

closed circuit.

MR. SMITH GOES TO TOWN? • If Paul C. Smith, its dynamic president, has his way, Crowell-Collier will become most comprehensive communications combine in history. He has plans to build organization encompassing magazine and book publishing (already in the fold), radio and television (nearly \$20 million in station purchases awaiting FCC approval), newspapers (which he hopes to afford after beefing up company's profits) and even motion pictures. Mr. Smith envisions fabulous cross-pollination among future properties: i.e., major stories created for magazines would be reworked as radio and tv programs, as books and as movies.

HOW FAST Crowell-Collier expands will hinge largely on success of its venture into broadcasting. President Smith is looking for top executive to run subsidiary which will operate stations and create and syndicate programs. Mr. Smith is counting heavily on broadcasting subsidiary for rapid build-up of company's income and net which would make financing of further development easier.

COLOR FILM • NBC has been blowing alternately hot and cold on acquisition of Technicolor feature backlog of Metro-Goldwyn-Mayer with eye to plans for expanding color operations next fall. Prospect is that film would be used to help swing owned-and-operated KRCA (TV) Los Angeles and WRC-TV Washington to full-color schedule within year similar to WNBQ (TV) Chicago.

ONE reason FCC commissioners aren't too keen about deintermixture was realization that only about 15 cities could be deintermixed (made all uhf or all vhf, even permitting single existing vhf outlet to remain in uhf market) without getting into chain reaction that could lead to major upheavals throughout country. This is just too few to be worthwhile, is feeling among majority on FCC.

MIAMI PURCHASE • WWPB Miami 250 watter (full time) is being purchased from Paul Brake, 100% owner, by William M. O'Neil, former owner of WJW Cleveland, for approximately \$175,000. Mr. O'Neil was among bidders for WQAM, recently sold by *Miami Herald* to Todd Storz for \$850,000. Mr. O'Neil, now Miami resident, would be president-general manager of WWPB upon FCC approval of transfer. Associated with him as minority stockholder will be William Lemmon, former executive vice president of WJW. Mr. O'Neil is son of W. O'Neil, president of General Tire & Rubber Co. which, in turn, owns RKO Teleradio Pictures Inc. and associated operations, including control of Mutual. He is not identified, however,

with Teleradio operations. WWPB, established in 1947, is on 1450 kc.

NOT announced after NARTB Tv Code Review Board's meeting last week is proposal to clear up one of code's foggiest paragraphs. This covers back-to-back announcements at station breaks and will conform to prevailing industry practice of using identification spots between announcements. Present language (Par. 6, Time Standards) would appear to condemn i.d. spots between announcements. Amendment will be submitted to NARTB's Television Board next week.

MULTIPLE OWNERSHIP • Concerned over prospect that Congress might grab ball on multiple ownership rule, FCC last week discussed possible revision of existing regulation which arbitrarily limits ownership of broadcast stations to seven in each category (am-fm-tv, with not more than five vhf's to customer). It's understood Comr. John C. Doerfer suggested Commission consider rescinding existing limitation, and substituting rule based on population limit of 25% rather than number of stations. Bricker bill (S 3859) introduced in Senate, and companion O'Hara bill (HR 10524) would substitute 25% of population coverage limitation. Further FCC consideration slated for this week.

THOMAS F. O'NEIL's RKO Teleradio Pictures, already in radio-tv, motion pictures and record business, may next expand into legitimate theatre with RKO Radio Pictures converting top feature hits of past years into Broadway ventures. Mr. O'Neil and 11 other board members of parent General Tire & Rubber were in Hollywood last week, inspected revitalized RKO lot.

AFFILIATES' INNING • CBS-TV network affiliates to appear before Senate Commerce Committee on tv investigation June 18 will represent cross-section of outlets from big city stations to EMP outlets, uhf as well as vhf, in one, two, three and four station markets. Kicking off presentation will be John S. Hayes, president, Washington Post Broadcast Division (for WTOP-TV Washington and WMBR-TV Jacksonville), who proposes to answer explosive testimony of Richard A. Moore, KTTV Los Angeles, chapter and verse; August C. Meyer, WCIA-TV Champaign, Ill.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; John S. Cohan, KSBW-TV Salinas-Monterey, Calif.; H. Moody McElween Jr., WNOK-TV Columbia, S. C., and Donald W. Thornburgh, WCAU-TV Philadelphia. Counsel is Ernest W. Jennes, Covington & Burling, Washington. Pitch will be that network and affiliates constitute partnership and that affiliates

would suffer irreparable injury if current business relations were unduly interfered with.

ONE question expected to be popped during testimony of tv network presidents before Senate Commerce Committee this week is whether networks have been living up to advice contained in NARTB political broadcasting manual. It's understood Democratic National Committee has been unable to get commitments for paid time from at least one network, and Democratic Senators want to know why.

NETWORK QUESTIONS • After talking with top network brass in New York last week, Senate Commerce Committee staff experts agreed to modify 4½ page questionnaire in number of particulars, which presumably would make it less onerous. Committee majority counsel Kenneth Cox and communications expert Nicholas Zapple after sessions agreed that some answers would be deferred until Aug. 15 but that questions nevertheless would be asked at hearings this week at which network heads will testify (see page 28). Instead of seeking complete breakdowns on programming, syndication, spot billing, representation and other operations for one year, it was agreed that typical week would reflect data.

WM. WRIGLEY Jr. Co. has definitely decided not to renew CBS-TV's Gene Autry Show after July 7 after six years' association with cowboy on television [AT DEADLINE, June 4]. Reason: Network wants gum company to extend station lineup substantially. Wrigley has made "no other radio-tv commitments at this time" beyond retention of CBS Radio time for new Pat Buttram series, also replacing Mr. Autry. Thus, fabulous Wrigley-Autry association (for 16 years) comes to end.

POLICY PROBLEM • Resignation of Frank P. Schreiber as vice president-general manager of WGN Inc., after 38 years with Chicago Tribune company, and appointment of Ward L. Quaal, Crosley Broadcasting executive, as his successor, reportedly stems from differences in operating policies of Tribune organization since death last year of Col. Robert R. McCormick. Mr. Schreiber had reported directly to Col. McCormick. Tribune now is directed by Chesser Campbell, president-publisher; J. Howard Wood, vice president-general manager and president of WGN Inc., and W. D. Maxwell, editor. (See story page 81.)

WICK CRIDER, who resigned as vice president in charge of radio and television of Kenyon & Eckhardt, New York, is expected to join Young & Rubicam, New York, early this summer in executive capacity.