

to assign writers, and the first scripts now are nearing completion.

The work of the U.S. Public Health Service will be treated in *Medical Detectives*, a series derived from *New Yorker* magazine articles later published in book form. The program fits G-T's requirements for uniqueness, Mr. Austin explained, because it informs as well as entertains. Dealing with mysterious diseases that strike individuals or communities, *Medical Detectives*, he said, "is really like a mystery when you watch these public servants as they uncover the problems and find the necessary remedies."

'Marriage' Plan ■ New ideas in live series are being generated at G-T, too.

Without going into specifics, Mr. Austin indicated that "genuine public affairs shows with strong emphasis on entertainment" are in the developmental stage. He refers to these plans as a "marriage of public affairs shows and game shows." In the syndication area, Mr. Austin said, "there is nothing definite yet regarding Goodson-Todman's plunge into it, but there are plans afoot to organize a syndication operation."

Long, thoughtful consideration goes into a G-T game show, with most of them taking a year to make ready. One example: *The Price is Right* cost \$50-60,000 by the time it was up for sale. "It turned out to be a smash daytime show," Mr. Austin said, "and when it

moved to a 7:30-8 p.m. slot on NBC-TV it clobbered the competition immediately. It's been in the top 15 rated shows list ever since its inception and every time it has changed time periods."

Is Goodson-Todman bored with panels and games? Far from it. "We feel a special thrill every time we see one of them start on the air," asserts Mr. Austin. "Every opening for us has the same magic and excitement that an opening night has for a Broadway producer." Networks and sponsors, however, maintain a more nervous attitude. Mr. Austin claims game shows build audiences slowly. The networks and sponsors "have a tendency to cancel them too quickly," he says, as in the case of

Tv film shows do big job for Texas Optical Co.

The Texas Optical Co., Houston, can say with reason that "the eyes of Texas" are on television. It has the sales charts to prove it.

Back in 1956, Texas Optical dipped into tv for the first time, using Ziv TV's *Boston Blackie* series in five markets in the state. In subsequent years, it poured more and more money into the medium, sponsoring Ziv-UA programs largely, and now spends almost \$500,000 in tv.

In the past four-and-a-half years, the company has had a Texas-sized growth, more than doubling the number of offices to a present total of 82 in 44 cities. And television is credited with playing a most significant role in this expansion program. Ed Allen, advertising-public relations manager for Texas Optical, points out that each customer is required to fill out a form, including

one question on the source of his recommendation to the optical house.

"It is out of this 'depth research,' Mr. Allen observes, "that we have been able to compute reliably that three-quarters of our clients have been attracted to the company by tv, with another one-quarter listing radio and newspapers as the trigger of their interest" in the firm.

Texas Optical's most recent purchase has been Ziv-UA's *Miami Undercover*, starring Lee Bowman and Rocky Graziano, in three Texas markets. The company plans to add more markets throughout the state by March 1. In addition, Texas Optical is currently using spot tv generally and sponsoring three other Ziv-UA programs—*Sea Hunt* starring Lloyd Bridges; *Tombstone Territory*, with Pat Conway and Richard Eastham and *Lock Up*, starring

Macdonald Carey. The company's agency is Erwin Wasey, Ruthrauff & Ryan, Houston.

Mr. Allen cited his company's continuous reliance on Ziv-UA shows for its regional exploitation in these words: "We have great success with them." He gave one dramatic example of tv's sales-pulling power. During the past year, the company advertised its contact lenses exclusively on tv—and sold more than 25,000 pair during that period, said to be about 10% of all the contact lenses sold in America.

Texas Optical was founded in Beaumont, Tex., in 1905 by Dr. S. J. Rogers. At the inception, the company consisted of Dr. Roberts and one girl. Today the company has more than 600 employes and two laboratories for its 82 offices in 44 cities throughout Texas.



Employee fits former Miss Texas (l) with glasses on tv spot. Texas Optical sponsors Ziv-UA's 'Miami Undercover'.