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142d YEAR

Ayer Units Form Communications Firm

NEW YORK — N. W. Ayer ABH International here and Charles Barker ABH International, London, have formed a new communications company, Charles Barker Ayer Financial, Inc., which will specialize in financial advertising and public relations in the United States and on a worldwide basis.

Louis T. Hagopian, chairman of Ayer, also reported that Ayer will acquire Wiley-Kiernan, Inc., a financial advertising agency in New York that traces its heritage to 1871 and to the founding of Dow Jones & Co., Inc. The Wiley-Kiernan agency will serve as a division of the new Charles Barker/Ayer subsidiary.

Mr. Hagopian further announced that Anthony P. Galli, an Ayer executive who has been with the agency for 18 years, will serve as president and chief executive officer of Charles Barker/Ayer Financial. Mr. Galli is a senior vice president of N. W. Ayer and will also continue to serve as the director of Ayer Public Relations Services.

Included among U. S. clients of Charles Barker/Ayer Financial are the American Telephone & Telegraph Co., which has been an Ayer account since 1908; Carrier Corp.; Cyprus Mines; Northwest Energy Co.; Pinkerton's; Potlatch; \$1 billion-deposit Banco Popular, San Juan, P. R.; Bates Manufacturing; \$8.6 million-deposit Bessemer Trust Co., Newark, N. J.; \$7.9 billion-deposit Deutsche Genossenschaftskasse, Frankfurt; and \$19.1 billion-deposit Chemical Bank, New York.

Charles Barker represents such international financial clients as the \$14.3 billion-deposit Barclay's Bank International, Ltd., London; Lazard Bros.; Pilkington's; Rank; N. M. Rothschild & Sons, Ltd., London; Schroders, Ltd., London; \$17.1 billion-deposit Swiss Bank Corp., Basle; Unilever; Credit Swiss, White Weld; \$34.8 billion-deposit Chase Manhattan; \$28.2 billion-deposit Manufacturers Hanover Trust Co., New York; Amoco's \$32.3 billion-deposit Deutsche Bank, Frankfurt; \$24.7 billion-deposit Westdeutsche Landesbank Girozentrale, Dusseldorf; \$20.5 billion-deposit Commerzbank, Dusseldorf; Bayer; BMW; Volkswagen and \$7 billion-deposit Australia & New Zealand Banking Group, Ltd., Melbourne.

Heading the international offices of the new network will be George Pulay, deputy chairman of Charles Barker City and former city editor of the London Times; Reginald Valin, chief executive of Charles Barker City; Christopher Bosanquet, chief executive of Charles Barker Lyons; Eric Sidler, chief executive of Charles Barker Frankfurt, and Sandy Pearce, chief executive of Charles Barker Australia.

Headquarters of Charles Barker/Ayer Financial will be at 1345 Ave. of the Americas, in midtown New York, where the Ayer advertising and public relations staffs are housed.

INVESTMENT

Dealers'

DIGEST

January 18, 1977

Ayer And Barker Form New Agency; Galli Named President



Anthony P. Galli

N. W. Ayer ABH International, New York, and Charles Barker ABH International, London, have formed a new communications company, Charles Barker/Ayer Financial, Inc., which will

specialize in financial advertising and public relations in the U. S. and on a worldwide basis.

Louis T. Hagopian, chairman of the board of Ayer, also reported that Ayer will acquire Wiley-Kiernan, Inc., a financial advertising agency in the Wall Street area. The Wiley-Kiernan agency will serve as a division of the new Charles Barker/Ayer Financial subsidiary.

It was also announced that Anthony P. Galli will serve as president and chief executive officer of Charles Barker/Ayer Financial. Mr. Galli is a senior vice president of N. W. Ayer and will also continue to serve as the director of Ayer public relations services.

The new agency will maintain fully staffed offices both uptown and in the Wall St. area.

THE NEW YORK TIMES, FRIDAY, JANUARY 14, 1977

Ayer Acquiring Wiley

N. W. Ayer ABH International plans to acquire Wiley-Kieran, a Wall Street ad agency and make it part of Charles Barker/Ayer Financial, worldwide financial advertising specialty agency, established by Ayer and Charles Barker ABH International, London.

Anthony P. Galli, an Ayer senior vice president who will continue as head of Ayer Public Relations Services, will also be president and chief executive of the Financial unit.

As a starter, Charles Barker/Ayer Financial has offices in New York, London, Frankfurt and Sydney, Australia, and intends to spread its net as client needs demand.

INVESTMENT Dealers' DIGEST

PROFESSIONAL NEWS MAGAZINE OF FINANCE

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American Telephone & Telegraph Co.
The Associated Bell Companies
ONE POLICY—UNIVERSAL SERVICE—ONE SYSTEM

Fair Rates

IN controversies as to rates, the policy of the American Telephone and Telegraph Company and its Associate Bell Companies has been to make a complete and absolute showing of the condition, cost and value of plant, cost and value of service, cost and necessity of proper maintenance, and the broad position is taken that neither this company nor its associated Bell companies have anything to conceal or anything to apologize for.

