

**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  
5:15—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  
5:15—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—Milton Berle Show  
9:00—Fireside Theatre  
9:30—Dr. Hudson's Secret Journal  
10:00—Playwrights '56  
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  
5:15—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Superman  
6:30—Break The Bank  
7:00—1 Led Three Lives  
7:30—Disneyland  
8:30—Lile 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  
5:15—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

**Seniors to Appear On Television**

Donna Runberg, senior in journalism and ex-Emerald business manager, and Jack Dugan, senior in speech, will be the guests of KVAL-TV today on "4:30 Date."

The University students will represent the men's and women's advertising honoraries, Alpha Delta Sigma and Gamma Alpha Chi, in a program publicizing National Advertising week, Feb. 19-25.

The program will center around the week's theme, "Advertising helps people live better for less."

**Foreign Student On KERG Tuesday**

Rolf Hasler, a University student from Lucerne, Switzerland, is this week's guest on "Holiday Tour," heard Tuesday at 7:35 p.m. over KERG. The program was originated by the Cosmopolitan club.

Hasler will give a description of Switzerland, its industries, scenery, climate and the vacation facilities available. Descriptions of Lucerne and the winter sports of the country will also be included.

**Today's Staff**

Makeup editor: Sam Vahey  
News desk: Cornelia Fogle and Bill Mainwaring  
Night staff: Pepper Allen and Jo Anne Milligan.

**VIEW FROM HERE****30-Minute TV Show Going Out**By Pepper Allen  
Radio and TV Editor

With a heavy schedule of evening spectaculars, weekly and daily spectaculars, and now the announcement by NBC of "super-spectaculars," it looks like the 30-minute show is definitely on the way out for major evening television entertainment.

"Super-spectaculars" would be three-hour shows scheduled for every fourth Sunday afternoon. This would supplement the network's present program of Max Liebman shows, Sunday spectaculars and special programs, such as those that may be seen this coming Sunday.

Added to the Monday scheduling on channel 13 this week is "December Bride," starring Spring Byington. The show will be seen at 10:30 p.m., and "The Hunter," usually seen at that time, will be moved to 11 p.m.

"I Love Lucy," on channel 6 tonight at 9 p.m. will have a musical comedy format, as Lucy has a dream in which she visits the home of her ancestors in Scotland. She arrives there just in time to be fed to a two-headed dragon.

The Academy Award nomina-

tion telecast was illustrative of a new trend. It is getting interesting to see how the two mediums, television and movies, are beginning to depend on each other. Movies have recognized the publicity opportunities presented by television. Even the television program magazines have half-page listings of the new productions of the major studios.

Famous villains from Walt Disney movie favorites will be featured on "Disneyland," Wednesday at 7:30 p.m. on channel 13. Included in the cartoon characters are Captain Hook, the Crocodile, the Big Bad Wolf and the Wicked Queen from "Snow White."

Joan Fontaine is featured in "Your Other Love" on "Ford Theatre" Thursday at 9:30 p.m. on 13. She plays the second wife of a wealthy Southerner, and finds that his first wife is stiff competition.

Rocky Castellani of Cleveland and Johnny Sullivan of England are featured in a middleweight bout Friday at 7 p.m. on 13 on "Cavalcade of Sports." Castellani must win this ten-rounder in order to keep his rating.

Friday at 10:30 p.m., channel

13 will present Dick Haymes and Nina Foch in "St. Benny the Dip," this week's feature on "Parmenter Premiere Theatre." Confidence men escape the police by wearing mission clothing.

"The Third World," a special feature on channel 13, is the story of man's attempt to conquer the polar wastes. Bill Hartigan filmed the show, which documents an expedition to the Antarctic in connection with the Geophysical year. This telecast is the first of its kind that the NBC news unit has made, and will be seen Sunday at 1 p.m.

Also included in this Sunday's programming will be "Conversation," another NBC special feature on channel 13, and "Max Liebman Presents."

"Conversation" presents interviews with personalities and figures of our time, and will be seen at 2 p.m. Wanda Landowska is the guest of this show. The program is presented only when the network has proper material for the series.

Imogene Coca will appear on a Max Liebman production for the first time since "Show of Shows" this Sunday at 4:30 p.m. A musical review, co-starring Tony Randall, is to be presented.

**What young people are doing at General Electric****Young manager handles finances for \$40,000,000 business**

General Electric is made up of more than 90 product departments that operate as individual "businesses" — each conducting its own legal, financial, manufacturing, engineering, marketing and research activities.

One of the most important of these businesses is the Technical Products Department that makes broadcasting and communications equipment and semi-conductor devices. Responsible for managing the finances of this \$40 million business is Robert H. Platt.

**Platt's Work Is Important, Responsible**

In the next ten years, the Technical Products Department is expected to reach the \$100 million mark — more than doubling its present size. This is a big job. And it requires Platt to keep tabs on everything from tax, cost, and general accounting to payrolls, budgets and measurements, credits and collections, and internal auditing.

**25,000 College Graduates at General Electric**

Experience gained in the Business Training Course and as a traveling auditor gave Platt a variety of financial experience. Like each of our 25,000 college-graduate employees, he was given the chance to grow and realize his full potential. For General Electric has long believed this; When fresh young minds are given the freedom to make progress, everybody benefits — the individual, the company, the country.

Educational Relations, General Electric Company, Schenectady 5, New York



**ROBERT H. PLATT** joined G.E. in 1941 after receiving his B.A. at Colgate University. He served 2 years in the Navy, attaining the rank of Lieutenant (J.G.). He is also a graduate of G.E.'s Business Training Course.

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**GENERAL ELECTRIC**