

Red Skelton to MC 'Shower of Stars'

Frankie Laine, Rudy Vallee, Gary Crosby, the Andrews Sisters, Gene Austin and Georgia Gibbs will be featured in a musical review on "Shower of Stars" over channel 6 Thursday at 8:30 p.m. Red Skelton will be master of ceremonies for the show.

Tuesday

8 p.m. (6) Sgt. Bilko has leap year troubles on the "Phil Silvers Show." Silvers stars as the unpredictable army officer.

8 p.m. (13) Martha Raye includes as her guests this week, Tim Hovey, Hedda Hopper and Rocky Graziano.

9 p.m. (13) "Kirsti," the story of a young Scandinavian bride who startles her more conventional neighbors in a New England village, will be on "Fire-side Theatre." Jane Wyman and Charles Coburn star.

Wednesday

7 p.m. (6) "U.S. Steel Hour" features Cameron Mitchell in "Command," a story of tension during the second world war on a mine sweeper.

7:30 p.m. (13) Excerpts from the true-life adventure series of Walt Disney will be shown on "Disneyland." Life and death battles between a coyote and an armadillo, a horned toad and a rat, and a lizard and a squirrel will be featured.

9 p.m. (13) "Science Fiction Theater" will star Edmund Gwenn in the strange story of a doctor who discovers a miracle in the swamplands.

Thursday

7 p.m. (6) Dorothy Shay, the "Park Avenue Hillbilly," will appear on the "Johnny Carson Show."

8:30 p.m. (13) Joe Friday and Frank Smith are detailed to find the killer of a liquor store owner. Two clues, a loud sports jacket and the bullet, lead them to the solution on "Dragnet."

9:30 p.m. (13) Jeanne Crain and John Hudson star on "Ford Theatre" in "Airborne Honey-moon."

10 p.m. (13) Accordionist Dick Contino and Barbara Rush appear on "Lux Video Theatre" in "Night Song," the story of the romance of a blind pianist and a young heiress. When he has an opportunity to regain his sight, matters become complicated.

Friday

7 p.m. (13) "Cavalcade of Sports" matches Gene Fullmer of Utah, rated number six, against unrated Gil Turner of Philadelphia in a middleweight bout from Madison Square Garden.

10:30 p.m. (13) "The Groom Wore Spurs," featuring Ginger Rogers, Jack Carson and Joan Davis, will be shown on "Parmenter Premiere." This is a 1950 movie.

Saturday

6 p.m. (13) "Max Liebman Presents," a NBC spectacular, will appear on channel 13.

11 p.m. (13) "Request Playhouse" will show "American Empire," starring Richard Dix and Preston Foster.

Sunday

2:30 p.m. (13) Howard Duff and Colleen Gray are featured in "Models, Inc." on "Shell First-Run Theatre."

11 p.m. (13) William Gargan and Marjorie Lord will play in "The Argyle Secret" on "Sunday Showtime."

VIEW FROM HERE

Network Announces Change In Program Time Schedule

By Pepper Allen
Radio and TV Editor

Saturday night may be the first test of CBS' new plan to win the 8 p.m. Saturday audiences. The network reportedly is going to advance Jackie Gleason's "Honeymooners" to the 8 p.m. spot and drop "Stage Show," which has been appearing at this time.

The changes will allow Gleason to have "Honeymooners" start in direct competition with "The Perry Como Show" and "Caesar's Hour." "Stage Show" had only been getting a rating of 15.9, and the Como show has been hurting the Gleason audiences.

"Two for the Money" Change

"Two for the Money" with Herb Shriner will be changed to 8:30 p.m., while a new filmed comedy, "Joe and Mabel," will appear at 9 p.m. This will star Nita Talbot and Larry Blyden.

Tuesday is also being fought over. Those viewers who have had to choose between "The Martha Raye Show" and "Phil Silvers," and then at 8:30 p.m. again face a choice when "Navy Log" and "Wyatt Earp" come on, can have some idea of the competition.

This problem of choice is of course solved in many parts of Eugene where television reception is poor and only one station can be received. However, as the Senate committee on commerce is discovering this week, more than one channel in a region can cause trouble, especially when some are VHF and others UHF (very high and ultra high frequency).

Democratic Attack

Three Democratic members of this committee have attacked radio advertisers and television set manufacturers, they state, "have no sense of public service at all" because they don't make many sets capable of receiving both types of signals.

