

the creation of the piggy-back.

Mr. Maneloveg said that commercials continue to be purchased mostly on a rating-point goal and cost-per-thousand, with scant consideration for the programming in which they are placed. He pointed out that there has been no definitive research on commercial effectiveness.

William H. Tankersley, vice president, program practices, CBS-TV, voiced the view that network scheduling has protected the effectiveness of television advertising by managing to accommodate the advertisers' requirements "without annoyance to the ultimate judge of all television—the viewer."

He said that viewers prefer fewer interruptions of programming, even if it means clustering of commercials amounting to two minutes in length.

Peter M. Bardach, vice president and director of broadcast, Foote, Cone & Belding, told the group that "we don't know" if commercial scheduling and related clutter destroys impact and effectiveness. He added that "it's about time we found out" and revealed that General Foods Corp. is spearheading an effort to enlist advertiser-agency support of such a project (see story this page).

During the question-and-answer period, Mr. Bardach said that he believed that the 30-second announcement was "the irreducible limit" and that a 15-second spot would not be a productive one.

The concluding session of the conference, titled "Is the Full Service Agency a Living Fossil?" set to rest, in the view of the panelists, the theory that such specialized organizations as the creative "boutiques" and the independent media services would hasten the demise of traditional agencies.

There was not full agreement by panelists. Jerry Della Femina, president of Della Femina, Travisano & Partners, believed that full-service agencies would not become fossils but would be hurt by specialized firms that will be given assignments. Maxwell Dane, secretary and chairman of the executive committee of Doyle Dane Bernbach Inc., replied: "Nonsense. There is no evidence that the good full-line agency will suffer."

Mr. Dane buttressed his stand that the full-service agency would continue to flourish by referring to the growth and stability of the large agencies over the past 13 years. He pointed out that seven of the agencies that were in the top 10 in billing in 1956 were in that same grouping in 1969. He added that the billing of the top 10 1969 agencies was more than double the figure of 1956. He predicts that similar stability would prevail in the future.

Creative arts panel on tap at ANA meet

The Association of National Advertisers is exploring such topics as creative communications, changes in society, consumerism and media evaluation during its annual meeting at The Homestead, Hot Springs, Va., that started Sunday (Oct. 25) and continued through Oct. 28.

Discussing the creative arts will be a panel consisting of Saul Bass, design consultant; Hillard Elkins, producer of "Oh! Calcutta!"; Kevin Eggers, president of Poppy Records; and Clay Felker, editor of *New York* magazine.

Speakers who will examine the developments in the U.S. that are likely to affect business are Herman Kahn, president of the Hudson Institute; Willard F. Rockwell Jr., board chairman of North American Rockwell Corp. and John R. Everett, president of The New School for Social Research. The subject of consumerism will be explored by Elisha Gray II, board chairman of the Whirlpool Corp.; Herbert Klein, director of communications for the White House; Gerald Piel, president and publisher of *Scientific American*; and William Bernbach, board chairman, Doyle Dane Bernbach.

Panelists who will consider the topic of media evaluation are Jay Eliasberg, director, research, CBS-TV; Jules Fine, senior vice president and director of marketing services, Ogilvy & Mather Inc.; Norton Garfinkle, president of Brand Rating Research Corp.; Joseph Ostrow, senior vice president, director of media and planning, Young & Rubicam; and Peter Spengler, director of advertising services, Bristol-Myers Corp.

CBS Enterprises will sell time for Yankees

In a radical departure from the past pattern, time on the television and radio broadcasts of the New York Yankee baseball games will be sold by the licensing and development departments of CBS Enterprises Inc. Both the ball club and CBS Enterprises are part of CBS Inc.

In the past, the ball club itself has sold the time within the games which have been carried on WPIX(TV) New York and, starting next season, on WMCA(AM) New York. A spokesman for the Yankees last week said the change was made because it was felt the resources of CBS Enterprises could be tapped for a more effective sales effort. He said the Yankees had been relying on a single sales executive.

In the change-over, he noted, Jack White, a long-time sales executive with H-R Television who joined the Yankees

early this year as vice president in charge of broadcast sales, has left the organization. William Gish, formerly a space salesman for *Newsweek* has been appointed to handle the New York Yankee assignment.

CBS Enterprises, which also encompasses CBS program syndication and CATV activities, is scheduled to be spun off from CBS Inc. into a new company, Viacom International.

GF pushes for answers

General Foods Corp., White Plains, N.Y., has taken the initiative in proposing an industry-financed research study to determine the effect of commercial scheduling practices and related material on the impact and effectiveness of TV announcements.

General Foods has brought the proposal to the attention of the Association of National Advertisers, and the idea is expected to be discussed informally at ANA's annual meeting in Hot Springs, Va., this week (see story this page), although it is not believed that ANA as an organization will participate in the project. General Foods hopes to attract the interest and financial support of individual advertisers and agencies in the planned research study.

Four sponsors back CBS election coverage

Four advertisers will equally sponsor CBS News's *Election Night '70* coverage on CBS-TV, Tuesday (Nov. 3), starting at 7 p.m. EST.

Sponsors are Savings and Loan Foundation Inc., Washington, through McCann-Erickson Inc.; Bulova Watch Co., New York, through Doyle Dane Bernbach, New York; Nestle Co., White Plains, N.Y., through Leo Burnett Co., Chicago-New York, and Holiday Inns Inc., Memphis, J. Walter Thompson Co., New York.

CBS also announced that author Theodore H. White, who has worked on three previous election campaigns for CBS News, will be associated with CBS News correspondent Eric Sevareid in analyzing the results of major congressional and gubernatorial races.

Game maker beginning major TV campaign

Selchow and Righter Co., Bay Shore, N.Y., game manufacturers, through Warwick and Legler Inc., New York, is launching a heavy TV advertising campaign consisting of 30-second spots in 25 major markets promoting Parcheesi, Numbler and RSVP.

The spot schedule will run in fringe and prime-time on adult-oriented pro-