The capitalization of all the companies is conservative, far within justifiable limits, and in the relation between the replacement value of the properties and the capitalization of the companies, unique.

Fair rates, therefore, should be authorized or acquiesced in, for it is only by fair rates that good service to the public and permanent, healthy conditions can be created or maintained. With a full knowledge of all surrounding circumstances and conditions, it is believed that this will be fully acquiesced in by the public.

Fair rates should and do insure high-class plant and equipment maintained at a high state of efficiency, and provide fair wages to employees—the highest paid for similar class of employment. Both of these are necessary to good service.

Fair rates should give fair return on the investment, and promise fair return on new money needed. This is necessary to maintain the interest of the existing shareholders in the proper administration of the business.

as well as to provide for the continually increasing public demand.

Any revenue produced over and above such requirements and the proper reserve to provide for contingencies can be used for the benefit of the public, allowing the company to retain a part sufficient to stimulate the most efficient and economical management.

It would be difficult, if not impossible, to get effective and economical management, such as would produce the best results for both the public and the shareholders, without recognizing this principle.

It does not seem possible that there can be any question of the justice of this position. That being granted, the facts to be settled are:—

Is the management honest and competent?

What is the investment?
Is the property represented by that investment maintained at a high standard?

What percentage of return does it show?
Is that a fair return?

Is it obtained by a reasonable distribution of gross charges?

If these questions are answered satisfactorily—and they are in the published reports of the offices of this company—there can be no basis for conflict between the company and the public, and the less the working conditions are made inflexible by legislative prescription, the better will be the solution of the constantly changing problems incident to maintaining the universal telephone service wisely demanded by the public.

American Telephone & Telegraph Company

AT&T has long had a policy of explaining its rate philosophy to its customers, as exemplified by this 1908 ad, prepared by N. W. Ayer.

New Financial Agency To Operate World Wide

■ Formation of Charles Barker/Ayer Financial, Inc., New York, and the acquisition of Wiley-Kiernan, announced recently gives the investment community what is believed to be the first agency specializing in financial advertising and public relations with the capability of operating in the worldwide money markets.

In making the announcements Louis T. Hagopian, chairman of the board of N.W. Ayer ABH International said, "Domestic and international banks, investment firms and major corporations in the U.S. and abroad, have more and more global operations. But until now they have not had the aid of a financial communications agency with offices and expertise in so many countries."

The Charles Barker/Ayer network now includes New York, London, Frankfurt and Sydney and is planning to extend this financial service to other countries according to client needs. At present other ABH offices include Chicago, Los Angeles, San Francisco, Seattle, Dusseldorf, Edinburgh, Aberdeen, Glasgow, Milan, Toronto and Zurich. The new company is part of the ABH International corporate entity.

Mr. Hagopian cited four principal reasons why the new agency will offer "a happy alternative" for the corporate and financial client: "offices in leading financial centers of the world, staffed with nationals of their own countries with expertise in financial communications; more services than any competitor can offer, and responsible creativity in an area not generally known for creativity."

The new company will also be able to draw upon the full range of other Ayer and Barker services — market-

ing, research, data retrieval, design, film and more and will be able to offer the entire spectrum of both financial advertising and public relations services.

Anthony P. Galli, president and chief executive officer of the new subsidiary, joined Ayer in 1958 serving as creative director and a management supervisor responsible for all advertising and public relations for the AT&T account. In 1972 he was named to head Ayer's oldest and largest division, Ayer Public Relations Services, which he continues to manage in addition to his new responsibilities.

The Charles Barker agency was established in 1812 to serve the City of London's financial institutions. N. W. Ayer, America's oldest (1869) advertising agency, is regarded as a pioneer in corporate advertising, with its work in this field for such clients as AT&T dating back to 1908.

The new company will maintain fully staffed New York offices at Ayer's headquarters at 1345 Avenue of the Americas and at the Wiley-Kiernan agency, newly acquired to be a division of Charles Barker/Ayer Financial, at 44 Beaver St. Walter Wiley, president; Dorothy Wiley, executive vice president; John McNamara, senior vice president and other principal executives will continue to serve current clients and others on the new agency's roster. Wiley-Kiernan,

founded in 1871, had its first office on the site of the New York Stock Exchange. Early members of the firm included Charles H. Dow and Edward D. Jones who left in 1882 to form Dow Jones & Co. □

campaign

January 21st 1977

ABH companies link up to form financial agency

Charles Barker ABH International in London and NW Ayer ABH International in New York have formed a new company to extend their activities in financial and corporate advertising and public relations on a world-wide basis.

The new agency is called Charles Barker/Ayer Financial and is based in New York.

Its aim is to provide a complete financial communications service for international institutions and corporations. The new organisation means that there are offices in three of the world's leading financial centres — London, Frankfurt and New York, as well as in Sydney, Australia.

Through the acquisition of the established agency, Wiley-Kiernan, Charles Barker/Ayer Financial will have two offices in New York — Ayer's uptown headquarters in the Avenue of the Americas and also Beaver Street in the Wall Street district.

