



Saturday, 30 November 2019

Mel Blanc, Businessman

Mel Blanc had two careers, three if you want to include all the charity work he did.

Mel was an excellent actor, in radio, cartoons and on records. But he also had a career in the 1960s as a businessman. *Broadcasting* magazine of November 14, 1966 published a fine profile of him, spending a good deal of space talking about his business endeavours.

WHAT'S up, doc? Mel Blanc is up.

Some five years ago, the victim of an automobile accident that broke almost every bone in his body except a few in his left arm, he was as down as a human being ever can be. He was a prisoner in plaster, encased in a full-body cast for more than a year. But the "Anaheim, Azusa and Cucamonga" train caller was not stilled. Bugs Bunny's classic wisecrack voice still spills out from countless movie and TV screens around the world. Porky the Pig is stuttering in the same priceless way. Woody Woodpecker's taunting cackle continues to delight the young, the old and the movie exhibitors. Mel Blanc, the voice heard in more places, more times, for more years probably than any other in history, is back and in rare form. He's eyebrows-deep in the radio-television-advertising entertainment business, a broadcast pioneer of 40 years standing who's reached the promised land and is still pushing into new fields.

The round-faced man with the neat, French-accented mustache has parlayed a fine sense of timing, an ear that has picked up and retained all the sounds of a lifetime—and an uncanny ability to simulate them—into a grab-bag of personal achievement that consistently has been filled to overflowing.

It Pays Off ■ This year, for his work in commercials alone, Mel Blanc personally will earn more than \$150,000. He received, for example, \$54 at a one-time rate for doing the voice of a pig in a Paper-Mate TV spot saying simply: "With a piggyback refill." So far this spot has brought him some \$40,000 in residuals. A recent somewhat typical day in the life of Mel Blanc tells better than any adjectives how much mileage he gets out of a voice that can be twisted into licorice and made to come out sounding like anything from a lisp to a pussycat to an English race horse.

At 10 a.m. he was out of his house in Pacific Palisades and off to do four TV commercials for Raid insecticides (S. C. Johnson & Son Inc.) and Foote, Cone & Belding. By 1:30 that afternoon he was back in his own office at Mel Blanc Associates, where he taped a number of comedy turns for "Superfun," a new series of humorous brief radio features and inserts the company is marketing. At 8 that night he was back working the TV side doing five commercials for Royal instant pudding (Standard Brands Inc.). It wasn't until after 10 p.m. that he called it a day and headed west to his seaside home.

He started the company just before that near-fatal accident in 1961 as a way of cashing in on his knowledge of how to make effective commercials. Today Mel Blanc Associates is a solidly established commercials production house, specializing in the creation and making of humorous spots for radio and TV. (Mr. Blanc's son, Noel, is executive vice president.)

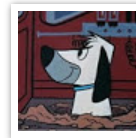
The emphasis at MBA decidedly is on radio. In the last year, Mel Blanc, who remembers when listeners by the millions gathered to hear the humor broadcast by the medium, has been making speeches at conventions and before industry groups pitching the profit potential of funny radio commercials.

The natural outgrowth of this crusade is "Superfun," a five-part program service aimed at giving radio stations an overall image of humor. Mel Blanc performs regularly on the "Superfun" service, which is produced by his company. Although made available to stations only since September, the new service has been bought in 14 markets. Mr. Blanc believes this operation alone will gross \$1 million for his company in the near future. As a comparison, MBA's current overall gross is less than that but somewhat in excess of \$500,000.

Other Fields ■ As a second spin-off from his humor shop, Mr. Blanc and associates have created the Mel Blanc Blank Card, a series of greeting cards that are distributed by Buzza Cardozo, Anaheim, Calif.

This ever-creative, never imitative pace is the way it has been for Mel Blanc ever since he was a high-school singer in Portland, Ore., the place where he was raised. A one-time violinist and tuba player ("I found a radio script was much lighter") he began doing things with his voice while performing as MC for an hourly, six-

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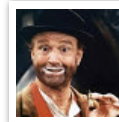


Some Cartoons For Saturday Morning #80 - Hello my friends

and welcome back for another selection of classic cartoons. Today's selection begins with one of the great Mickey, Donald and Goofy car...

21 minutes ago

Way Too Damn Lazy To Write A Blog



Born on July 18, 1913 - Red Skelton - *Today's post commences

with the Guzzler's Gin routine (from Ziegfeld Follies) by R...

