

Jack O'Dwyer's



newsletter

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PR NEWS

AMERICAN AIRLINES NAMES HILL & KNOWLTON.
H&K was selected after about 10 shops were interviewed, including Carl Byoir & Assoc.

Sylvan Barnett, American's VP of PR, said H&K will give long-range counsel in a number of areas, including urban affairs and the new era of the jumbo jets.

Pan Am reportedly is on the verge, or has named, Edward Gottlieb. He had worked with Willis Player, VP of PR for Pan Am, when both were at American Airlines.

In another development relating to airlines, the proposed \$100,000 PR program for the new Atlanta airport has been shelved "at least until the end of 1969."

The airlines, which are in a profit squeeze, are looking for the Government to pick up some of the construction costs. An interim program is underway at Atlanta, but the green light has yet to be given on the planned \$350 million expansion there. H&K and Byoir are still in the running for this account.

In other news:

H. A. Bruno, 77, founder of H. A. Bruno Assoc., reportedly is retiring after some 50 years in business. He handled publicity on the Lindbergh flight and was Lindbergh's personal publicist for many years. Ralph Ianuzzi, pres., is said to be buying the business. Principal account is National Assn. of Engine & Boat Mfrs., which includes the National Boat Show.

Cutback in Overseas Press Club Bulletin, perhaps to one a month, is coming. About one-quarter of members have paid assessment.

Addison, Goldstein & Walsh, agency for Colgate's Cold Power, gets company's Axion, HyperpHaze skin cleaner plus Indian Head Hosiery Co. and Adolph's Ltd. (food products)

People moves: Hal Shriber resigns as PR of McCall's magazine...Michael F. O'Heney-Sibley joins Basford PR-Promotion as mgr of international PR. He was at French Chamber of Commerce here...F. James Koch to GT&E as mgr, public affairs programs.

AD NEWS

SEAGRAM'S WHITE HORSE SCOTCH SWITCHED TO FOUR ROSES DISTILLERS. NO AGENCY CHANGE.

White Horse was previously marketed by Browne-Vintners Co., which was recently reconstituted as a division of General Wine & Spirits Co. unit of Seagram. Doyle Dane Bernbach will continue to handle White Horse.

Meanwhile, Seagram will consolidate the Victor Fischel & Co. subsidiary into Frankfurt Distillers, headed by Arthur J. Palumbo.

Fischel, an ex-Seagram executive who had been given his own subsidiary in the early 1960s, will continue as a consultant to Seagram when the change is effective May 1. No account changes are currently expected.

WOMEN WANT MORE INFORMATION ABOUT NEW CARS, ACCORDING TO MC CALL'S SURVEY.

Two-thirds of women who visited new car showrooms gave dealers a "good" rating for their personal attention and courtesy. But this dropped to 52% when women were asked about the amount of information given by the salesmen. Twelve per cent of the respondents rated the information given as "poor."

Only 40% of the respondents with dealer service experience said they were "completely" satisfied with dealers' service.

Women under 35 and those with specialty-model cars were most critical of dealers' service.

EXECUTIVES: Arthur W. Schultz, a director and sr VP of Foote, Cone & Belding, and gen. manager, Chicago office, elected executive VP...Sy Collins, asst research dir., and Bill Holmes, sr marketing exec, named VPs of Doyle Dane Bernbach...Joseph Benjamin to media dept. of SSC&B as assoc media dir. He will also be on the media plans board...Joe Lesly to Ries Cappiello Colwell as acct exec and VP. He was at Gordon & Weiss...Ron Semler, 32, to Warren, Muller, Dolobowsky as a copywriter. He was at BBDO...Lee Einhorn to Pampel & Assoc. as head art dir. He was at N. W. Ayer & Son.

Advertising News (continued from Page 1)

Chicago Tribune executives host N. W. Ayer executives in honor of forthcoming 100th anniversary. With the emphasis of the celebration on the agency's next 100 years, the party was held Monday, symbolically, in the "Frontier" Room at "21."

