

# Jack O'Dwyer's



newsletter  
of advertising  
and public relations  
271 Madison Avenue,  
New York, New York 10016

(212) OR 9-2471

July 10, 1968

## CITY INVESTIGATES EXECUTIVE CONSULTANTS--WHO HAVE LONG PREYED ON AD MEN.

The "thorough" investigation of the counselors, to be made by the N.Y. City Licenses Dept., is long overdue. The so-called counselors, who often advertise themselves also as executive search firms, have badly tarnished the name of bona-fide executive searchers. Many have taken to calling themselves "Management Consultants" rather than be identified with the high-fee, low-result counselors. A minor scandal is that dozens of these counselors are allowed to advertise each Sunday in N.Y. newspapers. The bona fide firms do little or no advertising.

## NEW GREY CLIENT HAS LAISSEZ FAIRE POLICY.

Joseph H. Liebman, president of Cartier, Inc., N.Y. and Palm Beach jewelers which has just named Grey as its agency, says a hands off approach on his part is the best way to insure a "sound and interesting" program. Liebman was sr VP of the Bamberger's division of R. H. Macy before joining Cartier in 1967. He is also president of the Ad Club of N.J. Clinton E. Frank-N.Y. previously handled the account.

## MCCALL CORP. TO ENTER TV PROGRAMMING VIA COMSAT DOMESTIC SATELLITE.

Magazines moving increasingly into world of TV. (Good Housekeeping recently completed pilot of daily half-hour color TV show). McCall petition to FCC based on Comsat plans to place two 2,400-pound satellites in synchronous orbit by 1969. Availability of many more TV channels will fragment TV audiences in same way that magazine audiences have been fragmented. Henry Bowes, McCall president, says the audiences will be "very receptive" to a "magazine of the air" concept. But he also believes the satellite's most important impact on industry will come from the lower costs of data transmission.

## INTERNATIONAL NEWS

Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, who has just returned from a conference in London for top executives of SSC&B and its international affiliate, Lintas, says the "economic squeeze" will be on smaller international agencies in the years ahead. Many budgets are too small to be profitable if only handled in one country, he says. The costs of specialists for TV will be a heavy burden for the smaller shops, he points out. "The big are going to get bigger and the small, smaller," the SSC&B president adds. "You must be big--as well as bright--to succeed in international advertising in the years ahead."...British ad spending for 1967 was 447 million pounds, up 8% (smallest gain since records have been kept). Newspapers and magazines were off... 741 million pounds spent in West Germany last year vs. 708 million in 1966. Top medium is direct mail, with 241 million volume...Simca, Germany, moved its \$1 million account from Witzgall to Young & Rubicam, Frankfurt...Time-Life Int'l (Australia) lost \$92,834 last year. Cost of launching Life (Australia) early in the year more than offset profits from Time-Life books and records.

Ad notes: Meisterbrau Inc., Chicago brewer, will handle distribution of Lite no-carbo-hydrate beer in East. Ballantine did not renew franchise. Sales in N.Y. were described as "poor" but satisfactory in other parts of the country...president of an agency which just took a cigaret account sends letters asking donations to American Cancer Society. Ad men ask how two causes can be promoted at once...Jack Trout, former ad exec at Uniroyal, working out of Ries Cappiello Colwell...Russian agency Vneshtorgreklama will place newspaper ads in Russia for new Pan Am-Aeroflot route between Moscow and N.Y.



## LEADING NEW BUSINESS GAINERS--FIRST HALF OF 1968

<u>Agency</u>	<u>New Business Added</u>	<u>Losses</u>
Needham, Harper & Steers	\$17,500,000	none
Ted Bates & Co.	\$17,000,000	\$6,000,000
Batten, Barton, Durstine & Osborn	\$16,000,000	\$10,000,000
J. Walter Thompson	\$15,000,000	\$3,500,000
Lois, Holland, Callaway	\$15,000,000	none
Delehanty, Kurnit & Geller	\$10,500,000	\$1,000,000
Sullivan, Stauffer, Colwell & Bayles	\$9,000,000	none

The figures above are based on announced account changes in the first half and do not include additional products of present clients unless these came from another agency. The billings figures used are those of the account at the time of the change.

