

agency's overall billing, 25%.

Campbell-Ewald increased its billing approximately a million and a half over 1952. The agency placed the new Chevrolet Dealers' *Chevrolet Showcase* on ABC-TV, and presided over Chevrolet's expanded spot budget in both radio and television. Chevrolet Dealers continued sponsorship of *Chevrolet News* on ABC Radio and the *Dinah Shore Show* on NBC Radio and NBC-TV.

WARWICK & LEGLER: Radio-tv billing, \$7 million: \$1.5 million in radio, \$5.5 million in tv. Radio-tv share of agency's overall billing, 50%.

The agency held firm this year to its overall pace in 1952. For ExLax Inc., the firm placed *Leave It to the Girls* on DuMont, and bought into a portion of *Plainclothesman*, also on DuMont, for Larus & Bros. Co. Hoffman Beverages continued to sponsor *Children's Hour* on NBC-TV, and R. J. Caruso, Chrysler-Plymouth dealer in Los Angeles, carried on a television campaign. Pabst Blue Ribbon continued, as before, to sponsor the fights on radio and tv as well as carry on a radio spot campaign.

D'ARCY ADV.: Radio-tv billing, \$6.5 million: \$2.5 million in radio, \$4 million in tv. Radio-tv share of agency's overall billing, 25%.

This agency dropped perhaps a half-million dollars from its 1952 figure. Still it was an active year for D'Arcy. The agency placed the *Eddie Fisher* series on NBC-TV for Coca-Cola, continued with Gerber Products' and James Lees & Sons' participations on the *Kate Smith Show* on NBC-TV, and bought *Tom Corbett* on DuMont for International Shoe Co. In radio Budweiser Brewing sponsored the *Bill Stern Show* on ABC Radio.

DOHERTY, CLIFFORD, STEERS & SHEN-FIELD: Radio-tv billing, \$6 million: \$1.5 million in radio, \$4.5 million in tv. Radio-tv share of agency's overall billing, 55%.

Bordens and Bristol-Myers raised this agency to its position of importance this year. Bristol-Myers began sponsorship of *Man Behind the Badge* on CBS-TV, and Bordens' undertook *Treasury Men In Action* on NBC-TV, finally dropping the program toward the end of the year. Bristol-Myers participated also on the *Jackie Gleason Show* on CBS-TV and *Show of Shows* on NBC-TV. The agency also places spot campaigns for Bordens and Bristol-Myers products. Until September 1953, it handled the Welch Grape Juice Co.'s representation on the *Howdy Doody Show*, the account moving to Kenyon & Eckhardt at the start of the fall season.

FULLER & SMITH & ROSS: Radio-tv billing, \$6 million: \$1.5 radio, \$4.5 million in tv. Radio-tv share of agency's overall billing, 15%.

This agency virtually doubled its billing in television during 1953. Super-Kem-Tone took over co-sponsorship of the *Ray Bolger Show* on ABC-TV and Commercial Solvents bought Red Barber on CBS-TV. Aluminum Co. of America continued its sponsorship of *See It Now* on CBS-TV and Fiberglass bought a portion of the Godfrey morning show on CBS Radio and CBS-TV. During the season the agency lost the Westinghouse sponsorship of *Freedom Rings*.

MACMANUS, JOHN & ADAMS: Radio-tv billing, \$6 million: \$2 million in radio, \$4 million in tv. Radio-tv share of agency's overall billing, 33%.

MacManus, John & Adams is another among the few major agencies which have more than doubled in billing in 1953. The agency achieved

WHITE TAKES POST AS BOARD CHAIRMAN OF McCANN-ERICKSON INTERNATIONAL

Former NBC President Frank White named board chairman of McCann-Erickson subsidiary handling 17 overseas offices from New York. George Giese is appointed president.

FRANK WHITE, former president of NBC and before that head of Mutual, last week was named board chairman of McCann-Erickson Corp. (International), a subsidiary which operates the McCann-Erickson agency's 17 offices overseas.

