

# Advertising: Woodstock Sees a Pot o' Gold

By PHILIP H. DOUGHERTY

It just may be that the young entrepreneurs who created last year's Woodstock Music and Art Fair might find their way out of the financial hole they went into while making history.

For one thing, they'll be getting a "small" percentage of the net of the Warner Bros. film, "Woodstock," which is already being called "a huge success" by Warners. They'll also be getting a piece of the action being generated by the Licensing Corporation of America, which already has 25 manufacturers turning out goods with the Woodstock logo on them.

"We lost a little over \$1.2-million," said Joel Rosenman of Woodstock Ventures, "and we have hopes of making it up."

He was the one who supplied the "small" to go with the percentage mentioned above.

The logo, which features a dove perched on the skinny end of a guitar, will be showing up on all manner of goodies aimed at the 12-through-20 set, according to Jay Emmett, chairman of L.C.A., which, like Warner Bros., is a subsidiary of Kinney National Service.

That's an older group than the 4-to-10 ages that are usually the targets of manufacturers licensed by L.C.A. for other flicks such as "Chitty, Chitty, Bang, Bang" (rated GP).

"Woodstock" licensees include the makers of such de rigueur modern-day formal wear as ponchos, tee shirts, capes, serapes, suede vests and scarves, and such accessories as tote bags, plastic laminated medallions, bracelets, pendants and sun glasses. And on such less likely items as jigsaw puzzles, kites and writing paper.

That's just part of the inventory.

The manufacturers of these goodies will pay L.C.A. 5 per cent of the wholesale price and they are restricted to selling in the United States and Canada. But L.C.A. has 14 agents overseas.

The movie, which is now being shown in about 80 markets in this country, opens in Paris this week and London next week. Mr. Emmett thinks it'll attract European manufacturers into the licensing deal.

L.C.A., which its chairman calls the largest merchandising operation in the world, represents a number of associations of professional athletes.

And to the list they have

added—but have not yet announced—the Professional Golfers Association, where membership, of course, plays on a different kind of grass.

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## Magazine Rate-Cutting

Against a growing credibility gap over magazine advertising rate cards two more major agencies have taken policy stands. They are Batten, Barton, Durstine & Osborn, which already has a tough clause in its magazine contract, and Needham, Harper & Steers, which stiffened theirs. Both demand, in effect, that the agencies' clients get as low a rate deal as any other being offered by a magazine.

The B.B.D.O. house memo makes clear what that agency sees the problem to be.

"In effect," it says, "publications in a variety of fields are offering their space in ways that give advertisers advantages that are not available to others — unless they seek them out. The procedures vary, and in many cases, involve 'creative interpretations' of established rate cards, but the results are the same. The price of an ad in certain publications may be 'negotiable' and a number of industry spokesmen have announced their opposition to this 'deplorable practice.'"

B.B.D.O., however, doesn't find the practice deplorable. And the memo notes that many of those who decry it are making such deals with the broadcast media.

This, it notes, "discriminates against magazines that are in difficulty and react in the traditional free enterprise manner by adjusting their prices."

While not discouraging

rate cutting, B.B.D.O. says "we have no intention of pressuring any medium to do so."

N. H. & S., in its policy statement, said that not only will it insist on all rates available to others but also will point out to "policy-level" sales types at major magazines that "their best interests are served through rate simplification and a minimum of contrivance."

"Rate busting" for magazines is "less defensible" than for local stations because of "the relative perishability" of the broadcast inventory, the statement says, and also warns that the continuing practice could cause a spread of advertiser distrust and revenue losses by magazines. That's one thing they don't need.

Needham concludes its manifesto with this offer: "Should the Magazine Advertising Bureau or some other present or proposed industry association take the initiative in investigating, publicizing and urging correction of magazine industry practice, we would offer this group every support — both on an individual agency basis and through trade publicity."

Any takers?

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## The Job Is Bigger

Albert A. Traina, president of Bartell Media, will assume also the presidency of Macfadden-Bartell and Bartholomew House, two of its subsidiaries, following the resignation of Frederick A. Klein on June 26. He should know the jobs.

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## Some Overlooked Buyers

With its new movie, "A Walk in the Spring Rain," Columbia Pictures would like to reach not only the regular

moviegoer but also what they call (hatefully) "the middle-age market." So for this film they'll have ads on the movie pages and also the women's news pages, as well as on WOR radio with Martha Deane, John Gambling, the Fitzgeralds and Arlene Francis. The print ad asks this question, "What should a married woman do when she falls in love with another man?" Not much, apparently, since the movie is for general audiences.

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Did you ever wake up singing the Philadelphia Cream Cheese song?

## Accounts

International correspondence Schools to Ries Capiello Colwell, Inc.  
E. T. Wright & Co., the shoe maker, to Pearson Guy Weis, Inc., Boston.  
Data Base, Inc., a new St. Louis company, to Young & Rubicam, Inc.  
Sears, Roebuck & Co., to Henry J. Kaufman & Associates, Washington, to handle broadcast advertising for the Washington-Baltimore-Annapolis area.

## People

Robert L. Wise named vice president of Scali, McCabe, Sloves, Inc.  
Ray Winship has joined de Garmo, McCaffery, Inc., as vice president and director of sales promotion.  
Bernice Livingston appointed vice president of Diener-Hauser-Greenthal, a subsidiary of Ted Bates & Co.  
H. Edward Sullivan elected vice president, marketing, of Standard Reference Library, Inc.