, V.P., Assoc. Media Dir.-Bdcast. (All Accounts)
 J. Walter Reed, Media Supvr.
 Robert M. Stone, Media Buyer.....Equitable, Hallmark Gallery, Health Insurance Institute

Joan Ashley, Broadcast Buyer.....TWA
 N. Drew Hopping, Asst. Buyer.....TWA
 William J. Doyle, Asst. Buyer.....TWA, Savarin
 Richard V. Nyborg, V.P., Assoc. Media Dir.
 J. Anthony Egan, Media Supvr.
 Helen Sanford, Media Buyer.....Aluminum Association
 Morton Weinstein, Media Buyer.....Best Foods
 Herbert Schader, Media Buyer.....Frito-Lay
 Peter Mann, Broadcast Buyer.....Frito-Lay
 Donald Slement, Asst. Buyer.....Frito-Lay
 Jeremy D. Sprague, Assoc. Media Dir. (P. Lorillard, Menley & James)
 William Santoni, Media Supvr.
 Carol Nathan, Broadcast Buyer.....P. Lorillard, C3, NasalMist, Cough Control, Cadence
 Robert N. Rowell, Media Buyer.....Contac, Nasal Mist
 Jay M. Krawitz, Media Buyer.....Contac
 Nadine Martens, Broadcast Coordr.....M&J Corporate & International
 Sharon P. Burke, Asst. Buyer.....Contac, Nasal Mist
 Sally Crawford, Asst. Buyer.....Contac, C3
 David L. Eaton, Asst. Buyer.....Contac, C3, Cough Control

FULLER & SMITH & ROSS—666 Fifth Ave., New York \$17 MILLION
 Michael Keenan, V.P., Dir. of Media

Group A

William Tenebruso, Assoc. Media Dir.
 Guy Moss, Buyer.....Air France, Air Reduction Co., Alcoa, Torrington Company, West Va. Pulp & Paper, Mobil Oil
 Alexander Runnette, Asst. Buyer
 Walter French, Buyer.....C.I.T. Financial, Commercial Solvents, Seabrook Farms, Western Union, Mobil Oil
 Marge Swallow, Asst. Buyer
 Jack Rabuse, Buyer.....Grumman, Hercules Powder, Machlett Labs., Western Union, Raytheon, Yale & Towne, Worthington, Paillard

Group B

Malcolm Gordon, Assoc. Media Dir.
 William Fagan, Buyer.....Transogram
 Peter Warren, Asst. Buyer
 Ted Paszkiewicz, Buyer.....Alcoa Steamship, American Optical, H. J. Baker & Bro. B. F. Drakenfeld, Heide Candy, M. W. Kellog Van Munching & Vo.
 Muriel Fariello, Buyer.....Coats & Clark, Helena Rubinstein, National Oil Fuel Institute

GARDNER ADVERTISING COMPANY—90 Park Avenue, New York \$20 MILLION

Rudy Maffei, V.P. Chg. Media
 Ken Keoughan, Assoc. Media Dir.
 Elliot Kuntz, Media Supvr.
 Bob Bolte, Media Buyer.....Alitalia, Venice Tourist Bureau, Whitman's, Musselman.

Rose-Marie VitanzaRoi-Tan, Tipton.
 Tom Roberts, Media Supvr.

Bob Burns, Media BuyerOld Forester, Wheeling Steel.

Rose-Marie Vitanza, Media BuyerAntonio y Cleopatra, La Corona.
 Wey Symmes, Assoc. Media Dir. A&P Coffee, A&P Bakery (Ann Page, White House Milk, Tea) Joe Lowe (Popsicle), Colonna Bros., Kannengieser, Vanity Fair.
 Ann Holland, Asst. Media Buyer

915 Olive St., St. Louis \$40 MILLION

Kelly O'Neill, V.P., Media Dir.
 Section I
 Charlie Haines, Assoc. Media Dir.
 Jerry Sexton, Media Supvr.
 Jean Hall, Media Buyer.....Pet Milk Co. (Sego, Pleast Corporate), Union Electric, First Nat'l Bank, Union Trust
 Gary Moggio, Media Buyer.....Ralston Purina Co. (Cat Foods, Chuck Wagon), Bank Bldg. & Equip. Corp., Pet Frozen Foods

Bill Seib, Asst. Media Buyer
 Dan Fineberg, Media Supvr.
 Terry Culver, Media Buyer.....Jack Daniels, Chequers, Gessna, Southwestern Bell
 Judy Hawkins, Media Buyer....Ralston Purina Co. (Dog Chow, Puppy Chow)

Section II

Gordon Hendry, Assoc. Media Dir.
 Don Stork, Media Supvr.
 John Schaper, Media Buyer.....Busch Beer, Deere & Co., Elanco, Grove Labs. (No Doz, Pazo), Ralston Purina Field 'N Farm Purina Feeds

Lee Zingale, Media Supvr.
 Rose Busalacki, Media Buyer.....Grove Labs. (Bromo Quinine, Citrisun, Fitch, Clinicin, Diablo, Ammens, Assure), Greenfield, Bissell, Ralston New Product

Ellen Schneider, Asst. Media Buyer

Section III

Fred Webber, Assoc. Media Dir.
 Jack Shubert, Media Supvr.
 Alan Sandler, Media Planner

George Ker, Media Buyer.....Pet Evaporated Milk, Kiekhaefer Corp. (Mercury Outboard Motors), Pet Instant Non-Fat Dry Milk
 Jan Payne, Media Buyer.....Sunray DX Oil Co., Pet Milk Product D, Ralston New Product

Dorothy Prendergast, Asst. Media Buyer

Section IV

Mary Howard, Media Analysis Supvr.
 Paul Simon, Media Analyst
 Ruth Richtermeyer, Media Analyst
 Mark Hudson, Staff Asst.
 Dave Hatt, Staff Asst.
 Delores Overmann, Media Coordr.
 Anita Masinelli, Media Coordr.

GEYER-MOREY-BALLARD—555 Madison Ave., New York \$19 MILLION

Robert Wulforst, V.P., Dir. of Media
 Edward S. Richardson, Assoc. Media Dir.
 William H. Millar, Bdcst. Media Supvr.
 Don Voellinger, Buyer.....Irish Internat'l Airlines, Aqua Tec Corp. (Water Pik), Assn. of Amer. Railroads, Mennen Co.; Afta, Mennen Foot Deodorant, Quinsana Foot Prods., Mennen Speed Stick.
 Duncan Andrews, Buyer.....Sinclair Refining Co.: Gasoline, Motor Oil, Fuel Oil, Petrochemicals.

