

Inside TV . . .

Poor Writing Makes For Empty TV Plays

By EVE STARR

HOLLYWOOD — MUCH ADO ABOUT NOTHING: We're wasting too much effort. The finest TV equipment, technical knowledge and loads of cash are combining to elegantly produce action not worth a second glance. The plots fit like a rented bathing suit and the show winds up about as ill-wet.

We mean these marvelously staged situations in TV drama, mystery and even comedy that can boast the best of equipment, know-how and talent, and right there run out of breath. They certainly can't boast of worthy story material.

The effort that goes into countless episodes of present television plays is much ado about nothing. We witness excellent direction worthy of the best in drama, played against the finest staging shot by experts with a camera, yet see the proving of a weak-kneed point, a moral not worth our bother, a battle won that wasn't actually worth the lifting of a finger, a finger that should have been accusingly pointed at the author of the story instead.

Such writing is the sad result of a neurotic school which permits and even encourages the treating of the insignificant with reverence. The coddling of a nonentity. A chip of beer-bottle glass set in finest platinum. More than silly, it's a criminal waste. Fred A. Niles, vice president of King Studios, at a Chicago meeting of the National Federation of Press Women recently, said, "The shortage of competent TV writers is the most serious problem facing the television producer today. The small or medium TV stations provide the best training ground for TV writers."

Over and over we're witnessing the struggle of a hero well acted and masterfully presented but when the curtain falls we shrug and ask "For what?" It's time the producers of such weightless gems asked their writers the same. And those failing to come up with better answer should be gently but firmly led to the nearest exit.

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STAR GAZER By CLAY R. POLLAN Your Daily Activity Guide According to the Stars. To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

Grain Storage Bins Sought WASHINGTON (U) — The Agriculture Department Wednesday invited bids for still more bins in which to store grain acquired by the government under price support programs. The department said it will receive bids up to July 31 for up to 50 million bushels of additional storage capacity.

ARE YOUR TV DOTS BLURS OR BLOTS? Wreck Kills Baker Girl ONTARIO, Ore. (U) — A 15-year-old Baker girl was killed in the plunge of a car containing four juveniles on Highway 30 near the Malheur-Baker County line Tuesday night.

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BLONDIE By CHIC YOUNG I HOPE YOU NOTICED THE SHINE ON DAGWOOD'S SHOES WHY CAN'T YOU BE NEAT LIKE HE IS?

DICK TRACY By CHESTER GOULD SCENE: THE HOME OF B.O. FLEETLY. SHORE, IT'S A WADING POOL. A REAL WADING POOL?

SPUR LINE By BUD SAGENDORF WE'VE GOT TO CATCH GANDY IN A HURRY! I'LL BE WITH GANDY ANY MINUTE NOW!

LITTLE ANNIE ROONEY By DARRELL McCLURE I HOPE YOU SLEPT WELL IN THE GUEST ROOM LAST NIGHT. YES, INDEED. I FEEL WONDERFUL THIS MORNING.

BUZ SAWYER NO LUCK HERE! NOW ABOUT YOU? NO WORD ABOUT LEAVENWORTH! BUT THE SCOUTS HAVE FOUND THREE LOST DOGS AND ONE CAT SO FAR...

Wreck Kills Baker Girl (Continued) ONTARIO, Ore. (U) — A 15-year-old Baker girl was killed in the plunge of a car containing four juveniles on Highway 30 near the Malheur-Baker County line Tuesday night.

MICKEY MOUSE THE COAST APPEARS TO BE UNINCURBERED. IF I CAN MAKE THE APARTMENT A SOLUTION MAY PRESENT ITSELF...

RIP KIRBY At least this isn't all fenced in! But there isn't a level spot to pitch camp! This isn't so bad.

GASOLINE ALLEY WONDERFUL NEWS, BARNEY! I SAW SUIT TRITTERSALL RUNNING DOWN THE STREET THIS MORNING. GREAT! DID YOU SNAP THE HANDCUFFS ON HIM, HORSEY?

BARNEY GOOGLE I COULDN'T, BUNNY BOY— HE WAS GOIN' IN THE OPPOSITE DIRECTION. WELL, WHY DIDN'T YOU CHASE HIM? —AND MISS MY APPOINTMENT AT THE HAIRDRESSERS?!

TV-Radio Log KPTV Thursday's Highlights: 12:30 p.m.—"The Bachelor," starring Wanda Hendrix and William Lundigan, on Ford Theater.

THURSDAY'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 changes the programs are changed without notification, this newspaper cannot be responsible for the accuracy herein.)

TELEVISION

Table with columns for HOUR, 00:00, 00:15, 00:30, 00:45 and rows for various TV stations and programs like KPTV School, KPTV Home, KPTV Matinee, etc.

EUGENE: KVAL-TV, Channel 12 (Thursday)—3:30—The Betty White Show; 4:30—Guest Book with Beverly Bruns; 4:30—Big Roundup with Red Reynolds; 5:30—Big Roundup with Red Reynolds; 6:00—Watch Mister Wizard; 6:25—Program Preview; 6:30—The News; 6:35—Sports Headlines; 6:40—Weather Report; 6:45—For Your Information; 7:00—Range Rider; 7:30—Liberace; 8:00—The Andy Griffith Show; 8:30—Mr. District Attorney; 9:30—Favorite Story; 10:00—Famous Fight from Madison Square Garden; 10:15—All Things; 10:30—11:30—Wrestling from Hollywood.

RADIO

Table with columns for HOUR, 00:00, 00:15, 00:30, 00:45 and rows for various radio stations and programs like KSLM News, KSLM Music, KSLM Sports, etc.