



## Apples on a Roll, Voted Healthy New Budget

WENATCHEE, WASH.—The Washington State Apple Commission is planning to do its best to make it tough on doctors by selling more apples than ever before.

Commission advertising manager Steve Lutz is looking forward to the first yearlong promotion ever, brought on by the growers acquiescing last week to a 55 percent boost in their advertising assessment. This brings the annual media budget up from \$2.8 million to \$5.6 million.

The latest assessment increase comes on *(Continued on page 8)*

## 4 Shops Wait Out Hamburger Chain

DENVER, COLO.—Four western shops are sitting on the hot seat waiting for Wendy's to give them word on how they fared during last Friday's capabilities presentations here.

The combined estimated \$1 million Wendy's company-owned and franchised accounts in Denver and Oklahoma were forced to seek new agency homes two weeks ago when The Bloom Agency in Dallas abruptly resigned the business.

## L.A., N.Y. Agencies To Square Off In Major Battle for Oil Dollars

LOS ANGELES—The Atlantic Richfield agency race surfaced last week as a battle between David and Goliath, with Goliath sitting on the shores of the Pacific and David ensconced in a Manhattan high-rise.

Foote, Cone & Belding/Honig, the west's largest agency with \$220 million in billings, and Ammirati & Puris, a \$48 million creative specialty shop in New York,

are the lone survivors in the bid for the estimated-\$10 million ARCO corporate account.

Lew Angelos, ARCO manager of corporate advertising, told ADWEEK that the oil company's advertising and marketing executives heard creative speculative presentations from five candidates during the week of Sept. 6. Other shops involved were Chiat/Day; Dailey *(Continued on page 6)*

## Flying Tiger Opens Door-to-Door Push

LOS ANGELES—Surrealistic imagery sets the stage for Flying Tiger's first network TV buy lifting off the ground this week. The multimillion-dollar fall buy spotlights the air cargo carrier's highly successful, domestic door-to-door services.

Although Carl Asmus, client director of advertising, would not elaborate on the exact budget, he

did note that it is the largest single amount ever spent by the company during a three-week period.

The network TV buy in prime- and fringe-time slots will be followed by a spot radio effort, starting Oct. 11, in 40 key U.S. cities, including such major markets as Los Angeles, San Francisco, Chicago, Philadelphia and New York. Sixty-second *(Continued on page 6)*

## Surprise! FCB Celebrates with Coors

GOLDEN, COLO.—Adolph Coors Co. poured an estimated \$7 million worth of Coors Light beer billings into the Foote, Cone & Belding, Chicago, keg last week, putting this midwestern shop back in the win column.

FCB captured the Coors Light

York.

Rob Klugman, vice president/marketing of the sixth largest U.S. brewing company, told ADWEEK that Coors did not talk to any other agencies besides FCB and Bates before awarding the Light brand to FCB. Although he declined to

ADWEEK AND THE SAN FRANCISCO ADVERTISING CLUB  
PRESENT A ONE-DAY SEMINAR

# HOW TO DO A BETTER JOB OF MEDIA PLANNING AND BUYING...

San Francisco, September 28  
Los Angeles, September 29

A practical review of media for small and medium size agencies, as well as an up-date for media buyers and planners. The latest information on media selection techniques and research facilities will be presented, as well as sound advice on making your dollars more effective.

The morning session will cover: The role of media planning and buying in the marketing program; Radio: spot, network and syndication; Print: consumer and trade magazines, Sunday supplements and inserts, newspapers; Television: spot, network syndication, cable, STV, superstations; How to define targets: Reach and frequency; Planning and budgeting.

The afternoon session will provide workshops on preparation and presentation of a media plan followed by round table critiques.

## SPEAKERS

### San Francisco

**Norm Olson.** Vice President and Media Director, Ogilvy & Mather, S.F. Norm was with O&M for ten years in New York and L.A., before coming to J. Walter Thompson, S.F. for five years. He has taught at USC, University of Hawaii and Golden Gate College.

