

Steel Strike Poses Threat To Highway Plans

WASHINGTON (AP)—The nation's highway construction program may start to feel the pinch if the steel strike lasts another month. A. C. Clark, deputy public roads commissioner, told a reporter the strike so far has not forced changes in steel allotments for highway work in the states. However, he said that state highway departments may have to revise their programs for the last quarter of this year, if the shut-down continues another month. Thus, some projects scheduled for construction during the last three months of this year might have to be deferred under those conditions.

Selling New TV Show Idea Faces Heavy Obstacles, Producer States

By HAL BOYLE  
NEW YORK (AP)—If you live in Oshkosh and have what you feel is a million-dollar idea for a new television show—well, forget it. That is the advice of George Foley, one of the bright young producers in the industry. "The odds are a million-to-one against an outsider putting across a fresh idea," he said. "That is one of the things wrong with the business—but it's a fact."

Then Foley, who at 33 has had an Horatio Alger-like rise (he grossed more than \$1,000,000 last year as an independent producer), explained why: "As a practical matter, if you live in Oshkosh and have a crack-jack idea, it would be all but impossible to sell it. "Having an idea is one thing. Putting it in shape to sell—and then selling it—that is the real trick. It costs \$15,000 to \$50,000 to get a show ready to go on the air. "You have to know how to clear your title to the show, find good writers to turn out a few sample scripts, hire artists to make sample set designs, and pay publicity, selling and administrative costs. "All this is necessary to package your idea, or—as we say—put it into a formant you can show to a possible sponsor. "And 75 per cent of all TV shows are bought and sold within a 15-block radius of Radio City here in New York. It's being able to open up the doors in that area that counts. "Even an experienced big-name producer has trouble selling an idea for a new type show, according to Foley, because there is "too much follow-the-leader thinking in the field, too much imitation. "If you get a hit show, every other sponsor in the country decides he wants one as much like it as possible. "But people get tired of too many shows with the same theme. You lose your audience, the show's rating drops, the sponsor's worth is not getting his money's worth—everybody is sour. "What is the answer? "We have to get more imagination into programming," said Foley, "and sell advertising sponsors on having more courage in backing new ideas. "Actually, in the long run, there is no greater gamble involved—and the possible reward are much greater. "Foley, a young lawyer with five children, went into television after leaving military service. In 15 months he sold \$20 million in video

RADIO PROGRAMS  
KRNR 1490 kc. 1240 kc. KRXL

Table with columns for 'REMAINING HOURS TODAY DAYLIGHT SAVING TIME' and 'REMAINING HOURS TODAY DAYLIGHT SAVING TIME'. Lists various radio programs and their scheduled times for KRNR and KRXL.

He currently is producing short films, two radio shows, and "Tales of Tomorrow," a pioneering adult science-fiction TV program for the ABC network. He hopes the latter will start a trend away from crime shows, which he thinks the public is weary of. "It can happen, but—how often?"

MUTUAL DON-LEE offers Chicago Political Convention coverage with more than a dozen top-flight news commentators direct from the International Amphitheater and the Hilton Hotel in Chicago. In addition, walkie-talkies and other mobile equipment will be used on the convention floor as well as at the hotel. On tap for this week, no times quoted as yet, is "Convention Forecast," "Convention Warm-Up," "Convention Digest," "Ex-President Herbert Hoover." Don't miss the vital convention doings, at fever pitch this year. PLEA FOR TYPE "B" Blood brings results. . . KHJ-Don Lee newscasters Frank Hemingway and John Holbrook believe that most of the people having type "B" blood must live in the Don Lee listening area. AP news flashed a story on their new wires the other day about a Yuma, Ariz., girl with type "B" blood, who was desperately in need of a transfusion. Yuma's supply of the rare blood was exhausted and the girl was growing weaker every minute. Hemingway aired the first plea on his 7:00 a. m. show and Holbrook repeated it at 10:00 a. m. As soon as Hemingway went off the air, KHJ's phones were receiving calls from as far away as Washington and Oregon. Listeners with type "B" blood were more than willing to donate to the dying girl. This outstanding response was amazing in lieu of the fact that Red Cross reports that only 10 per cent of the population have the rare type "B" blood. WHEN IT'S 4:30 on KRNR, it's CURT MASSEY TIME and time for a musical interlude with Curt Massey, Martha Tilton, and Country Washburne's orchestra. This tuneful treat is yours for the listening every weekday, with songs both old and new. TONIGHT at 7:00, hear "Jazz Nocturne," under the direction of MDL's East Coast music director, Sylvan Levin, which replaces "Woman of the Year" for the summer season.

U.S. Protesters Selling Danish Tankers To Soviet  
COPENHAGEN, Denmark (AP)—An emergency meeting of the Danish cabinet Saturday failed to reach a decision on whether to heed a U.S. protest against handing over a Danish built tanker to the Russians. Meanwhile at the shipyard, the sleek new grey tanker, already flaunting the hammer and sickle and manned by a Russian crew, was awaiting only minor alterations before sailing for a Soviet port.