In the past the FCC has tried to straighten out the situation by a procedure called "deintermixture." This term refers to the practice of having only one type of signal in a locality.

Television coverage of the political conventions ought to have a number of lasting effects on the political situation. The conventions might just become another opportunity to gain national popularity through personality and make the 1956 campaign less of a campaign on issues. Too, the coverage might have the opposite effect and create more interest in politics among the television audience. Certainly this could happen, as it did when the McCarthy hearings were going on. Either way, it will give the American people an opportunity to see how their political party system really works.

Will Rogers, Jr. Show

Will Rogers, Jr., who will have a show, "Good Morning," soon on channel 6, appears this week on that station Friday at 9:30 p.m.

DuPayrat Appears On 'Holiday Tour'

Xavier du Payrat will appear on "Holiday Tour," heard tonight on KERG at 7:35 p.m. Du Payrat, an exchange student at the University, will speak about his home city of Paris, France.

Every week a different exchange student will be interviewed on the program, which is originated by the Cosmopolitan club. Jim McClintock is the student interviewer.

on "Playhouse of Stars." Will plays a college professor who gets involved with gangsters.

If viewers think that British movies that are now appearing on television are a bit "different," it would not be hard to judge their reaction to the usual British television commercial.

Advertisers in that country do not choose the time that the commercial will appear. Time is just purchased, and the sponsor can have morning, afternoon or evening spots.

"You birdie the watch," they say in commercials. This may

seem strange, but slogans of this type are popular. The principal user of slogans is Capstan cigarettes. Cartoon features that tell a story and soft-pedal the advertising are very popular. This advertising might be a relief from the "20,000 tiny filter" business or the long spiels by super-salesmen.

Show of the Week: Channel 6 is again telecasting at 10:35 p.m. Thursday "Today's Medicine," which discusses symptoms and preventative medicine. The rather appropriate subject for this week is "The Heart."

ADVERTISEMENT



On Campus

with Max Shulman

(Author of "Barefoot Boy With Cheek," etc.)

HUSBANDS, ANYONE?

It has been alleged that coeds go to college for the sole purpose of finding husbands. This is, of course, an infamous canard, and I give fair warning that small and spongy as I am, anybody who ever says such a dastardly thing when I am around had better be prepared for a sound hiding!

Girls go to college for precisely the same reasons as men do: to broaden their horizons, to lengthen their vistas, to drink at the fount of wisdom, to trail their fingers in the main currents of American thought. But if, by chance, while a girl is engaged in these lofty pursuits, a likely looking husband should pop into view, why, what's wrong with that? Eh? What's wrong with that?

The question now arises, what should a girl look for in a husband? A great deal has been written on this subject. Some say character is most important, some say background, some say appearance, some say education. All are wrong.

The most important thing — bar none — in a husband is health. Though he be handsome as Apollo and rich as Captain McCutchen, what good is he if he just lays around all day accumulating bedsores?



The very first thing to do upon meeting a man is to make sure that he is sound of mind and limb. Before he has a chance to beguile you with his wit and charm, slap a thermometer in his mouth, roll back his eyelids, yank out his tongue, palpate his thorax, rap his patella, ask him to straighten out a horseshoe with his teeth. If he fails to pass these few basic tests, phone for an ambulance and go on to the next prospect.

If, however, he turns out to be physically fit, proceed to the second most important requirement in a husband. I refer to a sense of humor.

A man who can't take a joke is a man to be shunned. There are several simple tests to find out whether your prospect can take a joke or not. You can, for example, slash his tires. Or burn his "Mad" comics. Or steal his switchblade. Or turn loose his pet raccoon. Or shave his head.

After each of these merry pranks, laugh gaily and shout "April Fool!" If he replies, "But this is November 28," or something equally childish, cross him off your list and thank your lucky stars you found out in time.

But if he laughs silverly and calls you "Little minx!" then put him to the next test: Find out whether he is gentle.

The easiest, quickest way to ascertain his gentleness is, of course, to look at the cigarette he smokes. Is it mild? Is it clement? Is it humane? Is it balm to the palate? Does it minister tenderly to the taste-buds? Does it coddle the nerve-ends? Is it the perfect accompaniment to today's easier, breezier living? Is it genial? Is it bright and friendly and full of dulcet pleasure from cock-crow till the heart of darkness?

