U.S. SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 3

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

1. Name and	Address of Rep	orting Person*			
Budd	Steven	K.			
(Last)	(First)	(Middle)			
	599 Mac	Arthur Blvd.			
	(Street	:)			
Mahwah,	New Jerse	y 074	30		
(City)	(State)	(Zip)			
	vent Requiring S				
5/19/98					
	cial Security Nu				
4. Issuer Nar	ne and Ticker or	Trading Symb	ol		
	Detailing, Inc.				
5. Relationsh	nip of Reporting applicable)				
[] Director [X] Officer	(give title below	[] 10% Owr v) [] Otl		elow)	
	ice President and	•	•		
	ment, Date of Or				
	or joint/Group I				
X Form f	filed by One Rep	oorting Person			
Form	filed by More th	an One Reporti	ng Person		
	. I. N D		D C 11	O 1	
	e I Non-Deriv	ative Securities	Beneficially		
<table> <caption< td=""><td>></td><td>2.0</td><td>)vvm onskip E</td><td></td><td></td></caption<></table>	>	2.0)vvm onskip E		
1. Title of Se (Instr. 4)	ecurity	3. C nount of Securi Beneficially Instr. 4)		rm: (D) or Indirect (I) (Instr	4. Nature of Indirect Beneficial Ownership
<s></s>	<	:C>	<c></c>	<c></c>	

							* If the Form is to 5(b)(v).	filed by n	nore than	one Report	ing Person see inst	truction		
Reminder: Repo owned directly o			e for each c	lass of securities b	eneficially									
	Page	e 1 of 2												
Table II Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)														
	5. Owner-													
	Underlying 2. Date Exercisable (In and Expiration Date (Month/Day/Year)			mount of Securities ship Derivative Security Form of tr. 4) Derivative										
1. Title of Deriva	Date ative			Number of	Price of Derivati	Indirect ve (I)	Ownership							
Options to acqui		see below	12/31/05	common stock	39,189	\$1.61	D							
Explanation of R 5/20/00.	Responses	s: 13,063	exerciseable	e on each of 5/20/9	98, 5/20/99 an	d								
/s/ Steven K. Budd				5/19/98	5/19/98									
** Signature of Reporting Person				Date	-									
** Intentional r	nisstatem	ents or o	missions of	facts constitute Fe	ederal Crimina	al								
0

Common Stock

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, See Instruction 6 for procedure.

Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).