1 hour ago

Fernando Liera Blog Cartoons



"Cozy Bear" Group Tied to Hacks on Covid Vaccine Research. - ©2020

fernandolleracartoons.com
15 hours ago

News From ME

Sorry... - As far as I know, I do not have any diseases. I just have too much to deal with right now so I won't be blogging much if at all. I'm postponing all the web...
19 hours ago

Cartoon Research

In His Own Words: H.T. Kalmus on Disney in Technicolor - Suspended Animation #276 Many

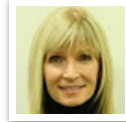
days-a-week program called Cobwebs and Nuts on KEX Portland. "They were too cheap to give me talent," he remembers, "so I did all the voices." That was the proving ground for a career that at its peak included performances on 18 (mostly network) radio shows a week and in 50 Warner Bros. cartoons a year. Maintaining this frenetic kind of schedule, however, was not without its complications. Mr. Blanc used to make rapid transitions from the *Robert Benchley Show* sponsored by Old Gold cigarettes to *Burns and Allen* sponsored by Chesterfields to *Jack Benny* sponsored by *Lucky Strikes* to *Al Pearce* sponsored by Camels, changing cigarette packs as he went so that the various advertisers would not be insulted. That was the professional Mel Blanc of yesterday at work knowing that, even for the most talented, entertaining is a collaborative business. A scene at a commercial taping session the other day gave an indication of how the professional Mel Blanc is regarded today. All the other performers and technicians stopped dead still, watched with glowing attention as the voice heard in more than 1,000 cartoons delivered its lines. It was like coming out to the ball park and seeing the way the other players watch Willie Mays field a ball.



Melvin Jerome Blanc—President, Mel Blanc Associates, Hollywood; b. May 30, 1908, San Francisco; singer on 'Hoot Owls' program, KGW Portland, Ore., 1927-28; musical director, Orpheum Theater, Portland, 1931-32; M.C. of comedy radio show for NBC in San Francisco 1932-33; did all the voices on hour daily, 'Cobwebs and Nuts' program KEX Portland, 1933-35; comedy role on 'Johnny Murray's Radio Show,' KFWB Los Angeles, 1935-36; comedy voice on 'Joe Penner Show,' 1936-37; was voice of drunken bull for Leon Schlesinger cartoons, 1937; did first 'Porky Pig' voice, 1937; first 'Bugs Bunny' voice, 1938; performed on almost all top network radio shows, including 'Jack Benny' 1937-48; appeared on first TV program 'Jack Benny Show,' 1948; since has been on many others; founded and became president of Mel Blanc Associates, commercial production company, 1961-present; m. Estelle Rosenbaum of Denver, May 14, 1933; children—Noel, 28; awards—participant in six academy awards present to Warner Bros. for cartoons in which he performed; member—Masons, Shriners, Board of Directors of Hollywood Radio and Television Society, B'nai Brith, honorary Mayor of Pacific Palisades and Big Bear Lake; hobbies—collecting antique watches.

references may be found regarding two-strip Technicolor. I have been guilty of discussing Walter Lantz's King of Jazz (1930)...
1 day ago

AFRTS Archive



Mary Turner
1985 - Mary Turner today Mary Turner really

rocked the house. Normally when any of the jocks got a reaction, it'd be split. The ones that were really liked wou...

3 days ago

The World of Knight



TONIGHT, 11:54 PM. - COPYRIGHT 2020 BY MILTON KNIGHT

3 days ago

Yowp

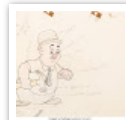


Hanna-Barbera Birthday Bid-You-Knows - 63 years ago today, some

forms were signed by George Sidney, Bill Hanna and Joe Barbera creating what eventually became the biggest TV cartoon operation i...

1 week ago

Supervised By Fred Avery: Tex Avery's Warner Brothers Cartoons



Wabbit Twouble: A Small Addendum to An Outstanding Podcast -

Original animation drawing from Wabbit Twouble with color notations for the ink and paint department. Release date: 12/20/41 Availability: Looney Tunes Gol...

3 weeks ago

Mark Kausler's CatBlog

The Lady and the Tiger - From the Cathy Hill Archive of Unpublished Comics comes "The Lady and the Tiger". This story was drawn before Cathy started the "Mad Raccoons" series. U...

4 weeks ago

Termite Terrace headlines

Porky's Hot Dog Intake - Western Publishing definitely isn't free of cannibalism when it comes

Posted by Yowp at 07:29



Labels: Jack Benny, Warner Bros.

2 comments:

migma 2 December 2019 at 09:25

In the '80s, Mel's company was marketing "Mel Blanc's Blankety Blancs" to radio stations, likely a new name for the "Superfun" service.

Reply

Unknown 30 December 2019 at 03:12

I dated The son of the president of Buzza Cardozo and had the pleasure of meeting Mel Blanc during the mid-1960s

Reply

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to comics featuring Porky Pig. These are just some of the covers in which

Porky is ei...

4 weeks ago



Peter Gray's Comics and Art



An early Tom Thug page for sale and other comic art by Lew Stringer go

to link and ebay.. -

<http://lewstringercomics.blogspot.com/2020/02/original-art-for-sale.html>

https://www.ebay.co.uk/sch/graphite47/m.html?_nkw=&_armrs=1&_ipg=&_from=

5 months ago

What About Thad?

Cartoon Logic Podcast - And yet another distraction from this brick and mortar blog... I've entered the world of podcasting with renowned animation director and historian Bob Jaques...

10 months ago



Likely Looney, Mostly Merrie

That's all, folks! - My posts have gotten thinner over the years. I'm aware of that. I've been hopeful for a long time, that I can remain active with blogging and sharing furth...

1 year ago



Dr. Grob's Animation Review

The Flying Man - 'The Flying Man' is a very short absurdist film in which a man drops his coat to take a swim in mid air. Another man with a dog drops by, tries the same th...

1 day ago

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