

Dismal Progaming Spoils Daylight TV

NEW YORK — TELETORIAL: Weak TV progaming 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 falls.



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 deadily 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 in to the tycoon class with seven shows to be produced this fall. Five of them are new and the remaining two, "My Little Margie" and "The Erwins," are heavyweight contenders in the TV ring. Roach is budgeting \$25,000 per week per show.

Critics Corner: "Man Against Crime," starring Ralph Bellamy over CBS, is not "whodunit" but a "whydunit." The stories are patchy and implausible with 26 minutes devoted to confusing the viewer . . . Around the Dial: Harry Babbitt stars in his own new half hour show over NBC . . . Carlton E. Morse, "One Man's Family" creator, takes his family to Europe September 15th. While there, he'll look around for some backgrounds for his mystery shows as well . . . "Thousand Dollar Window," Mark Hellinger's last screenplay, will be adapted for TV.

Seems funny that the new San Francisco education telestation, just licensed by the FCC, should have its transmitter at the top of the Mark Hopkins Hotel, the famous landmark—and bar . . . Horace Heidt has taken his entire crew of 32 performers to Korea for a three week stint . . . The only advantage of radio over TV is that a Hollywood actor managed to double both as Abraham Lincoln and John Wilkes Booth and assassinated himself in the final scene . . . Robert Q. Lewis knows a gentleman farmer who tips his hat every time he passes a tomato.

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New Wheat Tested for Canada's Use

EDMONTON (AP)—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 (AP)—Hong Kong pharmaceutical exporters still are scratching their heads over a recent \$300,000 drug deal with Red China which wiped out many smaller firms. Last February, the Chinese Reds bought up in one-gram vial shipments of European-made streptomycin, used for injections to check tuberculosis.

Four months later, the firms in Hong Kong received word the shipments reached Canton; a sample was sent to Peiping, analyzed and found "not up to specification."

A Hong Kong dealer said he believed the Chinese used Soviet specifications which are higher than those of Europe. About 40 per cent of the goods have been shipped back to Hong Kong where merchants are trying to unload. Some is being reshipped to Europe where it meets European specifications.

Brazil Plans Two Murals 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, are inspired by Biblical texts. One is called "War," and depicts the four horsemen of the apocalypse riding through a stricken humanity.

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 scout officer arrested a woman she threw a pan of boiling water at him. 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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