

THIRST-SLAKER

Dick Cavell's thirst should be slaked for quite some time to come, thanks to that bottle of champagne he's getting from U.S. International Ad Sales Director Lee Steedle (r.). Dick, who's Manager of the Detroit International Ad Sales office, received the "sales thirster" award for bringing in a whopping piece of new business—a 48-page schedule from American Motors' "Jeep" division—to run in RDIEs during fiscal 1975.

The "sales thirster" award was established about 18 months ago as a way of recognizing salesmen who bring in outstanding new ad schedules. The award consists of a



silver-plated champagne cooler, plus the bottle of bubbly.

Previous winners of the award include Ralph Corelli, Art Whitcomb, Bill Browning, Tom Condon and Tom Stevenson.

Like other loving cups, the "sales thirster" cup passes from hand to hand as a new winner turns up. But though Dick will eventually have to pass along the cup, he gets to drink the champagne all by himself—or with an invited guest or two.

Claude Heimann (l.) receives his Gold Medal from Alistair Dunn, Chairman of Reckitt and Colman, the company which annually sponsors the Gold Medal Award.



Edit-and-Ad Study Wins Gold Medal

To what extent does editorial environment influence reader acceptance of advertisements? It's not a new question, certainly; but for Claude Heimann, Advertising Research Manager for South African Reader's Digest, answering the query has had some interesting results.

Heimann set out to answer the question in a competition organized by the South Africa Market Research Association. He analyzed three sur-

veys linking the quality of editorial environment with the effectiveness of advertising, and came up with the conclusion that a consumer does indeed associate an advertisement with the quality of the magazine in which it is published.

His research won Claude a Reckitt and Colman Gold Medal, and a trip to Frankfurt to attend the conference of the European Society of Market Research.

Claude Heimann joined RD in May 1971; as part of a marketing-oriented sales team in the Johannesburg offices, he is consulted regularly by agencies and advertisers on media and marketing matters. He is Vice Chairman of the South Africa Market Research Association.

MICROFICHE MAKES "MIRACLE" MINIATURES

Anybody who has ever called on the Digest's Index Department in Pleasantville for information on an article, a subject, a title, or an author cannot help but have been impressed by the almost instant response from Jennie Volkers and Ruth Bell, the Index wizards. Now some of the information at their disposal is even more readily retrievable through the medium of microfiche.

And that, according to Webster, is "a sheet of microfilm containing rows of microimages of pages of printed matter." In this instance, the printed matter represents a large amount of what has been produced since the magazine's inception. So far, it includes a 13-year section of the Index Department's comprehen-

sive card files, including RDIE original article information, and every page of each U.S. magazine edition since 1922.

The detailed 1961-1973 index files, for example, occupy in card form 144 file drawers which hold some 130,000 cards. This total fits on just 35 pieces of microfiche film. Try to imagine this, too — an entire USRD issue is contained on *one* 4" x 6" piece of film. Thus 156 issues (13 years) of the magazine plus the related index fiche can fit into a 4" x 6" x 8" file box! To view the fiche, the film sheet is put into a special enlarging viewer which is small enough to fit on the corner of a desk or on a table.

It was retired Senior Editor Sam Schreiner who in 1969 first suggested the idea for computerizing the index. He was assisted by John A. Moore, Programming Division Manager. All the index information was (and is) fed into the computer and the resulting tape is what is subsequently put on microfiche.

The greatest value of microfiche is to the foreign RD offices. For a minimal sum — only \$100 a year — they can have at their fingertips exactly the information that is available in this form to the Pleasantville Index Department — and in only a fraction of the space of the master card files. The first mailing of the index and magazine fiche was in September 1972, and as of now seven international offices subscribe on a monthly basis. They are: Cape-town, Hong Kong, London, Mexico, Montreal, Paris and Tokyo.

(See microfiche reproduction, back cover.) →