Among those present were Neal O'Connor, president and chief executive officer of Ayer; Warner Shelly, chairman; Bart Stoner, executive VP and general mgr, Philadelphia area; Edward (Pat) Gallagher, exec VP and dir. of creative services, John Upton, vice chairman, and Louis T. Hagopian, exec VP and general manager, N.Y. region.

Felix J. Tomei, assistant manager, general advertising of the Chicago Tribune, said Ayer has "set the stage for unparalleled growth in its second century!" Jerry West, N.Y. ad mgr, said the first 100 years of the agency were "just a preliminary."

A copper plate of the Tribune front page of April 1, 1969 (the actual 100th anniversary) was presented to Ayer.

The N.Y. staff of the agency, now split in several offices, will shortly move into the new Burlington Industries bldg. at 55th st. and Ave. of the Americas.

Ayer increased its billings \$20 million last year to \$131 million and its new accounts this year include Univac div. of Sperry Rand, Economics Laboratory and Eastman Dillon, Union Securities & Co.

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Affluent American consumer joins protest movement, says president of Bulova.

He's most dangerous when dissatisfied by a high-priced item, Harry B. Hershel, pres. of Bulova Watch Co., told the Calif. Retail Jewelers Assn. this week. Record numbers of foreign-made watches are being sold in the U.S., thus aggravating the service crisis at the retail level, he said. Bulova is expanding its service back-up facilities in California and throughout the nation. The first of a series of new service centers has been opened in Los Angeles.

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Esquire ad lineage is up 61 pages, or 15.4%, in the first four months of the year, with revenues up \$1,135,000, or 27%. Ad pages for the upcoming May issue are up 40%, said Jerry Jontry, sr VP and ad dir.

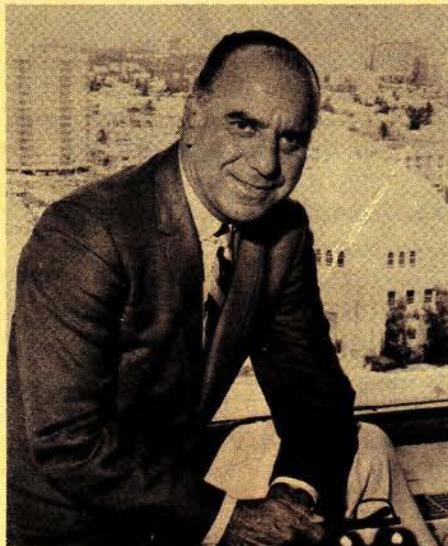
New York Market Radio Broadcasters Assn. formed. Don B. Curran, VP and general manager, WABC-Radio, is chairman. Membership consists of 25 stations, but more are expected to join. Purpose of the group is to promote N.Y. radio advertising in general. Similar organizations have been formed in San Francisco, Miami and Los Angeles. Participating stations have agreed to air 15 commercial a week about radio as an ad medium...a direct mail "Birthday Program" for tapping the 15 million families with children aged 2 to 12 is being launched by Milton S. Stevens Inc., large direct mail marketing agency. A sampler of "small" gifts and gift certificates will be sent to children just before their birthdays. "We expect it will result in follow up sales and make a lasting impression on the children," said Milton S. Stevens, agency president... because of a substantial growth in staff and services, Robert Ebey Co., San Francisco Bay Area agency, moved to larger quarters at 770 Menlo ave., Menlo Park, Calif., with 5,300 square feet. New clients of Ebey are Cushman Electronics and Valley Airlines..."How to Plan Media," an outline of basic media concepts and planning principles, has been authored by Paul M. Roth, VP in charge of media services at Kenyon & Eckhardt. It is about 75 pages...Impressions, published by the media/programming dept. of Benton & Bowles, questions whether the 18 to 34 figure used as the "young adult" break by the rating services is entirely "realistic." B&B says that more or less substantial preferential differences do exist within this age group and asks for new age definitions by the services.

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Novel invitation from de Garmo, McCaffery for party given by Conrac Corp. at Electronics show at Madison Square Garden this week was in form of a one-sheet poster that advertised a "Punch-In." (Main event--Jack Daniels vs. Johnny Walker).

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A new study by the American Assn. of Adv. Agencies finds that research activities of agencies are on the increase and are expected to continue upward with certain changes in emphasis.



