

TV 'MAGIC CARPET' TO CARRY MILLIONS TO CONVENTIONS

Viewers to Get Ringside Seats Tour Chicago Area by Camera

Some seventy million Americans will travel to Chicago this month aboard the magic carpet of television.

By a mere flick of a switch they will be on their way; to tour the Loop, visit the top hotels and meet the next President of the United States face to face.

To most laymen, the plans for television coverage of the political conventions are right out of the Arabian Nights.

Four networks will transport the residents of hundreds of American cities into the International Amphitheater where the Republicans and Democrats will assemble.

Historic Audience
The camera will give them a bird's-eye view of the entire gathering, then whisk them close enough to a single delegate in the convention hall to spot the soup stains, if any, on his necktie.

The vast spectacle of American democracy at work will be viewed by more people than any other event in the history of the world.

As Sig Mickelson, CBS Television executive in command at Chicago, says:

"The effects of television on this convention may shape the destiny of the nation."

A battery of seven cameras will

record history as it unfolds within the walls of the huge Amphitheater, located in the heart of the famous Stockyards district.

Doors Covered
Two will cover the main entrances to the building, catching notables as they come and go.

Five will be set up on special platforms in the arena, at locations from which they can peer into every inch of the convention hall.

TV viewers also will visit convention side-shows, such as press conferences and parades, and travel to Chicago's municipal airport and railroad stations to see the arrival of prominent politicians.

CBS, for instance, has assigned two mobile units, complete with cameras and equipment, to cover the entire Chicago area.

On Constant Call
Like prowl car police, the unit crews will be on constant call to rush to the scene of action when a news event breaks.

It has been pointed out that the television audience will see more of the conventions than even the delegates or the individual television reporters in the hall.

Monitor System
CBS viewers on most stations will see the scene selected for them out of fifteen being recorded by cameras and filtered through a staff of five directors.

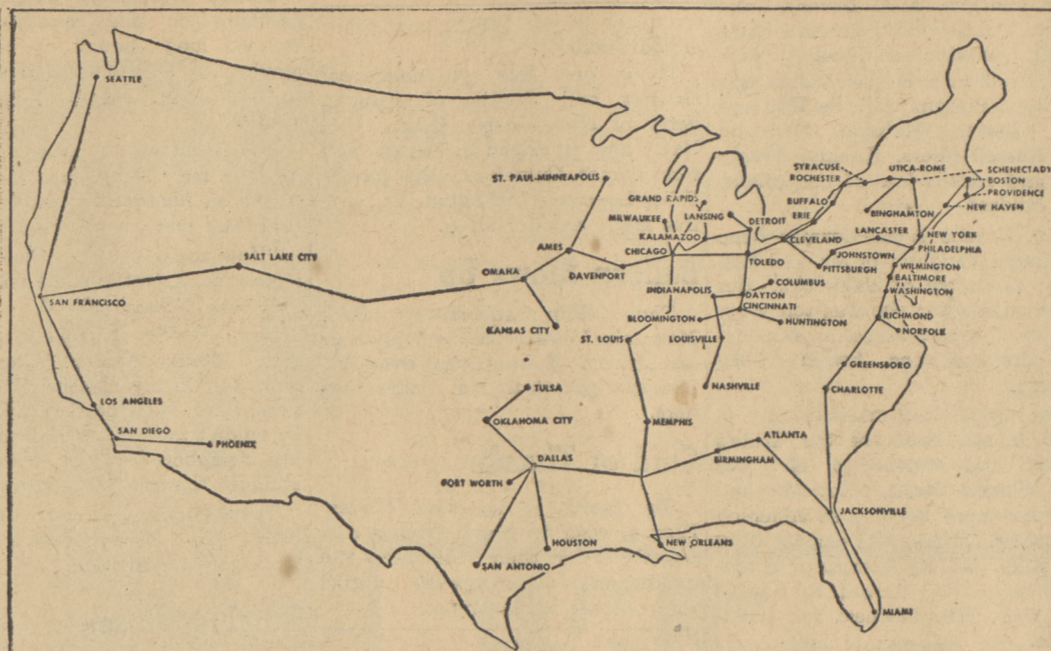
Here is the operation, as it will unfold:

Don Hewitt, veteran CBS newsmen, presides at the network master control room in the Amphitheater.

He is in constant communication with four other directors stationed at key news points: one covering the actual convention program, one directing the mobile units, one assigned to the CBS studios in the convention hall, and the fourth located in the special CBS studios at the Conrad Hilton Hotel.

Each field director monitors the cameras at his news spot and selects the picture to be fed to the CBS master control room.