■ 645 N. Michigan Ave., Chicago

Richard C. Art, Media Dir.
 Thomas P. O'Connell, Radio-TV Dir.
 Helen Wood, Buyer.....U.S. Gypsum Co.: Paint & Ceiling Tire Divs., John Morrell & Co. (Red Heart Dog Food, Broadcast Prepared Foods), DeKalb Agricultural Assn., Michigan Fruit Cannery, Republic Lumber Co., New England Fish Co., Ocean Prods.

■ 5455 Wilshire Blvd., Los Angeles

J. Robert Conroy, V.P., Mgr.
 Roslyn Krause, Media Supvr.....Union Pacific Railroad.

■ 120 Montgomery St., San Francisco

Ralph Grady, V.P. Mgr. Shakey' The Caminol Co.

■ 610 Wisconsin Ave., Racine

Charles F. Might, Radio-TV Dir. J. I. Case Co., Wis. Physician's Service, Whitman Publishing.

■ 1504 Dodge St., Omaha

Robert J. Livingston, V.P. Mgr. Union Pacific Railroad.

■ 2130 S. W. Fifth Ave., Portland

Walter J. Hawthorne, Manager

GREY—777 Third Avenue, New York \$54 Million

Hal Miller, V.P. and Media Dir.
 Phil Branch, V.P., Media Planning & Admin.

Sandy Reisenbach, Assoc. Media Dir.

Group I

Aileen Barry, Asst. Media Dir.
 George Karalekas, Asst. Group Head
 Ken Kearns, Buyer.....B. Blumenthal & Co., Bristol-Myers Co. (Bufferin-network, Score), Catalina, Inc.
 Art Griffith, Asst. Buyer.....Bristol-Myers Co. (Corporate-network).
 Dale Jacobs, Asst. Buyer.....Bristol-Myers Co. (Bufferin-spot), Spun-Lo Eiderlon, Inc.
 Mitch Siegel, Media Asst.
 Henry Siegel, Buyer.....Bristol-Myers Co. (Children's Bufferin, Fact, Score Aerosol Deodorant), Lehman Bros., 1 Williams Street Fund
 Fred Petrosino, Asst. Buyer
 Phil Dunning, Media Asst.
 Polly Allen, Buyer.....Bristol-Myers Co. (Mum), H. J. Heinz Co.
 Carlos Delgado, Asst. Buyer
 Joe Marcoe, Media Asst.
 Don Robinson, Buyer.....Bristol-Myers Co. (Mum), H. J. Heinz Co.
 Harvi Toledo, Asst. Buyer

Group II

Herb Stone, Asst. Media Dir.
 Mary Grainger, Asst. Group Head (General Electric Co.—Photo Lamp Dept., P. Lorillard Co.—Old Gold Filters, Omega, Spring, Erik Little Cigars & Kent, Renfield Importers, Ltd.—Corp. by Haig & Haig)
 Stan Gerber, Asst. Group Head (Bal. of accounts in this group)
 Mike Taylor, Buyer.....General Electric Co. (Photo Lamp Dept.), The Mennen Co. (Men's & Family Prods., Brake, MFC, Prop, Steri-Spray, Baby Prods., Baby Magic, Baby Powder, Genteel), Tidewater Oil Co.
 Bruce Macgregor, Asst. Buyer
 Larry Nelson, Buyer.....P. Lorillard Co. (Old Gold Filters), Renfield Importers, Ltd. (Gordon's Gin, Vodka; Paul Jones, Pinch by Haig & Haig).
 Ed Marshak, Asst. Buyer
 Sandy Wasserman, Asst. Buyer
 Bernard Baskett, Buyer.....P. Lorillard Co. (Omega, Spring, Erik Little Cigars), Union Underwear Co., Westinghouse Electric, The Wool Bureau, Wool Carpets.

Group III

Jim Fagan, Asst. Media Dir.
 Dave Logan, Asst. Group Head
 Norman Subotky, Buyer.....Bernhard Ulman Co., Block Drug Co. (Dentu-Creme, Test Prods.), Bristol-Myers: Vantage House Div. (Dan River Mills, Esquire Mag., Formfit/Rogers), Hamilton Watch Co. (Hamilton Watches, Wallace Silversmiths, Vantage Watches), Knomark, Inc. (Instant Shoe Coloring, Shoe Polish, Tintex).
 Dave Howard, Asst. Buyer
 Irene Levy, Buyer.....Bristol-Myers: VHD (Cherish, Prolong, Sweep), I. B. Kleinert Rubber Co., Prince Gardner Co.
 Phil Cole, Asst. Buyer
 Sonja Hirschsprung, Buyer.....Rival Pet Foods, RCA Record Club,
 Jerry Tobias, Asst. Buyer Sentry Insurance Co., Trans Caribbean Airways.
 Rick Bernhard, Media Asst.

Group IV

Joe Murray, Asst. Media Dir.
 Lenore Hauptman, Asst. Group Head
 Pat Burrell, Buyer.....Diamond Crystal Salt Co., Hudson Pulp & Paper Co., R. H. Macy & Co., Joy-U.S., Joy-Canada
 Mike Weinberger, Asst. Buyer
 Mike Koff, Buyer.....Greyhound Corp., Ideal Toy
 Mike Heckman, Asst. Buyer
 Mary Galanis, Buyer.....Olympic Airways, P & G Ivory Flakes
 Alan Dardis, Media Asst.
 Joel Kutchins, Buyer.....Phillips-Van Heusen, P & G Top Job
 Harold Katz, Media Asst.
 Bart Fredo, Buyer.....P & G (Big Top, Duz-U.S., Duz-Canada, Jif.)
 Jim Williams, Asst. Buyer
 Dave Hirth, Buyer.....P & G (Downy-U.S., Downy-Canada, Network TV Coord.)
 Bill Miller, Asst. Buyer
 Marilyn Fisher, Media Asst.