Is it, in short, Philip Morris?

If Philip Morris it be, then clasp the man to your bosom with hoops of steel, for you may be sure that he is gentle as a summer breeze, genteel as a mother's kiss, gentle to his very marrow.

And now, having found a man who is gentle and healthy and blessed with a sense of humor, only one thing remains: namely, to make sure he will always earn a handsome living. That, fortunately, is very simple. Just enroll him in Engineering.

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The makers of Philip Morris, who bring you this column, would like to suggest another pleasant and gentle life's companion: Philip Morris, of corris!

KVAL-TV

Channel 13 — Eugene

Weekly Program Schedule

MONDAY—

2:00—Stop, Look and Listen
2:15—It's Fun to Reduce
2:30—Feather Your Nest
3:00—Matinee
4:15—Modern Romances
4:30—Guest Book
5:00—Big Roundup
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—The Road to Adventure
6:15—The Little Rascals
6:30—Eddie Arnold Time
7:00—Hopalong Cassidy
7:30—I Search for Adventure
8:00—Grand Ole Opry
8:30—Badge 714
9:00—Secret File, U.S.A.
9:30—Robert Montgomery
10:30—The Hunter
11:10—Special Featurette

TUESDAY—

2:00—Stop, Look and Listen
2:15—It's Fun to Reduce
2:30—Feather Your Nest
3:00—Matinee
4:15—Modern Romances
4:30—4:30 Date
5:00—Big Roundup
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Movie Museum
6:15—The Little Rascals
6:30—Webfoot Feats
6:45—Patti Page
7:00—Jungle Jim
7:30—The Falcon
8:00—Martha Raye Show
9:00—Fireside Theatre
9:30—Dr. Hudson's Secret Journal
10:00—Burns & Allen Show
10:30—The Gun Corner
10:35—Famous Playhouse
11:00—Hollywood Wrestling

WEDNESDAY—

2:00—Stop, Look and Listen
2:15—It's Fun to Reduce
2:30—Feather Your Nest
3:00—Matinee
4:15—Modern Romances
4:30—Guest Book
5:00—Big Roundup
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Wild Bill Hickok
6:30—Break The Bank
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—My Hero
10:30—Midwest Hayride
11:00—Inspector Mark Saber

THURSDAY—

2:00—Stop, Look and Listen
2:15—It's Fun to Reduce
2:45—Feather Your Nest

3:00—Matinee
4:15—Modern Romances
4:30—4:30 Date
5:00—Big Roundup
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Annie Oakley
6:30—The Powerland Story
6:45—Patti Page
7:00—Western Marshal
7:30—Amos 'n' Andy
8:00—You Bet Your Life
8:30—Dragnet
9:00—Headlines
9:30—Ford Theatre
10:00—Lux Video Theatre
11:00—Texas "Rasslin"

FRIDAY—

2:00—Stop, Look and Listen
2:15—It's Fun to Reduce
2:30—Feather Your Nest
3:00—Matinee
4:15—Modern Romances
4:30—Roy Rogers
5:00—Big Roundup
5:30—For Your Information
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—The Adventures of Rin-Tin-Tin
6:30—Sportsman's Club
6:45—Let's Go Fishing
7:00—Cavalcade of Sports
7:45—Piano-Organ Punch
8:00—The Great Gildersleeve
8:30—Crossroads
9:00—Mayor of the Town
9:30—Highway Patrol
10:00—Justice
10:30—Parmenter Premiere

SATURDAY—

3:00—Saturday Matinee
4:30—Stars of the Western Range
5:30—Watch Mr. Wizard
6:00—Max Liebman Presents
7:30—Industry on Parade
7:45—Drew Pearson
8:00—The Lawrence Welk Show
9:00—Famous Playhouse
9:30—His Honor Homer Bell
10:00—For Your Information
10:30—Your Hit Parade
11:00—Request Playhouse

SUNDAY—

12:00—Championship Bowling
1:00—Wide, Wide World
2:30—Shell First-Run Theatre
4:00—Great Decisions
4:30—For Your Information
4:45—Accordian Band
5:00—This Is the Life
5:30—Now You Know
6:00—Meet the Press
6:30—I Spy
7:00—It's a Great Life
7:30—Waterfront
8:00—Comedy Hour
9:00—The Whistler
9:30—Liberace
10:00—Loretta Young Show
10:30—Sunday Showtime