

TV *Life*

July 19 - 25, 1952

20¢

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RADIO and ENTERTAINMENT Magazine

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TV LIFE

Western New York's Official TV
Radio and Entertainment Magazine

Vol. 2



No. 19

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JULY 19 - 25, 1952

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COVER *gal*

DINAH SHORE

Dinah Shore, one of the brightest luminaries in the singing world, has signed a long-term contract with the National Broadcasting Company to join the roster of outstanding stars of the entertainment world now associated with NBC.

The singing star, who began her television career last fall on the NBC-TV network, scored an immediate success with press and public. Her show, seen on NBC-TV Tuesdays and Thursdays, 7:30 to 7:45 p.m. has been renewed for the 1952-1952 season.

The "Dinah Shore Show" went off the air June 26 for eight weeks, and will return to the network from Hollywood on Tuesday, August 26, in the same time period.

Dinah Shore has had a meteoric career in broadcasting. She started with NBC in 1940 and soon rose to a position of eminence in radio. Since then she has become one of the top recording artists in America and has starred in many motion pictures.

Dinah Shore is the wife of actor George Montgomery. They are the parents of a four-year-old daughter, Melissa.

"LOST IN ACTION" . . . almost

Chicago, July 2—The tape recorder which NBC radio newsmen smuggled into the meeting of the Republican National Committee on July 1st was discovered and confiscated—but not for long.

A house detective at the Conrad Hilton Hotel, where the committee met, discovered the NBC minicorder and turned it over to the sergeant-at-arms. At the conclusion of the session—at which the National Committee reaffirmed an earlier decision not to admit the recording and photographic equipment of radio and television broadcasters—Joseph O. Meyers, radio news operations manager, and two NBC engineers crowded around the sergeant-at arms to look at the gadget.

They asked him questions about the minicorder, typical questions that any layman would ask. In the confusion of trying to answer them, the sergeant-at-arms let them come between him and the tape recorder and before he could say "William Howard Taft," they had made off with it. When last seen, the NBC engineers were successfully outdistancing the sergeant-at-arms thru the halls of Canrad Hilton—and NBC didn't have to list a \$250 minicorder as "lost in action."

Press Time Flashes



FRIDAY, JULY 18th

- 8:00—Arthur Murray Party. Kathryn Murray plays hostess on this lively variety show with well-known guests.
- 8:30—We The People. Interviews with Democratic personalities at the Chicago Con.
- 9:00—Doorway To Danger. Roland Winters stars in drama of international crime.
- 10:30—Greatest Fights of the Century. Ike Williams vs. Enrique Bolanos, filmed at Wrigley Field, 1948.
- 11:15—Charlie Wild.

SATURDAY, JULY 19th

- 12:00—Big Top. Your favorites plus these guests: The Tokers, Teeter Board act; Tubby and Spatz, Comedy Acrobats; The Paris Trio, Trampoline Routine, and The Loaf Rios, Revolving Anchor Act.
- 2:00—Stars Cavalcade. Larry Storch takes over the reins of this popular show.
- 8:00—All-Star Summer Revue. Comedy Magician, Mr. Baillentine emcees another sparkling all star revue.
- 9:00—Blind Date. Six young men vie for dates with three beautiful girls.
- 9:30—Saturday Night Dancing Party. Orchestra with Jerry Lester, host.

SUNDAY, JULY 20th

- 3:00—Talent Scouts. Singers, Accordionist, and Comedienne on today's tryouts with Arthur Godfrey.
- 7:30—Your Lucky Clue. "Mr. District Attorney" is Basil Rathbone's guest on this new mystery-quiz program.
- 9:00—Goodyear TV Playhouse. "The Trial of Eteen Kent" starring Paul Langton, Gordon Mills and Frances Waller.
- 10:00—Celebrity Time. Songstress Lisa Kirk and

- piano-satirist Victor Borge keep activities lively on this show hosted by Conrad Nagel.
- 10:30—American Forum of the Air. Kefauver, Kerr, Russell and Harriman discuss "Who Will Top Democratic Ticket in '52?"
- 11:00—Boss Lady. Lynn Bari's aloof attitude prevents use of her new General Manager's innovation in the operation of her firm.

MONDAY, JULY 21st

- 6:45—Eddie Arnold. Eddie takes over Perry Como's spot for the summer series starting tonight.
- 8:00—Lux Video Theatre. Henry Hull plays a flinty-tempered Union Army Commander in "Brigadier."
- 9:00—My Little Margie. Margie tries to master the conga in order to go on a trip to Havana with her Dad.
- 11:15—Police Story. A homicidal maniac is tracked down in this true case.

TUESDAY, JULY 22nd

- 8:30—Keep Posted. Guests from the Democratic National Convention will debate the big question of the week.
- 9:30—Circle Theatre. Pre-empted for the Democratic National Convention.

WEDNESDAY, JULY 23rd

- 9:00—Kraft TV Theatre.
- 10:00—Blue Ribbon Bouts.

THURSDAY, JULY 24th

- 8:00—The Best of Groucho. The best shows of the past season are seen again.
- 9:30—Mr. Peepers. Wally Cox is off to a fine start in this new summer series.
- 10:00—Martin Kane. Another mystery with Lee Tracy.

CONVENTION COVERAGE IS LISTED ON PAGE 18

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FILM vs LIVE TV

by

FRED COE

Director, Goodyear TV Playhouse

"Will television switch to Hollywood and film?"

That's the current question bee that's buzzing in video's bonnet these days. As for an answer, all of us have theories and, on the odd chance that I might be correct, here's mine.

Yes, television will go to film, but NOT because of any artistic reason. It will PRICE itself onto film. And here's what I mean.

A full-hour dramatic show may cost the sponsor some \$30,000 per week for the production. And, when the show is over, what does he have for this money?—Nothing!

Script rights revert to the author and union regulations prevent a reshowing of the kinescope—thirty thousand dollars gone with the wind.

