

**FEATURE FILMS, WESTERNS ON TV**



Many WHAM-TV programs will be feature films and Westerns, travelogues and documentary movies. Here Engineer Walt Harrison threads the special movie projector which throws the movie picture directly into the television camera for video transmission to home receiving sets.

**Mobile Unit "Covers" Sports, Civic Events Outside Studio**

The burden of the WHAM-TV programs locally produced will be "Remote Pick-ups" for many months to come, according to John Crosby, executive television producer for the station.

"Because we lack television studio facilities at our Radio City and will need more trained personnel and financial sponsorship before we can attempt elaborate studio programs," Crosby explained, "we will do a great deal of television from our new mobile unit which will travel to remote sites all over this area."

ON SATURDAY the formal luncheon held at the Rochester Chamber of Commerce to mark the WHAM-TV opening will be televised. Each evening of the Television Show held all next week at the Columbus Civic Center, viewers will see an elaborate fashion show arranged by Rochester's stores, "shot" from the auditorium stage.

When a remote pick-up is being planned, the first consideration is technical feasibility. A mobile unit has limitations. THESE FACTORS include location (since it should be impossible to beam a signal to the transmitter tower, the project could not be covered) and a source of AC power for transmission and lighting.

When the action is spectacular during a sports event, a graphic succession of pictures is all that's needed. The action speaks for itself, and the less an announcer says, the better.

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**Sports Help TV Growth But Gate Receipts Drop**

The following article by the sports' columnist of the NEW YORK TIMES shows how sports figure in television programming. (By special permission to the COURIER JOURNAL.)

By ARTHUR DALEY

The televising of sports has been the biggest boon to the corner saloon since the repeal of Prohibition. But although televised sports has been of inestimable value to the grog emporiums, how has it helped television and how has it helped sports?

The first half of that double-barreled query is ridiculously easy to answer. The second half is much too baffling for categorical replies.

So let's take them in order. WHEN TELEVISION was taking its first stumbling steps, sports formed the prop on which it leaned heavily. It provided a ready-made cast of name stars who needed no rehearsals and no scripts. In short, the impact of sports on television was tremendous.

It gave it a lift which was overwhelming for an industry that was struggling to survive formative years of low budgets. It spurred the sale of television sets in taverns, clubs, restaurants and homes with championship fights, ball games, football contests and the like, stimulating interest in this remarkable new medium.

But how about the second half of the query, the \$64 question? What about the impact of television on sports or more important — on sports gate receipts? A man could make a fortune if he knew the entire answer to that one.

It has been puzzling everyone connected with athletics, particularly those gentlemen who keep at least a weather eye always on the cash register. They are moving very cautiously.

IT MIGHT seem natural for the sports promoter to drop television into the same general category as radio and greet it (and its advertising sponsors) with wide hosannas of joy. Instead, the boys are viewing the new medium with profound suspicion.

Radio, you see, struck at only one of the five senses, hearing. Television hits at two, hearing and seeing. And that's a whole of a difference.

On radio the listeners are continually teased by their inability to see what the announcer is describing in television they won't be. So the promoters, thinking out loud, are wondering whether television will develop new fans as radio did, or destroy what they have, as radio didn't. They still haven't come up with the answer.

Some of the sports magnates

**Varied Shows Promised Area**

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Italy, the most lavish being the new Fred Waring offering.

Kyle MacDonnell, one of television's first new stars, continues to command a loyal audience, thanks to her videogenic qualities and a pleasing mezzo-soprano voice. Perry Como's "Supper-Club" also is an un-hurried show and makes for easy looking. For the swing enthusiast, there are a couple of jam sessions.

WOMEN'S PROGRAMS: For the most part these make the assumption that some housewives at least will not have much time for looking. Essentially the majority are straight radio shows done before cameras. It only because it features a trained newspaper woman who knows how to ask questions, Dorothy Doan's "Vanity Fair" show is among the best.

SPORTS: As a ready-made attraction whose outcome is never certain, the sports contest continues as a major television sta-

**Social Effects Of TV Called Blessing, Evil**

Experts in the field of social manners are busy these days analyzing the impact of television on the habits of the American people. They say that the general growing custom of sitting entranced before a flickering TV screen night after night is causing a revolution in our manners, morals and living habits.

ONE SET OF scholars happily report that television is going to save American family life because people are discovering it is not too painful and boring to sit home at night if you can let the world in to entertain you with sight as well as sound.

But others lament that television is stifling good conversation, has ruined bridge and gin-rummy as parlor games and will soon kill off reading and other leisure hobbies.

PARENTS VIEW with alarm their children's preoccupation with the evening shows.

"It's impossible to get help with the dishes, the kids won't do any school-work and it is increasingly difficult to put them to bed before the networks sign off," they protest.

One astute observer of radio and television, Miss Harriet Van Horne, daily columnist of the New York World-Telegram, reports these samples of the TV invasion of daily living.

"IT'S GETTING so that a man can't even sit in the corner saloon quaffing his nut brown ale without seeing his picture flashed on the video screen with the caption, 'Missing.'"

"An unidentified man in Detroit reportedly was enjoying the TV show in his neighborhood tavern when he suddenly saw his own face, as through a glass darkly. It was a public service program, Bureau of Missing Persons.

"That's me" he yelled, sitting bolt-upright for the first time in many hours. "But I'm not missing." He was home within 15 minutes, according to Variety, which reported the story."

**POINTING THE VIDEO 'DISH'**



Elmer Grubb, WHAM-TV engineer, adjusts the parabolic reflecting dish on the roof of Rochester's Radio City which sends the video impulses from the studio cameras out to the transmitter on Pinnacle Hill for amplification and relay to receiving sets in the area. A portable version of this "dish" on top of the station's mobile-unit can send a signal to the transmitter from remote broadcast points outside the studio.