of 26 feature films in the Chicago area by Hauser-Nash Sales, Chicago Nash dealer, had been completed on the heels of the sale of two-year rights in the Los Angeles area to KTTV (TV) there [B&T, Oct. 29].

Sales and Production . . .
SARRA INC., Chicago, has completed film commercials for Grove Labs. Bromo-Quinine cold tablets, showing television is now a head-ache feels with use of special photographic effects. Four 30-second and four 20-second spots, produced in cooperation with Gardner Advertising, St. Louis, will be shown on 20 stations next week on CBS-TV. Agency supervisors were Charles E. Claggett, vice president and account executive, and William D. Fisher, director of the radio-TV department.

Dick Derso, recently resigned vice president, United Television Productions, has been appointed executive vice president and account executive for distribution and sale of Perry Mason TV film series going into production next week at RK0-Pathe studios. Kings-Crooby Enterprises, L.A., will film the series [B&T, Oct. 29, 22].


FOUR scientists from the David Sarnoff Research Center, RCA Labs Div., examine five of the tri-color TV picture tubes developed at the company's laboratories at Princeton, N.J., and Lancaster, Pa. They are (l to r) E. W. Harold, Dr. E. W. Engstrom, vice president in charge of RCA Labs. Div.; H. B. Law, and Dr. V. K. Zwykin, vice president and technical consultant of the division.

WKY-TV CHANNEL
Sees Change Costly
CURRENT investment in WKY-TV Oklahoma City runs over the half-million dollar mark, according to information submitted by Vice President and General Manager P. A. Sugg in the station's filing with the FCC in the allocations hearing.

The WKY-TV brief was filed in opposition to the FCC's proposal to change the frequency of the station from Channel 4 to Channel 7.

Up to Oct. 9 there had been invested in WKY-TV the sum of $506,242.02. Mr. Sugg reported. Loss for the years 1949 and 1950 totaled $269,647.78, he said. Weekly payroll as of Oct. 5 for 61 em- ployees—not including general or administrative expenses—runs $4,709.43 a week, he revealed.

Expense of Changeover
Cost of the change to Channel 7 would be $187,480, the brief as- serted. This is because the TV antenna is on one of the three WKY-AM towers. The change would re- quire not only a temporary antenna for WKY-TV but also affect the operation of WKY-AM.

Mr. Sugg also claimed that most of Oklahoma City's 22,300 TV sets (as of Sept. 1) would have to change their present low-band antennas to high-band antennas to get Channel 7. This would cost from $10 per installation up, he said.

Objection to the change was backed by a number of letters from Oklahoma City's TV set distribu- tors and servicemen.

The new RCA television camera tube has been designed to provide observa- tion in locations that are inaccessible or dangerous to humans. The latest developmental vidicon has better spectral response, wider temperature range and an increased life span.

NEW KLAC-SUIT
Filed by Berns, Barron
KLAC-TV Los Angeles last week became the object of its second plagiarism suit within a few months as Seymour Berns and Tom Barron filed suit for $100,000 in Los Angeles Superior Court.

Mr. Berns, producer, and Mr. Barron, writer, charged the station and three others with appropriating their "Wille Wonder- ful" program idea. Besides KLAC- TV, also named in the suit are Bracken Productions, which pro- duced the Willie Wonderfull puppet TV film series; Scott-DuMont & Lowman, distributor of the pack- age, and Martin Gordon, who has been writing credit on the series.

The suit also asked that the program be taken off KLAC-TV.

Pair claim that they created and wrote the hand-puppet pro- gram, The Adventures of Willie Wonderful, last year and submitted it to Mr. Gordon, then an account executive with Factor- Breyer Inc., Los Angeles, for sale to a sponsor. This deal fell through, they claim, and about Sept. 1 of this year the program appeared on KLAC-TV listing Mr. Gordon as writer.

Kopald, Stolfoz & Mark, Beverly Hills, are attorneys for the plaintifs.

KLAC-TV, owned by Mrs. Dorothy Schiff, recently paid $56,160,000 in settlement of a similar million dollar suit by the producers of the radio and television show Bride and Groom. In this case it was found that KLAC-TV's Wedding Bella was patterned after Bride and Groom.

Kopald, Stolfoz & Mark, Beverly Hills, are attorneys for the plaintifs.

NCAA PLAN
Discussed by Willett
TELEVISING is the biggest prob- lem and the biggest headache facing the National Collegiate Athletics Assn. today, NCAA President Dr. Hugh Willett declared last week.

But, he said, the NCAA TV test plan is working successfully and the association has no doubts about its legality or its regulating potential to limit telecasts of college football.

Dr. Willett, a professor at the U. of Southern California, re- viewed NCAA's television troubles in a talk at the Stanislaus Quarter-Back Club in Modesto, Calif., last Monday.

He said he was making his re- marks "in a frank attempt to con- dition public opinion" on the prob- lems. He told the meeting that NCAA did not vote to limit live telecasts of football games until forced to do something about falling gate receipts.

Football, he explained, supports almost all other collegiate sports and a shortage of returns from this one sport could cripple a school's entire athletic program.

"The NCAA [limiting TV] is well underway now," he said, "and is highly successful. The object of our survey by National Opinion Research Corp. of the U. of Chicago is to see how much television is possible without hurting the game."

He gave no indication of how results of the survey might be shaping the NCAA's official attitude toward TV, whether any letup or tightening of the TV restric- tion was being suggested or whether any other changes in the present plan are being discussed.

ADDITION Corp., Chicago, reported last week that its drop in earnings for the quarter as well as nine months ending Sept. 30 compared with the same period of the previous year was mostly due to the quarter totaled $1,606,735 or 68 cents per share, contrasted with $2,853,865 or $2.85 per share last year. Sales for the 1951 period were $31,881,832, with $38,039,146 in 1950. The nine-month income for 1951 was $5,400,156 equal to $2.50 per share, compared with $18,176,417 or $6.83 per share last year.

WFAN HOME OF THE SRT
broadcasts}

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