Film, on the other hand, has that all-important re-run value which is the quality I feel counts the most in television.

True, today a filmed show costs more than a live one, for you pay a greater fee to everyone concerned with the production. However, the point is rapidly being reached when it will pay the sponsor to spend the increase and have a show he can run again.

To me, and I'm not acting like the horse-player picking a winner via the hatpin method, this so-called point will be reached when live TV costs 50 per cent of filmed TV. And, with daily cost increases, we're getting there very rapidly.

Actually, although I'd much rather con-



Through their own organization Desilu Productions, Inc., Lucille Ball and Desi Arnaz were one of the first to make telefilms of their video show. Two days after their first film was finished they had a sponsor, Phillip Morris, and a network contract. The sponsor paid \$30,000 a week for the show out of which they paid all expenses, leaving an average net of \$6,000. This is not the end however, as they own the films and can resell them for subsequent showings. Each film eventually will bring in \$100,000 . . . easy to see why television is turning more and more to films.



tinue to do "Goodyear Television Playhouse" a certainty. Try as we may, to cut or house" live, I'm afraid that film is almost maintain costs, they are still rising.

During the last four years technical costs have risen on the average of 10 per cent each year. And, with the advent of the TV



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actors union, talent costs have also increased though the union is not solely responsible, because a number of other TV producers have aided the increase by paying as much as \$5,000 for stars. Naturally, when the star gets that much, then the featured player, instead of \$600, wants \$750, and so on down the cast list.

Actually, I've never yet seen the performer worth \$5,000 for one show. To me, there are up-and-coming actresses, or others who are not star names, who could perform just as well for considerably less money. In the four years that "Playhouse" has been on I've never paid more than \$1,000 for any guest star. When you pay more, you're paying that extra for the name. And, as Hollywood is currently finding out, people now want a good show more than a name. We put our emphasis on stories, and the proof that we must be on the right track lies in the fact that we're still the top-rated dramatic show on TV, despite the influx of higher-priced competition.



Folk singer Eddy Arnold, the Tennessee Plowboy, will replace Perry Como every Monday, Wednesday and Friday at 6:45 p.m., starting July 21st. Eddy will play host to guest vocalists each week throughout this replacement summer series.

MAKE-UP BAR FOR CANDIDATES

NBC television is the only network covering the Democratic convention to have its own "make-up bar" complete with powder, eyebrow pencil and grease paint.

The bar is one of several makeup installations provided for Presidential candidates, delegates and political leaders who appear on Philco-sponsored NBC-TV programs at the International Amphitheatre or the Hilton Hotel.

Syd Simons, noted Chicago make-up man, heads NBC-TV's three-man team of cosmetic artists at the conventions. A makeup man is on duty at the Amphitheatre and at network headquarters in the Hilton from early in the morning until late at night.

The "makeup" bar is built into a special room in NBC convention studios at the Amphitheatre. Simons and his men will seat the politicians before the bulb-studded theatrical mirrors and as rapidly as possible provide them with whatever base and corrective makeup is necessary.

Simons started working as a makeup man in Hollywood when he was still in knee pants. He went to work for NBC in Chicago in 1933 and has been associated with the network there ever since. Simons is a versatile man with cosmetics. He has a "flesh-color" thumb. In recent years he has invented a rapid way to manufacture beards and mustaches — "lip toupees" he calls them—and a quick-aging plastic that adds forty years to a person's appearance in 40 seconds. He can, if need be, make up a person completely in a minute. He'd rather not. He's been training a staff for the conventions for the past six months and will work around the clock.

The "makeup bar" with Simons' staff in attendance is one more NBC-TV facility which makes the network's coverage of the political conventions the most extensive in history.

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DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

CHANNEL 6

- 9:55—Thoughts for the Day
10:00—(MWF) Morning News
(T&T) Arthur Godfrey
10:15—Morning News (T&T)
10:30—Take It Easy with Mort Nusbaum
11:00—(MTTF) Bride and Groom
(Wed) Film
11:15—(Mon) You and Your Child
(TWT) Film
(Fri) Bride and Groom
11:30—Strike It Rich
12:00—Noonday News
12:15—Love Of Life
12:30—Search for Tomorrow (CBS)
12:45—"Ship's Reporter"
1:00—(Mon) "Homemakers' Designs"

- 1:00—(Tues) Film
(Wed) Art Gallery Program
(Thurs.) How Do You Do It?
(Fri.) Make It and Market
1:15—(Mon) "Homemakers' Design"
(TTF) Film
(Wed) Bride and Groom (CBS)
1:30—Garry Moore Show
2:15—(Mon) Film
2:30—Guiding Light
2:45—Open House
3:00—The Big Pay-Off
3:30—Johnny Dugan Show
4:00—Matinee in New York
5:00—Hawkins Falls
5:15—Gabby Hayes
5:30—Howdy Doody

CHECK THE SCHEDULES DAILY

Compact, Complete List for Entire Week

Sat. July 19th

- 10:30 Space Patrol
11:00 Hopalong Cassidy
12:00 Big Top
1:00 Western Theatre
2:00 Stars Cavalcade
3:00 Matinee Theatre
4:30 Time for Travel
5:00 TV Teen Club
5:30 Rootie Kazootie
6:00 Bishop Sheen
6:30 Wild Bill Hickok
7:00 Mr. Wizard
7:30 Film
7:45 NBC Weekly News
8:00 All-Star Revue
9:00 Blind Date
9:30 Dance Band Party
10:30 Wrestling
11:30 Film Playhouse

Sun. July 20th

- 12:00 In the Park
12:30 Candy Carnival
1:00 Hats in the Ring
1:30 Frontiers of Faith
2:00 Name's the Same
2:30 Trouble with Father
3:00 Talent Scouts

3:30 What's My Name?

