

BACK IN BRITAIN WITH THE BEATLES

see page 10

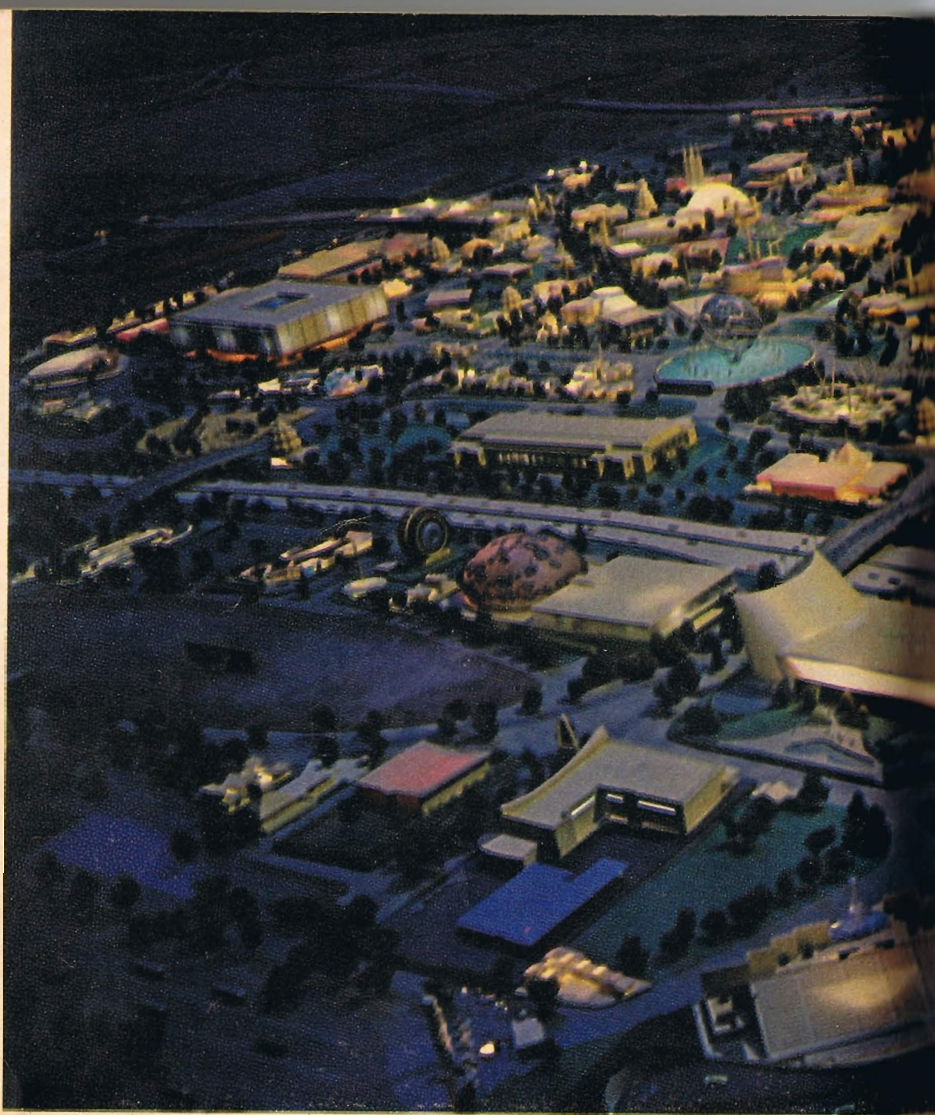


Local Programs • April 18-24

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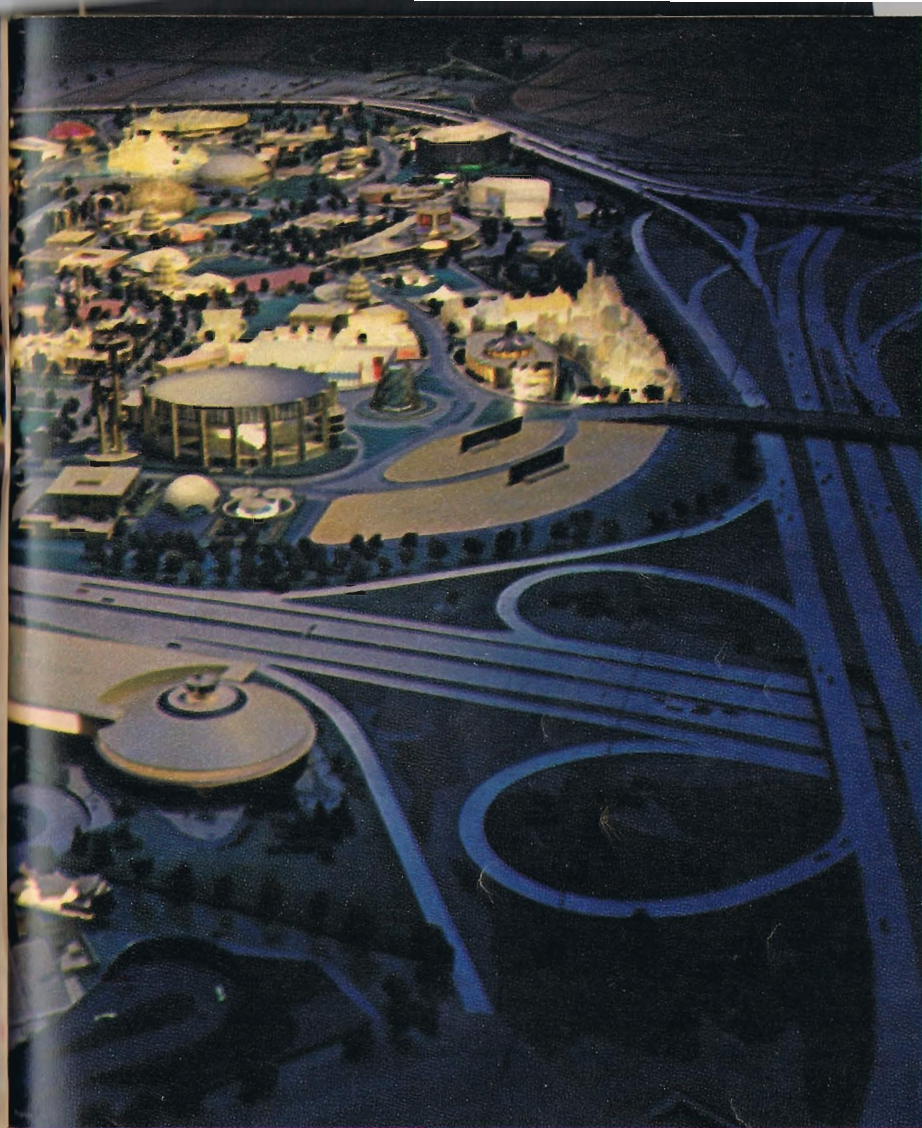


DEAN JAGGER,
JAMES FRANCISCUS
OF 'MR. NOVAK'



Note to the foot-weary World's Fair tourists:

TELEVISION MAY BE *YOUR BEST FRIEND



The biggest television show on earth opens on April 22. Its star: the New York World's Fair, that gay, glittering and garish bazaar erected on the 646 acres of Long Island's Flushing Meadow. It's the largest fair in history—nine times bigger than the

Seattle Fair of 1962—and its towers, domes and minarets, its Walt Disney-created tours of the past and future, its 175 or so foreign and domestic pavilions and other structures, its fantastic restaurants and exotic entertainment, will be almost **continued**



Arlene Francis poses before list of shows which may originate from New York Fair.

TV at the Fair/ continued

perpetually on camera for the two seasons the fair will run.

