

TV NEWSREEL

By "JOE" LEDERER

Guessing what the public will like is one of the most difficult—and expensive—parts of the television business. Each year scores of new talented people make their try for the big-time . . . and you're the judge. The verdict is in on one bright new comic talent . . . George Gobel, the first big hit of the year. He scored high on his early shows . . . and rang up a big success in his appearance on the big two-hour Edison tribute on all four networks.

GE Television prices are the lowest in history. Now is the time to add that second set you've always wanted.

The original "Superman," George Reeves, has settled his contract problems with the producers of the program . . . and he's now started work on the next batch of the thrillers. He received a new super salary.

"Boy wonder" producer Sheldon Reynolds, who has made a small fortune filming "Sherlock Holmes and Foreign Intrigue" in Europe, has an American project next on his list. He's acquired the rights to the popular stories by Leslie Charteris about "The Saint." These will be filmed in New York, using the great city as background.

Washdays are so much easier with the completely Automatic GE Washer. Clothes are always in water never tumbled in and out.

The "off again, on again" Bob Hope comedy performance video show, to be filmed in England, is on again. Bea Lillie and Maurice Chevalier have already been signed to appear with Bob . . . and the showing here is scheduled for Dec 7th.

Lederer, Inc., Your Favorite Appliance and Radio Store, Pioneers in Television Home-ownership—Home-operated since 1938 at 1015 Broad St., Bridgeport. Phone ED 6-1181 and at 2151 Black Rock Turnpike, Fairfield, "Dolan's Corner."

TURNING THE DIALS

BY FRED H. RUSSELL

Radio listening in 1954 amounts to 927 million family hours a week—and this is not a great deal less than the total volume of radio listening back in the spring of 1948. John Karol, vice-president in charge of network sales, CBS Radio, said during the past week. Mr. Karol, representing radio in a panel on the media during a session of the three-day annual meeting of the Association of National Advertisers at the Hotel Plaza in New York city, declared that the impact of television on radio listening has been greatly exaggerated.

"A detailed analysis of radio listening made last spring shows more than 46 million American families spending an average of 20 hours a week—in their homes alone—listening to their radio sets. These figures give us the total of 927 million family hours of listening per week," he explained, "and out of home listening is additional."

There actually are more families listening to radio now than there were in 1948. Mr. Karol said, adding that while this is partly due to increased population and growth, it also has occurred in the face of television's attaining two-thirds of its total foreseeable penetration.

"This means that radio, with its tremendous existing amount of listening, has little more to lose to television," Mr. Karol said, expressing the belief that "in a few years total listening will resume its long-term growth—not only because of our population increase, but also because we are in the midst of a great expansion in personalized listening, both in and out of homes."

By this I mean listening to the steadily increasing number of auto radios, to the new pocket portables, and to the million of inexpensive sets scattered all over the house."

Liberace on Sunday
Liberace is to get another program on WGMG starting today. The successful pianist will be heard every Sunday from 1:30 to 1:55 p.m., in addition to his regular Monday through Friday noon to 12:30 p.m., concerts over the station. The Liberace programs are one of the most expensive transcribed shows in radio.

Symphony Salute
NBC will salute the 'Symphony of the Air' in a special one-hour broadcast over NBC radio tonight at 7 o'clock. This orchestra, formerly the NBC Symphony, was founded by the musicians themselves and has made recordings and given a concert without a conductor.

The exacting New York music

SUNDAY'S RADIO PROGRAM

DIAL SETTINGS	WNAS-1450	WMCA-670	WOR-710	WNEV-1130
	WICC-600	WINS-1010	WNYC-530	WVAZ-1250
	WRCA-660	WTIC-1080	WGSB-590	WNLN-1300
			WQXR-1400	WSTC-1400
			WQXR-1400	WQXR-1400
8:00 A.M.	WNAS: Church News; WICC: Church News; WRC: Church News; WINS: Church News; WNYC: Church News; WQXR: Church News	WMCA: Church News; WOR: Church News; WVAZ: Church News; WNLN: Church News; WSTC: Church News	WOR: Church News; WNYC: Church News; WGSB: Church News; WQXR: Church News	WNEV: Church News; WVAZ: Church News; WNLN: Church News; WSTC: Church News; WQXR: Church News
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Telecast TOPICS

