



A MONTHLY FEATURE  
ON THE TV COMMERCIAL  
BY HARRY McMAHAN

## ANIMATION FROM DOWN SOUTH

The three major production centers have no corner on top-flight cartooning

**Y**ou may think of Hollywood, New York and Chicago as the only three sources of commercial animation work in America. If you do, you have another think coming.

More than 15 cities now have cartoon producers. There's San Francisco, New Orleans, Kansas City, Colorado Springs, of course, and even Racine, Wisconsin.

### Top animation—without paying through the nose

What's especially important in this is the fact that first-class creative and technical ability is showing up outside the big three traditional centers. Moreover, to cost-conscious advertisers and agencies, the prospect of being able to get excellent animation without paying through the nose is a real attraction. We've tossed kudos frequently at the big-city shops for outstanding performance. It's time we recognized the good work of others. I'd like to discuss two which have proved highly creative—one in Miami, Florida, the other in Dallas, Texas. Smart boys. Good advertising sense. Help on design.

Soundac is the Florida outfit.

Keitz & Herndon is the Texas firm.

Both have several healthy factors in common: Youth, dedication, good art backgrounds. Both are owned by the principals, who do all the key work.

Neither is made up of "Hollywood cast-offs"—the bane of mediocrity that often plagues the cartoon shops elsewhere.

Both are non-union. Neither of the two animation unions has locals in these areas—and since many of the employees are stockholders, they might experience more loss than gain in joining a union.

Both offer a highly creative service to advertisers and agencies. They write. They develop jingles. They do complete, original storyboards "from scratch." In fact, they prefer to work that way.

### A 20-second cartoon at \$1600

A 20-second (full) animation job—with jingle and track—may run around \$1600 net. A 60-second color cartoon may come in for less than \$4000. Not as cheap as some competitors can do, but of a quality equal to many Hollywood productions costing twice as much.

Soundac Productions Inc., got its start in Buffalo, N.Y., but headed south for Miami in 1955—with a patio swimming pool in view. Later they added such essentials as an Oxberry animation rig and now have one of the most complete operations in the business.

Bob Buchanan heads Soundac. He is an ex-newspaperman

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Florida-style cartoons: L&M in Spanish and Keystone Gasoline. Texas-style: Fort Worth National Bank and Dr. Pepper Company.