

Inside TV . . .

Next Week's Show Always Tremendous

By EVE STARR

HOLLYWOOD — TELETRIAL — DON'T MISS NEXT WEEK!!! It's been our lifelong misfortune — and probably your own — to finish with a dull magazine, movie or TV show and be immediately jolted into wild anticipation for the coming attraction next week. It's never THIS week's show or story, always the one coming up. Glowing accounts and promises of the tremendously exciting and dramatically gripping things in store keeps a person stewing until the promised delight arrives.

If it's a magazine you work your way through it, vaguely wondering what all that ballyhoo had been about, because nothing seems to excite your taste or even impress you. The final page and WOW! Just look what's coming next week!

With a TV show or movie you run through the same routine. With the usual and very notable exceptions. You sit and stare and keep waiting, and if you're awake at the end of the show you're suddenly knocked out of your seat by what's dangled before you as the stupendous coming attraction. Top stars and just a whale of a show! Next week, though. Just wait!

A couple of months ago we bought a piece of this. A new dramatic-adventure TV series, jam-packed full of action, every sequel a promised, polished gem. Since then "Waterfront" has spread far and wide, no doubt syndicated for showing in your locality along with the rest. We'd witnessed exciting parts of the first offering, seen the gigantic stage where the inside shooting was to be done, heard writers and producers rave about high standards and high adventure. And we sounded the hue and cry and got everyone crowded around their TVs, crouching tensely beside our own, to peer into the adventurous life of Captain John. We're still peering.

Since then we've seen a couple of mildly exciting tales. And in the name of "adventure," we've watched Captain John (1) Take a hand in his son's romantic affairs. (2) Back his son in arresting the parent of a dear friend. (3) Save the girlhood friend of his wife. We can't go on. We're too overcome by the trivial, flat and weary details of these supposedly salty, hair-raising escapades along San Pedro's waterfront.

The trouble is obvious. And the answer, too. We're hooked by the boys who write and present the powerfully appealing blurbs for coming attractions. THEY, not the writers now employed, should write the stories and action and maybe we'd be entertained.

THE FOREIGN SCENE: It's a big step forward, the TV network finally shaping up to cover all of Free Europe. Each country will contribute its share of programming and if we're smart we'll ship over some material ourselves. Spain, however, is left out all around. Her high, northern Pyrenees Mountains are probably the rub.

And NBC is spreading its web to include a station down beneath the Southern Cross. Caracas, Venezuela, is hooking in. Distant as it might be, the day will come when sea and air-borne relay stations will link a worldwide TV network.

HOLLYWOOD — THE STORK WHO WASN'T THERE: Burns and Allen pulled an amusing gag Monday night to rescue Gracie from jury duty. She was supposed to be expecting the stork, but the judge was a hard one to fool. The scheme backfired in their faces, as it simply had to in order to get by the critical public.

Dodging jury duty is a favorite if not very patriotic American sport, but even those who have tried it with success or failure can sport, but even those who have tried it with success or failure and Allen scheme hadn't collapsed.

It was all in fun, we know, and made a laughable story, but even while producing purely fictional humor, a show has to keep a weather eye on possible public censure.

Hormones May Cut Food Cost

PHILADELPHIA (INS) — Sex hormones may provide the answer to how to cut food budgets and still serve beef steaks and lamb chops. Steers and lambs treated with hormones grow faster and eat less than animals on normal rations according to Farm Journal magazine.

The publication reports that recent tests in Iowa and Michigan disclosed that steers that got hormones mixed with their feed gained 3.06 pounds a day over a 112-day period compared with a daily gain of 2.23 pounds for cattle

eating the same ration without the additive.

Lambs having hormone pellets placed beneath their neck skin gained weight 42.5 percent faster during a 42-day test period while consuming 24.6 percent less feed per pound gained than a normally fed group.

TAX BASE BOOSTED OAKRIDGE — A boost in this town's annual tax base from \$8,000 to \$45,000 was approved at the primary election Friday. The increase was voted under a law passed by the 1953 Legislature.