- 4:00 Date With Judy
4:30 Zoo Parade
5:00 Super Circus
5:30 Film
6:00 Sky King
6:30 Foreign Intrigue
7:00 Meet the Press
8:00 Big Payoff
9:00 TV Playhouse
10:00 Celebrity Time
10:30 R.D.C. Theatre
11:00 Boss Lady
11:30 Sammy Kaye Show

Mon. July 21th

- 6:00 Space Cadet
6:15 News
6:30 Speaking of Sports
6:45 Eddie Arnold
7:00 Film
7:30 Those Two
7:45 News Caravan
8:00 Lux Video Theatre
8:30 Big Picture
9:00 Little Margie
9:30 Dong. Assignment
10:00 Summer Theatre
11:00 News
11:15 Police Story

Tues. July 22nd

- 6:00 Film
6:15 News
6:30 Speaking of Sports
6:45 For Sports Sake
7:00 Film
7:30 Travel Time
7:45 News Caravan
8:00 Midwestern Hayride
8:30 Keep Posted
9:00 Film
9:30 Circle Theatre
10:00 Orig. Amateur Hour
10:45 Bob Considine
11:00 News
11:15 Stars Playhouse

Wed. July 23rd

- 6:00 Space Cadet
6:15 News
6:30 Speaking of Sports
6:45 Eddie Arnold
7:00 Film
7:15 How a Plane Flies
7:30 Those Two
7:45 News Caravan
8:00 Boston Blackie
8:30 Chromoscope
8:45 Film
9:00 Kraft TV Theatre
9:00 Blue Ribbon Boules
10:45 Sports Parade
11:00 News
11:15 Robert Montgomery

Thur. July 24th

- 6:00 Industry on Parade
6:15 News
6:30 Speaking of Sports
6:45 Film
7:00 Film
7:30 Liberate
7:45 News Caravan
8:00 Groucho Marx
8:30 Film
9:00 Sportsman's Club
9:15 Little Theatre
9:30 Mr. Peepers
10:00 Martin Kane
10:30 Film
11:00 News
11:15 Broadway

Fri. July 25th

- 6:00 Space Cadet
6:15 News
6:30 Speaking of Sports
6:45 Eddie Arnold
7:00 Film
7:15 Safety First
7:30 Those Two
7:45 News Caravan
8:00 Arthur Murray Party
8:30 We The People
9:00 Door of Danger
9:30 The Unexpected
10:00 Summer Sports
10:30 Great Fights
10:45 Nature of Things
11:00 News
11:15 Charlie Wild

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PAGING PATTI

Patti Page, singing favorite of theatres, nightclubs and recordings, stars in "Music Hall," a new twice-weekly musical-variety series featuring Carl Hoff and his orchestra and outstanding guest entertainers.

Miss Page, whose recordings of "Tennessee Waltz," after several other song successes, has become one of the biggest best-sellers of all time, was raised and educated in Tulsa, Okla., and got her vocal start on a radio station there. A touring band manager named Jack Rael discovered her, got her a job with an orchestra and afterward a radio network spot in Chicago. For a time she had her own CBS radio program in that city. A guest appearance with Frankie Laine at New York's Paramount Theatre spring-boarded her recording career.



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CLOTHES MAKE THE MAN ... ESPECIALLY ON TV

For the first time in history a dark horse political candidate may appear lighter and brighter than Republican and Democratic favorites at the Chicago conventions. This state of affairs may come about because of television, which places a premium on certain types of clothing for best appearance on TV screens.

Established Presidential candidates and major politicians have had the benefit of expert NBC-TV advice on what clothes to wear, what makeup, if any, is needed to avoid a shiny nose or a perspiring bald scalp. But a compromise candidate, the unknown politician who might run away with the nomination at the last moment, may show up for his acceptance speech in a white suit, white shirt, white pocket handkerchief, and black and white shoes that will obliterate his face on the voters' television sets.

What the candidates know already is that conservative gray, blue and tan suits are most appropriate for television appearances. The suits remain unobtrusive and do not cause a "halo," dark or light, on television tubes. This "halo" occurs where there is too violent a contrast between yellow or white and black. White Summer fabrics are therefore taboo. Light blue, tan, green or gray shirts look neatest. Haberdashers in Chicago are doing well—who have put in big stocks. Ties that are small-patterned, striped or plain look fine. The man with the hand-painted tie risks his charm under a blurry cloak. To constituents he'll appear to be wearing a light-up joke tie of other days.

Most persons who will appear on television at the Chicago conventions are old hands at TV. They know what to wear.

For women who may be wondering what will enhance their appearance, TV costume designers suggest they steer clear of large prints, white shiny fabrics, avoid extreme contrasts of colored accessories. Rustling taffeta is much too audible. Ruffles and elaborate details on dresses are wasted on televiewers. Fitted suits and dresses show up best. Women would do well to pay attention to their hair, face and upper torso because they will be the focus of TV at-up: base, eye shadow, lipstick, plus such-tention. Women can wear a complete make-corrective cosmetics as they may wish to use.

Makeup was a basic necessity for all persons, men and women, at the 1948 conventions, but greatly improved television cameras have eliminated the need. Male political figures can feel safe going "on camera" without any makeup whatsoever, though a touch of flesh-color on the face will obviate five o'clock shadow and any perspiration shine. Personalities may want to remove wrinkles or bags under their eyes with pale grease-paint, or use an eyebrow pencil or liquid scalp masque to cover up bald spots and thinning hair.

On polished bald pates a coating of dark cake makeup would do well to have their hair cut a few days before convention time to eliminate the freshly shorn look.

NBC has fully equipped makeup rooms at the network's convention headquarters in the north wing of the International Amphitheatre, where the Republicans have met and the Democrats will meet. Among many other facilities NBC will have a stock of blue-tinted shirts on hand for last-minute speakers caught "blooming" white.