For the benefit of the expected 75,- to 100,000,000 visitors, a vast program of closed-circuit color TV coverage has been organized by RCA. As one reporter commented: "It's going to be a peculiar fair—everyone standing stock still, staring at the fair on television."

Actually, closed-circuit TV at the fair is a psychological, if not a practical, necessity. It would take about 30 days of intensive five-hours-a-day sight-seeing to cover the fair in its entirety. Few visitors will have the time, cash or physical stamina to see it all. Their frustration will be relieved in part by television. As James Toney, director of RCA operations at the fair, puts it: "The closed-circuit operation will allow the footsore visitor to sit down in a quiet bar and see the rest of the fair without moving."

Stay-at-homes who can't manage a trip to this gigantic bazaar won't be neglected, however. Their appetite for news of its flamboyant doings

will be amply gratified by the networks. On opening night NBC will kick off national television coverage with a color special. The next morning *Today* will devote its two-hour show to informing the Nation about the events of the first day. And to judge by the reports, in the course of the next two years the three networks will be bringing the highlights of the New York World's Fair into every living room in the country.

The fair's closed-circuit programming will consist of 12 hours a day of miniature shows (average: five minutes) which will capture the most colorful aspects of the events.

For five minutes of every hour, the World's Fair Corporation will provide news of special events and celebrity visitors. For another 10 minutes of the hour, the viewer will be given a quick tour of one of eight zones of the fair, along with an animated color map explaining the area and its delights.

In addition, 30 minutes before a pay-as-you-enter show goes on, an announcement will be made on TV, so that visitors may show up on time. And as extra treats, the fair-goer who is immobilized by fatigue will see a series of special little shows prepared by individual exhibitors—there are some 200 concessionaires—for closed-circuit TV.

There will be "background" shows—on the planning and building of the fair and its exhibits; and general shows, such as travelogs, magic exhibitions and *Cartoonists at the Fair*; which will show gentlemen like Walt Kelly, Milton Caniff and Al Capp hard at work. And every day there will be brief fashion shows. Even the children will have a participation program uniquely their own.

The TV network will also serve as a culinary consultant for the hungry. The viewers will be told via closed-circuit what there is to eat and where, and how much it costs per

family at the "good," "de luxe" and "exotic gourmet" restaurants. In the case of the super-gourmet (and super-expensive) restaurants, he'll be given a good look at their dramatic bill of fare—perhaps a suckling pig, borne in majesty to a three-hour Hawaiian luau.

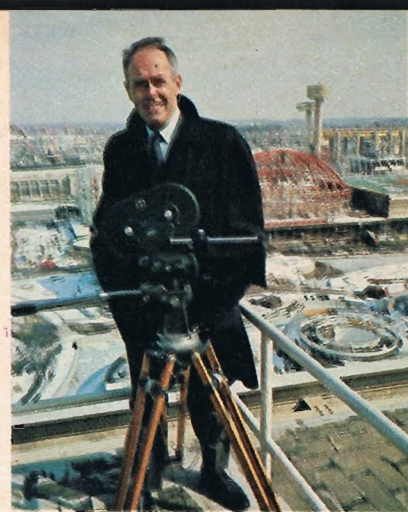
Visitors also will be able to watch color shows being produced at the RCA pavilion.

Finally, the viewer himself—and a lost child or two—may appear on TV. There will be lots of people-on-the-street interviews, which will be played on the fair network later, so that adults and children can gloat over their own TV debuts.

A certain amount of this frolic and fun will turn up on the home screen to be enjoyed by people who don't go to the fair at all. The different states with pavilions are preparing films of their own exhibits and festivities to show the folks back home. Local stations will carry them.

