

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 viewers how a headache feels with use of special photographic effects. Four 60-second and four 20-second spots, produced in cooperation with Gardner Advertising, St. Louis, will be used on *Live Like a Millionaire*, sponsored on CBS-TV Fridays. Agency supervisors were Charles E. Claggett, vice president and account executive and William D. Fisher, director of the radio-TV department.

Dick Dorso, recently resigned vice president, United Television Productions, has been appointed exclusive sales representative for distribution and sale of *Perry Mason* TV film series going into production next week at RKO-Pathé studios. Bing Crosby Enterprises, L. A., will film the series [B•T, Oct. 29, 22].

ALEXANDER FILM CO., Colorado Springs, announces recent TV commercial productions for the following organizations: The Stanback Co., Salisbury, N. C., three 60-second and three 20-second films featuring Stanback Headache Powders through Piedmont Adv. The Frito Co., Dallas, Tex., eight 60-second films featuring Fritos and Chee-tos through Glenn Adv. Haxton Foods Inc., Oakfield, N. Y., three 60-second and six 20-second films featuring Blue Boy Foods through Hart-Conway Co. Gas Service Co., Kansas City, Mo., five 60-second and nine 20-second films on gas fuel. Comette Hosiery Mills, New Braunfels, Tex., two 60-second films featuring Comette Nylons through Glenn Adv. King's Candy Co., Fort Worth, Tex., three 60-second and three 20-second films featuring King's Chocolates through Tracy-Locke Co. Mebane Co., Mebane, N. C., two 20-second films featuring Kingsdown Mattresses through Bennett Adv. Reymer & Bros., Pittsburgh, four 20-second films featuring Reymer's Blend through Ketchum, MacLeod & Grove.



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. Herold, Dr. E. W. Engstrom, vice president in charge of RCA Labs. Div.; H. B. Law, and Dr. V. K. Zworykin, 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 employees—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 \$167,480, the brief asserted. This is because the TV antenna is on one of the three WKY AM towers. The change would require 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 92,300 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 distributors and servicemen.

THE new RCA television camera tube has been designed to provide observation 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-TV 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 "Willie Wonderful" program idea. Besides KLAC-TV, also named in the suit are Bracken Productions, which produced the *Willie Wonderful* puppet TV film series; Scott-DuMont & Lowman, distributor of the package, 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 program, *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, Stolzoff & Mark, Beverly Hills, are attorneys for the plaintiffs.

KLAC-TV, owned by Mrs. Dorothy Schiff, recently paid \$50,000 in settlement of a similar million dollar suit by the producers of the radio and television show *Bride and Groom* [B•T, Aug. 20]. In this case it was found that KLAC-TV's *Wedding Bells* was patterned after *Bride and Groom*. Former program has been taken off the air, in accordance with the settlement.

TENTH District of California Congress of Parents and Teachers voted *Report to the People*, presented by KECA-TV Los Angeles, "the most important public service TV program in the Los Angeles area for the entire month of October."

NCAA PLAN

Discussed by Willett

TELEVISION is the biggest problem and the biggest headache facing the National Collegiate Athletic 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 as to the legality of its regulation limiting telecasts of college football."

Dr. Willett, a professor at the U. of Southern California, reviewed NCAA's television troubles in a talk to the Stanislaus Quarterback Club in Modesto, Calif., last Monday.

He said he was making his remarks "in a frank attempt to condition public opinion" on the problems. 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 plan [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 restriction was being suggested or whether any other changes in the present plan are being discussed.

ADMIRAL Corp., Chicago, reported last week a sharp drop in net income for the quarter as well as nine months ending Sept. 30 compared with the same periods in 1950. Net income for the quarter totaled \$1,306,735 or 68 cents per share, contrasted with \$5,253,685 or \$2.72 per share the year before. Sales for the 1951 period were \$31,381,832, with \$63,629,146 in 1950. The nine-month net income in 1951 was \$5,400,156 equal to \$2.80 per share, compared with \$13,176,417 or \$6.83 per share last year.

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