BY FRED H. RUSSELL

It is a very fashionable wardrobe that Jerry Roxhorn, costume supervisor and designer, has assembled for Margaret Sullivan, Nina Foch and Muriel Kirkland, when they appear in the compatible color telecast of "State of the Nation" on "Producers Showcase" Monday night from 8 to 9:30 o'clock over Channels 4 and 8. Miss Sullivan portrays the wife of a man being groomed as a likely presidential candidate (Joseph Cotten) and as such, must be accoutred elegantly, expensively, but in the simple good taste that would be the hallmark of her personality.

Miss Foch, as the "other woman," has her clothes reflect the high fashion inclinations of a "femme fatale" accustomed to privilege, as well as the public eye. In the part of a nationally prominent woman's leader, Miss Kirkland must also "dress the part."

Miss Sullivan will wear six separate costumes in the course of the play's three acts. In Act I, she will have a ranch mink coat over a grayed spruce wool dress in a latter bedroom scene, a negligee and nightgown will be made of a combination of aqua green chiffon over peach. The star's change will have to be accomplished in a matter of seconds despite which Roxhorn has not devised any trick of "break-away" costume for her.

In Act III, Miss Sullivan's light grey chiffon hostess gown will be trimmed with a chinchilla collar. Subsequently, she will be seen in a black dinner dress of velvet trimmed with grosgrain, and a black velvet wrap. In the final act, she wears a lotus pink silk crepe evening gown.

Miss Foch is the only woman seen in the first part of the first act. Her gown will be made of gray blue grosgrain and satin, and later a new green shade as yet unnamed in the world of fashion Act II will see her in a dove-grey wool dress trimmed in canary yellow. Act III has her wearing a copper brown/satin evening gown, with mink wrap.

Miss Kirkland's costume will be a very simple tailored dinner dress of green watered silk, over which she will wear a silver-blue mink fur stole.

One of the problems of designing for color video present, said Roxhorn, is that "you have to work a color show backwards. The designer has to remember that the program will also be seen on millions of viewers' screens in black and white and that the colors used must be 'televiseable' clearly in both systems."

"One must know how the colors selected will stand-up in the so-called 'gray scale' of black and white. For example, a red dress set against a medium blue background may look fine in color, but may easily fade into the background in monochrome."

MacRae Is Host
Gordon MacRae of the movies makes his first appearance as singing host of the "Comedy Hour" tonight over Channel 4 at 8 o'clock, heading a star-bright variety show. Guests of MacRae will be Dorothy Kirsten Metropolitan Opera soprano, Will Mastin Trio, with Sammy Davis, Jr.; Larry Storch and Gene Sheldon comedians, and the Norman Luboff Choir.

MacRae's musical director will be Carmen Dragon who directed the music for "The Railroad Hour" which starred the popular baritone for six years on NBC radio.

On his premiere show, MacRae will sing, dance and appear in sketches. One of his songs will be his latest hit record "Cara Mia."

Control of Time
In our modern civilization, time is of far greater importance than it was even a hundred years ago—the face and hands of a clock regulate many human activities. The importance of time to scientists will be explained on "John Hopkins Science review today at 1 p.m. over Channel 5. The telecast will illustrate the fact that scientists have learned to control time scientifically.

Gotham Fixture
Paul Dixon, star of television's oldest and pioneering disc jockey show will originate permanently from New York City, beginning tomorrow.

Cincinnati's most popular daytime show since the early days of television and a WABD feature for the past two years "The Paul Dixon Show" will continue to be seen Monday through Fridays, 3 to 4 p.m. over Channel 5.

