



**COKE'S 'N' TV:** Sharon Smith, lower right in group, entertains friends in her Queen Anne Hill home with cokes and their favorite TV show on the bill of fare. Their pick of the shows is "Big Town," an adventure series with a newspaper editor and his secretary helping to bring criminals to justice. Sitting beside Sharon is Elizabeth Lane. Others in the group are, from left, Mary Lou Miles, Susie Hopkins and Caroline Fournier. Pat McVey, upper left, plays "Steve Wilson" in the show, and Jane Nigh, lower, plays "Lorelei Kilbourne." Show time is Wednesday night.

## TV Splurges For History's Biggest Show

By JACK MABLEY  
Chicago Daily News Service  
CHICAGO.—Television is going on its greatest splurge to cover the two Chicago political conventions in July.

You have to borrow the movies' favorite adjective—colossal—to do justice to TV's plans. A top studio show uses four or five cameras in an hour production. For the conventions the three networks are moving 61 cameras to Chicago.

One network will be able to give its audience 17 different scenes in a row without once repeating.

There will be 95 news commentators here. Behind them will be 750 technicians.

The audience of 60,000,000 in 34 states will be the largest number to witness any event in history.

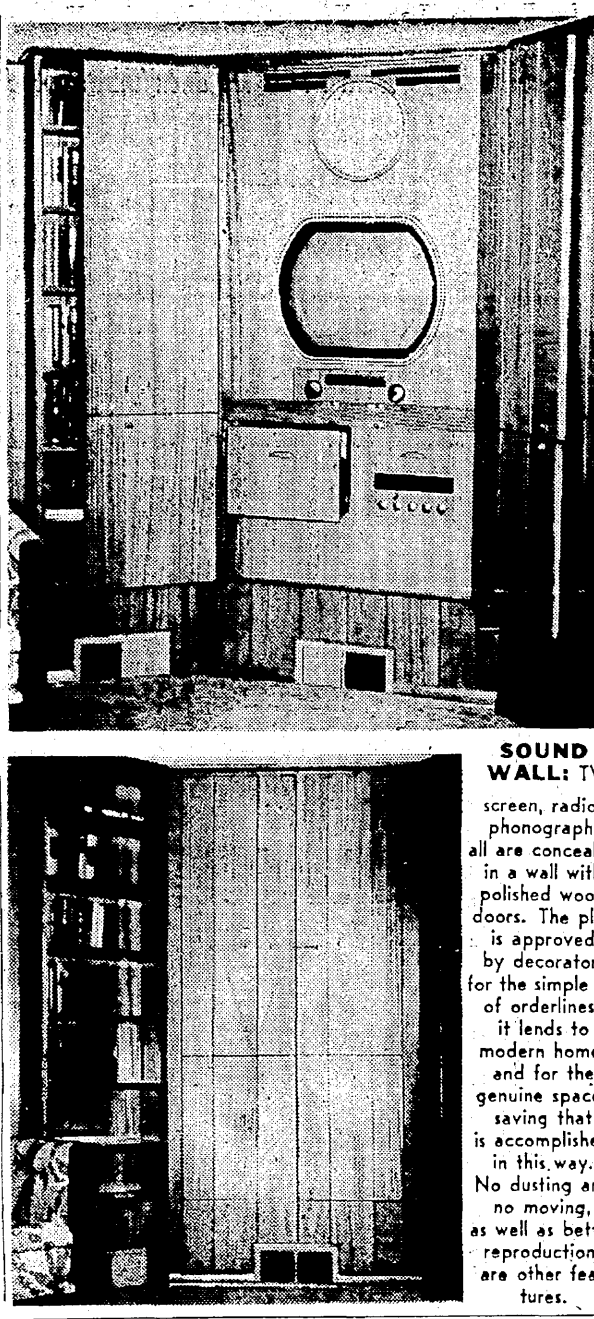
The three sponsors will pay the three networks \$7,250,000 for time and talent. The total cost of the whole shebang, including canceled network programs, has been estimated as high as \$15,000,000.

Now that all the superlatives have been dragged out, what are Mr. and Mrs. Voter and Junior, sitting at home in front of their television set, going to see?

Here is the setup, which applies, with minor exceptions, to both the Republican convention, opening Monday, July 7, and the Democratic session, starting Monday, July 21.

The three covering networks—American, Columbia, and National—will determine individually what they wish to put on the air. They have joined forces for coverage of the actual convention sessions. Each will contribute men and cameras to the pool pickup.

