Los Altos 4161

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dvertisement

Industry experts expect sports to continue to provide television with its biggest appeal. But they expect local sports to take over from national broadcasts except for big events like the World Series, Rose Bowl games and major heavyweight title bouts.

Frank Mullen, NBC executive vice president, says that "eventually I think you'll find sports occupying the same place they occupy in radio—important locally all the time, important nationally, occasionally."

Television already is training its cameras on important Broadway plays. These have to be trimmed for television to fit its limited time allowance—usually not more than an hour for any program. Musicals have been cut more effectively than more serious dramas among those attempted so far, but the technique is new and may be improved.

The lifting of the Petrillo ban against music on television has given vaudeville a big shot in the arm. William Morris, president of one of the biggest booking agencies in the country, expects television to develop vaudeville personalities that will "challenge the performances of Harry Lauder, Charlie Chaplin and other variety greats."

Video viewers already have had a chance to see Toscanini and other great symphony conductors, and the Metropolitan Opera. Broadcasters are experimenting in fashion shows, cooking schools, and even an art course.

New York's Paramount theater successfully transferred a television picture of a boxing match to its theater screen 66 seconds after the original picture was televised, thereby tieing television to the movies.

Mobile television trucks cover some spot events and flash the pictures to main studio transmitters by wireless or by coaxial cable. Regular newscasts include still pictures of news events transmitted by Telephoto and copied on special film for television broadcasting.

The experimenting with programs goes on daily. The industry isn't sure where it will end.

"Television," says J. R. Poppele, president of the Television Broadcasters Association, "holds the key to enlightenment which may unlock the door to world unity and understanding."

But it will take more than soap operas—which the video trade calls "wash-tub weepers"— and mystery stories.

Next: Politics and pipelines.

"Launderette



Liz" sez . . .
Dryers, mangles, irons, too.
To make blue wash day white for you
AT
Monsalve's Launderette
120 Hamilton Ave.
P.A. 2-7144
TRAINED ATTENDANTS
7:30 a.m. to 8:00 p.m. Sat. til 6 p.m.
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30c each Bendix (incl. soap, etc.)

Color makes it new!



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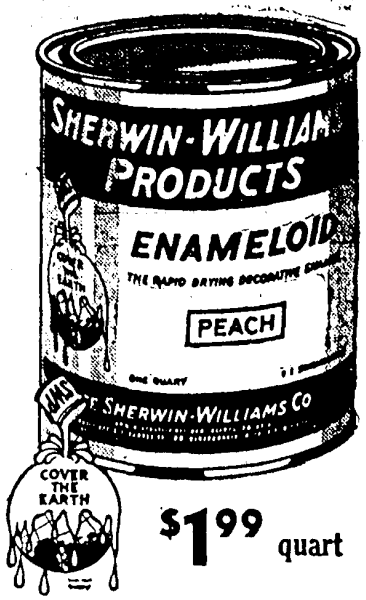

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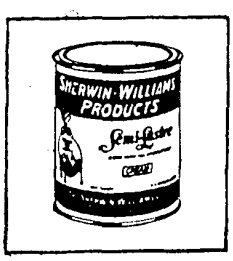

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Soft sheen, satin smooth finish for kitchen, bathroom walls, all woodwork. Its tight surface resists soiling. Even grease washes off!

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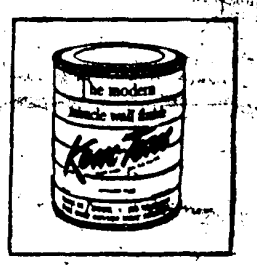

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Nothing smarter, easier, faster. One coat covers paint, wallpaper, plaster walls. Dries in one hour with no "painty" smell! Sixteen colors!

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