

guests, a network source said no list was available in New York.

A check of several offices of executives said to be on the trip revealed the following:

Confirmed by their offices to be on the trip were Pat Gorman, advertising director of Schlitz Brewing; Nicholas Keesely, senior vice president and general manager of radio-TV at Lennen & Newell; Charles Ryan, director of merchandising-advertising and sales promotion at Firestone Tire & Rubber Co.; Herminio Traviesas, vice president in charge of BBDO's Hollywood office, and Richard A. R. Pinkham, senior vice president, Ted Bates & Co.

Though other persons were reported on the trip including a broadcaster and other agency or advertiser people, the list could not be ascertained last Thursday (Feb. 6).

## Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercials, production manager, agency with its account executive and production manager. Approximate cost is listed, when given by producer.

**Mid-America Videotape Productions division of WGN Inc., 2501 West Bradley Place, Chicago 18.**

International Milling Co., Minneapolis (Robin Hood flour); three 60's for TV, live on tape. Dale Juhlin, director. Agency: Wade Advertising, Chicago. Royal Alcott, agency producer.

Duncan Foods Co., Houston (Butter-Nut coffee); three 60's for TV, live on tape. Dale Juhlin, director. Agency: Tatham-Laird, Chicago. Bill Steward, agency producer.

Home Health Centers, Chicago (health equipment); three 60's for TV, live on tape. Dale

Juhlin, director. Agency: Albert Jay Rosenthal & Co., Chicago. Neal Waldman, agency producer.

**Roland Reed Productions Inc., 650 North Bronson, Hollywood 4.**

Carling Brewing Co., Cleveland (Black Label beer); one 60 for TV, live with Preston Foster. Duke Goldstone, production manager. Agency: Lang, Fisher and Stashower, Cleveland. John Rose, account executive and agency producer. Approximate cost: \$6,000.

**Rose-Magwood Productions, 72 West 45th Street, New York 36.**

Hazel Bishop Inc., Union, N. J. (Lanolin Plus Setique); two 60's for TV, live on film. Jim Rose, production manager. Agency: Daniel & Charles, New York. John DeBenham, agency producer. Approximate cost: \$15,000.

Martinson's Coffee division, Beech-Nut Life Savers Inc., New York (coffee); two 60's for TV, live on film. Howard Magwood, production manager. Agency: Grey Advertising, New York. Charles Powers, agency producer. Approximate cost: \$16,000.

Chemstrand Co., New York (Acrylan and Cumulof); two 90's for TV, live on film (color). Howard Magwood, production manager. Agency: Doyle Dane Bernbach, New York. Ernie Hartman, agency producer. Approximate cost: \$30,000.

Chase Manhattan Bank, New York; one 60 for TV, live on film. Jim Rose, production manager. Agency: Ted Bates, New York. Henry Bate, agency producer. Approximate cost: \$10,000.

**Thirty Three Productions Inc., 266 East 78th Street, New York 21.**

F&M Schaefer Brewing Co., Brooklyn (beer); two 60's for TV, live on film (color). Michael Stehney, production manager. Agency: BBDO. Tom Villante; account executive. Lou Georgaris, agency producer.

Lever Brothers, New York (Lucky Whip); one 60 and one 30 for TV, live on film. Michael Stehney, production manager. Agency: Ogilvy, Benson & Mather, New York.

**TV Graphics, 369 Lexington Avenue, New York.**

Chevrolet (Corvaire); one 120 for TV, live on film (color). Sid Greenhaus, production manager. Agency: Campbell-Ewald, Detroit. Pete Miranda, agency producer.

Beech-Nut Life Savers Inc., New York (Beech-Nut coffee); one 80 for TV, live and stop motion on film. Agency: Charles W. Hoyt, New York. Tom Lee, agency producer.

**Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.**

Food Town stores, Atlanta; one 60 for radio, jingle. Charles Barclay, production manager. Agency: Kirkland, White & Schell, Atlanta. Gene Sample, account executive.

## Sears places big order on Chicago's UHF TV

Sears Roebuck & Co., Chicago, affirmed its confidence in UHF television last week by placing a \$100,000 order for time on Chicago's first UHF station. WCIU-TV, on channel 26 took the air Thursday evening in ceremonies including Mayor Richard J. Daley. Sears is promoting all-channel TV sets heavily now.

Other initial sponsors on WCIU-TV include Budweiser and Preparation H.

Placed through Gourfain, Loeff & Adler Adv., Chicago, the Sears purchase calls for 36 hours weekly for 52 weeks



### The newest instant product: contracts

Kal, Ehrlich & Merrick, Washington, through its vice president, Nella C. Manes, became the first advertising agency to sign a master time contract with WMAL-AM-FM-TV Washington. The contract between station and agency is permanent and eliminates the need for signed contracts with each time order.

With Miss Manes (l-r): Robert L. Livingston, WMAL-TV local sales manager; Alexander W. Sheftell,

WMAL local sales manager; Richard S. Stakes, controller and assistant treasurer for the stations, and Alvin Q. Ehrlich, executive vice president of the agency.

The master agreement was formulated by a joint committee of the Institute of Broadcasting Financial Management, of which Mr. Stakes is chairman, and The Advertising Financial Management Group (BROADCASTING, Oct. 28, 1963).