Group V

Stan Slorance, Asst. Media Dir.
 Steve Bryan, Asst. Group Head
 Bob Burton, Buyer.....Block Drug Co. (Polident, Poli-Grip), Hanes Corp.
 Jim Kahn, Media Asst.
 TBDCommonwealth Shoe & Leather Corp., Ex-Lax, Hat Corp. of America, Roycemore, Thayer Labs. (Ami-tone, Antacid Tablets, Asthma-Nefrin)
 Orien McDaniel, Asst. Buyer
 TBDGeneral Electric (TV, Radio, Audio Prods.), Revlon
 Jim Tunick, Media Asst.
 Ruth Zozula, Buyer.....W. T. Grant, Magee Carpet Co., McCall Corp., RCA-Record Div., United Fruit.
 Tom O'Sullivan, Media Asst.
 Dave Wood, Buyer.....H. D. Lee Co.
 Marvin Kress, Media Asst.

Group VI

Allan Reed, Asst. Media Dir.
 Joan Stark, Asst. Group Head
 John Lazarus, Buyer.....Jello Div. Baker's Line (Chocolate, Cocoa, Coconut), Kool-Aid Div. (Kool-Aid, Kool Pops, Twist, Coffee Sweet)
 Tom Barrett, Buyer.....Jello Div. (D-Zerta, Pectins), Maxwell House Div. (Yuban Regular, Yuban Instant)
 Mike Messinger

Group VII

Howard Kamin, Asst. Media Dir.
 Helen Johnston, Asst. Group Head
 Veronica Welch, Buyer.....Bavarian Auto Works—BMW Auto, Federation of Jewish Philanthropies, Samsonite Corp. (Lego, Luggage, Tables & Chairs, Contract Seating).

GUMBINNER-NORTH—655 Madison Avenue, New York \$18 MILLION

Robert Morton, Media Buyer.....Browne-Vintners X-Seagrams (B&G Wines, Brolio Wines, Cherry Kijafa, Martell Cognac, Mumm's Champagne, Nectarose, Noilly Prat Vermouth, White Horse Scotch), Rheingold Breweries (Ruppert Knickerbocker Beer Div.)
 Gale Gilchrest, Media Buyer.....American Home Prods. (Boyle-Midway Div.) Diaper Pure, Remco Inds. (Toys), Sacramento Tomato Juice, Van Heusen Men's Toiletries.
 Anita Wasserman, Media Buyer.....AHP (Whitehall Lab. Div.)-Dristan Cold Formula & Room Vaporizer, Neet, Sudden Beauty Deodorant & Facial Mask, Swinging Clear Power Foam; Brioschi.

Craig Meeker, Asst. Media Buyer
 Richard Paige, Assoc. Media Dir.
 Irwin Joseph, Media Buyer.....Heublein, Inc. (Arrow Cordials, Arrow Vodka, Black Velvet Canadian Whiskey, Cocktails, Milshire Gin, Smirnoff Vodka, Amer. Inst. of Men's & Boys Wear, Conn. Mutual Insurance, H. Daroff Co. (Botany 500), Fawcett Publications (True), Grey Mfg. (Dictaphones), Stone-cutter Mills.

Charles Rodriguez, Asst. Media Buyer
 Terry Drucker, Dir. Media Anal.
 John Siaz, Media Coord.

HOEFER, DIETERICH & BROWN, INC.—414 Jackson Square, San Francisco

W. Robert Wilson, Media Director
 Jim Kirby, Media Buyer.....American Potato, Clearprint, Cosmopolitan Foods, Dieterich Post, East Bay Water, Lawrence Radiation, Lenkurt Electric, Manning's, Inc., Manning's Coffee Co., Optics Technology, Schlage Lock

Adv., Tuttle Cheese, United Technology, Varian (all).

Gerda Dumpis, Media Buyer.....4-Fishermen, Hibernia Bank, Industrial Indemnity, Marin Dell Milk, Shasta Beverages, Soule Steel Co., Stewart-Warner, Sunlite Bakery, U.S. Leasing, HD & B Adv.

Kathie DeHaven, Media Buyer.....Harrah's, High Sierra Wintersports, Martinelli & Co., Mother's Cookies, Pac. Int'l Rice, Redwood Empire Assn., Renauld International, Takahashi, Union Sugar.

HONIG-COOPER & HARRINGTON, 1275 Columbus Avenue, San Francisco \$12 MILLION

John W. Davis, Media Dir.
 Clarice McCreary, Tv Dir.
 Shirley Patrone, Asst. Tv Buyer....Clorox
 Diane Giannini, Asst. Tv Buyer.....United Vintners
 Sandra Kirby, Asst. Tv Buyer.....C and H Sugar, Bank of California Blitz Weinhard Beer, Levi Strauss.
 Jane Dahlgren Skoff, Radio Timebuyer..Bank of California, Blitz-Weinhard Beer, C and H Sugar, Levi Strauss, Roman Meal, United Vintners, Western Pacific.

■ 3600 Wilshire Boulevard, Los Angeles, California

Hildred Sanders, Radio/Tv Dir.

Sylvia Goodfriend, Tv Buyer

Dolores Sharp, Assoc. Timebuyer

KASTOR FOOTE HILTON & ATHERTON—575 Lexington Ave., New York \$12 MILLION

Jack B. Peters, Media & Prgm. Dir.
 Jerome Medford, V.P., Media Research
 Rosanne (Ro-) Gordon, Sr. Media Buyer Combe Chem., Inc., Grand Union Company, Triple-S Blue Stamps, W.T.S. Pharmcraft (Ting), E. C. DeWitt & Co., L. T. York Co., Sapolin Paints, Ar. Winarick Co.
 Enid Schur, Buyer.....Norcliff Lab's., Denver Chemical Co., Sucrest Corp., W.T.S. Pharmcraft (Caldesene), Wilson Mfg. Co.
 Helen Strauss, Buyer.....Elizabeth Arden, Ruberoid Co., Bentley Lighter Corp., Sun Chemical Corp.
 Nat Rothstein, Buyer.....Allied Chemical Corp., General Chemical Div., Solvay Div., Nodaway Farms, Whitehall Lab's.

