OPEN FRIDAY NITE 'TIL 9

Dismal Programing Spoils Daylight TV

NEW YORK - TELETORIAL: Weak TV programing during the daylight hours is apparently based on the assumption that nobody is watching or, if they are, it is with one eye on the housework. One dreary show follows another until dusk

Motion pictures manage to pull in a fairly good income from daytime customers and the legitimate theatre has long made profits from week-day matinees. But in television the "thinking," influenced by too many executives who moved in from radio, tends to follow its older brother on soap operas, uninteresting cooking shows and deadly dull disk jockeys, who talk-talk-talk, but say nothing.

Smart showmen must realize that there is a good market in daytime audiences, millions of whom must be waiting anxiously for something to enjoy. The scoffers and "wise-acres" who say there is no daytime audience may very well be right. They are responsible for driving that audience away.

PREVIEW: "Letters to Loretta," with Loretta Young in the title role, will have the star portraying herself reading her fan mail. Each episode will be based on the story indicated by the problem the fan writes about. Loretta will appear in a dramatized version and provide the solution for the climax of the story . . . TV TITAN: Hal Roach Jr., has moved into the tycoon class with seven shows to be produced this fall. | pharmaceutical exporters still are Five of them are new and the remaining two, "My Little scratching their heads over a re-Five of them are new and the remaining two, "My Little cent \$300,000 drug deal with Red Margie" and "The Erwins," are heavyweight contenders in China which wiped out many the TV ring. Roach is budgeting \$25,000 per week per show. smaller firms. Last February, the

Critics Corner: "Man Against Crime," starring Ralph Chinese Reds bought up in one-Bellamy over CBS, is not "whodunit" but a "whydoit." The gram vials shipments of Europestories are patchy and implausible with 26 minutes devoted an-made streptamycin, used for to confusing the viewer . . . Around the Dial: Harry Babbit injections to check tuberculosis. stars in his own new half hour show over NBC . . . Carlton Hong Kong received word the E. Morse, "One Man's Family" creator, takes his family to shipments reached Canton; a sam-Europe September 15th. While there, he'll look around for some backgrounds for his mystery shows as well . . . "Thou- and found "not up to specificasand Dollar Window," Mark Hellinger's last screenplay, will tion." be adapted for TV.

Seems funny that the new San Francisco education telestation, than those of Europe. About 40 just licensed by the FCC, should have its transmitter at the top of per cent of the goods have been the Mark Hopkins Hotel, the famous landmark-and bar . . . Hor- shipped back to Hong Kong where ace Heidt has taken his entire crew of 32 performers to Korea for merchants are trying to unload. a three week stint . . . The only advantage of radio over TV is Some is being reshipped to Eurthat a Hollywood actor managed to double both as Abraham Lin- ope where it meets European coln and John Wilkes Booth and assassinated himself in the final specifications. scene . . . Robert Q. Lewis knows a gentleman farmer who tips his hat every time he passes a tomato. (Copyright 1953, General Features Corp.)

AFTERNOON OF A FAWN

ena residents were outside their Montana's Capital City. homes discussing a neighbor's garden. Suddenly a fawn poked

HELENA, Mont. (4)—Two Hel- quickly recovered its composure and continued on a tour through Two Murals

Japan has about 300,000 fishing





5.00 week

New Wheat Tested for Canada's Use

EDMONTON (P)-Nurseryman E. W. Manchester thinks he has licked 25-1 odds in developing a new wheat strain to push Canada's agricultural frontier farther north. Tests of the wheat, said to mature about 92 days after seeding, are being made at the University of Alberta here. The average period between seeding and harvest is 100 days plus, depending on climate and weather conditions.

Manchester developed the wheat at his nursery near the town of Jarvie, 80 miles north of Edmonton. If successful, it can be used in large areas of northern Canada where there is much arable land, but a short growing season.

Reds Reject **Europe-Made** Vital Drugs

HONG KONG (A)-Hong Kong

Four months later, the firms in ple was sent to Peiping, analyzed

A Hong Kong dealer said he believed the Chinese used Soviet specifications which are higher

Brazil Plans At U. N. Seat

RIO DE JANEIRO (AP) -President Getulio Vargas has asked the Brazilian congress for an appropriation of \$140,000 for two murals which Brazil will donate to the new United Nations building.

The murals, by the famous Brazilian artist Portinari, a re inspired by Biblical texts. One is called "War," and depicts the four horsemen of the apocalyp riding through a stricken hu-

The other is called "Peace," and shows a people happily at work. It is done in bright colors, as contrasted with the murky tones of the "War" mural.

Detective Chief Can't Keep Tabs On Straw Topper

ENID, Okla. (AP)—Capt. Dale Moxley, head of the police detective bureau here, is keeping a close watch on his new straw hat.

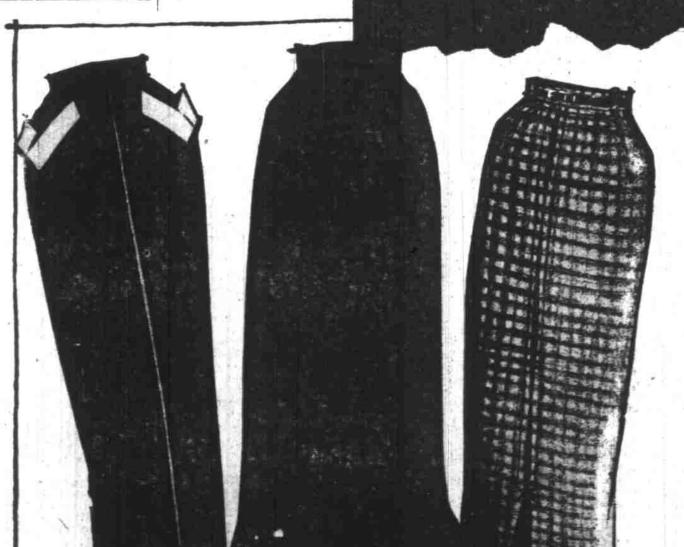
He tossed a new hat on the hat rack at the city commission room recently during a meeting—but when he returned he found a well-worn, battered old straw. He bought another new topper, but he hangs it on his knee instead of on the hat rack when he attends city commission meetings.

BUT NOT SINK

OKLAHOMA CITY (AP) — When an Oklahoma City scoutcar officer arrested a woman she threw a pan of boiling water at The hot water splashed down Officer B. R. McDonald's neck and shoulder. "To make things worse," he reported, "after the water, she threw the pan.'



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