



tele•news *Letter*



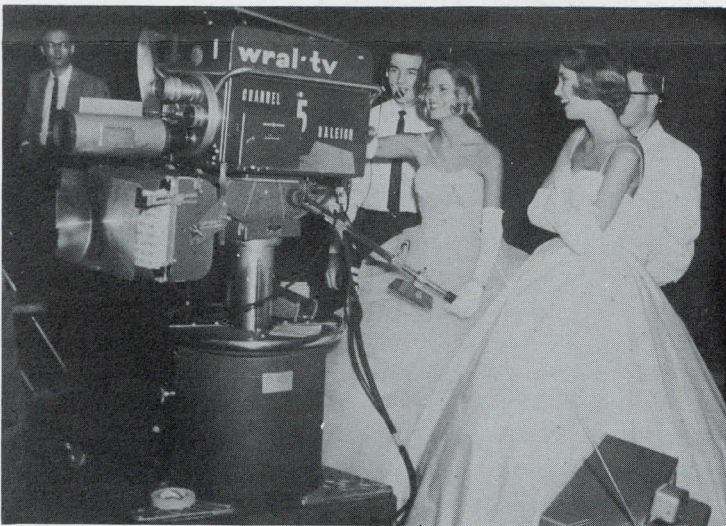
WRAL - TV

NBC
REPRESENTED BY H-R

RALEIGH, N.C.

VOLUME 4 - NUMBER 8

AUGUST, 1961



REMOTE CREW TELECASTS PAGEANT

Two lovely candidates for the title of Miss North Carolina look over a Channel Five television camera during a lull in the telecasting of the MISS NORTH CAROLINA PAGEANT in Greensboro on July 22. Channel Five's remote facilities furnished the program to a network of North Carolina stations.

SUNDAY SERENADE

You're invited to visit Channel Five's gardens on Sunday afternoon at 4:00 to hear a program of popular and semi-classical music - performed 'live' by fine young singers from all parts of the country. Spread a beach towel on the lawn and enjoy a relaxing hour of listenable music. By the way, bring your own beach towel!

DID YOU KNOW -

In 1949 there were 1 million television sets in American homes. In 1960 the number of sets had increased to 50 million. There are more homes with television than newspapers, or telephones - or bathtubs.

BOZO'S COMING

Youngsters of all ages will rejoice over BOZO THE CLOWN, coming soon! Watch Channel 5 for details.



SEE PROGRAM INSIDE

Movie Schedule

Saturday, **MOVIE OF THE WEEK** and Sunday, **LATE SHOW**

FEATURE LIST FOR AUGUST, 1961

Saturday August 5 11:10 PM **Devil Girl From Mars**, Hugh McDermott, Hazel Court
Sunday August 6 11:00 PM **One Big Affair**, Evelyn Keyes, Dennis O'Keefe
Saturday August 12 11:10 PM **Kiss Me Deadly**, Ralph Meeker, Albert Dekker
Sunday August 13 11:00 PM **Heart of The Matter**, Trevor Howard, Elizabeth Allen
Saturday August 19 11:10 PM **Clash By Night**, Barbara Stanwyck, Paul Douglas, Robert Ryan
Sunday August 20 11:00 PM **Island In The Sky**, John Wayne, Lloyd Nolan, James Arness
Saturday August 26 11:10 PM **Without Reservations**, Claudette Colbert, John Wayne
Sunday August 27 11:00 PM **Othello**, Orson Welles

SUNDAY BASEBALL PULLS MAIL

A deluge of mail resulted from a contest offer made during Sunday Major League Baseball. Paul Watts and Gloria Perry, of the Promotion Department, prepare to check estimates of the score of the July 11 All-Star Baseball game – over 4,000 were received. From a total of 70 correct estimates, the winner was drawn by lot. A Raleigh native, W. C. Card, won the prize – 500 gallons of gasoline.



ASTRONAUT COVERAGE TOPS

The coverage of the latest manshoot resulted in the majority share of audience for NBC – topping the combined audiences of the other networks – according to a Trendex rating made in some of the larger cities.



SCHNOZZOLA CELEBRATES

Jimmy Durante will celebrate his 50th anniversary in show business in a talent-packed program on August 9 at ten o'clock. Garry Moore, with whom Durante was teamed on radio, will be present, along with Bob Hope and Janice Rule.