

Mars, Inc., and president James R. Fleming were the recipients of a plaque from the National Confectioners Association in recognition of the firm's contribution of an elaborate tv commercial to the entire candy industry.

The commercial, to be sponsored by Mars on a nationwide tv network 19 October, is a promotion for all candy and it's woven into the format of a one-minute musical comedy number.

After the network showing, the institutional commercial will be available to any candy firm, free of charge

through the NCA for local tv shows.

Campaigns:

- **Shulton** (Wesley Associates) will co-sponsor network tv programs and back them up with a separate spot tv saturation campaign in more than 80 markets. These efforts are the company's plans for the coming Christmas season.

- **Campbell Soup Company**, (Leo Burnett), is introducing a new line of deep dish frozen meat pies under the trade name of Swanson. A "Free Pie Offer" promotion will open

the item with saturation spot tv in selected markets.

Agencies

DX Sunray Oil, a heavy user of farm spot, has named Gardner to handle the firm's product and corporate advertising as of 1 January.

The account will be serviced from Gardner's St. Louis office with John H. Leach, v.p., serving as an account supervisor and J. R. McCollom as account executive.



BREAKING UP—With obvious pleasure, Ted Mack axed up the old Video Tape Center in New York City prior to moving to new quarters. Looking on with approval is John Lanigan, v.p., gen. mgr. Video Tape Prdns.

PRACTICE BOMB carries WIP, Philadelphia message to dozens of national time-buyers. Benjamin Leighton (r), Campbell-Mithun, Inc., Minneapolis received missive from Harvey Glascock, v.p., gen. mgr. WIP



NEW SHOW—John W. Kluge (l) pres. and board chrm., Metromedia and Edward Carr, chm., Washington Convention and visitors Bureau look at poster for new Mark Evans show WTTG-TV, Washington, D. C.



SOFTBALL champs—1961 St. Louis Media League champs are shown with coach Al Meyer (ctr. r), H. W. Chesley, Jr., pres. D'Arcy Adv. Co. holding trophy. D'Arcy defeated KMOX (St. Louis, Mo.) radio 8 to 0



PROCLAMATION for WABC (New York) week in honor of station's fortieth anniversary was given to v.p. gen. mgr. WABC Harold Neal, Jr. by Mayor Robert Wagner. Presentation was made at City Hall

SHELTERED LIFE—Entering shelter as part of WHB, Kansas City, Mo. Civil Defense promotion are Chuck Boyles (c) WHB 'Night Beat' moderator; Herbert Dolgoff, gen. counsel, Storz Brcdstg.; George Armstrong, v.p., gen. mgr. WHB and Storz Bdcstg.; Don Loughnane, operation mgr., WHB

