

# Inaugural Of Television Opens Vast Field For Entertainment, Education, Culture

## Church Welcomes Medium To Picture Faith And Liturgy

Rochester joins the ranks of the nation's most progressive cities this weekend when the WHAM-TV transmitter to blanket an estimated area of 10,000 square miles of central and western New York State.

Ready for telecasting local and network programs approximately six hours a day seven days a week, WHAM-TV will offer more features of entertainment, education and culture in its first months than any other new TV station has ever attempted.

**SET-OWNERS ARE** promised New York variety bills of vaudeville song and dance, comedy shows, adult discussion programs, children's productions featuring puppets, up-to-the-minute news pictures and newsreels, light and heavy drama, musical comedy and programs built around leading personalities of the stage and screen.

Locally there will be very few studio productions telecast from WHAM's Radio City until operating procedures, personnel and supporting commercial sponsorship are more thoroughly established.

But feature films, travelogues, documentary movies offered as public service and Westerns of all kinds will be telecast from the studios several times a day when the NBC network offers no special programs.

**SPORTS WILL** occupy a large share of WHAM-TV time this summer. The mobile camera-and-sound unit, fully equipped to cover any outdoor or indoor event where a video signal can be flashed from a rooftop or open street to the Pinnacle Hill transmitter, will televise softball games of the city's Industrial League several times a week all summer from Kodak Park.

Negotiations are under way to secure television rights for the Aquinas Institute football games and the Red Wing baseball games.

His Excellency Bishop Kearney will be an honored guest at the opening television program to be transmitted from the banquet room of the Rochester Chamber of Commerce this Saturday at 1 p.m.

The Bishop will give the invocation preceding televised speeches by Nils Trammel, president of the National Broadcast-

### Cover Pictures

**TOP**— Sister Nina and two pupils from her Fifth Grade at Corpus Christi School, New York City, are seen on the weekly CBS religious television program "Lamp Unto My Feet" in which Catholic doctrine is taught through dramatization of a children's religious class.

**BOTTOM**— His Excellency Bishop James E. Kearney, shown by the camera as he prepares to distribute Holy Communion at Low Mass at Sampson College, demonstrates how television can carry the beauty of Mass ceremonies to thousands of viewers at home, to the shut-ins, the devout, the poorly instructed Catholics and the inquiring non-Catholics. Assisting the Bishop are the Rev. Paul Cuddy (left) and Rev. Dr. John E. Mancy.

ing Company and Justin Miller, president of the National Association of Broadcasters.

**IN DISCUSSING WHAM-TV** hopes this week, William Fay, vice-president in charge of broadcasting for Stromberg-Carlson Company, told the Courier Journal: "Without question, television will have a strong impact on our cultural life here in Rochester. It will bring new stimulation and wider appreciation for drama, art and a host of related subjects."

"A great many fields of instruction and entertainment which can be developed in only a limited way with radio have untold possibilities in television."

**"CHURCH SERVICES** are very televisual," John Crosby executive television producer told the Courier Journal this week when asked what plans were in prospect for religious programs.

"But the heavy cost of all remote and studio programs, as well as the new industry's inexperience in producing specialized features of a religious nature must make us very slow in entering this field."

"We will welcome program ideas," Crosby said, "presenting the Catholic Church's teachings and liturgy. If the time and the production details can be provided we will cooperate knowing that religion on the air or the video is a public service that can benefit the whole community."

## Learn The Answers With This Telequiz

**Q.—What is television?**

**A.** Simply the broadcasting of pictures and sound through the air.

**Q.—How is it done?**

**A.** An electronic television camera photographs what it "sees" and sends pictures with sound out on the air. This is then picked up by a television receiver and the same pictures are recreated on the screen of the television set.

**Q.—What is a camera tube?**

**A.** This is the electron tube used in a television camera. This tube picks up the light rays from the objects to be put on the air and converts them into electrical impulses.

**Q.—What is a kinescope?**

**A.** This is the technical name for the picture tube. It reconverts the electrical impulses sent out by a television station into the same pictures seen by the television camera tube.

**Q.—What is video?**

**A.** This term is something used in place of the word "television." Technically, it refers to that portion of the television signal that contains the television picture.

**Q.—How about the sound part of a television broadcast?**

**A.** This is picked up by regular microphones and broadcast simultaneously with the television picture. The results are perfect co-ordination between picture and sound in your living room.

**Q.—How good is television sound?**

**A.** Television sound is FM (Frequency Modulation). It means virtually static-free reception — startlingly realistic.

**Q.—What is a telecast?**

**A.** This term is often used in place of "television broadcast."

**Q.—How well developed is television?**

**A.** It is a highly developed art . . . ready for you to enjoy! Today, pictures are bright, clear, steady.

### WHAT IT COSTS?

**Q.—What do I have to pay for a television set?**

**A.** Sets start at under \$200 and may be bought on a budget plan.

**Q.—How many tubes are in a television set?**

**A.** Television sets have anywhere from 21 to 48 tubes, depending upon the model you buy.

**Q.—How long will these tubes last?**

**A.** The best answer to this question is the fact that there are many television sets that have been in operation seven years without requiring tube replacement.

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This group planned the opening of WHAM-TV and is responsible for the development of its facilities and program: (from left) George Driscoll, in charge of studio engineering; John W. Kennedy, Jr., commercial manager and administrative assistant; William Fay, vice-president in charge of broadcasting, Stromberg-Carlson Co.; Charles Silverman, program director; Kenneth Gardner, director of engineering; and John Crosby television executive producer. They are examining a kinescope picture tube which puts the visible picture on the receiving-set screen.

### TV Viewed By 6 Million Daily

How fast has television grown?

Here are some startling but authentic figures to prove that the video-whirlwind sweeping America has far eclipsed all the records of radio's rapid spread:

At the beginning of 1947 there were only 9 television stations in the United States and 12,000 television receivers tuned to them.

Just two years later, early 1949, there are 47 television stations on the air and sets are selling at a national figure of 150,000 every month. Today there are 1,500,000 sets in use with a nightly audience of 6 million persons.

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