

**VIEW FROM HERE**

# 'Spectacular' Keynote Of Coming TV Shows

By Tom Brown  
Radio and TV Editor

Spectacular is the word that keynotes the year ahead in television. All of our major networks are trying a monthly 90-minute format, and are prepared to spend a lot of money on talent for them.

CBS started off the season last week with a "Jubilee of Stars," with Judy Garland and David Wayne, and will follow it up with shows for Bing Crosby, Noel Coward and Mary Martin. Even Edward R. Murrow will stretch his "See it Now" to 90-minutes occasionally.

**TV Here to Stay**

Another big change in the viewing picture is the decision on the part of the major movie studios that TV can't be licked, so it will have to be joined.

Several of them have decided the new medium is here to stay, and are trying to figure out methods of using it to build box office stars and promote their pictures. Their influence will be increasingly felt as the season progresses.

Interest and front-page headlines created by the "\$64,000 Question" has goaded the other networks into the give-away field and they have come up with some rather frightening ideas. NBC's "Big Surprise" will have \$100,000 with which to tantalize the contestants and, they hope, millions of folks at home.

Incidentally, CBS officials are trying to figure out a way to let their contestants take home a bigger chunk of their \$64,000 if they win it. It seems that "Uncle" gets a little greedy with his takes on that kind of figure.

**Color Big News**

And finally, though probably not for Eugene (it costs too much) color is big news this year. Football games, spectaculars, and regular shows will be in color, and the networks are scheduling daytime programs so shoppers will be able to see what they are buying, by seeing a color set in the TV store. Lucky sport fans in the East viewed some of the World Series games in color.

On the local sets this week, there will be an unusual lineup of talent. Today at 4 p.m. on "Guest Book," Bev Brunton will interview U of O coed Karen Michelson, who plays a wonderful piano.

Tonight at 9, Ken Murray's mystery guest on "Where Were You?" will be a man who joined the ranks of the world's distinguished citizens by his actions on Feb. 24, 1949.

**Bob Hope Debut**

Tuesday night, Bob Hope will start his television season at 8 p.m. with Jane Russell, Janis Paige, Roy Rogers and Wally Cox.

Wednesday night at 7:30, "Disneyland" will present "The Olympic Elk," another of those charming and beautiful nature pictures that have brought so much comment.

**Arlene Dahl Is Duckling**

At 9:30 p.m. Thursday, beautiful Arlene Dahl presents a mas-

terful characterization in portraying an ugly duckling on the "Ford Theatre." This is said to be the outstanding drama series of the current season, and should be worth watching.

Broderick Crawford stars in "Highway Patrol" Friday at 9:30 p.m. This show is now considered to be the most exciting police action show on TV, and is NBC's answer to "Dragnet." The show is filmed, and the sets are real. It's a top production all around.

Saturday night sees the fall premiers of "Caesar's Hour," at 8 p.m. and the "George Gobel Show" at 10 p.m.

**"1976" Is Hour-long**

Likely to be the big event of the week will be the hour-long "1976," Sunday at 8 p.m. This is a show that is being promoted with superlatives, and just might warrant them.

The show is sponsored by the American Petroleum Institute, and is the opening gun of Oil Progress Week. The budget is big, and NBC is doing its best to make it better than last year's highly successful "Diamond Jubilee of Light."

Among the top-bracket stars who will appear are Cyd Caesar and Nanette Fabray in a comedy sketch, entitled "The Commuter of 1976."

They have pulled out all the stops for this one, and it should be first class entertainment.

## Tryouts Still Held For 'Pennypacker'

Several roles in the first University theatre production "The Remarkable Mr. Pennypacker" are still open according to Dantel Krempel, director.

A special tryout will be held today from 3 to 5 p.m. in the main auditorium for those who have not previously tried out.

Students unable to attend the afternoon tryouts will be given an opportunity during the evening. The meeting will be at 7 p.m. and will also be held in the main auditorium.

**Today's Staff**

Make-up editor: Pete Taussig  
News desk: Anne Ritchey, Marcia Mauney  
Copy desk: Bob Scherer  
Night staff: Sam Vahey.

