

TELEVISION DAILY

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COLOR TV CONVERTER SHOWN

TELE TOPICS

LOOK PHOTOCRIME, new series on ABC based on the picture mag feature, brings to TV a near-anomaly, a quiet police detective with enough ability and intelligence to get his man. Could start a trend, we hope, to put the wise-cracking private eyes out of business and send their blonde secretaries back to—well, wherever it is that private eyes' blonde secretaries come from. All of which is a round-about way of saying that Photocrime is indeed welcome. Debut this week was interesting, moderately exciting, but unfortunately, totally implausible, and here-in lies its big fault. Given a more believable script that gives viewers an opportunity to figure out whodunit, the show would be fine detective drama. That the opener succeeded is a tribute to slick production and good, restrained acting. . . . Chuck Webster was outstanding as Inspector Cobb, and the beautiful Diana Douglas gave as much life as possible to an almost incredible character. Others turning in fine jobs were Joe De Santis, Jimmy Van Dyke and Lyle Sudrow. . . . Program is a Mildred Fenton package, written and produced by Murray Burnett and directed by Babette Henry. Sets were by James McNaughton.

ARTHUR GODFREY'S recent junket to Latin America with Eddie Rickenbacker paid dividends in TV entertainment Wednesday night when the red-haired goldmine combined film travelogues with authentic South American dancers and singers to make his Chesterfield show on CBS 60 minutes of total enjoyment. Godfrey made the show a highly personal affair in which he mixed dialogue with his own film impressions of visits to the capitals of several Good Neighbor countries. Particularly interesting were his shots of a volcano in the Andes, the huge Constellation in flight and a visit to a bullfight in Mexico City. It was a startling departure from the usual Godfrey format and proved that skillful blending of educational film clips with live entertainment makes good video programming.

NBC WILL ANNOUNCE a sizeable rate increase within the next few days. . . . Total of 41 NBC stations have been signed by Lever Brothers to carry "The Clock," which goes commercial next Wednesday. J. Walter Thompson is the agency. . . . New forum show featuring members of the Overseas Press Club bows on CBS Sunday, 5 p.m. Leon Levine produces and John Peyser will direct. . . . One of the best publicity gimmicks for a show in years is the Playbill for "Inside USA With Chevrolet" prepared by Joe Bond, Jud Kinberg and Maurice Vanderwood, of Campbell-Ewald, and Nat Dorfman, Arthur Schwartz' press rep.

Camels Inks Mystery With Bellamy On CBS

R. J. Reynolds Tobacco Co. (Camels) has signed with CBS for sponsorship of "Man Against Crime," half-hour mystery series starring Ralph Bellamy, to be aired Fridays, 8:30 p.m., EST, beginning Friday Oct. 7.

Series will be scripted by Lawrence Klee and directed by Paul Nickell, director on the web's "Studio One" series, with organ music by Hank Sylvern.

To avoid conflict between the show and Bellamy's performance in the Broadway hit "Detective Story," first curtain of the legiter will be held off until 9 p.m. Fridays.

Contract was placed through William Esty agency.

Toy Company Buys Spots

Ideal Novelty and Toy Company have contracted for a series of one-minute film spots on WCBS-TV, New York, for showing immediately following each World Series game, B. F. Michtom, vice-president of the company, announced yesterday. Company expects to expand its campaign of film spots to national coverage by the first of the year.

New Homemaker Show

"The Homemakers' Exchange," daily series of video programs on household management, will bow on CBS-TV Oct. 10, 4-4:30 p.m., and the first daytime program to be aired over an interconnected CBS-TV web of 15 stations. The show will be available for participating sponsorship.

Suggests CIO-Type Of Union For Talent In The TV Field

A demand for the establishment of a CIO-type of industrial union in the amusement industry, a union which would have jurisdiction over all entertainers doing television work, was voiced yesterday by proponents of a "television authority" at a meeting of representatives of the Screen Actors Guild and Screen Extras Guild and the so-called president's committee of the Associated Actors and Artistes of America, on which are represented the eastern talent unions.

The SAG and SEG are opposed to

Extension

ASCAP yesterday extended the period for negotiations with TV broadcasters to October 15th. Time extension was made to work out a definitive per program basis.

New Zoom Type Lens Developed At KTSL

West Coast Bureau of RADIO DAILY
Hollywood — Developments at KTSL of a new variable focus lens of the "zoom" type was announced this week by Willet H. Brown, president of the Don Lee Broadcasting System.

Known as the "Electra-Zoom," the lens was perfected by Joseph B. Walker, Columbia Pictures photographer, in collaboration with the Don Lee technical staff. It has an aperture of F 3.1 with a focal length varying from three to eight inches, and is push-button controlled by the camera operator. The effect, as with other "zoom" type lenses, is to bring the action closer to the spectator without moving the camera itself.

The lens is already in use on several KTSL shows, including "Lee's Lair," "It's A Neat Trick," "What's the Name of that Song," and the Norma Young home economics show.

WGN-TV Sells Boxing

Chicago—Peter Hand Brewery Co., through BBD&O, has signed with WGN-TV for Monday night boxing bouts from Marigold Gardens beginning Oct. 3. Jack Brickhouse and Harry Creighton will handle.

Hand-Portable Model Exhibited By Columbia

Washington Bureau of RADIO DAILY

Washington — A portable hand-sized converter which might cost no more than \$5 and would permit viewers to see in full color the color telecasts coming in through television sets equipped for black and white reception was demonstrated by Dr. Peter Goldmark of CBS here on Wednesday night.

The converter looks like a fat hand mirror with a diameter of about 4½ inches. It has a motor and color discs whirling in front of a 1½ inch lens, through which the viewers see the programs. The unit plugs into a wall socket.

It was pointed out at the demonstration that for the general public this would mean first a set adapted to bring in monochrome the CBS-type full color program. Then for an additional small outlay the set-owner could convert the program back to color.

Sightmaster Offering New Color TV System

Sightmaster Corp. yesterday announced development of a new color system said to be the simplest yet devised, adaptors for which can be sold between \$5 and \$25 depending on the size of the screen.

Michael Kaplan, president of the firm, said the new system works by means of microscopic prisms, 250 to the inch, placed behind a special screen. Addition of one screen in the camera and another before the picture tube in the receiver provides the color images, he said.

System contains no moving parts, Kaplan said, since a practical demonstration using an additive screen. The firm will not present the system at the upcoming FCC hearings, Kaplan said, since a practical demonstration will not be ready for several months.

ABC Asks FCC's Okay To Switch Transmitter

ABC yesterday filed with the FCC in Washington an application for a construction permit covering the transfer of its New York television transmitter site to the roof of the Empire State Building at 34th Street and Fifth Avenue. It was announced by Mark Woods, ABC president. The present ABC television transmitter site is atop the Hotel Pierre, at Fifth Avenue and 61st Street.