

## AGENCY NEWSCAST

By RALPH TYLER

A re-shuffling of its advertising agencies, involving several million dollars in billings, has been reported by International Latex Corp. through David Ketner, advertising VP. Ted Bates gets Playtex Living Bras and new Living Girdle. Y&R, already handling Sarong for another division of International Latex, gets Playtex Girdle and Playtex \$2.50 Bras. Lynn Baker will continue to rep Playtex Nurser and Reach McClinton will cease to handle any Playtex business. Changes are effective Feb. 1.

Opportunity will knock Nov. 17 for college women considering careers in advertising. The event is the sixth annual career conference sponsored by the Advertising Women of New York Foundation at the Hotel Commodore. There will be panel discussions and seminars in the morning and individual consultation in the afternoon. David McCall, vice chairman of the board of C. J. LaRoche will speak at luncheon on "What You Can Do for Advertising?"

Shulton, Inc., has appointed Kastor Hilton Chesley Clifford & Atherton to handle the Colfax Laboratories Division advertising for Ice-O-Derm. . . . Stern, Walters & Simmons has named two new VPs, Roy R. Rutkoff, account exec, and Norman M. Goldring, marketing director. Goldring formerly was with Edward H. Weiss and Rutkoff was for many years with the original Phil Gordon agency, absorbed in a recent merger.

A major spot TV and radio campaign for Triple-S Blue Stamps is now underway along the Eastern Seaboard using the "Triple-S Triplets" created by Kastor Hilton Chesley Clifford & Atherton, and executive by Ed Graham, creator of Bert and Harry. . . . Three new agencies have been elected to membership in Western States Advertising Agencies Ass'n. They are Irvin L. Edelstein Associates, Los Angeles; Leland Oliver Co., Santa Ana, and Elliott-McMullen Advertising Agency, Los Angeles.

Charles E. Jones, former administrative VP and board member, has rejoined Potts-Woodbury, Kansas City agency, as president and chief executive officer. Jones succeeds J. B. Woodbury, president since 1954. Woodbury remains as chairman of the board of directors, a post he has served since 1956. Since 1961, Jones has been general sales manager of radio WHB, the Storz Broadcasting Station, in Kansas City.

Appointment of Margaret Au-

### Thought for Today

*"Take a hard look at the changing world. Name your own boom and then simmer down. It might be just as well to be ready for the busts. I have never known a 10-year period when there wasn't quite a little going both ways. Up come automobiles, down go horse collars; up come canned food, down go jar gums. Up come frozen foods, down go fresh. Fish is having a boom; the day people eat fish, they aren't eating meat. Margarine is having a boom; the day people eat margarine, they aren't eating butter."*

—Jean Rindlaub,  
VP, copy supervisor, BBD&O

Auchstetter as broadcast buyer and Laura Dulberger as assistant broadcast buyer in the media dept has been announced by Carson/Roberts, Los Angeles. Mrs. Auchstetter moves to C/R from Erwin Wasey, Ruthrauff & Ryan, where she was radio-TV time buyer. Miss Dulberger had been supervisor of estimating and contracts at McCann-Erickson, Los Angeles.

The C. F. Sauer Co., producers of Duke's mayonnaise, cooking oils and related salad products, and Sauer's flavoring extracts and spices, has appointed Liller Neal Battle & Lindsey, Inc., as its advertising agency effective Jan. 1. The Sauer account will be served through LNBL's Richmond office.

PR exec Philip Lesly has re-edited and revised his "Public Relations Handbook" published 12 years ago. The field has grown so much since then that Lesly said he found it necessary to provide new material, or completely revise, about 70 per cent of the book's 902 pages. In a concluding chapter of the book, published by Prentice-Hall, Lesly noted this, among a number of changes that have taken place since the first edition: "Education has made the public more sophisticated. Subjected, as they are, to a vast and increasing stream of information, people today are suspicious of hogwash. Old fashioned hard sell is a waste of time and money, unless an organization has worked over a long term to create public trust in any communication emanating from it. . . . there is a trend away from over-simplification, particularly in corporate PR."

## 25th Year for WKAT Under Same Owner

Miami—WKAT will mark its 25th anniversary tomorrow as the oldest station in the state under the same ownership. Mrs. Ucola Katzentine, president of the company, founded the station in November, 1937, with her late husband, A. Frank Katzentine. Now the basic CBS affiliate for the Greater Miami area, WKAT claims the largest radio news staff in Florida and calls its current format "The Mirror of Miami."

One year after its original broadcast, WKAT increased its power to 250 watts. Two years later, in 1940, the station acquired the NBC Blue Network and boosted its power to the current 5,000 watts. It later acquired an affiliation with Mutual Broadcasting and ABC, and was affiliated with both until November, 1960 when it joined CBS.

The station plans to celebrate its Silver Anniversary the complete month of November.

### Admen Hear Hurleigh

Washington Bureau of RADIO-TV DAILY  
Washington—Mutual Broadcasting prexy Robert F. Hurleigh will address the Ad Club here Nov. 13 on "Radio's Countdown—The Dilemma of Advertisers."

### Socialist-Labor Candidate Wins Equal Time Issue

The FCC yesterday notified CA, New York, that the "Gray Show" does not come under the exemptions to the political equal time requirements and therefore, the request of Socialist Labor candidate for New governor, Eric Haas, must be accorded. Haas made his request on the basis of a Gray show appearance by David Jacquith, Communist Party candidate for the same office.

## Spirits Climb On Graveyard

Ft. Wayne — WOWO's "PM" moves tonight into the County Courthouse, once the site of a pioneer graveyard.

While on the air, "PM" will lose none of its normally cultured atmosphere as Fred Reynolds Allen, county librarian, tells the story of a grave robbing in early days. Meredith Sprunger, Indiana Technical College, discusses superstition and folk myths; a minister of the spiritualist church talks of the spirit world and seances. A report is aired from London on a haunted English castle.

## Nothing Outshouts

## Quality and Integrity!

THE ASSOCIATED PRESS