

week via a saturation tv spot campaign concentrated on Friday evenings. Reason: As a traffic builder for Saturdays, the biggest shopping day in auto showrooms. The campaign is geared in 76 key Rambler markets, employing an average of five eight-second LD's and two 60-second commercials every Friday night on some 170 stations. Agency: Geyer, Morey, Madden & Ballard.

General Motors has a new director of tv advertising: Gail Smith, formerly associate manager of advertising production for P&G.

He will join the staff of William Hufstader, v.p. in charge of distribution at General Motors.

More personnel moves: Mort Green, appointed director of tv and radio for Revlon, Inc. . . . **D. M. Marshman, Jr.,** a v.p. and creative director at C. J. La Roche, joins Warner's Foundations as v.p. and director of advertising and promotion . . . **Allen Smith,** to special prod-

ucts advertising manager of Bulova . . . **William Fink,** to sales manager, professional products, for ORRadio Industries, Inc. . . . **William Hunter,** to general sales manager of Conset Division of Young Spring & Wire Corp., Burbank, Cal.

AGENCIES

"Agencies must work harder than ever before to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget," according to Campbell-Ewald's Philip L. McHugh.

Addressing the 10th Annual Atlanta Advertising Institute, the Detroit agency v.p. for tv radio said:

"Network tv's strength as an advertising medium is seriously threatened by a continuing lack of some real method for developing new, young personalities to increase today's scarce talent pool and to re-

place tv personalities now in declining stages of viewer popularity."

The 4A's, at its White Sulphur Springs' convention, set up a **Operations Committee**, to meet monthly when the board is not in session.

The members: Chairman, **Robert Ganger**, chairman of the board and of the executive committee of D'Arcy, and 4A's chairman; **Harry Harding**, executive v.p., Y&R and 4A's vice-chairman; **Andrew Mel-drum**, v.p.-general manager, Mel-drum & Fewsmith, Cleveland and 4A's secretary-treasurer; **Frederic Gamble**, 4A's president.

The directors-at-large on the committee: Edwin Cox, chairman, K&E; Otto Kleppner, partner, The Kleppner Co.; and Raymond Sullivan, chairman, SSC&B.

Agency appointments: All products of **Armour & Co.'s** newly-formed Grocery Division, billing approximately \$3.5 million, to **Foote, Cone & Belding**. The agency now

D.J. CONVENTION FLANNERS: (l to r) Bill Stewart, Storz Stations; Bob Larsen, WRIT, Milwaukee; Paul Berlin, KNUZ, Houston; Joe Smith, WILD, Boston; Paul Cowley, WKLO, Louisville; Ira Cook, KMPC, Hollywood; Robin Seymour, WKMH, Detroit; Tom Edwards, WERE, Cleveland



FOR BETTER HUMAN RELATIONS, Lloyd Yoder (r), v.p. NBC and head, WMAQ & WBNQ, Chicago, gets award from Earl Dawson, pres., Lincoln U. Watching, Dr. A. Pride (c) chmn., jnlsm. dept., Mrs. Arthur O. Sulzberger (l), whose husband got like award for N.Y. Times.



THERE'VE BEEN SOME CHANGES MADE, is what these gals say in Memphis streets to announce KWEM's call letters change to K-WAM