KENYON & ECKHARDT—200 Park Ave., New York \$41 MILLION

Paul M. Roth, V.P., Media Dir.
 Dana Redman, Asst. Media Dir.
 Jack Caplan, V.P., Assoc. Media Dir.
 Louise Haut Gainey, Media Buyer....Dorothy Gray, Lehn & Fink, R. T. French.
 Gordon Fulcher, Media Buyer.....McKesson & Robbins, Shell Oil.
 Jim Alexander, Media Supvr.
 Peter Hall, Media Buyer.....Beecham Products, Inc.
 Phyllis Ross, Media Buyer
 Joyce Kahn, Asst. Media Buyer
 Sid Gurkin, Media Supvr.
 Jim Dragoumis, Media Buyer.....National Biscuit Co.
 Alan Branfman, Asst. Media Buyer
 Ed Noyes, Media Supvr.
 Cyril Penn, Media Buyer.....The Anaconda Co., U.S. Plywood Corp.
 Mike Nirenberg, Media Buyer.....Canadian Pacific, Magnavox.
 Lucy Kerwin, Media Buyer.....Firestone, Quaker State.

■ 1500 Penobscot Bldg. Detroit

J. Clifford Wilson, V.P. Media Dir. Bank of Commonwealth, Comet
 Bernard Guggenheim, Assoc. Media Dir. Auto, English Ford Line, Ford Corp.,
 Barrett Alley, Asst. Media Dir. Lincoln Cont., Lincoln Mercury
 Robert Balfrey, Media Supvr. Dealer Assoc., Mercury Auto

Bruce Johnson, Timebuyer

KLAU-VAN PIETERSOM-DUNLAP—111 E. Wisconsin Ave., Milwaukee \$1.4 MILLION

Edward F. Ritz, V.P., Media Allis-Chalmers, Chef Pet Foods, Franklin Life Insurance, Milwaukee Journal, Marine Corp., Minnesota Mining & Mfg. Film & Allied Products, North Central Airlines, Wisconsin Electric Power, Control Data Corporation.

Ellsworth H. Smith, Asst. Media Dir. A. O. Smith (Glascote, Consumer Products, International), Thorp Finance.

LAROCHE, McCAFFREY & McCALL—575 Lexington Avenue, New York (Broadcast Billings not made available)

William M. Weilbacher, Sr. V.P., Broadcast, Media & Research
Frank Minehan, V.P., Media Dir.

Humboldt J. Greig, V.P., Programming & Network Buying
Vera Brennan, Mgr., Network & Station Relations
Lew Haber, Media Supvr.

Don Kelly, Media Buyer Amer. Broadcasting Co., Beech-Nut, North American Philips Co., Peck & Peck.

Grace Mathias, Media Buyer Amer. Broadcasting Co.
Dick Eldridge, Media Buyer Beech-Nut, North American Philips Co.

John Hughes, Media Supvr. Chas. Pfizer Co., Quaker Oats

Jim McCollom, Media Buyer Chas. Pfizer Co.

Warren Means, Media Buyer Chas. Pfizer Co.

Paul Richey, Media Supvr. Borg-Warner Corp., First Nat'l City Bank, Merck & Co., Rolls-Royce, Towle Mfg. Co.

Roger Rochefort, Media Buyer Hiram Walker.

LENNEN & NEWELL, INC.—380 Madison Ave., New York \$68 MILLION

Mort Keshin, Sr. VP & Media Dir.

Frank Howlett, Assoc. Media Dir., Broadcast & Print
Time Buyers:

Robert Kelly P. Lorillard, Usen Prods.

Sandra Floyd American Gas, Assn. Colgate Palmolive, Corn Prods., Reynolds Metals

Marion Jones Armstrong Rubber, Cities Service, Lily-Tulip Cup, Paramount Pictures, Stokely-Van Camp.

Henry J. Katz Circle/LineDay, Scripps-Howard
John Duffy Consolidated Cigar, Florida Citrus, Iberia Airlines, Royal Globe, Savings Banks Assn. of New York State

Elizabeth Whalen McCormick, National Distillers, Safeco/Lifeco, Warner-Lambert

LILLER NEAL BATTLE & LINDSEY—1371 Peachtree St. N.E., Atlanta \$4 MILLION

Pamela Steward, Media Dir. Armour Agricultural Chem. Co.

Bobbie Kemp, Timebuyer Carling Brewing.

Mary Jean Meadows, Timebuyer Piedmont Airlines, Rich's, Life Insurance Co. of Georgia

Jackie Henderson, Timebuyer Trust Co. of Georgia,

Sarah Nicholson, Timebuyer Carling Brewing.

Sherry Philips, Timebuyer Colonial Stores.

MAC MANUS, JOHN & ADAMS, Woodward at Long Lk. Rd., Bloomfield Hills, Mich. \$21 MILLION

Lyle L. Blahna, V.P. & Executive Dir. of Marketing, Media & Research
Kenneth Rule, Dir. of Marketing, Media & Research & V.P.

Dick Sheppard, Supvr., Broadcast Media Buying

Tim Blaney, Timebuyer Pontiac Motor Div., Michigan Consolidated Gas, Bank of the Commonwealth—Detroit, Bank of Lansing, Birmingham-Bloomfield Bank, Industrial State Bank—Kalamazoo, People's Savings Bank—Port Huron

Mary White, Timebuyer Cadillac Motor Car Div., Dow Chemical Co., Awrey Bakeries, Wolverine World Wide, Inc., Packer Pontiac

■ 430 N. Michigan Ave., Chicago, Ill.

Robert Bryant, V.P., Marketing, Media & Research

Louis H. Bennit, Media Dir.

Gary Sather, Bdcst. Media Supvr.

American Oil Co. (Tires, Batteries & Accessories); Continental National Insurance Group; Evanston Trust & Savings Bank; Gale Products Div.—Outboard Marine Corp.; Jones Dairy Farm; Sidney Wanzer & Sons.

■ 444 Madison Ave., New York, N. Y.

Marjorie Beck, Assoc. Media Dir.

Robert Boulware, Assoc. Media Dir.

Karen Silberstein, Buyer 3M Scotchgard Repeller, U.S. News & World Report, Pfizer Laboratories.

Peter Stevens, Buyer 3M Medical Products, Westclox.

Chris Perkins, Buyer Dow Chemical Co. (Oven Cleaner, New Products & Saran Wrap), Hartz Mountain Products, U. S. Air Force, Videotape Center.

Dean Plaia, Buyer Dow (oven cleaner), Scotchguard Spray Can

■ 5455 Wilshire Blvd., Los Angeles, Calif.

Robert Neuman, Media Dir. Alpha Beta Acme Markets, Inc.; Earl Scheib, Inc.; International Industries, Inc.; Loma Linda Foods; Los Angeles Metropolitan Pontiac Dealers' Assn.; M & B Development Co./ Bonnymede; Paper Products, Inc.; Republic Federal Savings & Loan Assn.; Western Federal Savings & Loan Assn.

