

CLINIC DRAWS 450 'WEST OF MADISON'

- Minneapolis Ad Club host
- Topics: From radio to MR

Talks on independent radio and increased budgets for today's climate sparked an all-day seminar-clinic of the Minneapolis Advertising Club April 10.

Over 450 Twin Cities agency and media representatives attended the fifth annual workshop in that city's Leamington Hotel. Key speakers were Todd Storz, president of the Storz Stations; William F. O'Dell, president of Market Facts Inc., Chicago; Owen Smith, vice president and account supervisor, Leo Burnett Co.; Dr. Ernest Dichter, president, Institute of Motivational Research, and J. Harvey Howells, creative staff, Fitzgerald Adv. Agency, New Orleans, La.

General theme of the workshop was "Somewhere West of Madison Ave." Speakers were introduced by Sam Gale, vice president in charge of advertising at General Mills for 35 years and now a consultant.

Mr. Storz told Twin Cities' representatives that advertisers can expect several changes in radio within the next five years and described various technical developments in receivers. Within a few years, he said, people will be able to stroll the streets and listen to radio by means of miniature devices fastened on the wrist, eye glasses or ears.

Mr. Storz also discussed present-day radio, including the rise of independent station operations with music and news, and the increasingly important role of disc jockeys. He emphasized the new "professional approach" of today's d.j. and the need for accepting greater responsibility, reflecting his views at the Storz-sponsored Kansas City pop music disc jockey convention [STATIONS, March 17].

Mr. O'Dell suggested advertisers should increase, rather than decrease, their budgets in today's recession climate, claiming such "arbitrary reductions are unwise." Clients would fare better during business slow-downs if they would realize advertising is the cause, not the result, of sales, he asserted, adding that too often sales are not a good measure of advertising effectiveness.

Television's effectiveness in conveying a copy theme was recounted by Burnett's Mr. Smith, who reviewed the successful Marlboro (Philip Morris) cigarette advertising campaign in broadcast and print media. Its concept was to raise the male to the same level as the female in cigarette advertising appeals. Dr. Dichter explored progress in motivation research.

DDB Adds \$900,000 McAn Billing

Doyle Dane Bernbach, New York, last week picked up the \$900,000 Thom McAn (Melville Shoe Corp.) account, bringing to \$1.3 million the amount of new business it has acquired since the agency and Max Factor & Co. terminated their seven-year association last month [ADVERTISERS & AGENCIES, March 31]. Ogilvy, Benson &

Mather resigned the McAn account, effective June 30 [CLOSED CIRCUIT, March 17]. Doyle Dane Bernbach is no stranger to shoe advertising. Six weeks ago, it quietly resigned the \$150,000 Regal Shoe Corp. account; this resignation was never announced, reportedly at request of the client. Last week Regal—a division of Brown Shoe Co.—marched into Emil Mogul Co., giving that agency its fourth, non-competing shoe account. Mogul indicated it would place Regal in spot radio-tv and effect a "doubling of the previous budget." A fortnight ago, DDB picked up the Benson & Hedges cigarette account, billing \$400,000 [ADVERTISERS & AGENCIES, April 14].

Advertising Man Fares Poorly In Philadelphia Opinion Poll

Arthur C. Fatt, president of Grey Adv., last Tuesday defended the role of the advertising profession before the Poor Richard Club in Philadelphia. His talk was entitled "The Naked Men in the Window."

Mr. Fatt had a survey taken among Philadelphia businessmen to determine the impressions that people have on occupations and professions.

The results of how the advertising man is seen by Philadelphia follow:

Of the seven professions or callings listed on the questionnaire: 85% of the businessmen consider him 5th, 6th or last in honesty, 80% consider him 5th, 6th or 7th in intelligence, 92% consider him in the last three places in being careful, 77% consider him in last three places in prestige, 72% find him first or second in being interesting, but 88% consider him first, second or third as a sharp manipulator and 88% of the

businessmen put him in the last three places in service to the community.

To cure the "anti-advertising trend" Mr. Fatt proposed an Advertising Foundation composed of representatives from the advertising associations and other groups in and out of advertising to work, demonstrate and talk and "enlighten America about advertising."

Grant Continues Expansion, Takes Over Burke Adv., Seattle

Grant Adv. Inc. continued its merger-and-expansion program last week, with the absorption of Burke Co. Adv., Seattle, and the creation of a new northwest office.

The merger, announced Monday by Will C. Grant and William M. Burke, president of the agencies bearing their respective names, gave Grant 27 new accounts and brought its overall billings to virtually \$100 million. Among the new clients are Alaska Airlines, Washington State Dairy Products Commission and Blue Cross of Washington.

Under terms of the merger, Mr. Burke becomes vice president and Seattle manager and Roland H. Burke, his partner, a vice president in the same office. Grant sought the merger, negotiated by Lawrence R. McIntosh, its executive vice president-domestic operations, and Mr. William Burke, to strengthen its U. S. operations, particularly "in the important northwest market."

The announcement follows Grant's absorption of Abbott Kimball Co., San Francisco, and that agency's branches in New York, Los Angeles and Chicago [AT DEADLINE, April 7; ADVERTISERS & AGENCIES, Feb. 24], plus overseas expansion. Grant now has nine U. S. and 31 foreign offices.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

April 22, 29 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

April 21-25, 28-30 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

April 21, 28 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

April 22 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 23, 30 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

April 24 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen &

Newell and RCA Victor through Kenyon & Eckhardt.

April 24 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

April 25 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark Cards through Foote, Cone & Belding.

April 26 (8-9 p.m.) *Perry Como Show*, participating sponsors.

April 26 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco through McCann-Erickson.

April 27 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

April 27 (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Broby; U. S. Time Corp. through Peck Adv., and Greyhound through Grey.

April 27 (9-10 p.m.) *The Chevy Show*, Chevrolet through Campbell-Ewald.

April 29 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.