Hank Meyer

Hank Meyer Associates 407 Lincoln rd. Miami Beach

Hank Meyer is a native New Yorker who made his fortune by going South instead of the proverbial West.

Meyer left New York University in the late 1930s after suffering what has become one of the most famous hay fever attacks in the annals of PR. He entered the University of Miami, where he felt the climate would be better. A job in the publicity dept. helped pay expenses, and he was graduated in 1942. After serving in the Navy, he opened his own PR and ad firm in Miami Beach in 1946. From 1949 to 1956, Hank worked full time for the City of Miami Beach, succeeding flamboyant publicist Steve Hannagan. The big coup scored by Meyer was bringing Arthur Godfrey and his shows to Miami Beach. Other big shows which came in with his help were Dave Garroway, Red Skelton, Perry Como and Jackie Gleason

In 1956, Meyer opened his own firm while continuing to work for the city. His firm is now the biggest in the South, with 50 clients, 35 full-time people and annual net fee income of \$800,000. A New York office at 777 Third

avenue includes a radio-TV division that gives merchandising and promotional services to broadcasters, program producers and sponsors. Other offices are in St. Petersburg and Chicago. Negotiations are in progress for offices in California, Texas and Puerto Rico.

"We have always been closely identified with Miami Beach," says Meyer, "but actually 97% of our business is outside of the city. Again, we are noted for our tourism and travel accounts (National Airlines, Island of Aruba, City of St. Petersburg, etc.) but the greatest percentage of our business is financial and industrial. We operate nationwide." Some of the other accounts serviced are Quality Courts Motels, Park Forest South Development in Chicago, Maule Industries, First National Bank of Miami (Southeast Bancorporation), Food Fair Stores in Florida, Commercial Bancorp., Atico Financial Corp., Coca-Cola Bottling Co. of Miami, Lion Country Safari, Jackie Gleason, Greater Miami Downtown Development Authority.

Meyer has had a New York office for 12 years but he regards it mainly as a "service" office. Its growth will depend mainly on business which "comes in through the front door"--which is the way HMA obtained 99% of its present accounts.

The main challenge for PR in the South, he says, is one of education, gaining recognition for PR as a professional service necessary to business. "We haven't scratched the surface here yet," he added.

Meyer still retains his enthusiasm for the Miami Beach area. Asked if he had any trouble recruiting talent, he said the firm gets an average of 10 letters a week from applicants who live in other parts of the U.S. "Let's face it," he said, "this is paradise." (At least it cured his hay fever).

Business "at sea" over what to expect from Nixon, says Carl Levin, VP and general mgr., Burson-Marsteller's Washington office. The feeling is that President Nixon and his team have the ability to administer policies. But there is much concern over just what those policies will be.

In the main, the new Administration appears determined to enforce the law as it found it, Levin told the New England Gas Assn. March 20.

The big worry is that a recession may be caused in attempting to slow down inflation. Problem No. 2 (social unrest) would then replace Problem No. 1 (inflation) said Levin.

He looks for the 10% surtax to be around for "some time," and warns that businessmen

and the rich "may have to see some of their tax loopholes go by the board."

Noting that action against conglomerates, regulation of mutual funds and support for the ban against TV cigaret advertising is coming from within the new Administration, Levin concludes that the day is past when even a Republican Administration can be too "pro-business."

There are exceptions, though, he added. "I cannot say that the new Administration has only the nation in mind when it proposes legislation on one-bank holding companies less restricting than that advocated by concerned members of Congress who see the threat of a dangerous concentration of economic power in a few large banks."