■ 750 S. Mississippi R. Blvd., St. Paul, Minn.

Lou Griffith, Dir. Marketing, Media & Research

Richard Neice, Media Dir.

Charles Anderson, Assoc. Media Dir.

Muriel Olson, Asst. Buyer

3M Company (Duplicating Products Div., Retail Tape & Gift Wrap Div., Devere-Wollensak Div.); Clover Leaf Creamery Co.; Minnesota Orchestral Assn.; Wood Conversion Company, J. R. Clark Co.

McCANN-ERICKSON—485 Lexington Ave., New York \$107 MILLION

John Morena, V.P. in charge of Media Dept.

Kelso Taeger, V.P., Sr. Media Director

Seymour Drantch, Assoc. Media Dir.

William Fricke, Assoc. Media Dir.

John Horvath, Assoc. Media Dir.

Ted Kelly, Assoc. Media Dir.

Jay Schoenfeld, Assoc. Media Dir.

Helen Burgert, Timebuyer Humble, NBC

Frank Finn, Timebuyer Coca Cola, Sauter Labs.

Don Garvey, Timebuyer Humble, Georgia Pacific.

Elizabeth Griffiths, Timebuyer J. P. Stevens, Owens-Corning Fiberglass

Jerry Latzky, Timebuyer Nabisco Biscuit.

Michael Mulieri, Timebuyer Nabisco Biscuit, Savings & Loan

John Rohmer, Asst. Timebuyer Coca Cola

Dominick Spoto, Timebuyer Buick

Leonard Stein, Timebuyer Air Canada, Look, Westinghouse. American Home Products, (Boyle-Midway Div.), G.M.C. Truck Hilton, Italian State Tourist, Simmons.

Robert Storch, Timebuyer Nabisco (bread & frozen foods), New York Racing Assn.

Robert Turner, Timebuyer American Home Prods. (Whitehall Div.), International World Coffee Org., John Hancock

MARSCHALK—Time & Life Bldg., New York \$25 MILLION

Henry V. Hayes, V.P., Media Director

Beverly L. Smith, V.P., Tv Programing & Development

Dorothy Schwartz, Network Buyer
Vincent J. Rafti, V.P., Media Mgr.
John L. Oliver, V.P., Media Mgr.
Otis Hutchins, Assoc. Media Mgr......Hartford, Inco-Consumer, Contadina
Michael Roe, Buyer Burlington, Clairtone, Cone Mills,
 E. F. Hutton, Family Circle, Flint-
 kote, Gorham, Speidel, Storer
 Bdcstg., Cooper Inds.
Anne Muller, Buyer.....NY Coca Cola Bottling, Investment
 Co. Inst., National Car, Sweet *10,
 Scripto
Bob Anderson, Buyer.....Inco-Industrial, Huntington; Fram,
 National Lead-Dutch Boy, Indus-
 trial; Sabena, Schrafft's, Sigma,
 Textron.
Vera Barta, Buyer.....Pillsbury-Brownie, Chill, Pancake,
 Pie Crust, Something Different; Sel-
 chow & Righter, Quality Courts
Robert O'Connell, Media Mgr.
Vince Tortorelli, Buyer.....Citrus Products, Hi-C, Minute Maid,
 Swift-Lazy Maple, Martha Logan,
 Prem, Other Prods.
Mary Whitney, Assoc. Media Mgr......Fanta Beverage-Tab, Sprite, Fresca,
 (Atlanta Office) Fanta, Quality Courts, Scripto.

NEEDHAM, HARPER & STEERS—Prudential Plaza, Chicago \$45 MILLION

B. Blair Vedder Jr., V.P. Media & Programing
John Scott Keck, Dir. Network Relations & Prog.
John Cole, Brdcast. Supvr. (Network)
Marianne Monahan, Sr. Buyer
Kathleen Nemmers, Timebuyer.....General Mills, Household Finance
Margarett Ott, Timebuyer.....Kraft Foods, Massey-Ferguson, Hum-
 ble Oil
Norma Shillingburg, Timebuyer.....Grove, Oertel Beer, Campbell Soup,
 (Bounty, V-8 Beans)
Nancy McGroarty, Asst. Timebuyer.....General Mills
Arlene Furey, Asst. Timebuyer.....S. C. Johnson, Morton Salt, State
 Farm Insurance

■ 530 Fifth Ave., New York

Sam N. Tarricone, V.P., Media Dir.
Richard Olsen, V.P., Asst. Media Dir.
Jack Giebel, Asst. Media Dir.
All Krackow, Buyer.....Eastman Chemical, Jordan, Young-
 land
Steve Fedor, Buyer.....ITT, Rambler, Scovill
Chuck Woodruff, Asst. Grp. Supvr......Manhattan Shirt, B-M Softique
Doug Spellman, Buyer.....Borden, B-M Vitalis, General Cigar
Bill Wittman, Asst. Grp. Supvr......B-M Corporate (Daytime Coord.)
Bob D'Ambrosio, Buyer.....Fems, Mallory, Triumph
Bob Widholm, Asst. Grp. Supvr......Mueller, Pharmaco
Howard Leichuk, Asst. Grp. Supvr......Narragansett, Quinton Test Prods.
Lee Ansell, Buyer.....Haffenreffer
Joe Perrie, Buyer.....Merck, Sharp & Dohme, Italian
 Line
Ray Stelz, Buyer.....Suctrets, U. S. Tobacco

NORMAN, CRAIG & KUMMEL 488 Madison Ave., New York \$37 MILLION

Murray Roffis, V.P. & Media Dir.
George Coleman, Assoc. Media Dir.
Eugenie Stamler, V.P. Media Relations
Sheldon Boden, Assoc. Media Dir.
Henry Belber, Assoc. Media Dir.
Jane Podester, Media Supvr.
Fred Heller, Media Supvr.
Gene Huber, Media Research Supvr.
Marcia MacNeil, Media Supvr.
Fred Weiner, Buyer
Marion Calale, Buyer
Charles Richardson, Buyer
Michael Woodwak, Buyer

Media assignments made accord-
 ing to market. Accounts include
 Chesebrough-Pond's, Colgate-
 Palmolive, Dow, Hertz Corp.,
 Johnson & Johnson, Maidenform,
 Schenley, Chanel, Schick, Clairol,
 Seward Luggage, Arnold Bakers,
 American Tobacco).

