

## Advertising

# Woman Enters the Hall of Fame

By PHILIP H. DOUGHERTY

Cipe Pineles, the woman who broke the sex barrier at the Art Directors Club of New York by becoming a member, has also turned out to be the first woman to be inducted into its Hall of Fame.

Now there are 19 in the Hall and Miss Pineles is the widow of two of them—William Golden and Will Burtin.

As you can almost guess, practically her entire life has been totally involved in graphics and design. And now, as director of publication design at the Parsons School of Design, she is passing along her knowledge, experience and dedication to a new generation.

The other night in the Delegates Dining Room at the United Nations when she was one of six inducted into the Hall of Fame (introduced, by the way, by Frank Stanton, former president of CBS) she was also one of four of them who had worked or is working at Condé Nast, the magazine publisher.

As a matter of fact it was her second job in the hungry 1930's when the publisher's titles included Vogue, Vanity Fair, House & Garden and a number of pattern books.

"It was a marvelous training school," she recalled at the Club last week. "What Macy's was to retailing, Conde Nast was to people who wanted publishing or advertising. They had their own engraving and printing plants and all of those blank pages just waiting for talented people to find a new way of presenting fashion... or Christmas."

In those days, when it came to art direction, she said, publications were very much ahead of advertising agencies—agencies looked to magazines for leadership and inspiration.

"Now," she said, "I get the feeling, the impression, that advertising has long ago caught up with being avant garde and initiates as many fresh concepts as publications and many more."

She says that about half of the students of communication design at Parsons would like to get into the agency business, with others aiming themselves at book or magazine publishing or package design.

Those interested in agencies, she said, tend to favor such shops as Doyle Dane Bernbach, which "has a reputation for the most direct, most honest approach to advertising, or companies like CBS which has held high standards for promotion, broadcasting and advertising."

Miss Pineles, Vienna-born and a Pratt Institute graduate, is also design consultant for Lincoln Center and has been art director of Seventeen, Charm and Mademoiselle. She is a designing woman.

### New Bourbon Mix

Glenmore Distilleries, Louisville, Ky., is moving some of its brands out of Kenyon & Eckhardt, according to reliable sources.

It will be shifting its Mr. Boston line of some 50 products, Kentucky Tavern bourbon and a number of smaller brands into Zimmer-McClaskey-Lewis in Louisville, which has had to resign Somerset Importers' Rebel Yell bourbon. Somerset is looking for a replacement agency in Atlanta.

It is understood that K.&E will, in some way yet to be worked out, continue to work on Amaretto Di Saronno, a liquor distributed by



The New York Times  
Cipe Pineles

Glenmore's Foreign Vintages, Great Neck, L.I.

### Ads, Ads Everywhere

Two companies are coming up with concepts in out-of-home advertising. They are Video Advertising Theatre of 230 Park Avenue and In-Store Promotions of Hialeah, Fla.

Starting with the Pan American terminal at Kennedy International Airport, Video Advertising hopes to build up a whole chain of airline terminals equipped with closed circuit TV providing entertainment and advertising to the waiting multitudes.

Pan Am goes into operation on Dec. 8 with 23 color monitors clicking 18 hours a day. Advertisers will be using the same 20-second or 30-second commercials they use on regular television. The minimum buy is for one month during which a sponsor's spots will run twice an hour. Cost for the month—\$1,290.

In-Store Promotions, of which Michael (Jack) Shulman is president, has signed a contract with Zayre Inc., department store chain headquartered in Framingham, Mass. Under the contract In-Store will install as many as eight in-store, two-sheet poster boards and also distribute a new consumer magazine in Zayre's 34 Florida stores.

Mr. Shulman is looking for an ad agency to take over advertising sales for the magazine and an outdoor company to do the selling for the posters.

From advertising, friends, there is no escape.

### Cable Doubles Income

The average cable television system doubled its advertising income last year, according to a study done by the National Cable Television Association. That average income still isn't much—\$14,000—but after all, growth is growth.

The association reports that some 4.3 million subscribers now have the opportunity of getting locally originated cablecasts. The survey results from responses from 492 systems serving 1,402 communities. Advertising income for all totaled \$3.5 million, the highest reported revenue for a single system was \$135,000.

### FM on the Road

An Opinion Research Corporation survey reveals that almost half—46 percent—of all automobile-owning households have an FM radio in at least one car. That may not seem important to you, but to FM station owners, it means an added sales pitch to advertisers. Mornings and evenings when people are

going to work or going home is called "drive time" and it's the most desirable radio time.

The American Broadcasting Company, which released these findings, also noted that previous recent studies showed a 51 percent increase in FM morning drive time listening from 1973 to 1975 and a 42 percent increase in afternoon drive time.

### Trying Harder at W. T. Grant

The struggling W. T. Grant Company yesterday began its pre-Christmas advertising effort, one of its strongest ever. The opening gun was a newspaper ad in its 14 markets with the headline "Yes! Grants is here to help you shop for Christmas!"

Radio spots, there will be 108 60-second commercials in each of those markets, also began yesterday. Later there will be TV advertising with 11 spots running each week. Broadcast advertising is by Dancer-Fitzgerald-Sample.

### Blaine to The Coast

The Blaine-Thompson Company, a leading agency specializing in entertainment (movie and theatrical) advertising, has branched into Boston and next month moves into Los Angeles. Fred Golden, executive vice president explained, "This plan was born out of a need to meet our company's newest challenge—to provide full client services outside of New York. As the demands change, so must we grow to fulfill our role within the industry."

That makes sense.

### Newspaper Sales Stars

Media Industry Newsletter, having told us who the highest rated sales people and departments in magazineland and TVland are, is now doing the same for the newspaper business.

Best salesman, according to a poll of 900 media people, is Ken Cummings of Million Market Newspapers. Best over-all sales staff went to Sawyer-Ferguson-Walker, advertising representatives. The New York Times took second, and another rep outfit, Cresmer, Woodward, O'Mara & Ormsbee, third.

When do we get to matchbooks?

### Data Bank Set to Go

The Audit Bureau of Circulations' Newspaper Audience Research Data Bank, which ultimately will supply customized demographic readership information on most of the country's major newspapers, will become operational in early January.

Newspaper publishers, advertisers and agencies will be receiving a report booklet which will give information on the data already in the bank. It will be summarized by groups of 10 markets.

### People

Leo Flanagan joining the J. Walter Thompson Company, Chicago, as a senior vice president in charge of public relations, effective Dec. 15.