

Seymour Joins Thompson

DAN SEYMOUR, vice president in charge of programming and production in the radio-tv department of Young & Rubicam Inc., has resigned effective Oct. 1, to join J. Walter Thompson Co. in New York as a vice president of that agency. His successor at Young & Rubicam has not been selected.



MR. SEYMOUR

B & B Sets Up Drug Div.

PROFESSIONAL marketing division to handle the marketing problems of clients with prescription drug products has been formed by Benton & Bowles, New York, Robert E. Lusk, president, announced last week. First client of the new division is Saton Labs, a division of the Norwich Pharmacal Co., Norwich, N. Y. Media plans have not been announced. Names of executives to head the new professional division will be made known later, Mr. Lusk said.

Tums Buys 'Dream Match'

THE "Dream Match" horserace between Swaps and Nashua will be sponsored on CBS-TV by Tums through Ruthrauff & Ryan. Race is scheduled for Aug. 31, 6-6:30 p.m., from Washington Park, Chicago. The \$100,000 winner-take-all contest will be broadcast by Jack Drees. Production will be supervised by Judson Bailey, staff producer, CBS public affairs.

NETWORK NEW BUSINESS

Wildroot Co. (toiletries), Buffalo, and **Johnson & Johnson** (toiletries), New Brunswick, N. J., will begin sponsorship on Sept. 26 of *Adventures of Robin Hood* on CBS-TV (Mon., 7:30-8 p.m. EDT). Agencies: BBDO, N. Y. (Wildroot); Young & Rubicam, N. Y. (Johnson & Johnson).

Wesson Oil & Snowdrift Sales Co., New Orleans, will sponsor Tues. segment of *Valiant Lady* on CBS-TV (Mon.-Fri., 12 noon-12:15 p.m. EDT), starting Sept. 6. Agency: Fitzgerald Adv., New Orleans.

Campbell Soup Co. (soups, Swanson frozen foods) Camden, N. J., and **Chesebrough-Pond's Inc.** (cosmetics), N. Y., sign for alternate-week sponsorship of *Star Stage* drama series on NBC-TV (Fri., 9:30-10 p.m.), effective Sept. 9. Agencies: BBDO, N. Y. (Campbell); J. Walter Thompson Co., N. Y. (Chesebrough-Pond's).

Reynolds Metals Co., Richmond, Va., to sponsor *Frontier* western film series on NBC-TV (Sun., 7:30-8 p.m.), effective Sept. 25. Agencies: Buchanan Co., N. Y., and Clinton E. Frank Inc., Chicago.

Brown & Williamson (Kools, Viceroy's), Louisville, Ky., effective mid-September will add three new shows to three already sponsored on NBC Radio and will buy three more newcasts on CBS Radio. Programs are five minutes in length and broadcast evenings. Agency: Ted Bates & Co., N. Y.

Beech-Nut Packing Co. (baby foods), Canajoharie, N. Y., will start alternate-week sponsor-

ship of half-hour show featuring Dr. Benjamin Spock on NBC-TV (Sun., 3-3:30 p.m.) for 44 weeks, effective Oct. 9. Agency: Kenyon & Eckhardt, N. Y.

NETWORK RENEWALS

Liggett & Myers Tobacco Co. (Chesterfield, L & M cigarettes), N. Y., renews *Dragnet* on NBC-TV (Thurs., 9-9:30 p.m. EDT), effective Sept. 1, when series starts fifth season. Agency: Cunningham & Walsh, N. Y.

Webster-Chicago Corp. (tape recorders, accessories), Chicago, and **Associated Products Inc.** (5-Day Deodorant Pads), West New York, N. J., resume alternate-week sponsorship of *Tony Martin Show* on NBC-TV (Mon., 7:30-7:45 p.m. EDT), effective Sept. 5. Agencies: John W. Shaw Adv., Chicago (Webster); Grey Adv., N. Y. (Associated).

Allis-Chalmers Mfg. Co. (industrial, farm implements), Milwaukee, will sponsor for 11th consecutive year *National Farm & Home Hour* on NBC Radio (Sat., 12-12:30 p.m. CDT) for 52 weeks, effective Sept. 3. Agency: Bert S. Gittins Adv., Milwaukee.

AGENCY SHORTS

Hall & Thompson Inc., Oklahoma City, formed by Norman F. Hall and Daniel P. Thompson with offices at 1510 First National Bldg.

Ralph Allum Co., N. Y., formed by Ralph Allum, president, with offices at 34 E. 51st St.; telephone: Murray Hill 8-6485. Radio-tv accounts include Clark-Cleveland Co. (drug products) and J. C. Penny Co. (department stores). Mr. Allum was formerly vice president in charge of package goods advertising, Roy S. Durstine Inc., N. Y.