OGILVY & MATHER, INC.—2 E. 48th St., New York \$48 MILLION

Samuel L. Frey, V.P. & Media Dir.
Walter Kashen, Administrative Mgr.
Jack Hill, Media Rsrch. Dir.
Paul Zuckerman, Supvr. Media Services
Art Topol, Assoc. Media Dir.
F. Menner, Media Supvr......American Express, IBM,
M. Fulford, Buyer.....Nationwide Ins.
L. Walsh, Buyer
M. Drexler, Media Supvr.
D. Persons, Buyer.....Lever Bros (Dove Bar, Imperial,
J. Brooks, Buyer.....Dove Liquid, Lucky Whip)
B. Meyer, Buyer
J. Lehman, Buyer
E. Rabin, Media Supvr......KLM, Mars, Inc.
D. Routh, Buyer
D. Hochberg, Buyer
C. Botway, Assoc. Media Dir.
J. Campion, Media Supvr.
M. Glasser, Buyer.....Bristol-Myers Prods. Div. (Ban, Re-
 solve)
G. Bledsoe, Buyer.....Bristol-Myers Prods. Div. (Ban, Re-
 solve), Sears, Roebuck; Zippo
W. Kashen, Media Supvr.
L. Holtermann, Buyer.....British Travel Assn., Hathaway, In-
 ternational Paper.
D. Flynn, Supvr.
J. Lizars, Buyer.....Mercedes-Benz, Shell Oil Co., Shell
 Chemical Co.
F. Massaro, Buyer.....Mercedes-Benz, Shell Oil Co., Shell
 Chemical Co.
J. Taylor, Buyer
J. Fine, Assoc. Media Dir.
M. Borden, Buyer.....Bristol-Myers, Drackett Div. (Drano,
 Varnish), Edward Dalton Co.
H. Cleeff, Buyer.....Edward Dalton Co., Schweppes
M. Raschen, Buyer.....Schweppes
L. Cole, Media Supvr......Edward Dalton Co.
C. Shullman, Buyer.....Pepperidge Farm.
J. Lynch, Buyer
W. Kashen, Media Supvr.
L. Holtermann, Buyer.....General Dynamics, Morgan Guar-
 anty, P&O Orient Lines, Puerto
 Rico, Steuben.
G. Hobicorn, Media Supvr......GENERAL FOODS:
 Maxwell House, Maxim.
D. Ginzel, Buyer.....Maxwell House
A. Lavelly, Buyer.....Maxim
L. Cole, Media Supvr.
R. Kipperman, Buyer.....Good Seasons (Open Pit, Salad
A. Frischer, Buyer.....Dressings, Shake 'n Bake)
R. Schops, Buyer.....Prime, Start
J. Flanagan, Media Supvr......TRADE & INDUSTRIAL:
M. Maloney, Buyer.....American Express, International
 Paper, KLM, Shell Oil Co., Shell
 Chemical Co.

PAPERT, KOENIG, LOIS, INC.—777 Third Avenue, New York \$19 MILLION

William A. Murphy, V.P. Media & Programing
Jack Green, Assoc. Media Dir.
Elaine Art, Asst. Media Supvr......National Airlines, Hunt Foods, Coty,
Steve Peskin, Asst. Buyer.....1st Nat'l Bank of Miami
Carole Lewis, Buyer.....Hunt Foods, 1st Nat'l Bank Miami.
Betty Sue Garner, Asst. Buyer
Len Pearlstein, Media Supvr......Quaker Oats, Coty
Jerry Martin, Buyer.....Coty
Gary Roberts, Buyer.....Quaker Oats
Dick Weithas, Buyer.....Quaker Oats
Mal Ochs, Assoc. Media Dir.
George Brent, Media Supvr......P & G, Xerox.
Paul Steinhacker, Asst. Media Supvr......Xerox Print, U. S. Rubber

Nick Gonda, Buyer.....P&G, Xerox, TV
 Mary Hartshorn, Asst. Buyer.....P & G.
 Marsha Rose, Asst. Buyer.....Xerox, U. S. Rubber.
 Irwin Fleischer, Media Supvr.....Breakstone Foods, Consolidated
 Cigar, Clark Oil, Nat'l Sugar, Piel
 Bros., Round the Clock, Shulton,
 Simplicity Patterns.
 Dick Weinstein, Buyer.....Consolidated Cigar, Clark Oil, Nat'l
 Sugar, Breakstone, Shulton.
 Maria Carayas, Buyer.....Piel
 Joe Logan, Buyer.....Round the Clock, Simplicity Pat-
 terns.

**SULLIVAN, STAUFFER, COLWELL & BAYLES—575 Lexington Ave., N. Y.
 \$67 MILLION**

Marshall Clark, Sr., Vice President, Media Dept.
 Lloyd Harris, V.P., Media Dir.
 Bert Wagner, V.P., Mgr. Media Operations & Assoc. Media Dir.
 W. Birkbeck, V.P. Assoc. Media Dir.
 R. Fertakos, Asst. Media Dir.
 W. Abel, Broadcast Buyer.....American Cyanamid, Beacon Wax
 P. Finch, Broadcast Buyer.....Block Drug
 B. Anderson, Asst. Media Dir.
 W. Abel, Broadcast Buyer.....Best Foods
 P. Finch, Broadcast Buyer.....Noxzema
 I. Gonsier, V.P. Assoc. Media Dir.
 P. McGibbon, Asst. Media Dir.
 P. Ross, Broadcast Buyer.....Amer. Tobacco Pall Mall
 D. Ross, Asst. Media Dir.
 B. McHale, Broadcast Buyer.....Amer. Tobacco Half & Half Cigar-
 ettes, Sweet Caporal, Lipton Main
 Dish, Sperry & Hutchinson
 B. Wagner, V.P. Assoc. Media Dir.
 J. Fennell, Asst. Media Dir.....ATC International, Scottish Distil-
 lers
 J. Dunning, Broadcast & Print Buyer..Johnson & Johnson
 N. deRienzo, Broadcast & Print Buyer.
 J. McCarthy, Asst. Media Dir.
 H. Tom, Broadcast Buyer.....Lipton Instant
 P. Ganz, Media Coord.....Beer
 S. Suren, Broadcast & Print Buyer..Ballantine Ale, Northeast Airlines
 R. Decker, Asst. Media Dir.
 B. Sofronski, Broadcast & Print Buyer..Beer.
 L. LaMontagne, Bdcst. & Print Byr.
 P. Benson, V.P. Assoc. Media Dir.
 J. Sullivan, Asst. Media Dir.....Carter Arrid Products, Carter Test
 Prods.
 G. Grieves, Broadcast Buyer.....Carter Test Prods.
 E. Schneider, Broadcast Buyer.....Geigy Chemical Co., Remington
 J. Marisch, Asst. Media Dir.
 R. Gallagher, Broadcast Buyer.....Carter Rise Products
 E. Schneider, Broadcast Buyer.....This Week
 L. Harris, V.P. Assoc. Media Dir. (Temp.)
 G. Nicastro, Asst. Media Dir.
 A. Nacinovich, Bdcst. & Print Byr....Lever Bros., Dishwasher "all,"
 Cold Water "all"
 C. Strehan, Broadcast Buyer.....Lever Bros. Condensed "all"
 D. Gorman, Broadcast Buyer.....Lever Final Touch Cherish
 I. S. Davis, Asst. Media Dir.
 M. Thomas, Broadcast & Print Buyer..Stendin
 R. Flaishans, Bdcst. & Print Byr.....Silver Dust Blue, New Salad Oil.
 D. Kamens, Broadcast & Print Buyer..Lever Bros., Pepsodent, Gayla