Bennett Theatre  
WINSTON 9-8844  
TUESDAY and WEDNESDAY  
James Cagney in  
"Come Fill the Cup"  
ENDS TONIGHT:  
Will Rogers in "David Harum"  
and "Take Care of My Little Girl"

tomorrow  
Haskell's big battle for league honors  
Don't miss the Gillette Cavalcade of Sports broadcast of the  
MAJOR LEAGUE ALL-STAR GAME  
10:15 A.M.  
KRNR  
1490 on your Dial  
MUTUAL BROADCASTING SYSTEM

Star  
NOW  
THE LADY FROM TEXAS  
HOWARD DUFF  
MONA FREEMAN  
JOSEPHINE HULL  
ALSO  
'DANGER ZONE'  
RING RACKETEERS!  
BODYHOLD  
WILLARD PARKER  
LOLA ALBRIGHT  
PLUS  
JUNGLES in 'FORBIDDEN LAND'

ROSEBURG Fairgrounds  
TONITE  
8:30 p.m.  
Mon., July 7  
ONE SHOW ONLY!

THE GREATEST THRILL SHOW ON EARTH!  
1952 INTERNATIONAL OPEN  
STUNT CONTEST AND COMBINED THRILL CIRCUS  
SEE  
22 OF WORLD'S GREATEST STUNTMEN COMPETING  
In These CRASHES AND MANY MORE HEAD-ON  
Head-on crash at 10 MPH impact. Drivers at wheel.  
Crashing over at 60 MPH. While drivers remain in cars.  
WITH  
JOE CHITWOOD  
WORLD CHAMPION  
AUTO DAREDEVILS  
AKI KIMURA and JAPANESE STUNTMEN on World Tour  
DUTCH SCHNITZER'S CIRCUS OF DEATH!  
Performing fantastic death-defying stunts.  
Bill WARD'S CANADIAN ACES  
DISTANCE AUTO BROAD  
LUCKY WALTERS' ANGEL LOPEZ  
Holly wood Stuntman and his Mexican Dude-Driver from the movie "The Bandits". Defies odds to thrill you in "Limbo" Ruckless rescue person. "The Bandits" from South of the Border.  
CRASH OF JETPLANE DEATH  
Spectacular Dive-Bomber crash. . . Sensational loop of some 80 feet and crashing into 3 parked cars, all totally demolished.  
DAREDEVIL CLOWNS  
Risking DEATH for a Laugh  
HI-SKIS  
Riding on live wheels and a prayer. . . in a New Era  
Cyclotron Cycle RACING  
Atomic Age MOTORCYCLES. . . 100 MPH action, in Match races with teams from Germany, U. S., Canada, England and Japan.  
LUCKY WALTERS THE HUMAN BOMB!  
Will burst through up to 1000 lbs. of TNT. . .  
CLARK GABLE  
This is the show in which you saw Clark Gable as the "Champion Driver" in the MGM Spectacle "To Have a Lady". You have read about them in Life. Time and Popular Mechanics.  
Now see them in PERSON!

ENDS TUESDAY  
THE ARMY'S DEVIL DRIVERS!  
THE RED BALL EXPRESS  
Starring  
JEFF CHANDLER  
ALEX NICOL  
WEDNESDAY  
A GUN BRANDED HIM KILLER!  
A GUN MADE HIM A HERO!

JAMES STEWART  
as  
'CARBINE WILLIAMS'  
Jean HAGEN - Wendell COREY

Pine  
STARTS  
Tomorrow  
GARY COOPER  
RUTH ROMAN  
IN  
"Dallas"  
Color by  
TECHNICOLOR  
★ 2ND FEATURE ★  
William Holden in  
"Boots Malone"  
ENDS TONIGHT  
"TEA FOR TWO"  
"THE PETTY GIRL"

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Roseburg Fairgrounds

YOUR INDEPENDENT VOICE OF DOUGLAS COUNTY  
KRXL  
BRINGS YOU COMPLETE  
NBC COVERAGE  
OF THE  
REPUBLICAN CONVENTION  
DIRECT FROM CONVENTION HALL, CHICAGO  
STARTING AT 9:30 A. M. EACH DAY  
FOR THE LATEST NEWS, SPORTS AND MUSIC, TUNE IN  
KRXL  
1240 ON YOUR RADIO DIAL

CRIPPLES MADE PERFECT  
HALL'S JEWELRY  
CERTIFIED WATCHMAKER  
WE MAKE YOUR  
WATCH KEEP TIME  
400 N. JACKSON

SALE  
SEMI-ANNUAL CLEARANCE  
Gigantic Shoe Values Continued  
Unheard of Values  
In Andrew Geller,  
I. Miller, Laird Schober,  
Red Cross, Carmo, Joyce,  
And Other Famous Brands  
Values to 26.95  
Now 3.98 to 12.98  
Some Priced  
Less Than  
1/2  
Avail yourself of this money saving event.  
All colors, materials, styles. Come early  
for best selection. Sales final.  
Charge It Now--  
Pay In August.  
Miller's Shoes--Main Floor

WHAT CAUSES FOREST FIRES SMOKEY?  
SMOKERS CAMPERS INCENDIARY LIGHTNING  
DEBRIS BURNING RAILROADS LUMBERING MISC...  
BUT...DO YOU KNOW...? 9 OUT OF 10 FOREST FIRES ARE STILL CAUSED BY...  
CARELESS PEOPLE  
SMOKEY and ASSOCIATED PLYWOOD MILLS SAY... "Forest Fires Weaken Oregon"