AGENCY APPOINTMENTS

Three Daughters Corp., Lincoln, Neb., appoints John C. Fehlandt Adv., Kansas City, for Three Daughters deodorant and shampoo.

Monsanto Chemical Co., St. Louis, has appointed Gardner Adv. Co., same city, for new farm chemical line to be introduced early next year in 15-state midwestern area. Michael P. Ryan is account executive. Gardner already handles Monsanto corporate, organic chemicals div., inorganic chemicals div. and merchandising div.

National Concrete Masonry Assn., Chicago, has appointed Roche, Williams & Cleary Inc., same city.

Eureka Williams Co., Bloomington, Ill., appoints Al Paul Lefton Co., Chicago, for Eureka vacuum cleaners and Williams home heating products.

Springwall Assoc. (mattresses), composed of Eclipse Sleep Products Inc. (Eclipse Springwall), N. Y., Haggard & Marcussou Co. (Tiger Springwall), Chicago, Southern Spring Bed Co. (Southern Cross Springwall), Atlanta, and U. S. Bedding Co. (King Koil Springwall), St. Paul, Minn., has appointed Campbell-Mithun Inc., Minneapolis, for national advertising, effective Jan. 1, also handling U. S. Bedding local advertising.

Ganter of California (swimwear, sweaters), S. F., appoints Bernard B. Schnitzer Inc., same city, effective Sept. 1. Mr. Schnitzer and Mickey Mulligan will handle account.

Sta-Nu Co. (dry cleaning process), Chicago, appoints Bozell & Jacobs Inc., same city.

National Concrete Masonry Assn., Chicago, appoints Roche, Williams & Cleary Inc., same city, to handle its advertising.

A&A PEOPLE

Harold T. Tasker, account supervisor, Westinghouse Apparatus Div., Fuller & Smith & Ross, Cleveland, named vice president heading Sherwin-Williams (paint) account div., succeeding **Kenneth E. Moore**, vice president, who will devote fulltime directing news business activities; **Frank P. Lapick**, administrative operations manager, Westinghouse div., named vice president and head of div., succeeding **M. F. (Mose) Ranney**, vice president, who retires Nov. 1.

John D. Burke, vice president and copy chief, Erwin, Wasey & Co., N. Y., to copy dept., Lennen & Newell, N. Y., as vice president.

I. C. Bettiker appointed regional vice president, Beaumont & Hohman Inc., Chicago.

Thomas G. Brennan, formerly producer, Official Films, N. Y., to Foote, Cone & Belding, Chicago, as radio-tv supervisor.

Julia Brown, media research director, and **Maurice Sculfort**, chief spacebuyer, Compton Adv., N. Y., appointed associate media directors.

Ronald P. Smillie, former executive vice president of Piatt & Smillie Chemicals Inc., St. Louis, former client of Krupnick & Assoc., same city, to Krupnick as account executive.

Paul T. Sprinz to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as account executive.

James E. Keefe, field representative, Minnesota Mining & Mfg. Co., St. Paul, to account management staff, Waldie & Briggs, Chicago.

Burt Schaefer, formerly appliance refrigeration sales manager, Admiral Corp., Chicago, appointed refrigeration sales manager, Norge Sales Corp., same city, subsidiary of Borg-Warner Corp.

William E. Hagerling, advertising design instructor, Art Institute of Pittsburgh, appointed art director, Sykes Adv. Inc., Pittsburgh.

Lloyd M. Hallett, formerly office manager and assistant secretary, WLOL Minneapolis-St. Paul, named head accountant, Olmstead & Foley, Minneapolis.

Carroll Carroll, Hollywood writer and humorist, to Young & Rubicam N. Y., as writer in charge of special material on *20th Century Fox Hour*, which will be sponsored by General Electric Co. through Y&R, starting on CBS-TV Oct. 5, alternate Wednesdays.

A. M. Brodine, formerly with public relations dept., Lago Oil & Transport Co. Ltd., Aruba, Netherlands West Indies, to public relations and publicity dept., Gray & Rogers, Phila.

Charles Rider, formerly with Bradbury, Sayles, O'Neill Co. (publishers), N. Y., to media dept., G. M. Basford Co., same city.

Thomas J. MacWilliams, tv director, Smith, Taylor & Jenkins Inc., Pittsburgh, elected national president, Sigma Tau Phi, national businessmen's social fraternity.

Mrs. Donna S. Quigley, radio-tv director, Cayton Inc., N. Y., and **James J. Rodden**, are to be married in September.

Edward D. Brown, tv dept., Ted Bates & Co., N. Y., and **Betty Ann Grove**, singer, CBS-TV *The Big Payoff*, are to be married Sept. 17.