

it. In a current tv commercial, Willy Mays, San Francisco *Giant* outfielder, is shown striking out, hitting an easy grounder and smashing a home run, with the toy operation.

A summer replacement show has been found to have merchandising possibilities. CBS Films, Inc., okayed the sale of a game made by Standard Toykraft, which is based on the network's *Picture This* show.

PEOPLE . . .

ROBERT S. COLODZIN, former Benton & Bowles tv production supervisor, has been named president of SIB Productions of New York. The company is affiliated with SIB Productions of Hollywood. SIB also added JOHN B. CRON, formerly with NBC Films and Screen Gems, as vice president in charge of sales in New York.

Among others recently assuming new duties and/or positions are:

NICHOLAS GIBSON, as tv commercial producer, for Papert, Koenig, Lois, Inc. He had been a tv producer-art director for FC&B, K&E and Compton.

BENJAMIN COLAROSSO, as production supervisor, for Ted Bates & Co. Mr. Colarossi, at one time producer-art director for Timex specials and *The Big Party* tv programs, formerly was at K&E.

DAVE NAGATA and AARON EHRLICH, as tv producers, for Doyle Dane Bernbach Inc. Mr. Nagata, who works in the Los Angeles office, was with Saul Bass Associates. Mr. Ehrlich was a producer with Elliot, Unger & Elliot. He is in Doyle Dane's New York office.

B. F. ADCOCK, as Dallas resident vice president, for Alexander Film

Co., Colorado Springs. Mr. Adcock, with Alexander for 15 years, most recently served the company as south-western zone manager.

EVERETT HART, as head of European production, for Filmex. Mr. Hart currently is scouting locations and crews in France, Italy, Spain and the Netherlands. Mr. Hart had been senior producer at BBDO during the last decade; he was agency producer for the *Du Pont Show of the Week* and a tv advisor to then President Eisenhower and Vice President Nixon.

JACK GROSSBERG, as a producer-director, for Sarra, Inc. Mr. Grossberg supervised more than 100 commercials, including many on location, and film announcements for *The Wonderful World of Golf* and *The Lively Ones* on location, for Filmways, Inc., in 1961-62. At Sarra, Mr. Grossberg, a 15-year tv veteran, once again is associated with vice president Mickey R. Dubin and Lee Goodman, with whom he worked at Filmways.

BEN KRANZ, as general manager, for VPI. He formerly served with MPO, Screen Gems and Robert Lawrence Productions and acted as production manager for such Broadway shows as *Kiss Me Kate* and *Carmen Jones*.

TV Commercials

AMERICAN FILM PRODUCERS

Completed: National Biscuit (Fig Newtons & Sugar Honey Grahams), M-E. In production: National Biscuit (Oreo), M-E.

D. & R. PRODUCTIONS

Completed: Chunky (chocolate bar), JWT; White Labs (aspergum), KHCC&A; Minute

Maid (stamp sweepstakes), M-E; Savarin (coffee) FC&B; Upjohn (corporate) PKL; Westinghouse (appliances), M-E; Quaker State (motor oil) K&E; Whitehall Labs (Direxin), C&W; Menley & James (Cold-aid), FC&B; Braun Baking (bread), KM&G; Alcoa (wrap), KM&G; Nestle (Quik), M-E; Humble Oil Co. (Esso) M-E; Pharmacrast (Fresh), PKL; H. P. Hood (ice cream), K&E.

In production: Alcoa (wrap), KM&G; Chunky (chocolate bar), JWT; Menley & James (Contac), FC&B.

ELEKTRA FILM PRODUCTIONS

Completed: Liberty Mutual (institutional), BBDO; Calgon (Calgon), KM&G; General Mills (Post 100% Bran Flakes), B&B; Gen. Motors (Oldsmobile cars), D. P. Brother; U. S. Steel (institutional), BBDO; Nabisco (Fig Newtons), M-E; Ford Motor (Ford cars), J. W. Thompson; Vick Chemical (Lavoris), Morse Int'l.; Imperial Oil Ltd. (gasoline & oil), MacLaren Adv.; General Motors (Buick cars), M-E; Ocean Spray Canning (cranberry sauce), M-E; Gen. Motors (Chevrolet cars), M-E; U. S. Steel (U. S. Steel Hour), BBDO.

In production: NASA (institutional), direct; Procter & Gamble (Jif Peanut Butter), Grey; Colgate-Palmolive (Cue toothpaste), D'Arcy; Aluminum Co. of America (Alcoa Wrap), KM&G; Carlings Brewing (beer), Lang, Fisher & Stashower; Eastman Kodak (Cassette), JWT; Pittsburgh National Bank (services), KM&G; Knox Gelatine (gelatine), D'Arcy; Colgate-Palmolive (Pruf), L&N; Liggett & Myers (Lark cigarettes), JWT; Narragansett Brewing (beer), DCS&S; Bristol-Myers (Bufferin), Y&R; Union Carbide (Eveready batteries), Esty; Noxzema (after-shave lotion), D-F-S; General Foods (Whip 'N Chill), Y&R; WABC-TV; (promotion), direct; Alcoa (show opening), FSR.

JERRY FAIRBANKS PRODUCTIONS OF CAL.

Completed: Marx Toys (toys), Bates; Helene Curtis (Secure, deodorant, Enden), M-E; Bobbi (permanent), North; Marathon (oil & gasoline) Campbell-Ewald; General Motors (Oldsmobile, sports cars & used cars), D. P. Brother; Adorn (hair spray), North; Toni (home perm), North. In production: General Motors (Guardian Maintenance), D. P. Brother; Adorn (hair spray), North; Toni (home perm), North.

FILM FAIR

Completed: Laura Scudder (corn chips), DDB; Armour (Chiffon), FC&B; Glasswax (window cleaner), C-M; Bardahl (oil additive), MMH&H; Great Western Savings (banking), DDB; Zee (toilet tissue), DDB; Union Oil (gasoline), Smock, Deban & Waddell; Max Factor (nail polish), direct; Hamm's (beer), C-M; Heileman's (beer), M-E; Bank of America (BankAmericard), Johnson & Lewis; Northwestern Mutual (insurance), MMH&H; Storz Brewing (beer), Bozell & Jacobs; So. California & So. Counties Gas Co., (gas), M-E; Max Factor (lipstick), direct.

In production: Foremost (dairy products), GBB; Ralston (breakfast food), GBB; Zenith (television), FC&B; Macleans (toothpaste), K&E; Brylcreem (hair preparation), K&E.

ED GRAHAM PRODUCTIONS

Completed: Nabisco (Milk Bone Dog Biscuits), K&E; General Mills (Bisquick),