The former network executive, one of broadcasting's best known figures, resigned the NBC presidency last summer upon his physician's advice that he needed "a long and complete rest" and should give up the heavy duties of the NBC post [B•T, Aug. 3, Sept. 7]. More recently, his name was prominent among those mentioned as possible successors to William B. Ryan, who leaves the BAB presidency Jan. 1.

Mr. White's appointment as board chairman of McCann-Erickson International was announced last Wednesday by Marion Harper Jr., president of McCann-Erickson Inc.

Giese Named President

Mr. Harper also announced that George Giese, vice president and director of the agency's international division, had been named president of McCann-Erickson International coincident with the White appointment.

The new posts of Messrs. White and Giese were created as part of a program to put additional attention on McCann-Erickson's growing operations overseas, it was understood. Headquarters will be in New York.

Mr. White, who served as NBC president from last Jan. 1 to Aug. 4, had joined NBC in the summer of 1952 after three years as president of Mutual. Previously, he had served successively with the accounting firm of Lybrand, Ross Bros. & Montgomery; Union News Co. as assistant to the president; Literary Guild of

America as treasurer; Stage Pub. Co., also as treasurer; CBS as treasurer and vice president (1937-47) and then as president of CBS-Columbia Records Inc. (1947-49).

Mr. Giese joined McCann-Erickson in 1944



Mr. White

after service as an account executive with Ward Wheelock Co., Philadelphia. He is a vice president of McCann-Erickson Inc., the parent company, and a member of the board of directors. Last May Mr. Giese was elected president of the Export Advertising Assn.

Belfield Heads L & G; McClave, Douglas Promoted

JOHN C. BELFIELD has been elected president and John A. E. McClave executive vice president-treasurer of Lewis & Gilman Inc., Philadelphia advertising agency, it was announced by Paul L. Lewis, chairman of the board. Charles G. Douglas has been elected a vice president of the advertising firm.

Mr. Belfield succeeds Wesley A. Gilman, one of the agency's founders, who died Dec. 5. Formerly a vice president of the company, Mr. Belfield joined Lewis & Gilman as an account executive in 1945, after years of experience in the advertising field.

Mr. McClave, formerly vice president and treasurer, has been with Lewis & Gilman since



Mr. McClave

Mr. Belfield

1944. Previously he had been in advertising agency work for 10 years.

Mr. Douglas joined Lewis & Gilman in 1949 and has been employed as an account executive on some of the agency's principal accounts. He was formerly with Central Penn National Bank of Philadelphia.

its leap onto the survey list by placing two network shows during the year for the Pontiac division of General Motors: the *Dave Garroway* program on NBC-TV, and the *Football Scoreboard* on NBC-TV. In addition, the agency spotted Dow Chemical Co. on three network participating shows.

WARD WHEELOCK CO.: Radio-tv billing, \$6 million: \$2.5 million in radio, \$3.5 million in tv. Radio-tv share of agency's overall billing, 55%.

The agency's combined billing remained the same in 1953 as in 1952 but there was an internal shift of a million dollars from its radio to its television budget. Campbell Soup, the agency's major radio-tv account, continued to sponsor two network shows in television, *Campbell Sound Stage* on NBC-TV and *Double or Nothing* on CBS-TV, and one show in radio, *Double or Nothing* on ABC.

WEISS & GELLER: Radio-tv billing, \$6 million: \$2 million in radio, \$4 million in tv. Radio-tv share of agency's overall billing, 50%.

Weiss & Geller, too, has more than doubled its radio-tv billing in 1953 with the acquisition of the Toni account, which sponsors *Godfrey and His Friends* on CBS-TV, the Godfrey simulcast on the same network and *Nora Drake* on CBS Radio. Additionally, the agency in 1953 bought *Dollar a Second* on DuMont for Mogen David Wine and *Come Back* on ABC-TV for Sealy Mattress.