

VIEW FROM HERE

Competition on TV Gets Expensive

By Pepper Allen
Radio and TV Editor

Competition on television is getting expensive. It costs money to top the awards made by the two top give-away quiz shows, the \$64,000 Question and the "Big Surprise." The next advancement is "20 Steps to \$1,000,000" which is going on CBS in June to replace the "Damon Runyon Theater."

However, "Question" is still the best, in the opinion of most of the critics. It was the first, which entitles it to the label of imagi-

native, and is well-done. MC Hal March may get a little flustered sometimes, but does a very creditable job.

March is now scheduled for the star role in an original musical comedy spectacular by Steve Allen, "The Bachelor." NBC will televise the production on July 15.

Allen Takes "Comedy Hour"

Steve Allen may soon appear on Channel 13, as he is taking over NBC's "Comedy Hour" show either in late June or July. This heavy schedule may require Allen

to drop one of his "Tonight" shows.

Tonight on channel 13 at 7:30

"I Search for Adventure" will present the story of Col. Craig's trip to search for the "Santa Maria," Columbus' ship.

"Robert Montgomery Presents" at 8:30 p.m. Monday will feature the comedy tale of a young and confirmed bachelor who has his convictions about marriage changed when he accompanies a beauty contest winner to Nassau.

Bob Hope will have Kim Novak as a guest on his show Tuesday at 7 p.m. Also on the show will be Pearl Bailey, Vic Damone, Comedian Ken Murray and British songstress Yana.

Tries for Revenge

At 8 p.m. Tuesday Jane Wyman will star in "Ride with the Executioner." A young father blames his son's suicide on the son's teacher, and tries to get revenge.

"The Shadow of Evil," the story of a drug smuggling ring in Italy, in this week's play-on Climax, on channel 6 Thursday at 7:30 p.m. Starring in the drama are Jan Sterling and Richard Boone.

Irene Dunne stars on "Ford Theatre" Thursday on 13 at 8:30 p.m. in "Sheila." The daughter of a widow who runs a girls' boarding school disappoints her mother.

Afternoon Meets Finish Confab

Afternoon sessions today of the Oregon Retail Distributors' institute will conclude the two-day conference being held at the University.

Mark R. Greene, associate professor of business administration, will speak on "Cash Discounts or Discounts for Cash" at 3 p.m.

Victor P. Morris, dean of the school of business administration, will be the speaker at the noon luncheon today in the Student Union. He will speak on "Oregon's Economic Potential." J. D. Swenson, superintendent of Meier and Frank company in Portland, will preside.

"Your Public Relations" will be the topic at 1:30 p.m. in Commonwealth 138. Fred M. Brenne, manager of the Eugene Chamber of Commerce will be the speaker.

TONIGHT!
"CLAUDIA"
 A comedy in three acts
 presented by
The Very Little Theatre
 2350 Hilyard
 Curtain at 8:15 P.M.
 For Res. Dial DI 4-7751

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-Disneyland
 7:00-Hopalong Cassidy
 7:30-I Search for Adventure
 8:00-The Man Called X
 8:30-Robert Montgomery
 9:30-Secret File, U.S.A.
 10:00-Badge 714
 10:30-Tomorrow's Headlines
 10:40-December Bride
 11:10-Special Featurette

- 10:30-Lighted Window
 11:00-Championship Bowling
 12:00-Antarctica: Third World
 1:00-TBA
 1:30-Your Career
 2:00-Sunday Matinee
 3:30-This Is the Life
 4:00-What One Person Can Do
 4:30-Now You Know
 5:00-Meet The Press
 5:30-Roy Rogers
 6:00-It's A Great Life
 6:30-TBA
 7:00-NBC Comedy Hour
 8:00-City Detective
 8:30-Waterfront
 9:00-Loretta Young Show
 9:30-Four Star Playhouse
 10:00-Telephone Time
 10:30-Sunday Showtime.

- 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-The Little Rascals
 6:30-Robin Hood
 7:00-The Chevy Show
 8:00-Fireside Theatre
 8:30-Playwrights '56
 9:30-Dr. Hudson's Secret Journal
 10:00-Burns and Allen
 10:30-The Gun Corner
 10:35-Tomorrow's Headlines
 10:45-Patti Page Show
 11:00-Special Featurette

- 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-Lie of Riley
 8:00-Kraft Television Theatre
 9:00-Science Fiction Theatre
 9:30-Sherlock Holmes
 10:00-My Hero
 10:30-This Is Your Life
 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-Western Marshal
 7:00-You Bet Your Life
 7:30-Dragnet
 8:00-Headline
 8:30-Ford Television Theatre
 9:00-Lux Video Theatre
 10:00-Amos 'n' Andy
 10:30-Tomorrow's Headlines
 10:40-Film Shorts
 10:45-Patti Page
 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-For Your Information
 5:00-Big Roundup
 5:30-Little League Baseball
 5:45-The News
 5:50-Sports Headlines
 5:55-Weather Report
 6:00-Cavalcade of Sports
 6:45-Film Shorts
 7:00-Crunch and Des
 7:30-Let's Go Fishing
 7:45-Sportsman's Club
 8:00-Susie
 8:30-Crossroads
 9:00-Mayor of the Town
 9:30-Highway Patrol
 10:00-Powerland Story
 10:15-Caesar's Hour
 11:15-Tomorrow's Headlines
 11:30-The Movies

- SATURDAY-**
 2:00-Stars of the Western Range
 3:00-Saturday Matinee
 4:00-Watch Mr. Wizard
 4:30-Fury
 5:00-Max Liebman Presents
 6:30-Rin-Tin-Tin
 7:00-The Lawrence Welk Show
 8:00-People Are Funny
 8:30-Eddie Arnold Time
 9:00-George Gobel
 9:30-Your Hit Parade
 10:00-The Lone Wolf
 10:30-Request Playhouse

- SUNDAY-**
 9:45-Christian Science
 9:45-Industry On Parade
 10:00-Oral Roberts

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