NBC's 90-minute color special (Wednesday, April 22, 7:30 P.M., ET), produced by Bob Bendick, will be television's first major coverage of the event. The viewer will glide, with the cameraman, into the fair by helicopter and with the aid of "helivision" (a helicopter-borne camera mounted on a gyro-stabilizer so that it neither vibrates nor bounces) he will swoop, in one unbroken motion, from an aerial view of New York City to the closeup inspection of the excited face of a visitor to the fair. Host Henry Fonda, assisted by a group of celebrities including Carol Channing, Lorne Greene and Fred MacMurray, will take the viewer on a systematic tour of the major areas.

The first part of the tour will be devoted to an inspection of the U.S. pavilions. It may drop in on the Floridian porpoises, on Hawaiian war dances, on New Mexican Indians. Then it will visit the Industrial section; and the International section—



Henry Fonda looks over the fair grounds in preparation for hosting NBC's special.

the Japanese kabuki dancers, Spanish art, possibly Mexico's Mayan carvings and similar exhibits.

This dramatic television introduction to the World's Fair will be followed in the course of time by other network shows. In addition to its opening-day gambit, the *Today* show will cover some aspect of the fair for a half hour each Friday. Frank Blair's *Sunday* program will have shows on the fair throughout the summer, ABC will cover some of the Olympic trials from the fair grounds, the East Coast part of the Emmy Awards will be telecast from the fair, and *Queen for a Day* plans to broadcast its show during the week of May 25, from different pavilions. And other shows, including Lawrence Welk's, Ed Sullivan's and Danny Kaye's, may be dropping in as the fair gets going.

One way or another, there's no question but that, by the time the television cameras finish rolling, almost every human being in the United States will feel he has been to some part of the biggest and most exciting fair in history—even if he hasn't set foot outside his living room.

Afternoon

like the trait Hale proposes—his family died on it a few years earlier. Hale: John McIntire. Hobie Redman: Lin McCarthy. Shannon: Scott Miller. (60 min.)

8 ADMIRAL JACK—Children

11 CHUCK McCANN—Children

13 TELEVISION FOR TEACHERS

The utilization of television in the classroom. Pierre Lehmuller.

4:25 **4 NEWS—Sander Vahocur**

4:30 **2 LOVE THAT BOB!—Comedy**

Bob hires a maid while Margaret is away.

3 MOVIE—Comedy

"It Happens Every Spring." (1949) Ray Milland, Jean Peters, Paul Douglas. (One hour, 40 min.)

4 MAKE ROOM FOR DADDY

Danny is afraid that Uncle Tonooose won't approve of Kathy. Danny: Danny Thomas. Uncle Tonooose: Hans Conried. Kathy: Marjorie Lord. Terry: Sherry Jackson.

5 HALL OF FUN—Fred Hall

The Fred Hall Beetles swing out in lively fashion. (60 min.)

13 NEW BIOLOGY—Education

"The Fossil Record." Dr. Ray Koppelman describes the Cenozoic Era.

5:00 **2 MOVIE—Drama**

Early Show: "1984." (British; 1956) From George Orwell's novel of life in a totalitarian state of the future. Michael Redgrave, Edmond O'Brien. (90 min.)

4 MOVIE—Western

"Along the Great Divide." (1951) A U.S. marshal interrupts a lynching to take a suspected murderer to a fair trial in a distant town. Kirk Douglas, Virginia Mayo, Walter Brennan. (90 min.)

7 MOVIE—Science Fiction

"The Secret of the Telegian." (Japanese; 1963) A reporter learns of a scientist who can substitute electricity for blood, making a monster from a living man. Koji Tsuruta, Akihiko Hirata. (90 min.)

8 RIFLEMAN—Western

Newcomer Harry Chase becomes the object of Milly's attention.

9 SPORTS—Ralph Kiner



7:30 **4 OPENING NIGHT: WORLD'S FAIR**

SPECIAL COLOR This TV tour is just the ticket—your ticket, in fact, to the World's Fair. Host Henry Fonda introduces the live opening-night proceedings and films of opening-day events.