Such big new accounts as Xerox and the Somerset Importers unit of Canada Dry gave Needham, Harper & Steers the best first half in the business. Other new million-dollar-plus accounts included the Craft Master unit of General Mills; Kreuger Beer; Betty Crocker Ready-to-Serve puddings; Campbell's Swanson Frozen Entrees and the Delsey line of Kimberly-Clark. Counting several unannounced products plus additional business of present clients, NH&S brought in some \$30 million in new business in the first half, a spokesman said. No accounts were lost in the period.

Ted Bates & Co. also had a good first half, perhaps the best ever in terms of new business. During one seven-day period in mid-May, Bates added more than \$10 million in new billings. They came from Mars, Inc., National Biscuit Co. and Warner-Lambert Pharmaceutical Co.

BBDO lost Warner-Lambert's Bromo Seltzer and Efferdent as well as Ford's Autolite but more than made up for the losses with a rash of acquisitions. New business came from Pillsbury, International Milling, Scott Paper, Burger King, Paine, Webber, Jackson & Curtis and others. Counting certain unannounced business, BBDO figures its total of new billings amounted to \$23.5 million in the first half.

Lois Holland Callaway, which only started last October, says it brought in some \$15 million in new business in the first half and is now billing at the annual rate of \$28 million. Delehanty, Kurnit & Geller, which only billed \$11.6 million in 1967, nearly doubled itself with a gain of \$10.5 million in new business. Coty, Wilkinson Sword, Remington electric shavers of Sperry Rand and Senator Javits were the big new accounts. SSC&B garnered the biggest single account that moved in the first half--Lysol and other products of the Lehn & Fink division of Sterling Drug. Billings, previously reported in the trade press at \$6 million, actually are \$7 million. J. Walter Thompson had an excellent first half,, adding Uncle Ben's Rice, more Seagram products, English Ford, more Alberto-Culver, Squibb Beech-Nut and new billings from Warner-Lambert. Benton & Bowles lost \$10.5 million in the first half (General Foods' Instant Maxwell House, Shulton, Squibb Beech-Nut) but picked up S.C. Johnson's Bravo (\$4 million) and other accounts. With client Texaco launching a big new campaign featuring comedian Jack Benny, B&B's billings gain in the first half will about offset any losses. Doyle Dane Bernbach, handling Hubert Humphrey, Fuller & Smith & Ross, on Richard Nixon's team, and Jack Tinker & Partners, Nelson Rockefeller, picked up accounts in the first half that will be worth many millions in the second half depending on whether their man receives his party's nomination. At this point, it looks like the battle will be between DDB and FSR.



## PR PROFILE



*Frank Corbin (left) and Gene Burke examine film on client that will be distributed to TV stations.*

**BURKE & CORBIN:** headed by Gene Burke and Frank Corbin, both ex-newsmen with backgrounds of 20 years and 15 years respectively in the communications business...staff totals 12 and includes eight professionals...offices at 295 Madison avenue...network of PR affiliates in 200 cities throughout the nation for local placement...activities range from corporate counseling to product publicity and financial PR...firm is 14 years old, was previously known as Milburn McCarty Associates...B&C has handled more than 100 major accounts, many blue-chip companies. Current clients include Union Carbide, American Petroleum Institute, Tully-Starrett Corp.

More than anything else, a good PR firm today must be versatile, says Gene Burke. It must be equally at home in making placements in broadcast media as it is in print media. "I see tremendous growth ahead in the placement of one to five minute TV news films," says Gene. "Stations are hungry for this material. If we send out films to 100 stations--and it's fairly good material--it will be shown by about 60% of the stations."

When the firm puts on a new business presentation (and one hard and fast rule is that the two principals do all the pitching) the prospective client is apt to see a wide range of visual materials on what the agency is and what it can do for him. B&C has a standard slide-film presentation and may add flip-charts, films, etc. "The message that gets across," says Frank Burke, "is that we know good graphics...that we know our way around these materials." B&C is working towards a film on itself.

"Too many PR people," says Burke, "perhaps reflecting their newspaper backgrounds, or motivated by a desire not to appear wasteful of clients' money, neglect the graphics end of the PR business--in releases and so on. Or they may favor the 'release' over other forms of communication. We believe in the full media approach. Sometimes, we help a client to restructure his whole method of contacting customers."

Staff member Jeanne Henabery is an expert not only in booking clients on radio and TV shows but in making appearances herself. She often assumes the role of authoritative spokesman on various subjects for talk programs.