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Your Video Week In Pictures

LUX STAR



Henry Hull, Broadway and Hollywood star, plays flinty-tempered Union Army commander in "Brigadier" on CBS-TV's "Lux Video Theatre" Monday, July 21.

ROMANTIC



Hillary Brooke, Hollywood lovely, adds zest to the romantic interest in "My Little Margie," on CBS-TV starring Charles Farrell and Gale Storm.

ADDS SHOW



Garry Moore, in addition to his daily program, acts as master of ceremonies in CBS-TV's new weekly panel quiz "I've Got A Secret."



POLITICS will again reign this week when the Democrats take over Chicago for their Presidential Convention. Just as with the GOP Convention of a week ago, television will again provide tremendous coverage of a tremendous event. This week's "Big Show" should go over just a little bit more smoothly because everyone connected with the convention coverage had the opportunity to observe mistakes made at Republican Sessions.

To the newsmen below it is certainly no new story because not only did they get their feet wet in last week's deluge but some of them such as Richard Harkness, H. V. Kaltenborn, Ben Grauer and George Hicks have been covering National events for years. Ben Grauer, it is said, has broadcast at least once a day on NBC for the past 20 years.

Many of these newsmen have become bywords in our households throughout the land. To them, and their staffs of unnamed hundreds, goes the real task of bringing a clear, easily understood picture of what is going on.

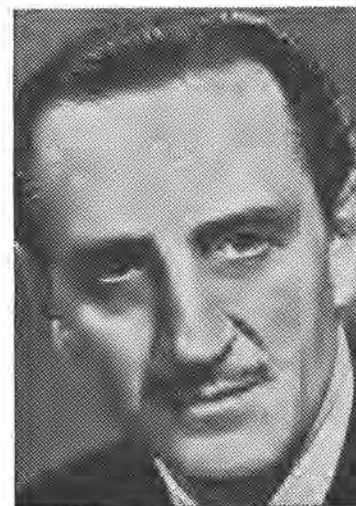
The TV cameras, wandering over the entire convention—zoom up close to significant developments on the convention floor or take viewers right into delegation caucuses. All of this makes Mr. and Mrs. America of 1951, the best informed electorate in our entire history.

QUIZMISTRESS



Arlene Francis emcees her own summer panel show, "Who's There?" on Monday evenings (CBS-TV).

LUCKY SLEUTH



Sauve Basil Rathbone presides over the new mystery quiz "Your Lucky Clue," CBS-TV's summer replacement for "This Is Showbusiness." Host Rathbone tests the sleuthing abilities of both real and fictional detectives appearing on the weekly panel.



Ben Grauer



Elmo Roper



Morgan Beatty



George Hicks



H. V. Kaltenborn



Richard Harkness



W. W. Chaplin



John Cameron Swayze



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The gently rolling hills, the lovely Springtime blossoms and the awakening countryside make a drive out to **Dumpling Hill** sheer pleasure. And when you get there (stop at 2130 Scottsville Road—that's the place), you'll be greeted with a relaxing cocktail and your choice of one of the specials of the house. If you go on a Friday or a Saturday the **Fils Trio** will serenade you—and you'll love it!



Billy Spitz' trumpet sounds the call to the **Fawn Club**, 1982 Ridge Road East, and the **Cugar Blues Five** come in with a few blue notes for you.



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HIGH LITES



Tony Bennett, popular recording star is appearing at The Triton starting July 17th. Call Culver 6077 for your reservation to a wonderful "night out" at the Triton.

• • •

You'll have to look for the **Hide-A-Way**, but it's worth finding! It's at 504 Atlantic Avenue near Culver. The whole place rocks on Fridays and Saturdays when **Lou Fellen** and his **Rhythmasters** go to town.

• • •

The **Garden Grill** has such a friendly atmosphere it advertises it! So, if you like friendly atmosphere, rollicking rhythms and dancing the polka, stop in at 1133 Norton Street. You'll be welcome.

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DAILY — MONDAY THRU FRIDAY

1:00 Previews - Sign Off

9:40 Sign On	11:00 Al Pearce Show	1:00 (TWT) Dem. Con.
9:55 Morning Prayer	11:15 Bride and Groom	2:30 The Guiding Light
10:00 CBS News	11:30 Strike It Rich	
10:30 Arthur Godfrey	12:00 The Egg & I	
10:45 Kay's Kitchen	12:15 Love of Life	

SUNDAY

12:00 Sign On
12:10 Morning Prayer
11:15 Tootsie Hippodrome
12:30 Candy Carnival
1:00 To Be Announced
1:30 Life Is Worth Living
2:00 Sunday Matinee
3:30 Name's the Same
4:00 The Big Picture
5:00 Super Circus
6:00 Pre-Conv. Program
6:30 It's News to Me
7:00 Gene Autry
7:30 Your Lucky Clue
8:00 Toast of Town
9:00 Information Please
9:30 Break the Bank
10:00 Celebrity Time
10:30 What's My Line
11:00 Sunday News
11:15 Previews - Sign Off

MONDAY

12:30 Dem. Convention
3:00 Mike & Buff
3:30 Summer Session
4:00 Movie Matinee

5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports
6:45 News and Sports
6:30 Space Cadet
7:00 Captain Video
7:30 Ozark Mt. Boys
7:45 Perry Como Show
8:00 Lux Video Theatre
8:30 Godfrey Talent Show
9:00 My Little Margie
9:30 Dem. Convention
11:30 News and Sports
11:35 Mystery Theatre
12:30 Previews - Sign Off

TUESDAY

3:00 Mike and Buff
3:30 Mel Torme Show
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports
6:30 Film Feature
6:45 News and Sports
7:00 Captain Video
7:30 Gadabout Gaddis
7:45 Music Hall
8:00 Date With Judy

8:30 Keep Posted
9:00 Crime Syndicated
9:30 Dem. Convention
11:30 News & Sports
11:35 Sammy Kaye
12:05 Charlie Wild
12:35 Previews - Sign Off