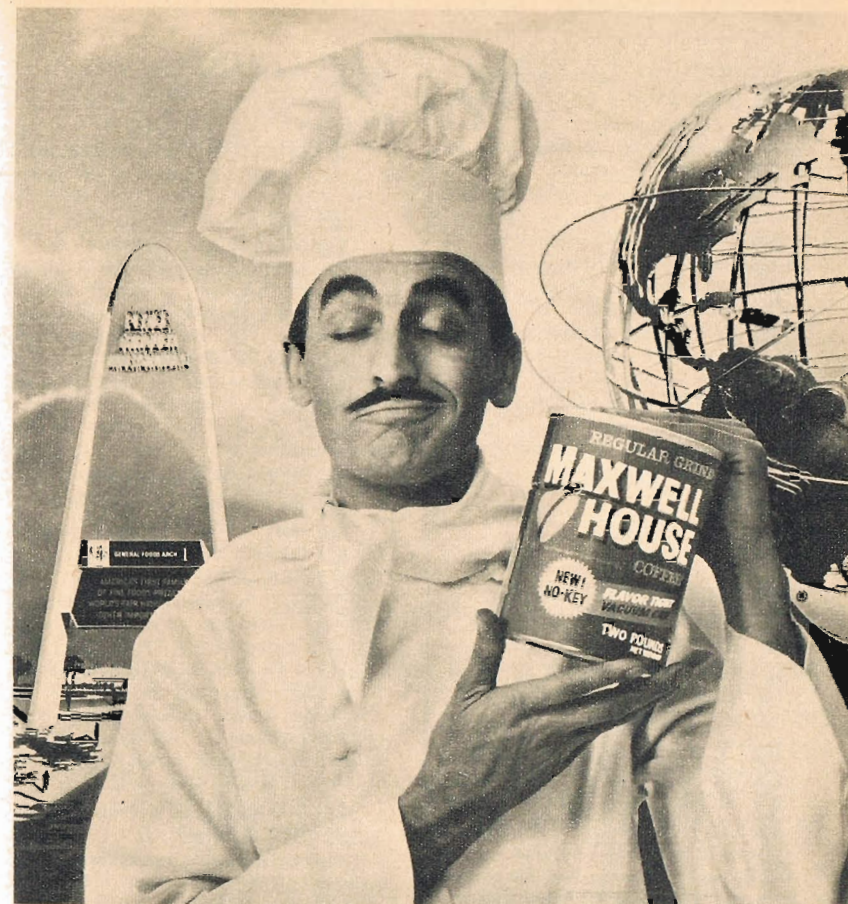
Special guides conduct the tour. Carol Channing shows you the industrial exhibits, and gives men their first and last look inside the "for women only" cosmetics pavilion. For the Federal and state exhibits you'll join Lorne Greene and 600 musicians on a marching tour, and you'll ride through the transportation area with Fred MacMurray. Cantinflas goes "Around the World" once again to show you the international pavilions, and Marian Anderson, backed by the Westminster Choir and the Columbus Boy-choir, reads selections from the Bible as cameras view the religious exhibits.

You'll also see President Johnson deliver his dedication speech, and helicopter views—called "television"—of the



Carol Channing

Fair and New York City, and the people and performers who are part of the World's Fair. (90 min.)



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Wednesday April 22, 1964

Afternoon-Evening

- 11** HERCULES—Jack McCarthy
13 ONCE UPON A DAY—Children
 Michele Perrault brings another live pet from the Bronx Zoo to visit.
5:15 **9** MOVIE—Melodrama
 "Frankenstein Meets the Wolf Man." See Monday 5:15 P.M. Ch. 9 for details.
5:30 **5** SANDY'S HOUR—Children
 A new Space Angel episode, and dancing lessons. (60 min.)
8 ROCKY AND HIS FRIENDS
11 SUPERMAN—Adventure
 Perry White hires a wrestling champ to expose some crooked wrestling.
13 WHAT'S NEW—Children
 A cedar waxwing builds its nest; history of numbers; causes of sneezing.