Burke & Corbin goes after new business with a planned program. Mailings of good PR placements, articles by staff members, are made on a *regular* basis not only to prospective clients, but to those who may influence results achieved for present clients. An increasing amount of new business is coming from out of town shops who want to pitch the national media in N.Y. "It's been the other way around for years," notes Burke. "Corporate ad campaigns also could benefit from PR counsel!" Colleges, Corbin adds, are becoming more aware of the need for professional counsel. "And a growing number of associations realize that PR is not something that the executive secretary can handle with his left hand," says Corbin. "In seeking new business, we apply the same techniques that we recommend to clients."



## PUBLIC RELATIONS NEWS

McDavid, Richmond & Rudd wins Kentile account. Others who pitched were Wolcott, Carlson and Farley Manning. Kentile is one of largest companies in floor covering industry. MR&D also recently added PR account for Linde Stars, synthetic star rubies and sapphires made by Union Carbide.

Philip Lesly's N.Y. office closing Friday. All staffers have jobs--most on corporate side. Lester Wells, who headed the N.Y. office, becomes PR director of Okonite Co. subsidiary of Ling-Temco-Vought in Passaic, N.J. Bob Connor moving to Standard & Poor's, a former Lesly account. Gay Bamberger has office at 663 Fifth ave., will work on American Music Conference account. Walt Minigutti joining LTV in Dallas. Stan Weeks of Chicago office will announce plans for own shop next week. Dennison Mfg., biggest account in N.Y. office of Lesly, being pitched by Rumrill-Hoyt, John Moynahan. Maytag will handle most of PR internally from now on. May add some outside counsel in a few months. Mead Johnson still looking. State Farm will probably settle on agency with big Washington office.

*Scott Group formed. James Scott, former manager of publications and international PR at American Can, has opened The Scott Group at 507 Fifth ave., specializing in corporate communications and public affairs. First client is New England Petroleum Corp. Scott was with the U.S. Information Agency for ten years as public affairs officer before joining Am. Can several years ago. He had served in the Middle East.*

Available: Tom McCabe, placement specialist, veteran. (212) IL 8-9595...young PR gal, \$130, two years writing experience in PR dep't of ad agency...product publicist, now with PR dep't of major corporation. Call Jack O'Dwyer on any of these.

PR Notes: Milton Fairman, former VP of the Borden Co. who was named director of communications of the PRSA, will also serve as editor of the Society's PR Journal... Larry Marshall, exec recruiter, preparing article on how much PR men should be paid. In general, he feels pay levels are too low. Agencies are too interested in gaining accounts rather than winning budgets that can support good men, he says... Idanna Pucci, Lida Livingston staffer, to Italy on a variety of projects.(also visiting uncle Emilio)...Lida working on opening in Cambridge, Mass. today of "Sona, The Golden One" showcase for handicrafts from India. Fifth store of its type. Outlet in N.Y. is at 11 E. 55th st...Harold Lauth, who has been with the Washington office of Kaiser Aluminum and Chemical, has been shifted to Oakland, Calif. to PR staff at Kaiser Industries. He will be not too far from old friend H. Walton Cloke, a Kaiser alumnus now at North American Rockwell in El Segundo, Calif. Lauth was Cloke's right hand man when the latter was at Kaiser in Washington...Charlie Sievert helping at Buick Open in Cleveland...bothersome to PR job hunters: decisions on jobs often drag on for weeks and months. Indication that management fails to appreciate effect or need for PR...Cotton & Bass handling N.Y. State finals for the Sound of Youth, USA, talent competition taking place at Gimbel's this Sat. Sponsors are Pepsi-Cola and Gimbel's...Seeburg Corp. and National Sporting Goods Assn., both in Chicago, to Daniel J. Edelman...George B. Schless, head of his own PR firm, and his wife Evelyn were killed in a car accident last month while heading for their summer home in Quogue, L.I.

PR people: Spencer Boise, mgr. of product publicity, Procter & Gamble, becomes VP and general mgr., L.A. office of Harshe-Rotman & Druck. Daniel Baer remains as sr VP in charge of all West Coast operations of HR&D...Joan S. Gallagher and Larry P. Horist named acct exec and Edward Jay Wollock named junior acct exec in Chicago office of Daniel J. Edelman...Paul Neuman to Basford PR-Promotion as acct exec. He was with Black-Russell-Morris, Newark, N.J...Harry Yeates, for six years editor of Gifts & Decorative Accessories magazine, to Hudson Associates.