**TATHAM-LAIRD & KUDNER, INC.—605 Third Ave., New York
 \$29 MILLION**

Stephen M. Tart, Jr., V.P., Dir. of Media
 Daniel J. McGrath, Assoc. Media Dir...Carter-Wallace, Duffy-Mott, Nor-
 cliff Labs., Otis Elevator, Parade
 Ed Vieux, Media Supvr.....General Telephone & Electronics,
 Sylvania Electric Prods.
 Frank M. Nolan, Media Supvr.....Pan American Clipper Cargo, Good-
 year Tire & Rubber Co.
 Mary Meahan, Media Buyer.....Sylvania Electric Prods., Duffy-
 Mott, Goodyear Tire & Rubber Co.
 Lucille Giorelli, Media Buyer.....Carter-Wallace, Norcliff Labs., Otis
 Elevator, Parade

Oliver C. Kiss, Media Buyer.....General Telephone & Electronics,
 Sylvania Electric Prods.
 William MacDonald, Media Buyer...General Telephone & Electronics

**J. WALTER THOMPSON COMPANY—420 Lexington Avenue, New York
 \$178 MILLION**

William H. Hylan, Sr. V.P., Director
 William R. Wilgus, V.P., Assoc. Director
 Robert E. Buchanan, V.P., Manager
 John F. Ball, V.P., Dir. of Programs
 Thornton B. Wierum, Administrator
 Ruth Jones, Supvr. Network & Station Relations
 John Sisk, Supvr., Buying Coordinator
 William Buckley, Broadcast Supvr....Burry, Ford Dealer Assns., Menth-
 latum, RCA, Whitehall, Champion
 Spark Plugs, Ford Div.

Assigned to These Accounts:

Arnold Chase	David Rogers
Robert Guthrie	Dorothy Thornton
Peter Levins	Judy Habeck
Michael McDonald	Thomas Buckley
Charles Petty	Richard Niglio
Nancy Pizar	Lorenzo Wood
Lee Pratt, Broadcast Supvr.	Good Humor, Lever, Liggett & My- ers, Scott, Warner-Lambert

Assigned to These Accounts:

Marie Luisi	Gary Press
Eric Selch	Jim Quigley
Nancy Smith	Betty Retting
Medeleine Blount	Melita Skalbergs
Helen Colton	David Talbot
Florence Gulla	Jean Tregre
Larry Hoffner	Minna Reidel
Gloria Mahaney	Nanci Gray
Ethel Melcher	
William Hocker, Broadcast Supvr....	Aluminium, Kodak, Mass. Mutual, New Holland, Blue Cross, Pan Am, Pro Brush, Seven-Up, W. F. Young, Libby, Reader's Digest, Singer, Inst. of Life

Assigned to These Accounts:

Mario Kircher	Carmela Senatore
Roger Morrison	Sara Wind
Constance Gordon	Diane Rose
Lee Pratt, Broadcast Supvr.....	Brillo, Chesebrough-Pond's

Assigned to These Accounts:

Nancy Smith	Mario Kircher
Eric Selch	Carmela Senatore
Melita Skalbergs	Constance Gordon

John Sisk, Broadcast Supvr.Chunky, R. T. French.

Assigned to These Accounts:

Mario Kircher
 Constance Gordon
 Gloria Mahaney
 Jim Quigley

Norman Varney, Broadcast Supvr....Phillips, Standard Brands.

Assigned to These Accounts:

Peter Levins	Carol Bag
Eric Selch	Doris Corrigan
Martha Thoman	Dave Talbot
Michael McDonald	
Bernadette Strauss	
Anna Gardiner	

**WEST, WEIR & BARTEL, INC.—1271 Avenue of the Americas, New York,
 \$30 MILLION**

Peter J. Dalton, Vice President and Director of Media
 George Wallace, Assoc. Media Dir. &
 Media Mgr.Coty
 Clifford Greenspan, Assoc. Media Dir..Benrus, Holland America, Schieffe-
 lin, Lydia Pinkham.
 Stuart Kaufman, Assoc. Media Dir....U.S. Tobacco (Circus Foods Divi-
 sion) Ciba.
 Wilma Geller, Media Buyer.....Krueger, Devoe & Raynolds, Ster-
 ling Drug, Riviana Rice

Joan Kelleher, Media Buyer.....N. Y. Theatres
Doris Davies, Media Buyer.....Dell Publishing, Scholl Mfg. Co.
John Tobin, Media Buyer.....Carter-Wallace, Coty, Lydia Pinkham

YOUNG & RUBICAM—285 Madison Ave., New York

Warren A. Bahr, Sr. V.P. Dir. Media
Theresa Pellegrino, Asst. to Sr. V.P.
Richard C. Anderson, V.P. Media Relations
Joseph Ostrow, V.P. Media Planning
Joan D. Kerrigan, Supvr. Bus. Management
James H. Fuller, Supvr. Broadcast-Media Relations
Lynn Diamond, Coordinator Broadcast
Raymond E. Jones, Jr., Coordinator Broadcast
Gary Pranzo, Supvr. Plan Development

Broadcast
Billings
not made
available

Group A

Donald Foote, Group Supvr.