WEDNESDAY

6:30 Space Cadet
6:45 News and Sports
7:00 Captain Video
7:30 Furniture Trends
7:45 Perry Como Show
8:00 Godfrey
9:00 Strike It Rich
9:30 Dem. Convention
11:30 News & Sports
11:35 Mystery Theatre
12:30 Previews - Sign Off

THURSDAY

7:00 Captain Video
7:30 Lane Ranger
8:00 Amos 'n Andy
8:30 Chance of Lifetime
9:00 Around the Town
9:30 Dem. Convention
11:30 News & Sports
11:35 Mystery Theatre

FRIDAY

2:45 Mike and Buff
3:30 Summer Session
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports
6:30 Space Cadet
6:45 News and Sports
7:00 Captain Video
7:30 Your TV Shopper
7:45 Eddie Arnold
8:00 Murray Party
8:30 Pantomime Quiz
9:00 Playhouse of Stars
9:30 Footlights Theatre
10:00 Police Story
10:30 B'd'w'y - Hollywood
11:00 News and Sports
11:05 Premier Playhouse
12:30 Previews - Sign Off

SATURDAY

10:55 Morning Prayer
11:00 Space Patrol
11:30 Prize Party
11:45 Film Featurette
12:00 The Big Top
1:00 Hopalong Cassidy
2:00 Mystery Matinee
5:30 Wild Bill Hickock
6:00 Beulah
6:30 The Cisco Kid
7:00 Stu Erwin Show
7:30 Beat the Clock
8:00 Summer Cinema
9:00 Summer Cinema
10:00 Summer Cinema
11:00 Wrestling from Chi.
12:30 Previews - Sign Off

DAILY — MONDAY THRU FRIDAY

12:00 Ruth Lyons 50 Club	3:30 Johnny Dugan Show	6:55 Red Patron's Sports
12:30 Camera Headlines	4:00 Kate Smith	7:00 (MWF) Show Case
12:45 Hollywood Matinee	5:00 Hawkins Falls	Tues. Convention
2:00 Ladies Day	5:15 Gabby Hayes	Thur. Three
3:00 The Big Payoff	5:30 Howdy Doody	7:15 (MWF) Goldbergs
	6:00 Canyon Jack	7:30 (MWF) Those Two
	6:30 Ed Murphy	(TT) Liberace
	6:45 Camera Headlines	7:45 Camel News

FRIDAY

8:00 Curtain Call
8:30 We, The People
9:00 Doorway to Danger
9:30 Dangerous Assignment
10:00 Sports Newsreel
10:30 Greatest Fights
10:45 Genesee Playhouse
12:15 Camera Headlines

SUNDAY

1:20 Sign On and Music
1:30 Frontiers of Faith
2:00 Hat's In the Ring
2:30 America at Work
3:00 Midwestern Hayride
4:00 Movie Time
5:00 Zoo Parade
5:30 The Big Picture
6:00 Campbell Playhouse
7:00 Meet the Press
7:30 Meet the Press
8:00 Big Payoff
9:00 TV Playhouse
10:00 Gruen Theatre

10:30 Hollywood Theatre
12:30 News - Sign Off

MONDAY

8:00 Quiz Kids
8:30 Voice of Firestone
9:00 Lights Out
9:30 Robert Montgomery
10:30 Who Said That
11:00 Camera Headlines

TUESDAY

8:00 Jeffrey Jones
8:30 Midwestern Hayride
9:00 Boss Lady
9:30 Circle Theatre

10:00 Orig. Amateur Hour
10:45 Bob Considine Show
11:00 Beyond the Sound

WEDNESDAY

8:00 Youth Wants to Know
8:30 Juvenile Jury
9:00 Kraft TV Theatre
10:00 Conv. Conference
10:30 Forum of the Air
11:00 Camera Headlines

THURSDAY

8:00 You Bet Your Life
8:30 Conv. Conference
9:00 Dragnet

SATURDAY

1:50 Sign On & Music
3:00 Western Jamboree
4:30 Chicago '52
5:30 Rottie Kazottie
6:00 Royal Showcase
6:30 Big Picture
7:00 Film Feature
7:30 American Inventory
8:00 All Star Revue
9:00 Blind Date
9:30 Dance Party
10:00 Conv. Conference
10:30 Assignment - Manhunt
11:00 Eleventh Hour
Weather
Baseball Scores
Local News

SUPER MOBILE UNIT--CRASH TRUCK--

It's NBC's News Room On Wheels

NBC television put its super mobile unit on the air Saturday from Chicago for the first time during a full-hour program point-up the network's extensive installations for covering the Republican and Democratic National Conventions.

The super mobile unit, sometimes called "the disaster unit," "crash truck" or "TV newsroom on wheels," is a 35-foot roving TV studio equipped to transmit electronic and film sound-pictures to the NBC network from the field. The unit provides its own electric power from a 10-kilowatt gasoline generator and can operate completely independent of cables, wires or public power supply within a 30-mile radius of any NBC-TV stations.

William Resides of NBC-TV's audio-video engineering group in New York supervised the design and construction of the converted 44-passenger bus. The crash truck is 35 feet long, eight feet wide and 11 feet, four inches high. Its 12-cylinder engine develops 210-horsepower and pushes the truck with its full load of equipment and its operations crew of 10 men at speeds as high as 65 miles per hour. On long trips, two drivers alternate at the wheel of the huge blue-and-gray vehicle marked "NBC" with bright aluminum letters.

Inside the super mobile unit, behind the curtained-off driver's cab, is the control room for the field and technical directors, the video, audio and utility engineers. The crew coordinates and transmits pictures from three electronic TV cameras and will, when the equipment is installed, be able to transmit sound-pictures from film cameras, too. The truck will soon contain a fast-developing darkroom and a film projector. A dual-purpose microwave carries both sound and picture from the disaster unit to the nearest NBC-TV station or relay point. The crew headed by technical director Jimmy Davis can receive instructions on another wavelength through a cue radio receiver. They also have a two-way telephone link to NBC-TV as well as a series of internal phone circuits connecting control personnel to cameramen and to the mobile units' headquarters.