# KVAL-TV

Channel 13 - Eugene

## Weekly Program Schedule

**MONDAY—**

8:30 a.m.—World Series Showcase  
8:30—World Series Baseball Games  
2:45 p.m.—Matinee  
4:00—Guest Book  
4:30—Big Roundup  
5:00—Pinky Lee  
5:30—What One Person Can Do  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—For Your Imagination  
6:15—Little Rascals  
6:30—Watch Mister Wizard  
7:00—Kin-Tin-Tin  
7:30—Surprise Theatre  
8:00—Grand Ole Opry  
8:30—Badge 714  
9:00—Where Were You?  
9:30—Robert Montgomery  
10:30—The Hunter.

**TUESDAY—**

8:30 a.m.—World Series Showcase  
8:45—World Series Baseball Game  
2:45 p.m.—Matinee  
4:00—Four o'Clock Date  
4:30—Big Roundup  
5:00—Pinky Lee  
5:30—Paul Killiam Show  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—For Your Information  
6:15—The Little Rascals  
6:30—Industry On Parade  
6:45—Patti Page  
7:00—Curtain Call  
7:30—The Falcon  
8:00—The Chevy Show  
9:00—Firestone Theatre  
9:30—The Star and the Story  
10:00—Paris Precinct  
10:30—The Eugene Scene  
10:40—Famous Playhouse.

**WEDNESDAY—**

2:45 p.m.—Matinee ("Skybound")  
4:00—Guest Book  
4:30—Big Roundup  
5:00—Pinky Lee  
5:30—Paul Killiam Show  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Superman  
6:30—Industry On Parade  
6:45—Webfoot Feats  
7:00—I Led Three Lives  
7:30—Disneyland  
8:30—Life of Riley  
9:00—Science Fiction Theatre  
9:30—Sherlock Holmes  
10:00—Race to the Rose Bowl  
10:00—Special Featurette

**THURSDAY—**

2:45 p.m.—Matinee ("Melody Parade")  
4:00—Four o'Clock Date  
4:30—Big Roundup  
5:00—Pinky Lee  
5:30—Paul Killiam Show  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Annie Oakley  
6:30—Industry On Parade  
6:45—Patti Page  
7:00—Western Marshal  
7:30—Amos 'n' Andy  
8:00—You Bet Your Life  
8:30—Waterfront  
9:00—Dragnet  
9:30—Ford Theatre  
10:00—Inspector Mark Saber  
10:30—The Gun Corner  
10:35—Channel 13 Theatre

**FRIDAY—**

2:45 p.m.—Matinee  
4:00—Roy Rogers  
4:30—Big Roundup  
5:00—Pinky Lee  
5:30—Birthday Party Time  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Cavalade of Sports  
6:45—Piano-Organ Punch  
7:00—The Great Gildersleeve  
7:30—Let's Go Fishing  
7:45—Sportsman's Club  
8:00—City Detective  
8:30—Cross Roads  
9:30—Frank Leahy Football Forecast  
9:15—Road to Adventure  
9:30—Highway Patrol  
10:00—Wrestling  
11:00—Spotlight On Suspense.

**SATURDAY—**

4:00 p.m.—Stars of Western Range  
5:00—Saturday Matinee  
6:30—The Big Picture

7:00—Lawrence Welk  
8:00—Caesar's Hour  
9:00—People Are Funny  
9:30—His Honor Homer Bell  
10:00—George Gobel  
10:30—Your Hit Parade  
11:00—Request Playhouse.

**SUNDAY—**

10:00 a.m.—Professional Football Game  
3:30 p.m.—Faith for Today  
4:00—People, Morgan Beatty  
4:30—This Is the Life  
5:00—Special Featurette  
5:30—Christian Science  
5:45—What One Person Can Do  
6:00—Meet the Press  
6:30—Life with Elizabeth  
7:00—It's a Great Life  
7:30—Story of the Century  
8:00—1976  
9:00—The Whistler  
9:30—4 Star Playhouse  
10:00—Loretta Young Show  
10:30—Sunday Show Time.

## Representatives Named For Tobacco Company

John Frey and Joan Rainville have been appointed American Tobacco company representatives on the University of Oregon campus by the Student Marketing Institute of New York.