V-Radio Log
KPTV Monday Highlights: 12:00 m.—First of KPTV's new films, "Big Fix," with James Brown, Sheila Ryan, Matinee Theater. 11:00 p.m.—"Great Mike" with Stuart Erwin, Carl Switzer. KOIN-TV Monday Highlights: 3:30 p.m.—"Thanks a Million," starring William Tracy, James Gleason, Noah Berry, Jr., Armchair Theater. 11:30 p.m.—"Two Sinners," starring Otto Kruger, Milton Slesper, and Cora Sue Collins, Showtime On Six.

MONDAY'S BROADCASTS
Pacific Standard Time
(Editor's note: The Statesman publishes in good faith the programs and times as provided by radio and TV stations, but because of the programs are subject to change without notification, this newspaper cannot be responsible for the accuracy herein.)

Table with columns for HOUR, KPTV, KOIN, and program titles like 'D-D School', 'Home', 'The Big Payoff', etc.

RADIO

Table with columns for HOUR, KSLM, KOCO, KOIN, KGW, and radio program titles like 'Val. Farmcast', 'Early Worm', etc.

KOAC—5:00 to 10:00 a.m. News and Weather; 10:15 Especially for Women; 10:30 Home Economics Extension Specialists—Finishing a Floor; 11:00 Concert Hall; 12:00 News and Weather; 12:15 Noon Farm Hour; 1:00 Sacred Song; 1:30 Golden Moments of Music; 1:00 Especially for Women—Hans H. Baum; 2:30 Memory Book of Music; 2:45 March Parade; 3:00 Oregon Reporter; 3:15 Music of the Masters; 4:00 Adventures in Research; 4:15 On the Upbeat; 4:45 News Commentary; 5:00 Children's News; 5:30 Concert; 6:00 News and Weather; 6:15 OCE Calling; 6:30 Flying Time; 6:45 Let There Be Light; 7:00 General Extension Journal; 7:15 Evening Farm Hour; 8:00 University of Oregon; 9:00 Music That Endures; 9:45 Evening Meditations; Charles Neville, Episcopalian Church; 10:00 Sign Off.

BLONDIE comic strip panels with dialogue like 'A SINGING TELEGRAM FOR MR. BUNNSTEAD FROM MR. DITHERS' and 'HAPPY BIRTHDAY TO YOU'.

DICK TRACY comic strip panels with dialogue like 'I SAID YOU'RE WANTED ON THE PHONE' and 'I CAN'T ANSWER IT, I'M SUPPOSED TO BE DEAD'.

SPUR LINE comic strip panels with dialogue like 'THERE'S SOMETHING ALIVE IN THAT CAR OF SOME OF HIS SWITCHBOARDS!' and 'I WISH I COULD GET A LOOK INSIDE'.

LITTLE ANNIE ROONEY comic strip panels with dialogue like 'GOLLY ZERO—I JUST CAN'T BELIEVE IT!' and 'A WHOLE HUNDRED DOLLARS—I'M RICH!'.

BUZZ SAWYER comic strip panels with dialogue like 'BUT I'M SURE I SAW THAT CUTE LITTLE PLANE LANDING WITHOUT WHEELS, DUCKY' and 'MAYBE THE WHEELS WERE THERE, BUT YOU JUST DIDN'T SEE THEM'.

CRICKET comic strip panels with dialogue like 'CRYING... BUT WHERE...?' and 'I HEARD SOMEONE I COULD SWEAR I HEARD SOMEONE'.

MICKY MOUSE comic strip panels with dialogue like 'A BABY!' and 'I UNDERSTAND, DEAREST, ON THE WAY, THIS GORGEOUS DESERT INSPIRES ME TO PRAY, DO YOU MIND IF I RUN IN TO L.A. TOMORROW AND BUY SOME ART MATERIALS?'.

RIP KIRBY comic strip panels with dialogue like 'WITH PASAN GONE, MY DREAMS ARE JUST FLORA' and 'PLEASE, MR. DELIGHT, IT MAY BE ALL FOR THE BEST'.

GASOLINE ALLEY comic strip panels with dialogue like 'A DETECTIVE FRIEND OF MINE FROM NEW YORK IS COMIN' DOWN HERE TO FIND SPARK PLUGS FOR ME, LOWEZEY' and 'I KNOWN ALL ABOUT IT, MISTOFER GOOGLE—MIZ LEDBETTER HEARD IT ON TH' PARTY LINE'.

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By KING, By FRED LASSWELL