The whole truck is air-conditioned by a machine that operates alternately on gasoline and electric power. The air-conditioner is similar to those used in refrigerated trucks and trailers and can be removed bodily from the truck for servicing.

The 10-kilowatt gasoline-driven electric

generator powers the three TV camera chains and provides sufficient illumination to interview survivors at nighttime disaster scenes. The generator is sealed in a special compartment to minimize noise and vibration.

The electronic TV cameras and five monitors and all other moveables travel in fibre-board or foam rubber anti-shock mountings. The 10-man crew can assemble the cameras and go on the air within 15 minutes after they arrive at the spot of a remote pickup.

When NBC-TV's newest mobile unit, the first of three, drives into a gas station to "fill 'er up," it takes 135 gallons before the gauge reads "full." The truck rolls around the country on two 11 x 20 tires in front, four in the rear. Wherever it goes, its size alone attracts attention and when its ding-dong-ding air horn sounds the NBC Chimes at intersections, everyone in the vicinity turns around to look.

The disaster unit is one of four NBC-TV mobile units operating under the supervision of F. A. Wankel at Chicago. They enlarge the scope of the network's political convention coverage. In Chicago, NBC-TV's newest mobile unit is garaged at 2424 South Wabash Avenue.

FINE FINISH

ARTHUR GODFREY on "TALENT SCOUTS" — "Well, they finally selected Miss Universe. As far as I can see, the world is in pretty good shape."



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DAILY — MONDAY THRU FRIDAY

9:00 Your Figure
 9:15 News
 9:30 Learn and Live
 9:45 Film Featurette
 10:00 Shoppers Guide
 10:30 (MTWT) Godfrey
 (Fri) TeaVee Theatre
 10:45 TeaVee Theatre
 11:00 (F) Bride, Groom
 11:15 MTWT Bride, Groom

11:30 Strike It Rich
 (Th) Your Family
 12:00 (WTF) News
 12:15 Love of Life
 12:30 Search-Tom.
 12:45 The Guiding Light
 1:00 Matinee Play.
 1:45 Johnny's Show
 2:00 Garry Moore
 2:30 Meet Millers
 3:00 (MWF) Big Payoff

(Th) Ships Reporter
 3:30 Johnny Dugan
 4:00 Matinee in N.Y.
 5:00 Fun to Learn
 5:15 Flash Gordon
 5:30 Howdy Doody
 6:00 Sagebrush Trail
 6:30 News
 6:45 Sports Spotlight
 7:00 Summer Sh'case

11:30 Playhouse of Stars

FRIDAY

7:00 To Be Announced
 7:30 Stars of Excellence
 7:45 News Caravan
 8:00 Arthur Murray
 8:30 We the People
 9:00 Feature Film
 10:00 Summer Sports Reel
 10:30 Greatest Fights
 10:45 Nature of Things
 11:00 Late News
 11:30 Rocket Squad
 12:00 The Unexpected

SATURDAY

11:00 Space Patrol
 11:30 Children's Theatre
 12:00 Big Top
 1:00 Wild Bill Hickok
 1:30 To Be Announced
 2:00 Film Feature
 2:30 Campbell Playhouse
 3:00 Hopalong Cassidy
 4:00 Film Featurette
 4:30 Paul Whiteman
 5:00 Cisco Kid
 5:30 Beat the Clock
 6:00 Sports Spotlight
 6:15 News Bulletins
 6:30 Western Theatre
 7:30 UofB Round Table
 8:00 All-Star Revue
 9:00 Blind Date
 9:30 Dance Party
 10:00 Newsreel
 10:15 Week in Sports
 10:30 Assignment-Manhunt
 11:00 Late News
 11:05 Weather Forecast
 11:10 Final Sports Review
 11:15 Film Theatre

SUNDAY

12:00 News
 12:15 Film Featurette
 12:30 Candy Carnival
 1:00 Range Rider
 1:30 Frontiers of Faith
 2:00 Hats in the Ring
 2:30 The Big Picture
 3:00 To Be Announced
 3:30 Claudia
 4:00 Film Featurette
 4:30 Name's the Same
 5:00 Sky King Theatre
 5:30 Lone Ranger
 6:00 Vacation Time
 6:30 Chorades
 6:50 News
 7:00 Meet the Press
 8:00 The Big Payoff
 9:00 TV Playhouse
 10:00 Celebrity Time
 10:30 One Man's Family
 11:00 Late News
 11:10 Sports Review
 11:15 Montgomery Presents

MONDAY

7:00 Film Featurette
 7:30 Stranger Than Fic.
 7:45 News Caravan
 8:00 Video Theatre
 8:30 Voice of Firestone
 9:00 My Little Margie
 9:30 Crusade in Europe
 10:00 Summer Theatre
 11:00 Late News
 11:10 Final Sports
 11:25 FBI Fugitives

TUESDAY

7:00 To Be Announced
 7:30 Sportsman's Club
 7:45 News Caravan
 8:00 Midwestern Hayride
 8:30 Keep Posted
 9:00 Boss Lady
 9:30 Circle Theatre
 10:00 Orig. Amateur Hour
 10:45 Invitation Playhouse
 11:00 Late News

11:30 Charlie Wild

WEDNESDAY

7:00 To Be Announced
 8:00 Arthur Godfrey
 9:00 TV Theatre
 10:00 Boxing Bout
 10:45 Sports Spot
 11:00 Late News
 11:15 To Be Announced
 11:30 The Web

THURSDAY

7:00 To Be Announced
 7:30 Film Featurette
 7:45 News Caravan
 8:00 Greuch Marx
 8:30 To Be Announced
 9:00 Ganabusters
 9:30 Mr. Peepers
 10:00 Martin Kane
 10:30 Dangerous Assignment
 11:00 Late News
 11:15 Industry on Parade

"WEDGE WIPE" -- New CBS Technique

CBS Television yesterday introduced a new method of covering a major news event when it used its newly-perfected wedge-wipe amplifier device while bringing the sight-and-sound story of the opening day's sessions of the Republican National Convention to millions of viewers from coast to coast.