Final Choice
Hewitt sits before a panel of four



TRANSCONTINENTAL—The convention television networks will span the nation, as the above map indicates. The CBS network will criss-cross the country, with outlets on the west coast at Seattle and San Diego and on the east coast at Boston and Miami. The 1948 conventions at Philadelphia, the first ever telecast to the public, were viewed by only six cities in the east. Estimates of the '52 convention TV audience go as high as 70 million.

screens and selects the one to be transmitted to the vast audience across the nation.

The arrangement is unprecedented in television history, and contrasts with the usual studio situation where one director in the control room monitors three or four cameras from which he makes his selection.

CBS studios in the Amphitheater will be located on the upper level of the North Wing, less than fifty feet from the convention stage.

Persons to be interviewed can leave the convention floor, walk up a few steps and be before the camera in a matter of seconds.

Hotel Studios
The special studios at the Hilton Hotel will be in the very thick of the "smoke-filled room" atmosphere, since both political parties are establishing their convention headquarters there.

Most of the leading candidates also have set up campaign offices at the Hilton, so that press conferences and interviews all will be within range of the CBS cameras.

In charge of this vast network operation is Sig Mickelson, Director of News and Public Affairs for CBS Television.

Only 39, Mickelson is a former teacher and newspaperman. At Chicago he will direct the activities of a staff of 300 men and

women that will include everyone from page boys to such famous broadcasters as Edward R. Murrow,



CBS ACE—Edward R. Murrow, ace CBS newsman, is shown here boarding an airplane for one of the many jaunts that have taken him round the world to the scene of headline events he has covered. Murrow will be a key man in CBS coverage of the conventions.

Lowell Thomas, Robert Trout, Eric Sevareid and David Schoenbrun, Railroad Caravan

Mickelson's "caravan" will comprise eleven special cars on the Twentieth Century Limited that will transport broadcasters, cameramen, engineers, maintenance men, secretaries and office employes from New York to Chicago.

Although the Philadelphia conventions of 1948 were telecast to the public, for the first time, the job done there amounted only to a test

Gets League Trophy Huntsville Church

Lewis W. LeGrand, chairman of Back Mountain Town and Country Branch YMCA, presented the Church Basketball trophy to the Huntsville Christian Church at last Sunday's morning Church service.

Mr. LeGrand was presented to the congregation by Rev. Charles H. Frick.

He commented on the splendid record and sportsmanship of the Christian Church Basketball team, which, after losing its first game went through the balance of the season to win 10 straight games, and win the Championship.

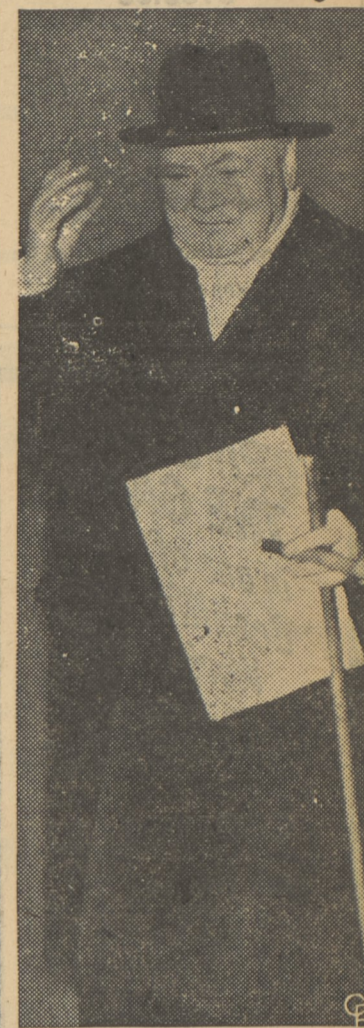
The trophy was accepted by Fred Williams, on behalf of the Huntsville Christian Church, and will remain in the Church on display until next season.

run for the coming operations in Chicago.

Cameras Improved
Cameras have been greatly improved since then, with the notable addition of the Zoomar lens, which can "zoom in" from long range on a subject for an intimate closeup.

The Chicago conventions will be the first ever covered by radio and television under commercial sponsorship.

In Political Storm



REPORTS from London say that increasing pressure is being brought to bear on Prime Minister Winston Churchill (above), 78, to have him relax his tight grip on the reins of state. Conservative members of Parliament have openly expressed views that he should turn over more of his powers to Anthony Eden, who is his heir apparent. • (International)



HISTORY'S STAGE—The eyes of the nation will be focused on the International Amphitheater, pictured above, as the political parties meet here to select their candidates for the White House. Television cameras will cover every inch of the convention floor. Special radio and television studios have been installed in the building. A new air-conditioning system has just been installed for the comfort of the delegates.



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