The pool pickup from the convention floor will operate from the opening gavel of every session until adjournment.



**SOUND WALL: TV**  
screen, radio, phonograph, all are concealed in a wall with polished wood doors. The plan is approved by decorators for the simple air of orderliness it lends to modern homes and for the genuine space-saving that is accomplished in this way. No dusting and no moving, as well as better reproduction, are other features.

## Preconvention Program

Elaborate plans for the inauguration of "live" television in Seattle are being completed by KING-TV, according to Ottó Brandt, vice president and general manager. While a radio-relay hookup from Portland to Seattle is being completed and a Sacramento-Portland coaxial cable adapted to the transmission of television programs in time for the opening of the political conventions, a preconvention program is being planned for July 6. Background and color associated with the convention proceedings will be presented on this show.

Complete "gavel to gavel" coverage of the actual convention proceedings is planned on a full-time and overtime basis depending on convention events, Brandt said. "In addition, we will present commentators, interviews with outstanding personalities at the conventions and any other events of interest in connection with the conventions."

Following the conventions and in time outside these events, approximately 18 per cent of the station's programming will be "live" shows, Brandt said. "We will select carefully those programs that suffer least from the three-hour time differential between the East and West coasts for presentation by relay." Others will be taped in Hollywood by a new and improved method known as "hot kinescope" and up-to-date developments will be incorporated before relay to Seattle, according to Brandt.

## Expansion of TV Facilities Seen As Vital Need in Seattle Area

Expanded television facilities in Seattle are a vital need, in the opinion of Bob Nichols, whose local agency services many important commercial accounts in the area and whose voice has long been familiar to radio listeners. He believes that stations and the resultant competition will greatly improve the quality of television programs and expand the video audience to include many not now among viewers of the medium.



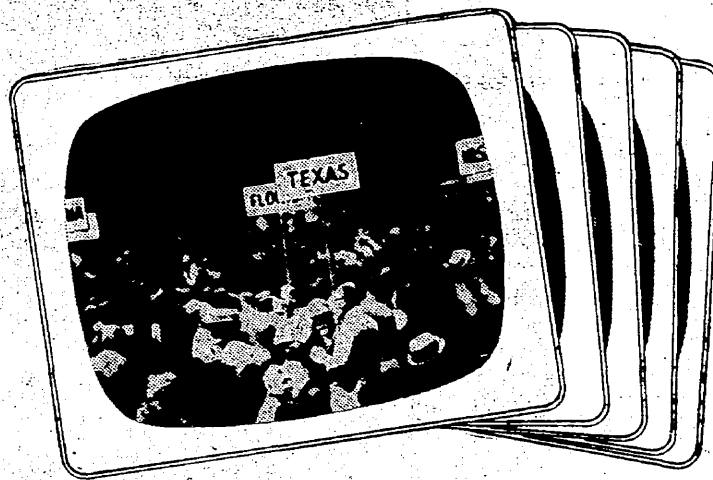
**BOB NICHOLS**

benefits all of them. "If the Federal Communications Commission moves fast enough in the next 90 days a second TV station is possible early next year, I believe. "Better programs, wider opportunity for local talent and greater participation in the medium by local commercial firms will result from an increase in the number of operating television stations," Nichols added. "A vast audience in this area is still to be reached by this type of entertainment and promotion of commerce. Competition may not reduce basic rates for the use of television, but the opportunity for participation programs will be greatly expanded. "The educational possibilities of TV have been almost completely neglected to date, it seems to me. Part of the benefits in this field will come from the general improvement in programs and it is up to the agencies handling commercial accounts to convince their clients of the necessity for spending enough on the preparation of shows to improve their quality. "With sufficient effort it can

be done. There are great rewards in store for the sponsors of quality programs and for all factors of the industry if the improvement is complete enough to insure a good show on the air at all hours. "Young people are the future of this new industry and they can raise the standard of its presentations only by preparing themselves to make a real contribution, by studying drama, music and the other real fundamentals of entertainment and education. Nichols believes. The field offers a greater opportunity than radio ever did and early recognition of the public's eagerness for good entertainment, quality programs and a means of being lifted up rather than dragged down will spell success for those who join the television industry, he says. "In the new day of television the sponsor who gives a good show enough support over a period long enough to allow it to prove itself will be properly rewarded and the agency who prepares such a program and gains the sponsor's support will also have his gratitude and appreciation," Nichols concluded.

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