

expertly handled their subordinate feminine roles.

Production costs: Approximately \$25,000

Sponsored by Kraft Foods Co. through J. Walter Thompson Co. on NBC-TV, Wed., 9-10 p.m. EST. "Patterns" was the Jan. 12 and Feb. 9 program of the weekly Kraft Television Theatre series.

Cast: Richard Kiley, Everett Sloane, Ed Begley, Elizabeth Wilson, Joanna Roos.

Author: Rod Serling.

Producer-Director: Fielder Cook.

Settings: Duane McKinney.

Announcer: Charles Stark.

★ ★ ★

BOOKS

CLEAR CHANNELS: TELEVISION AND THE AMERICAN PEOPLE, by Max Wylie.

Funk & Wagnalls Co., N. Y. 408 pp. \$4.75.

THE CRITICS who so loudly and frequently attack television as corrupting the nation's youth, degrading the national taste, destroying the national pastime and being responsible for practically all of our national disorders are themselves the target of Mr. Wylie's provocative opus, *Clear Channels*.

Television, he declares, is what it is, not because of any dark, deep plot among tv programmers but simply because the American people are what they are. "Television," he says, "will start feeding nothing but programs for educated people just as soon as the people are ready for them. In the meantime, since we're not there yet, television is offering a number of choices which, in appeal, flavor and decibels, range somewhere between Bert Parks and the symphony."

In a book that ought to be not only read but studied by both the producers and the viewers of tv programs, Mr. Wylie makes an earnest plea to those who want to improve television that they think before they speak and act after they think.

STANDARDS FOR A STRONG AMERICA,

American Standards Assn., N. Y. 100 pp. \$3.

FORTY PAPERS, including two on standards for color tv and their commercial practicability, are contained in this volume, the proceedings of the Fifth National Conference on Standards held last November in New York. Knox McIlwain, chief consulting engineer, Hazeltine Electronics Corp., and J. W. Wentworth, manager of RCA's Tv Terminal Equipment Engineering Group, delivered the papers on color tv.

BBC 1955 HANDBOOK, British Broadcasting Corp., London. 224 pp. Five s. (\$0.70).

"AN AUTHORITATIVE work of reference . . . on all matters relating to the BBC and its activities" is how the BBC describes this book, and that appears to be an exact description. The first half of the pocket-size volume is devoted to an explanation of what the BBC is, how it is organized and how it operates. Then comes a review of the past year's activities, including program lists and financial data. The final section contains other pertinent information, such as lists of radio and tv stations, coverage maps, number of radio and tv licenses from 1927 to 1954, etc., concluding with the text of the new BBC charter.

SINGLE SIDEBAND FOR THE RADIO AMATEUR. American Radio Relay League, West Hartford, Conn. 208 pp, \$1.50.

IN THIS volume, American Radio Relay League's headquarters staff has digested more than 30 articles on the subject of single sideband transmission and reception first published in *QST*, monthly organ of AARL.



Profile OF A PROGRAM DIRECTOR



Perry Dickey joins
koma

Perry Dickey comes to KOMA with an impressive background in radio and television. Perry started his career at a San Antonio radio station and his experience encompasses radio directorship for Grant Advertising, Inc., where he directed the "Dr. I.Q." network program, work with the National Broadcasting Company, the Texas State Network, and WFAA. He headed the program departments of WOAI and WOAI-TV prior to joining KOMA as program director. It's men like Perry Dickey who have made KOMA an outstanding radio station in the Southwest.

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