The representatives will give members of the student body sample packs of Lucky Strike, Pall Mall, and Filter Tip Tareyton cigarettes throughout the year to acquaint them with the qualities of the products.

They are willing to cooperate with campus organizations in planning college floats, decorations, parties and smokers. The representatives also cooperate with local campus stores to increase their cigarette sales.

**ADVERTISEMENT**



## HURRAY FOR THE RED, WHITE AND GOLD!

There's a new package on Philip Morris Cigarettes. It's red and white and gold and pretty as a picture. You'd never guess that behind anything so bright and cheerful is a saga packed with action and passion, with love and romance and not a few tears.

It started quietly enough. The makers of gentle Philip Morris, as hale a bunch of fellows as you ever clapped your eyes upon, got to talking last summer during their annual outing on Attu, a secluded and unspoiled island, often called "The Capri of Alaska." Capri, on the other hand, is often called "The Attu of Italy."



But I digress. I was saying that the makers of Philip Morris, jim-dandy fellows every man-jack of them, got to talking on their last outing. "Don't you think," said one maker to the other makers, "that our brown Philip Morris package, though in many ways terribly fetching, doesn't quite reflect the basic quality of today's Philip Morris—its happy gentleness, its jolly lightness?"

"Why, yes," replied the other makers to the first maker, "we do think that our brown Philip Morris package, though in many ways terribly fetching, doesn't quite reflect the basic quality of today's Philip Morris—its happy gentleness, its jolly lightness."

"Let us have the pack re-designed!" suggested the first maker, whose name is Laughing Ned.

"Yes, let us!" cried the other makers, whose name is Fun-Loving Tom. "Let us! Let us! Let us!"

The makers forthwith engaged the prominent firm of package re-designers, Sigafoos and Associates. It was with full confidence that the makers entrusted the task to Sigafoos and Associates, for Sterling Sigafoos, the senior member, is known the length and breadth of the world as "The Grand Old Man of Package Re-designing," and his partner, Fred Associates, though a younger man, is everywhere regarded as a comer.

Sigafoos and Associates began their job by conducting interviews from coast to coast to determine what kind of pack people wanted for Philip Morris. The partners could not do the interviewing themselves — Sigafoos because of his advanced years; Associates because he is subject to motion sickness — so they sent our two trusted employees: Mr. Walker Nylet ('51) and Miss Felicia Sigafoos (Radcliffe '52), daughter of the senior partner. After canvassing the entire nation and tabulating more than 90 million interviews, Mr. Nylet sent the following communique to the home office:

"Dear Dad and Associates,  
I call you Dad because Miss Sigafoos and I discovered during our long and exhaustive survey that never were two people so admirably suited. We have accordingly been married and have accepted a position with the United States Government keeping the lighthouse off Gay Head, Martha's Vineyard.

I hope you are not too upset by this news. May I suggest you look at it this way: you haven't lost a daughter; you've gained a beacon.

Sincerely,  
Walker Nylet"

Well sir, old Sigafoos fumed for a while, but at last he calmed down and went to visit the newlyweds in their lighthouse, bringing them a suitcase full of twenties as a wedding gift. It was there he learned that people want Philip Morris in the red, white, and gold package which you are now, I trust, holding in your very own hand.

The makers of PHILIP MORRIS who bring you this column beg to remind you that for a while you'll still be seeing Philip Morris both ways — in the bright new red, white and gold package, and in the friendly familiar brown.

NO ONE—but no one—makes heavenly hamburgers, french fries and creamy milk shakes like

**BOB ASHBY'S**

**Hamburger Heaven**

1224 Willamette St.

**WELCOME**

**U of O STUDENTS**

...

**Need Shelving Boards?**

**WE HAVE KILN-DRIED**

1 x 10 and 1 x 12 Boards  
in 3, 4, 5 and 6 Foot Lengths.

Prices Range from  
12c to 20c per Lineal Foot,  
Depending on Size and Grade.

*Scharpf's*

**Twin Oaks Builders' Supply**

669 High    Plenty of Free Parking    Phone 4-3248