

# Home-Life Privacy And Peace Said Destroyed By 'TV-Party'

Television promises several changes in the social and economic life of the American family. The author, the radio editor of the NEW YORK TIMES, describes what he sees in store for the typical family after their purchase of a video receiver.

By JACK GOULD

New York (Special) The American household is on the threshold of a revolution. The wife so long known where the kitchen is, set alone her place in it. Her husband wears the late afternoon sunlight for the glamor of the darkened living room. Father's briefcase lies unopened in the foyer.

The reason is television. If the art of video carries a boundless promise, it also has

brought an upheaval in pantry and environs.

Superfluity, video may seem no more sinister than man joggling or gin rummy, a trifling example as it were of paralysis in the parlor. Indeed, television's host of experts have maintained a meaningful silence on the impending crisis.

THE TELEVISION PARTY comes upon a family gradually, relentlessly. The first step leading to a video carnival comes when Mr. Jones, the one who is to be kept up with puts foot inside the television store.

Whether he favors a table model or a console has no bearing on his imminent fate. Once he makes a deposit on a screen of his own he opens his home to the world.

The world is not long in com-

ing in, three or four at a time. The first crew to arrive is the crew of specialists assigned to convey a television set to its intimate resting place in the unsuspecting domicile.

Wire is strung over roof and out of window. Favorite chairs are moved to one side, books and magazines are swept off the one strong table, lamps are shifted to new spots where there are no wall outlets.

MRS. JONES, of course, can only sit grimly by as the position demands sacrifice of the hours spent in arrangement of the furniture. In a factious of their own, having to do with weird matters of ohms, microfarads and millivolts, the service men explain it is necessary. Daddy's den must become an amphitheater.

Before leaving, the men make sure no Jones will have to live alone. Upon the roof top they put an assortment of fishing poles, the social bushy trap of the atomic age, to let neighbors know that here is a house with wherewithal and video. The television party is on.

The television party runs in two shifts, starting in late afternoon and lasting through to whatever bedtime is chosen by DuMont or NBC.

Electronic festivities in the home begin with the arrival of the younger set, eager to see the movie marathon embodied in "Howdy Doody," "Small Fry Club," "CBS Scrapbook" and the offerings of the two listed if balding Tim McCoy.

CHILDREN'S HOURS on television admittedly are an insidious narcotic for the parent. With the tots fanned out on the floor in front of the receiver, a strange if wonderful quiet seems at hand.

The adolescent bedlam which customarily heralds the approach of the final meal of the day is suddenly absent. A household can be had with nothing worse than a distant echo of video's "Lunch Hours." For weary fathers, the household's heavy dinner can be put up for a week or so, to be before another week's "Lunch Hours." Matrons expel their wrath over.

The dream of years ails, soon starts to walk. As word passes along the moppel grapevine in ten minutes, decide there is no use in merely leaving off the off-spring and then making a second trip later to pick them up.

It is simpler to stay with the video hostess, who soon finds that her cocktail shaker, once adequate for a tolerable amount of company, is no better than a thimble. Like radio and television, the hen party goes on a five-a-week basis. So does the supply of olives.

Thereafter the kinescope confusion mounts in the home.

THE HEAD OF THE house makes an appearance to find dinner assuming an increasing likeness to a GI menu. Sliced spam becomes a fixed staple, if only because it can be served without regard to an orthodox hour for salad, i. e., a few greens doused with the evening's vitamins. A simple chain-store dressing, is also offered as though it were a substitute for something to eat. But hot coffee? In the video house it long since has boiled away.

The repast is served with all the éclat to be found in a one-arm cafeteria. Even if one would, one cannot dawdle over the spam. In the three and one-half minutes between dinner and the start of the CBS schedule there are things to be done. The children must be sent to bed, bathless just this once, of course. The dishes must be washed. The living room must be tidied up. Company is coming for the second shift.