Section I

Alan Miller, Supvr.

Jerald Mitty, Buyer.....Bristol Myers

Robert Reuschle, Buyer

Ron Cochran, Buyer

Arlene Grossman, Buyer.....Bulova, Drackett, Simmons.

John Shanley, Buyer.....Drackett, Simmons, Pharmedica Labs

Theresa Chico, Buyer.....United Biscuit Co.

Section II

Claude Fromm, Supvr.

Catherine Noble, Buyer

Gurley Dieckman, Buyer

Joe Dimino, Buyer

Bob Reuschle, Buyer.....Sterling Salt, Dictaphone

Group B

Jerry Baldwin, Group Supvr.

Section I

Dave Tabin, Supvr.

Mary King, Buyer.....Sarong, Travelers Insurance Companies

Jerry Beber, Buyer.....Grocery Store Products, Procter & Gamble (Cheer)

Jean Riordan, Buyer

Jane Dooley, Buyer.....Frito-Lay, Procter & Gamble (Spic & Span)

Harris Lefkon, Buyer

Harris Lefkon, Buyer.....Remington Rand (Office Machines & Equip.)

Section II

Ron Siletto, Supvr.

Hans Zucker, Buyer.....Procter & Gamble (Safeguard)

Bill Collins, Buyer

Mary King, Buyer.....International Latex (Corp., Family Products, Playtex)

Jean Riordan

Group C

Donald Procter, Group Supvr.

Section I

William Liptack, Supvr.

Charlott Mrazik, Buyer.....Johnson & Johnson (First Aid Spray, Antiseptic, First Aid Cream & Kits)

John Warner, Buyer.....Gulf Oil, Pittsburgh Plate Glass

Charlotte Mrazik, Buyer

Jim Sutherland, Buyer.....Johnson & Johnson (Band Aid Brand Adhesive Bandages, Misc. Cotton Products, Corp., Trade, Lotion, Petroleum Jelly, Cream)

John Clement, Buyer.....Johnson & Johnson Powder, Cotton Buds, Corp. Consumer Print, Corp. TV

Phil Riggio, Buyer.....Goodyear Tire & Rubber Co.

Bert Lightner, Buyer

Section II

Arthur Jones, Supvr.

Alan Berkowitz, Buyer.....General Electric (Washers, Dryers, Air Cond., Dishwashers, Disposalls)

Bert Lightner, Buyer

Phil Riggio, Buyer.....General Electric (Ranges, Refrigerators, Medallion Homes)

Bert Lightner, Buyer

Bette Ruth White, Buyer.....Metropolitan Life Insurance, Sports Illustrated

Martin Tubridy, Buyer.....Ethyl Corp Corp., Filbert, Inc.

Alan Berkowitz, Buyer.....Time

Group D

Charles Buccieri, Group Supvr.

Section I

George Sharpe, Supvr.

Barbara Herman, Buyer.....General Foods (Birds Eye Tasti-Fries)

Bill Dwyer, Buyer.....General Foods (Birds Eye Fruit & Concentrate),

Barbara Barnes, Buyer

Peter Catelli, Buyer.....General Foods (Corp.)

Barbara Barnes, Buyer.....Personal Products (Meds, Vee-Form)

Bill Dwyer, Buyer.....Personal Products (Modess), Sanka

Jaques-Andre Frottier, Buyer

John Ward, Buyer.....General Foods (Awake)

Jacques-Andre Frottier, Buyer

Section II

Marcia Cann, Supvr.

Peter Catelli.....Cluett Peabody & Co. (Sanforized)

Mike Davy, Buyer.....National Distillers (Bellows, Partners Choice, Gin, Club Bourbon,

Julio Buonafede, Buyer.....National Distillers (Old Dover Kentucky Colonel, Bellows Reserve)

Hedy Rembges, Buyer

Mike Davy, Buyer.....Old Grand Dad

Charles Reinecke, Buyer

John Ward, Buyer.....General Foods (Gains Burgers)

Barbara Barnes

Section III

Roger Jones, Supvr.

Lorraine Ruggiero, Buyer.....Cluett Peabody & Co. (Arrow),

Hedy Rembges, Buyer.....General Foods (Birds Eye Regular Vegetables)

Barbara Herman

Rich Alther, Buyer.....General Foods (Birds Eye Special Vegetables, All Divisions), General Foods (Postum)

Catherine Brostrom, Buyer

Rich Alther, Buyer.....General Foods (Tang)

Julio Buonafede, Buyer

Group E

Robert Stewart, Group Supvr.

Section I

Donn Hinton, Supvr.

Vance Hicks, Buyer.....Eastern Air Lines

John Livoti, Buyer

Joe O'Brien, Buyer

Virgina Carroll.....Lipton Soups

Eleanor Hanley

Bill Hoag, Buyer

Tom O'Connor, Buyer.....Tek Hughes

Joe O'Brien, Buyer.....Union Carbide Corp.

Section II

Polly Langbort, Supvr.

Joan Johnston, Buyer.....Jell-O Inst. Pudding, Log Cabin

Rob Roy McGregor, Buyer.....Syrups, Jell-O Gelatin

Dan Zucchi, Buyer

Dan Bronzino, Buyer.....Whip 'n Chill

Dan Zucchi, Buyer

Tom O'Connor, Buyer.....Jell-O Golden Egg Custard

George Tibbetts, Buyer.....Minute Rice Mixes, Minute Pastas

Isabelle Stannard, Buyer.....Jell-O Pudding & Pie Filing

Dick Matullo, Buyer.....Minute Rice

Group F

Robert Kowalski, Group Supvr.

Section I

Fred Roeben, Supvr.

Alan Liebrecht, Buyer.....American Cyanamid Co.

Gen Hurley, Buyer

Otis Hutchins, Buyer.....The Borden Company, Drake Bakeries

Frank Becker, Buyer

Otis Hutchins, Buyer.....Remington Rand (Electric Knives)

Alan Liebrecht.....Remington Rand (Electric Shavers)

Section II

Bruce Wager, Supvr.

Alan Ward, Buyer.....Breck

Gen Hurley, Buyer

Ed Nugent, Buyer.....General Cigar Co.

Dave McCoy, Buyer

Arthur Meagher, Supvr.....Bache & Co., Clupak, Herald Tribune, Manufacturers Hanover Trust



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