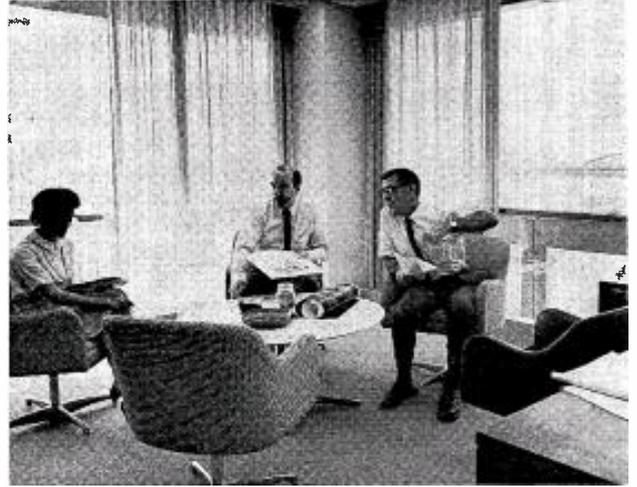




Studio D needs only a transmitter and tower to be on the air, its closed-circuit studio facilities are so complete at new St. Louis offices of D'Arcy. Video-taping session here gets master-control touch of technician Bob Eller as live camera is worked by Bob Johnson, vice president-executive producer.



Latest broadcast and other plans for Budweiser beer at D'Arcy's new St. Louis offices are discussed by Walter A. Armbruster (r), agency's vice president and creative director, with Robert E. Murphy, Budweiser account coordinator, as Louise Recuppero, secretary, takes notes.

## D'Arcy's new office reflects spirit of St. Louis

The regeneration of the waterfront area of St. Louis moved forward last week as the headquarters office of D'Arcy Advertising Co. formally opened its new quarters in the shadow of the Gateway Arch on the bank of the Mississippi.

D'Arcy's late founder, William D'Arcy, long had been active in promoting the restoration idea and more than two decades ago was a principal catalyst in working to secure necessary preliminary bond issues for the work. Today the office of Harry Chesley, D'Arcy board chairman, looks out upon the memorial arch saluting the city's new spirit.

D'Arcy now occupies the 11th through 15th floors of Gateway Tower, the modern structure nearing completion at 1 Memorial Drive. The building also is the new home of CBS-owned KMOX-AM-TV St. Louis. KMOX is already in and KMOX-TV began moving in over the weekend. CBS is 50% owner of the building,

according to local sources.

D'Arcy Advertising had been founded in 1906 just a couple of blocks from its new site. It had been 38 years at its last location.

D'Arcy ranks among the top-16 agencies nationally. Its combined broadcast billing tops \$62 million annually. In addition to seven North American offices, D'Arcy has partnership offices in 14 foreign countries.

A well-equipped closed-circuit TV and radio production studio is one feature of the agency's new home. Called Studio D, the facility is designed to allow creative experimentation in the broadcast media.

At Monday's dedication Mr. Chesley was happy to announce that Studio D had already paid for itself. The agency just received \$1 million in new institutional billing from Southwestern Bell Telephone Co. St. Louis, based on a presentation video taped only a few days before

in Studio D.

Walter A. Armbruster, D'Arcy vice president and creative director, commenting on his department's new broadcast production facilities, said: "We've always had the talent. Now our new creative workshop will really let us fly. We'll be able to do what few agencies can—get an idea, rough it out on tape or film, then play it right back here in our own shop to see if it's a workable idea."

The creative department occupies the entire 12th floor. The research and media departments are on the 14th floor.

St. Louis Mayor Alfonso J. Cervantes at the building dedication noted that "the D'Arcy company, through its creativity and vitality, has earned its way from a one-room office to this new prestige address. The firm has always been a very good citizen, giving freely of its means and talents to aid civic causes."

include Irish Airlines, John Morrell. Aunt Jane division of Borden, Aqua-Tec, Sunsweet Growers and United States Gypsum Co.

### Rep appointments . . .

■ WLXA-TV Fontana-Los Angeles, WABG-TV Greenwood, Miss., and WKOX-AM-FM Framingham, Mass.: Savalli/Gates Inc., New York.

■ WvCG Coral Gables-Miami: Katz Radio, New York.

■ KONO San Antonio, Tex.: Metro Ra-

dio Sales, New York.

■ WSTA St. Thomas, V. I.: T. I. E. Sales Ltd., New York.

■ KARM-AM-FM Fresno, Calif.: Avco Radio Television Sales, New York.

### Business briefly . . .

Campbell Soup Co., Camden, N. J., for Swanson Frozen Foods, through Leo Burnett, Chicago, is using one-minute spots in the western states, Hawaii and Alaska to introduce "In the Mood" food, its newest frozen food

line.

State of Indiana, through Bozell & Jacobs Inc., Indianapolis, will promote tourism in one-minute spots Aug. 17-Sept. 8 on ABC Radio's "The World of Sports."

Standard Brands Inc., through Ted Bates & Co., both New York, has bought an eight-week sponsorship in NBC Radio's *Monitor*. Sinclair Oil, through Cunningham & Walsh, both New York, has purchased 13-week sponsorship in NBC Radio's *News of the Hour*.