## TV CARRIES FAMOUS PLAYS



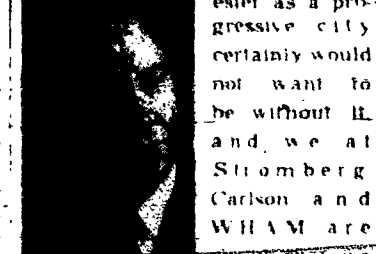
This scene from an NBC TV presentation of "Cyrano de Bergerac", starring stage actor Jose Ferrer (center) shows how first-class drama is carried into the home, making every living room a Broadway stage for the great plays and musicals formerly seen only in New York.

## Station Manager Promises Cultural, Religious Shows

By WILLIAM FAY  
Vice-President in Charge of Broadcasting  
Stromberg-Carlson Company

For those of us who have been thinking and planning for television in Rochester during the past four or five years, June 11th is an eventful day in the history of Rochester broadcasting.

Television is the fastest growing major industry in America. Rochester is a progressive city which has received as extensive a television schedule as it is entitled to.



William Fay has been able to pioneer in bringing to the city and surrounding area, even as we present the best of AM and FM to our listeners.

ANXIOUS AS WE were to bring this new service to all ways that we should utilize the finest equipment and the best programs could be utilized. We now have that equipment and a nucleus of a very fine program schedule.

Those people who are putting off the buying of a television set until Fall are, I think, making a mistake so far as programs are concerned; they're going to miss out on some very fine entertainment this summer.

Most television stations now on the air began with very modest schedules and gradually increased their offerings as they acquired manpower and know-how. In fact most new TV stations start on an operating schedule of three or four evenings a week, with one to three hours of programs per night.

## Television Seen at Vatican

Medieval pageantry and modern science rubbed elbows July 9, 1948, when Pope Pius XII became the first Pope in the history of the Catholic Church ever to see a television broadcast. This historic event, watched by Swiss Guards wearing uniforms was staged by a television crew of the Radio Corp. of America. The American technicians had received the freedom of the Vatican from Count Enrico Galeazzi, economic administrator for the Pope. For days they rehearsed with the Vatican chorus of 13 male voices singing ancient madrigals.

I AM INFORMED that the city is no city the size of Rochester which has received as extensive a television schedule as it is entitled to.

During the summer we expect to be on the air from two to five hours a night, six or seven days a week. WHAM-TV programs will include fine dramatic productions, variety, music and educational shows from New York, trotting races from Hardsburg, N.Y., softball games from Kodak Park, special local events, plus Western and feature motion pictures.

We are hopeful that as the programs of special interest, educational and religious groups.

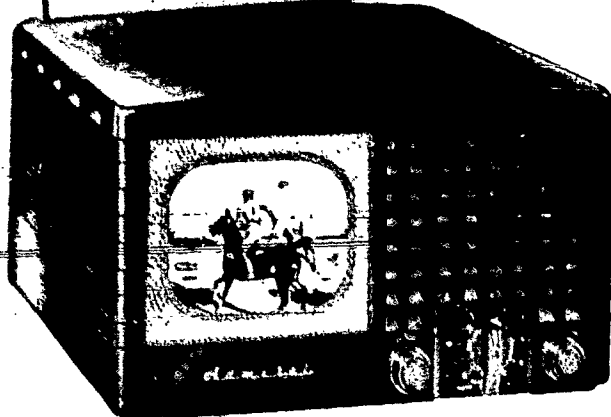
Many articles have been written about the techniques of educational and religious broadcasting but their information is mostly theory. Real experience in religious telecasts, for example, is still lacking and the number of films available for such programs is still very small. However, station people are giving the matter serious thought.

We look for the day not too far off when religious telecasts of special interest to Catholics and other readers of the CATHOLIC COURIER JOURNAL will be a WHAM-TV feature. The pagantry of the Church should lend itself very well indeed to the television technique.

At 5:56 P.M. on the day of the telecast the Pope entered the Vatican Hall with its ceilings of golden frames enclosing priceless murals. He sat down in a golden chair before a television receiving set. The hour-long show consisted of three songs by the choir and scenes of the countryside around Vatican City, including an observatory on a hill in Rome about five miles away. "The quality is astounding," said the Pope. "The clarity is phenomenal. Your company is to be congratulated. An exceedingly fine show."

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