

CBS TV nighttime shows with minutes and 10-second billboards . . . **General Mills** will introduce a 23 oz. family size brownie mix this month with a heavy NBC TV schedule, starting 11 June in daytime shows. NL&B is the agency . . . A new beer made with toasted malt is being introduced by **Storz Brewing** in the company's seven-state trade area. Campaign, via **Bozell & Jacobs**, includes tv and radio.

Financial report: **Philip Morris** declared a regular quarterly dividend of 90 cents a share on common stock payable on 16 July to stockholders of record on 19 June . . .

Helene Curtis reported net sales for the year ended 28 February were \$68,341,119 compared with \$54,038,126 for the preceding year. Net income totaled \$3,427,418 compared with \$3,229,841 or \$1.64 per share vs. \$1.59 per share the previous year.

PEOPLE ON THE MOVE: **G. J. Wachholz** to the new post of division vice president of the photographic products group of **Minnesota Mining and Manufacturing** . . . **G. W. Sandell** to general manager of **Revere Camera Co.** of Chicago . . . **Stanley T. Pender** to manager of market research for **B. F. Goodrich Chemical** . . . **David Hanson** to assistant advertising

manager at **Liggett & Meyers** . . . **J. Robert McMenamin** to manager of advertising and sales promotion for **U. S. Rubber Tire Co.**

Agencies

Leo Burnett clients will be investing more money in tv advertising in 1962 than in any previous year in agency history, according to executive v.p. **Leonard S. Matthews**.

He said this year's volume of tv activity, programing and commercials, will approach the \$80 million mark in both network and spot business. This exceeds 60% of Burnett's total annual client billing.

FILLING in while Detroit's two dailies sat idle for 30 days, these four from **WJBK-TV** help in remarkable radio-tv jobs done to bridge gap. L-r: **Carl Cederberg**; **Lou Miller**; **Bob Maher**; and **Jac LeGoff**



ELEPHANTINE effort by **KMOX**, St. Louis, for U. S. Savings Bond campaign included two elephants in local parade. Stn. personality **Bob Holt** does the interview. Circus wagons brought up rear



AWARD to **Storer Broadcasting** for carrying **Foundation for the Blind** radio series is accepted by radio v.p. **Grady Edney** (c). **James Storer**, blind gen. mgr. of **WJW**, Cleveland, from **AFB** dir. **Robert Barnett**

HEADLINERS at the **Atlanta Ad Club** meeting gathered for this shot. They are (l-r): **Moreland Moncrief**, retiring pres. of the club; **Frank Gaither**, **WSB**, Atlanta, member of the board of **RAB**; **Kevin Sweeney**, pres. of **RAB**; **Allen Woodall**, pres. of **WDAK**, Columbus, Ga. and **RAB** board member; **H. Randolph Holder**, pres. of **WGAU**, Athens, Ga. and **GAB** pres.