**David L. Smith.** Formerly president of Ted Thompson & Partners, Smith was a media specialist with Honig, Cooper & Harrington, Benton & Bowles and Botsford Ketchum. He now heads his own media planning and buying company, Mediasmith.

### Los Angeles

**Robert D. Woodworth.** Vice President and Director of Media Services,

McCann Erickson, L.A. In 1972 Bob was transferred to L.A. as director of media services, and in 1978 became vice president. He is considered by many to be the dean of west coast media directors.

**Dave Atha.** Secretary-Treasurer and Director of Media Services, Scott Lancaster, Jackman Mills Atha. In 1969 Dave joined Carson-Roberts in media research, moved into media planning and later became senior media planner for Ogilvy & Mather, L.A. In 1971 he took the media director's job at Gumpertz/Bentley/Fried/Scott and in 1976, formed his present agency.

**Suzanne Yax.** Media Director, Cochrane, Chase & Livingston. In her seven years at McCann, L.A., Suzanne went from secretary to associate director of Media, before joining Cochrane Chase two years ago.

## REGISTRATION FEE

\$120 per person, \$95 for members of San Francisco Ad Club.

## SEMINAR HOURS

9:00 a.m. to 5:00 p.m. Morning and afternoon coffee breaks with coffee and sweet rolls, and an hour and a half for lunch (not included).

## DETAILS

Los Angeles, Wed., Sept. 29. USC Davidson Conference Center. (Corner of Jefferson and Figueroa). San Francisco, Tues., Sept. 28. Hyatt on Union Square. Full refund given if cancelled within three working days of the seminar, otherwise, fifty percent refund. Treasury regulation #1.162.5 permits tax deduction for educational expenses. Information in Los Angeles, call: Iris Craddock at ADWEEK (213) 384-7100. In San Francisco, call: S.F. Ad Club (415) 986-3878.

## ADWEEK AGENCY MEDIA SEMINAR SAN FRANCISCO SEPT. 28—LOS ANGELES SEPT. 29

Enclosed is my check for \$120.00 and registration form for the seminar in  
 San Francisco  Los Angeles  
If attending the S.F. Seminar, send check to San Francisco Advertising Club, 681 Market St., San Francisco, CA 94105 (\$95.00 for S.F. Ad Club member) If

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



Shasta.  
I wanna pop!

## Pop All Around

Taking a break at center court during the Wells Fargo Tennis Open in San Diego are (l. to r.) Alfred C. Carosi Jr. of Shasta Beverages Inc.; Bill Bumiller, star of Shasta's new "I wanna pop!" commercials; and Rich Brodtkin, also of Shasta. Shasta co-sponsored the tournament.

## Computer Seminar At Art Center

ASADENA—The Art Center College of Design here and the Los Angeles chapters of IGRAPH and the IEEE Computer Society are collaborating on a two-day workshop covering "The Designer & Computer Graphics."

Designed to bring the creators of computer graphics together with the advertising and design community, the workshop will provide a sampling of computer-generated images and a chance for those in attendance to get hands-on experience with some advanced hardware.

Speakers include John Whitney Sr., author of "Digital Harmony," and Jim Blinn of asadena's Jet Propulsion Laboratory. The work of agencies Robert Abel & Associates and Evans & Sunderland will also be spotlighted.

The seminar will be held Oct. 30 and 31 from 8 a.m. to 6 p.m. at the Art Center. To register call Margaret Brucato at (213) 577-700. □

## Eaton, Sun Country Merge

PHOENIX, ARIZ.—Sun Country Adv. has merged its client list with Davis Eaton, a communications company specializing in internal corporate communications and health-care educational materials.

"They (DE) needed my creative and media capabilities and I needed some bodies and financial stability," said Hal Ackerman, head of Sun Country. "It's a perfect blending of talents and capabilities."

As a result of the move, Davis Eaton hopes to expand its client list to include some