The New York company now claims to "offer more services than any competitor" and says it

will bring "responsible creativity" to financial communications.

The London end of the organisation consists of Charles Barker City, which was first established as a financial agency in 1812, and Charles Barker Lyons.

A senior vice president of NW Ayer, Anthony Galli, will be the new president and chief executive of Charles Barker/Ayer Financial. He will work with the heads of the other offices in the international network — George Pulay, Reg Valin, Simon Cullum of Charles Barker City, Christopher Bosanquet of Charles Barker Lyons, Eric Sidler of Charles Barker Frankfurt and Sandy Pearce of Charles Barker Australia. Clients of the financial organisation include Unilever, Rank, Rothschilds, Chemical Bank, Chase Manhattan, Lazard, Bayer, BMW, Amoco, Hawker Siddeley, Swiss Bank Corporation and Volkswagen.

NW Ayer is America's oldest agency, founded in 1869, and was one of the pioneers of corporate advertising.

Jack O'Dwyer's Newsletter

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The Inside News of
Public Relations

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pro files

Anthony P. Galli, a senior VP of N W Ayer and director of Ayer Public Relations Services, is now also president and CEO of Charles Barker/Ayer Financial, a new financial advertising and pr firm formed by Ayer and Charles Barker ABH International in London. Ayer also intends to acquire the financial ad agency of Wiley-Kiernan, Inc. and make it a division of Charles Barker/Ayer Financial. Wiley-Kiernan's predecessor, the John Kiernan Agency, incidentally, once employed Charles H. Dow and Edward D. Jones, who resigned in 1882 to form Dow Jones & Co.

AYER, BARKER FORM JOINT PR-AD COMPANY.

N. W. Ayer ABH International, New York, and Charles Barker ABH International, London, have formed a jointly-owned firm called Charles Barker/Ayer Financial, Inc., handling financial advertising and PR in the U.S. and abroad.

Ayer is also buying Wiley-Kiernan, financial ad agency at 44 Beaver st., New York, that was founded in 1871. It will be a division of the new joint company.

President and CEO of the joint company is Anthony P. Galli, senior VP of Ayer and director of Ayer PR services.

Wiley-Kiernan division officers are Walter Wiley, president; Dorothy Wiley, executive VP, and John McNamara, senior VP.

Charles Barker, which dates back to 1812, recently merged with F.J. Lyons to form a company with 800,000 pounds in fee income, largest in England.

Barker, until two years ago, had a joint company with Hill and Knowlton.

Advertising

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January 17, 1977

The National Newspaper of Marketing

N W AYER ABH INTERNATIONAL and its British partner agency Charles Barker ABH, London, have jointly formed Charles Barker/Ayer Financial, a new financial advertising agency. Ayer also acquired financial agency Wiley-Kiernan, New York, which will operate as a division of the new unit. Barker/Ayer Financial operates in New York, London, Frankfurt and Sydney, and will expand to other cities as client needs dictate, the agency said. Anthony P. Galli, Ayer senior vp-director of pr services, will add the title of Barker/Ayer Financial president-chief exec.

Age

Money

Wednesday, January 26, 1977

Ayer, London firm form ad company

THE TIMES OF LONDON
January 18, 1977

CHARLES BARKER

Charles Barker ABH International, London, and NW Ayer ABH International, New York, have extended activities in financial and corporate advertising and public relations worldwide, by new company, Charles Barker/Ayer Financial Inc. in New York. New agency will provide complete financial-communications service for international institutions and corporations.

N W Ayer ABH International, New York, and Charles Barker ABH International, London, have formed a new communications company in New York City, Charles Barker/Ayer Financial Inc., which will specialize in financial advertising and public relations on a worldwide basis.

Anthony P. Galli of Scarborough, an executive who has been with the Ayer agency for 18 years, will serve as president and chief executive officer of the new company.

Galli spent nine years as a writer with the International News Service and as a staff writer with Time Inc. before joining N W



ANTHONY P. GALLI
... Scarborough resident

Ayer as a copywriter in December, 1958.

At Ayer he advanced to

creative director and in January, 1967, was elected a vice president of the advertising agency and made account supervisor on the AT&T account. Three months later he was elected a senior vice president, and named management supervisor of AT&T advertising.

Since June, 1972, he has been director of Ayer Public Relations Services, with responsibility for managing all of the agency's public relations activities in the corporate, financial, marketing, theatrical, travel and leisure, and government areas. He will continue to direct those activities of Ayer while heading Charles Barker/Ayer Financial.

LLOYDS LIST
January 18, 1977

People & Places

Charles Barker ABH International and N. W. Ayer ABH International of New York, have extended their activities by the formation of a new company Charles Barker / Ayer Financial Inc in New York.

Through the acquisition of the old established agency, Wiley-Kiernan Inc, Charles Barker / Ayer Financial will operate from two offices in New York — 1345 Avenue of the Americas and 44 Beaver Street, in the Wall Street district.