A special switching device, operated by a technician under the direction of Director Don Hewitt, enabled the nationwide CBS-TV audience to watch simultaneously on its home screens not only the main picture—the proceedings on the convention floor, a "remote" from elsewhere in the Amphitheatre, or a pickup from some other point in Chicago—but any other picture that Director Hewitt wanted to cut into the main picture.

Thus, Anchor Men Walter Cronkite, during the morning and afternoon session, and Douglas Edwards, during the evening session, frequently were cut, as "wedges," into the pictures being broadcast from the con-

vention floor. The wedge, which was as big as Director Hewitt wanted it to be, sometimes showed Cronkite or Edwards alone in CBS-TV's control studio "A," sometimes was enlarged to include their assistants, sitting alongside at the control studio desk. The wedge usually was cut into the lower, right-hand corner of the main picture on the receiver screen.

The wiper, which operates either horizontally or vertically, again as the director wishes, slowly wiped out the old picture as a new pickup was brought on the screen. Thus, if Hewitt wanted to switch to an airport arrival, the technician, operating his switching device, "wiped out" the convention floor, and the airport scene was brought on the receiver screen as the convention floor picture disappeared.

GOP delegates who watched the opening sessions on Westinghouse receivers posted throughout the Amphitheatre, were flattering in their praise on this new television broadcasting technique introduced by CBS-TV.

"OVER THE TV FENCE"

After all the talk about the lack of sponsors for TV, NBC and CBS have just reported virtual sell-outs of available time for next season . . . Telethons may be few and far between in the future. The Bob Hope-Bing Crosby show for the Olympic Fund brought in only 30 per cent of the million dollar pledges. Too many phonies and publicity seekers gummed the works for fair . . . Hey! Here's news! Walter Winchell just this minute signed for simultaneous radio and TV programs in the Fall. He will be on ABC-TV, natch, and at his usual time of 9 p.m. EST, Sundays, ditto natch. Got sponsors for both mediums, too . . . The big NBC-TV "Comedy Hour" line-up for next season shows Eddie Cantor, Martin & Lewis, Bob Hope, Donald O'Connor and Abbott & Costello as returnees. The same web's "All Star Revue" will go under some slight changes as Jimmy Durante and Martha Raye are the only two signed for the series. Definitely out of the picture are Ed Wynn, Danny Thomas and Olsen & Johnson. Reports are that the network is dickering currently with Ben Blue, the Ritz Brothers, Tallulah Bankhead, Phil Harris, Maurice Chevalier and Harold Lloyd to take over the full-hour spot on occasions . . . Now it appears the reports that Der Bingle would appear on radio and TV for that soft drink company were premature. He'll be back on the air lanes next Fall for somebody or other, so don't worry about that . . . "Life With Luigi" has been assigned the choice Monday evening spot on NBC-TV immediately following the highly rated "I Love Lucy" show . . . A New York TV station is about to launch the first all night operation in TV history. Disc Jockey Fred Robbins will serve as emcee . . . Albert McCleery, the fine TV producer who goes in for those close-up shots so impressively, is currently handling the directional chores on the "Hallmark Summer Theatre" . . . Bay & Ray, two zany comedians from Boston, are returning to their home town for a triumphal public appearance shortly . . . Dan Petrie, another of TV's top directors, will produce the "Police Story" program for CBS-TV for a couple of weeks this Summer. Young Dan is the only person in TV we've discovered who hails from Nova Scotia . . . Three top gal singers will be seen often on TV this Fall due to wide sales of recent disks. The threesome are Patti Page, whose TV show is already on the air, Georgia Gibbs and Peggy Lee. And don't forget Dinah Shore, likeable songstress neatly tucked into her own show for the



past couple of years . . . Is there a fued developing on "This Is Show Business" between George Kaufman and Sam Levinson? And another between Kaufman and Jack Leonard? Some strange actions are going on . . . Herb Shriner, this department's vote for the most refreshing new video comic of the past year, is heading for Hollywood in his 1937 Cord. Sure hope he makes it . . . Current American Magazine bestows kudos on ABC's "Beulah" program as an "outstanding contributor to family fun" . . . Glad to see "Date With Judy" back on the air. Heading the cast in the title role of the ABC-TV half-hour is cute Mary Linn Beller, formerly seen on the pioneer video soap opera "The First Hundred Years" . . . If you want to grasp the fabulous rise in public acceptance of TV, may we point out that the 1948 Conventions were beamed to 420,000 sets throughout the nation, while last week's goings-on in Chicago were sent to some 18,000,000 receivers . . . Somehow or other the title of the video program that fascinates us most is "Tootsie Hippodrome." Gotta tune that one in and see just what happens . . . Fran Allison, the lovely gal on "Kukla, Fran & Ollie," bobbed up recently as regular panelist on "Ask Me Another," a sports quiz show, of all things. With the lovely Fran was footballer Johnny Lujack and Lonny Lunde, Quiz Kid sports authority . . . Boston's Roland Winters starring in the new "Doorway to Danger" series over NBC-TV . . . After all that space in the big magazines about the new Wally Cox program, we feared the worst, but can report that the show was a dilly . . . and besides something new and novel for video. A Summer replacement at present, we feel it will get a spot of its own soon. Following in the footsteps of Jerry Lester, Jack Carter and Jackie Gleason, is a pretty tough deal, but Larry Storch did OK on his first emcee job on "Cavalcade Of Stars." If they give him solid material, Larry will leap right to the top . . . Mary Pickford Rogers, Bob Hope, Bing Crosby and Jimmy Stewart are several top Hollywood names who have applied for TV station licenses around the country . . . Mort Nusbaum, disc jockey and emcee at WHAM and WHAM-TV Rochester, off on an eight week cruise into Canadian waters aboard his yacht "Tea-Vee," returns September 1.