Evening

- 6:00** **8** LOCAL NEWS—Salmona
11 THREE STOOGES—Comedy
13 OPERATION ALPHABET
6:10 **3** SPORTS—Bob Steele
8 WEATHER—Joe Francis
6:15 **3** NEWS—Bruce Kern
8 NEWS—Ron Cochran
6:25 **3** WEATHER
6:30 **2** **3** NEWS—Harry Reasoner
4 LOCAL NEWS—Pressman, Ryan
5 MICKEY MOUSE CLUB
7 LOCAL NEWS—Bill Beutel
8 87th PRECINCT—Police
 A crook has been hauling away the cement for a new building. Sordo: Robert Vaughn. Carella: Robert Lansing. (60 min.)
9 TRAILS WEST—Drama
 1. "Forty Steps to Glory." Saloon owner Buff McCloud has the town in his grip because he is the fastest draw. Don Megowan. 2. "Devil's Bar." Murphy Flats residents Don and Mary Bartlett are ostracized because they don't carry guns. Ron Hayes, Terry Loomis. (60 min.)
11 PLANET PATROL—Children
 "Cloud of Death." A huge artificial cloud from Neptune is blocking the sun's rays.
13 PROFILE: NEW JERSEY
 "Early Transportation in New Jersey." Dr. Sidney Ratner, history professor, Rutgers University, is guest historian.

- 6:45** **7** NEWS—Ron Cochran
6:55 **4** WEATHER—Pat Hernon
7:00 **2** NEWS—Robert Trout
3 LITTLEST HOB0—Adventure
 London is the only witness to the murder of a prominent attorney. Van Kirk.
4 NEWS—Huntley, Brinkley
5 SUGARFOOT—Western
 "The Bullet and the Cross." After a mine cave-in, Sugarfoot is trapped with a half-breed Indian who has been accused of murder. Will Hutchins. (60 min.)
7 RIFLEMAN—Western
 "The Brother-in-Law" of Lucas is rodeo rider Johnny Gibbs—who's wanted by the law. Lucas: Chuck Connors. Johnny: Jerome Courtland.

- 11** NEWS—Kevin Kennedy
13 EN FRANCAIS—Education
7:10 **11** LOCAL NEWS—John Tillman
7:25 **11** WEATHER—Gloria Okon
7:30 **2** NEW JERSEY TRIBUTE
SPECIAL This documentary presents a tribute to the state of New Jersey in its 300th birthday year. The state's importance in American history, its education, agriculture and industry are examined. Guests include New Jersey Governor Richard J. Hughes and Rutgers University president Mason Gross. E. G. Marshall narrates. (60 min.)

3 CONNECTICUT—WHAT'S AHEAD?—Documentary

"Prison and Parole." Convicts, ex-convicts, prison officials and parole officers tell about life of the convict and the parolee. Films are shown of convicts appearing before the board of parole, as well as films of the cells, chapel, dining hall and shops of the Connecticut State Prison. (60 min.)

Repeated Thursday at 7 A.M.

4 OPENING NIGHT: WORLD'S FAIR—New York

SPECIAL **COLOR** Henry Fonda is host and other celebrities are guides for this look at the New York World's Fair. See the Close-up on page A-56. (90 min.)

"The Virginian" is pre-empted. Network programs scheduled to originate from the Fair are listed on page 4.

OPENING NIGHT AT THE WORLD'S FAIR

presented by United States Steel

HENRY FONDA, host

starring in order of appearance

FRED MACMURRAY

LORNE GREENE

CAROL CHANNING

MARIAN ANDERSON

WESTMINSTER CHOIR

COLUMBUS BOY'S CHOIR

and

CANTINFLAS



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TONIGHT 7:30-9:00 PM **NB** IN COLOR CHANNEL 4