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## Sommario/riassunto

For the few hundred television viewers in 1946, a special treat on the broadcast schedule was the variety show called Hour Glass. It was the first TV program to go beyond talking heads, cooking demonstrations, and sporting events, featuring instead dancers, comics, singers, and long commercials for its sponsor, Chase and Sanborn coffee. Within two years, another variety show, Texaco Star Theatre, became the first true television hit and would be credited with the sales of thousands of television sets. The variety show formula was a staple of television in its first 30 years, in part because it

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