In its new home, the Du Mont Tele-Center studio in New York the show will continue to present at hour of music humor and the pantomime productions with which the program has made television history. With his new troupe—Robert

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Radio Highlights

(Continued on Page Eight)

AM	10:00	10:30	11:00	11:30	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00																																																																		
10:00	CHURCH OF AIR - Dr. LeRoy C. Head, minister of the Delmar, N. Y. church in Delmar, N. Y. WNAS	10:30	CHURCH OF AIR - (Part II) The Rev. Dr. Tharston A. Gustafson, president of the New York Conference of the Augustan Evangelical Lutheran church WNAS	11:00	INVITATION TO LEARNING - Abraham Lincoln - The Prairie Years WNAS	11:30	CARAVAN OF STARS - Eddy Hanson, harmonist; Jack Russell, leader; Larry Best, comedian; Burton Biers, rhythm singers WGMG	12:00	MAN'S RIGHT TO KNOWLEDGE - Human Organization—Physical Well-Being is topic WCBS	1:00	YOUTH WANTS TO KNOW C. D. Jackson, U. S. delegate to UN General Assembly, is guest WCA	1:30	FESTIVAL OF OPERA - Don Giovanni by Mozart WOR	2:00	CATHOLIC HOUR - The Rev. J. Dougherty speaks on Moscow, Leader and Leader WCA	3:00	FOOTBALL - New York Giants vs Philadelphia Eagles WGMG	4:00	PHILHARMONIC SYMPHONY - Dimitri Mitropoulos, conductor Van Cliburn, soloist WCBS	5:00	ON SUNDAY AFTERNOON - Music, vocal and records WCBS	6:00	INHERITANCE - The story of Tom Lincoln and Nancy Hanks WCA	7:00	THE HEADLINE - Best of the Face, mystery drama WICC, WOR	8:00	GREATEST STORY - No That Is Faithful, Biblical drama WNAS, WABC	9:00	COUNTY FORTH - Are We in Danger of Losing Local Bus Service? is topic WNLK	10:00	AMERICAN FORUM - The 64th Congress Assembly, is guest WCA	11:00	HALL OF FAME - Hales Hales stars as Dr. Rebecca Dorsey, pioneer woman physician WCBS	12:00	ONE IN MILLION - Comedy with Fred Allen WCA, WOR	1:00	JACK BERRY SHOW - Comedy WCBS	2:00	SYMPHONY OF AIR - Salute to former NBC orchestra WCA	3:00	MASTERWORK HOUR - Appalachian Spring by Copland WNYC	4:00	AMOS 'N' ANDY - Comedy WCBS	5:00	OUR MISS BROOKS - Eve Arden in situation comedy WCA	6:00	DR. SICK - Western adventure drama WCA	7:00	SUNDAY MUSIC - With Ruth Steinkraus WICC	8:00	SYMPHONY HALL - Piano Concerto No. 3 by Beethoven WQXR	9:00	THE LITTLE RABBIT - Gino Storm and Charles Farrell in situation comedy WCBS	10:00	SARIE CRAIG - Complaint from a corpse, mystery drama WCA	11:00	THE BERKEYS - Situation comedy WCA	12:00	EDGAR BERKEYS - Visit to Spanish embassy in Washington WCA	1:00	OPERA HOUSE - Thais by Massenet WCA	2:00	EASY MONEY - Crooked Dice Arden in situation comedy WCA	3:00	FACE THE MUSIC - Situation comedy WCA	4:00	THE FRANKS - Situation comedy WCA	5:00	LOCAL NEWS - From the Post and Telegram WNAS	6:00	DR. SICK - Western adventure drama WCA	7:00	SUNDAY MUSIC - With Ruth Steinkraus WICC	8:00	SYMPHONY HALL - Piano Concerto No. 3 by Beethoven WQXR	9:00	THE LITTLE RABBIT - Gino Storm and Charles Farrell in situation comedy WCBS	10:00	SARIE CRAIG - Complaint from a corpse, mystery drama WCA	11:00	THE BERKEYS - Situation comedy WCA	12:00	EDGAR BERKEYS - Visit to Spanish embassy in Washington WCA

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