PR Newsfront: Richard Friedman, photo columnist for Editor & Publisher nine years, is joining Paddock Publications, Chicago... Michael Reichgut moving from AT&T to PR dir. of Chemical Specialties Manufacturers Assn... Dunkin Donuts, which has been at Arthur Schmidt & Assoc. the past year, will handle its own PR... Herbert Morse, VP of PR and adv., Universal American Corp. unit of Gulf & Western, joining Slick Inc. as PR dir... Jonathan D. Harrington from O.S. Tyson to Basford PR-Promotion... a Time, Inc. executive chased Stan Freberg and his group away from the Time plaza last Friday. Freberg was holding a press conference for his new Ballantine Beer ad campaign... techniques they don't teach in the PR courses (part of a series): a story on the new Cutty Sark campaign appeared in the Friday, March 14 Times. Same story in March 17 Ad Age. The rest of the press gets the release in the mail March 18 marked for "immediate release" on March 17... race for account of the Dental Society of State of N.Y. narrowed down to two agencies. Decision expected at annual meeting of Dental Society in Syracuse May 4-7... skillful use of advanced PR techniques could have prevented many a corporate takeover, Curtis L. Anders, VP and investor relations mgr., Carl Byoir, told the PRSA seminar in Phoenix last week. He urged companies to use all media to reach stockholders... Toni Miner, former PR dir. at Good Housekeeping, to Grey & Davis... Gil Stanley, formerly at Ketchum, MacLeod & Grove, to Monroe Scharff... large investors are exerting "enormous pressure" to obtain inside information on corporate activities, charges Robert D. Eckhouse, pres. of Robert D. Eckhouse & Assoc. Further government control is being invited, he told the International Trendex Investors' Conf. at San Antonio March 18... many PR men are skeptical not only of business, but of PR itself, according to a psychologist in PR Quarterly. This helps them maintain their objectivity, he says... J. W. Milford, retiring after 40 years in the PR business, had helped Thomas Edison with his press relations. Milford handled the last interview granted by Edison. He will continue to maintain offices in N.Y. while also working out of his home in Wilton, Conn. He has been proud to be in PR because PR people are "socially conscious"... job market: big Midwest PR shop looks for financial PR man... corp. PR exec (\$25,000), now at large New England electronics company, looks for new post in N.Y. or elsewhere... George Thornton Miller, exec VP of Grove-Beneke-Miller, was cited by the Marine Corps Information Center, N.Y., for outstanding assistance he provided.

PR APPOINTMENTS

Corporate


Nichols

Linda Nichols named PR dir. and project coordinator of Viking Carpets. She has been assistant to Viking's PR dir. for the past year and before that was assistant buyer of books and cameras at Stern Brothers. David R. Hoods named assistant dir. of PR and adv., Borg-Warner Corp. He was a VP of Daniel J. Edelman, serving the firm since 1963. David Unger named PR dir., Allied Maintenance Corp. He was at Ruder & Finn. Herbert L. Haft, VP, adv. and PR for Kinney National Service, named to additional post of marketing and sales promotion dir. Barbara B. McNear to Communications staff of CNA Financial Corp. as asst press relations mgr. She was at Philip Lesly. Donald W. Jones named mgr., program coordination, corp. comm. dept., Xerox.

Agency

Milton M. Enzer, who had his own PR firm after serving as PR dir. of Yale & Towne before its merger into Eaton Yale & Towne, to Bugli Co. as A/E. Miss Joan Hafey, manager of publicity for Magnavox, rejoins Young & Rubicam as manager, press relations/public affairs. Forler A. Massnick and Richard H. Truitt promoted to VPs at Carl Byoir & Assoc. Massnick is in Minneapolis and Truitt in Chicago. Robert H. Richelson named West Coast mgr. of Byoir. Jerome D. Bona to Doremus & Co. as a PR A/E. He was at Bell & Stanton. Lucy Ann Driscoll to Zigman-Joseph Assoc. as acct supv, consumer products, in N.Y. office. She was in PR dept., MJ&A. H. Glenn Canary named a group manager, PR dept. of Ketchum, MacLeod & Grove-N.Y.

New Accounts

Pacific Lighting Corp., largest natural gas distributor, to S.D. Loring Co., N.Y., for financial PR. Responsive Environments Corp., educational firm, to John De Nigris for fin. PR. Hi-G, Inc., electronics firm, and Programming Methods, Inc., to JDN Pub. Relations. Standard-Pacific Corp., home-builder in Southern Calif., to Booke & Co. Plant Industries, Inc., specialized food and packaging products, and Savin Business Machines Corp., copy-duplicators, to Robert D. Eckhouse & Assoc. for fin PR.