

## MADISON AVE.-WEST

### Blurb Biz Booming For Fred Niles

FRED NILES, who operates what he calls "communications centers" in Hollywood, Chicago and N.Y., recently put out a statement that "exciting things are happening in N.Y. and Hollywood." Primarily, the Niles company produces tv commercials but the vista of its operations is broadening beyond this lucrative field. For one, educational films for schools is boiling to a point where a complete unit is being formed here. Having had a go at feature films, the results have inspired Niles to expand in this direction. Up to last year the Niles center in Hollywood was an auxiliary operation, designed to service the N.Y. and Chicago plants rather than become its own full-fledged commercials unit. Now on its own, business is bristling under the command of Paul Johnson and with Terry Kahn, producer and creative director, as his good, right arm.

Let's track down what the Niles centers are doing to justify the exuberance of its prey. Completed in Rome was a featurette starring Marcel Marceau for Mobile; 10 five-minute films for American Management; 20-minute sales film for Jim Beam; four minutes for Coke; series of spots for Mattel and sundry other singles. This was enough to excite Niles and cue him to broaden the Coast operation.

There are some red faces at ad agencies and it wasn't painted on. Art Directors Club of L.A. held a recent bash at which nude models were decorated with psychedelic figures daubed on their uncovered epidermis. One of the trade mags, Advertising Age, got hold of the pictures and devoted a full page to them. Another trade mag in the ad field, MAC, blasted the event in

an editorial, that it caused embarrassment and the loss of jobs at the agencies. The big question is, who ordered the photo? and why did Ad Age print the layout? Biggest laugh is the offer of a retraction by the mag. Alright, you creative guys, start working on it.

On and off camera: David Ketchum for Bonne Belle Levi; Carole West for Stardust; Olan Soule and Michael Rye for Mattel; Helen Stephens and Maura McGivney for Gallo wine; Joe Flynn and Jane Webb for Jack-in-the-Box; Bill Idelson, Jeanne Taylor and Barney Phillips for Crocker Citizens bank; The Cowsills for American Dairy Assn.; June Foray for Mattel; Lennie Weinrib for Dixie cup; Gino Conforti for Dodge.

Bill Dana and Don Adams writing their own material for six radio commercials for Pontiac Dealers of N.Y.... McCann-Erickson tapped Sandler Films for series of Bell & Howell blubs... Harold Olsen, who at the age of 16 apprenticed with BBDO, retires at year's end as veepee of art... Cascade given the order to produce special title material for "Here's Lucy" with the new "humanation" stop-motion technique. Phil Kellison will be in charge of special photographic effects.

Whoever picks up all the marbles as the year's best commercial, here's one vote for Gillette's "defenseless" campaign and a half vote to the ciggie company's Parliament pitch in London. As for Crest, it should be stuffed into that kid's one cavity and capped... Those scratchy records on radio are becoming an annoyance... Doesn't the ad agency for a client ever check or are they too busy creating... what? Helm.

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### Travel 8,000 Miles For A TV Commercial

NEW YORK (UPI)—Television viewers who watched a recent Bic ballpoint pen commercial filled with Tahitian girls dancing on a Polynesian beach may have imagined it was shot in Hollywood. Not so. The Ted Bates Agency sent the camera crew and performers 8,000 miles to French Polynesia to record that 30-minute shot!

The multimillion-dollar television commercial business thinks it's necessary to get authenticity, no matter what the cost.

#### Seasonal Problems

Foreign shooting is necessary, sometimes, to provide proper seasonal backgrounds. When advertising executives

at Gulf Oil were looking in August for snow in which to shoot television commercials for snow tires, anti-freeze and winter lubricants, they went to Argentina. The Leo Burnett Agency also chose Argentina for Marlboro cigaret commercials because it needed lush green prairie scenes in January and the Argentine had them.

#### No Monkeyshines

When a leading copying machine maker broadcast a commercial showing a chimpanzee operating its machine, a government official challenged it as a fake. The ad agency had the chimp give a special performance for Uncle Sam's man.

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