TELEVISION CONVENTION COVERAGE

JULY 18TH

8:30-9:00 p.m. — **WE, THE PEOPLE.** Interviews from Chicago of the leading Democratic Party personalities.

JULY 19TH

4:30-5:00 p.m. — **CHICAGO '52.** Tour of NBC convention facilities. Staff of commentators will be featured.

10:00-10:30 p.m. — **CONVENTION NEWS CONFERENCE.** Lawrence Spivak and Martha Rountree with leading Democratic candidates and newspaper reporters.

JULY 20TH

5:30-6:00 p.m. — **HATS IN THE RING.**

7:00-8:00 p.m. — **MEET THE PRESS.** All Democratic candidates.

10:30 p.m. — **AMERICAN FORUM OF THE AIR.** "Who Will Top Democratic Ticket in '52?" Discussion by Kefauver, Kerr, Russell and Harriman on eve of the Democratic Convention.

JULY 21ST

10:00-11:00 a.m. — **DEMOCRATIC CONVENTION.** Features prior to opening of sessions.

11:30 a.m. — **CONVENTION SESSION.**

7:00-7:30 p.m.—**CONVENTION HIGHLIGHTS**

9:30 p.m. — **CONVENTION SESSION.**

JULY 22ND

8:30 a.m. — **"KEEP POSTED."** Guests from Democratic National Convention will discuss question of the week.

10:00 a.m. — **CONVENTION Pre-views.**

11:30 a.m. — **CONVENTION SESSIONS.**

(Will continue if convention warrants it).

7:00-7:30 p.m.—**CONVENTION HIGHLIGHTS**

9:30 p.m. — **CONVENTION SESSIONS.**

JULY 23RD

10:00-11:00 a.m.—**CONVENTION Pre-views**

8:00-8:30 p.m.—**YOUTH WANTS TO KNOW**

Teen-agers interview prominent Democrats.

JULY 24TH

8:30-9:00 p.m.—**CONVENTION HIGHLIGHTS**



Judith Parrish is a featured player in "Summer Theatre" which has replaced "Studio One" until September 22.



Crack reporter Erward R. Murrow, is one of the CBS team of reporters and analysts covering the Presidential Conventions.

THE GREEN THUMB

By DOC and KATY ABRAHAM, Naples, N. Y.

"The Green Thumb" is broadcast every Saturday at 12:00 noon over WHAM-TV

TOMATO WILT: We've received inquiries asking us what causes tomato plants to wilt. One reason for wilt is the activity of the tomato borer. This pest starts at the base and works up through the stalk, eventually killing the plant. Once the borer has entered, the only hope is to stab it with a sharp knife. Plants can be protected by dusting chlordane dust around each stalk.

And then there is the fusarium wilt, often called tomato yellows. This causes a slight wilting of leaves on lower part of plant, followed by yellowing and dropping of leaves. Control: resistant varieties such as Marglobe, are the best means of control. Destruction of tomato refuse is another means of preventing the spread of the fungus.

There is another serious tomato disease, blossom-end rot, which bears watching. This is caused by fluctuations in the water supply and you can prevent it by mulching your plants with straw or sawdust. These materials conserve moisture and check weed growth. **FREE:** We have a free bulletin on Sawdust Uses in the Garden. If you'd like a copy drop a note to The Green Thumb. Please be sure to enclose a self-addressed, stamped envelope.

ROSE CHAFER: If you notice holes chewed in the flowers and leaves of roses, peonies, hollyhocks, etc., chances are this is the work of the rose chafer, or rose bug, a long-legged, grayish-brown beetle about one-half inch long. They also chew on grape leaves. Control: Use a garden dust or spray containing DDT or metho xychlor. You won't have troubles with any leaf-chewing insect, if one of these are used.

MADONNA LILY: This plant is just about finishing its last blooms for the season. After the blooming season, the flower stalks die down and the bulb is dormant for the

MAMIE MUSES

JO TREHY, NBC-TV's make up marvel, went on loan to "WE, THE PEOPLE" for General Eisenhower's pre-convention appearance—and travelled all the way to Ames, Iowa, to make Ike telegenic. Raptly watching her G. O. P. candidate husband being made up was Mamie Eisenhower, whose sole comment during the operation was: "I never thought I'd live to see the day . . ."

last part of July and through a large part of August. It is during this period that planting is best done. The Madonna lily belongs to the group which does not have stem roots, but rather basal roots. Moving the bulbs with the basal roots on is an advantage. The Madonna lily is unique in that bulbs start growth in early September and send up a rosette of green leaves which persist throughout the winter.

A common mistake is to plant too deeply. When you plant them, just barely cover the bulbs with soil. In general, the stem-rooting bulbs can be planted deeper than these whose roots come only from the bulbs.

WILD MORNING GLORY: Bindweed or wild morning glory is a very pernicious pest. This weed is able to survive in spite of many attempts to eradicate it, mainly because it has deep-running underground parts which produce buds and give rise to new plants. Sometimes the roots penetrate to a depth of 10 feet below the surface. The roots often contain enough food to live over a year without appearing above the surface of the soil. Control: Clean cultivation is helpful. By pulling the tops out as soon as they appear, you can eventually starve the plants out.

We have used ammate weed killer at the rate of one pound in a gallon of water. This sprayed on the plants, any time now, will do the job. It can be applied any time up until frost. You may have to put on another application a month later.

BEAUTIFUL . . .

JACK GARLINER, Prop.

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