

Blood-hurdler

Program director Roger Hough of KSUM Fairmont, Minn., has proved once again that in radio, timing is everything. When the Red Cross Bloodmobile came to town April 8, Mr. Hough decided to do a live remote broadcast with himself as the afternoon's first donor.

Flat on his back, mike in hand, he chatted with Jeff Coult Sr., county chairman of the Red Cross blood drive. As a nurse prepared to remove the plasma bottle, Mr. Hough reassured his audience: "You see, folks, there's nothing to giving blood." And then passed out.

Net result of this harrowing scene over the air: before the broadcast, an average of 125 pints donated per day; after the broadcast an average of 200 pints.

Production in cooperation with Revue Productions.

- United Artists Associated Inc., N.Y., report sales of its complete Warner Bros. features library to KRTV (TV) Great Falls, Mont.; KGHL-TV Billings, Mont., and KWRB Thermopolis, Wyo.

- The first of a group of special programs, featuring New York Gov. Nelson A. Rockefeller in a special report on the recently-enacted state legislative program, was carried on at least ten tv stations in the state April 8. The Governor's office and the New York State Assn. of Broadcasters jointly arranged for a series of 15-minute reports to the people. The taped programs are made available as a public service to tv stations throughout the state and it is planned to produce a program each week for several weeks on various phases of new legislation.

- WBT Charlotte, N.C., is offering its *Radio Moscow* series for syndication. The programs, broadcast Monday, Wednesday and Friday on WBT, feature taped excerpts of Radio Moscow's English language broadcasts with a commentary by WBT staffer Alan Newcomb and foreign affairs expert Rupert Gillett.

- CBS Films' first color series, *The Man From Antibes*, begins production in Nice (France) April 24 with Sam Gallu producing. The series will star Robert Alda and Melville Cooper in the story of an art expert who helps authorities to solve crimes which involve great works of art.

- *The Court of Human Relations* comes to daytime network tv (NBC-TV, Mon.-Fri. 2:30-3 p.m.) starting June 22. Life's problems will be mediated over the visual medium, as they were via radio under the same title as far back as the 1930's. A. L. Alexander, the show's creator and producer, will act as moderator. The troubled people will appear on the taped program but will not be identified. *Court* replaces *Haggis Baggis*.

- *Wichita Town*, a half-hour western film series with Joel McCrea and his son Jody as featured players, is to be produced by Walter Mirisch for NBC and the Mirisch Co. In *Wichita Town*, being prepared for the network's fall lineup, Mr. McCrea Sr. will wear the badge of Marshal Mike Dunbar, appearing sometimes as the leading performer, other times in a supporting role or as narrator. His son is to play a cattle foreman on friendly terms with the marshal.

- The right of M&A Alexander Productions to distribute to television eight theatrical films produced by National Pictures Corp. was upheld in Los Angeles Superior Court when Judge Ellsworth Meyer issued an injunction restraining National Pictures and its presi-

dent, Edward L. Alperson, from interfering with such distribution. Pictures are: "Young In Heart," "Alaska Patrol," "Black Beauty," "Tender Years," "Rose of Cimarron," "Dakota Lil," "Belle Star's Daughter," and "Sword of Monte Cristo."

- Independent Television Corp. will return *Ding Dong School* to tv in September as its first video-tape production, Walter Kingsley, ITC president, announced. Dr. Frances Horwich, as Miss Frances, will be featured in the series to go before the tape recorders in June.

- *Texas Rodeo*, to be taped at an arena in Dayton, Tex., replaces *Jefferson Drum* as NBC-TV's Thursday 7:30-8 p.m. entry starting April 30 (CLOSED CIRCUIT, March 2). Saddlerock Corp., will produce the series, using the facilities of KPRC-TV Houston. Plans call for a continuous flow of action, minus any delays for bringing on and mounting animals. L.N. Sikes veteran rodeo contestant and judge, is the producer.

- KGW Portland, Ore., originates *Truth or Consequences* in color for NBC-TV the week of April 27. The colorcasts, billed as the city's first, are in connection with the Oregon Centennial.

EQUIPMENT & ENGINEERING

Radio-tv production up, sales off, in Feb.

Factory production of both radio and television receivers increased in February over the preceding month, but retail sales were down. Electronic Industries Assn., Washington, reports television production in February totaled 459,492 compared to 437,026 in January. Retail sales dipped from 501,704 in January to 448,877. Sales outstripped production, however, as the two-month totals show 949,877 tv sets sold and

896,518 produced.

Radio receiver output, including auto radios, in February totaled 1,125,385, up slightly from January's 1,124,737. Retail sales, excluding car sets, were down in February, with 474,888 sales compared to 700,490 in January. January-February sales in 1959 total 1,175,378 compared to a two-month 1958 total of 839,942.

In January 614,181 radio and 370,650 tv sets were shipped to dealers. Tv shipments decreased from January 1958's 559,047.



Out-of-home tv • Magnetic Amplifiers Inc., New York, has developed

a solid state static inverter that permits a home portable tv set to be plugged into an automobile dashboard. The inverter converts 6 or 12 volt dc battery current to 115 volt 60 cycle ac power, furnishing the equivalent of 100 or 200 w. It uses transistor circuits with magnetic components. Originally it was developed to provide a portable power source for jet engine starting and missile power supplies and for instruments used by auto manufacturers in road testing. The device is applicable, too, for portable stereophonic units.