

TV-Radio Log

KPTV Monday's Highlights:
 12:30 noon—"Firing With Danger," with Robert Armstrong and Edgar Kennedy, on Matinee Theater.
 8:00 p.m.—"Laughter Is a Boy"—second of series involving problems of the Medical Profession.
 10:30 p.m.—"Shadow of Terror," with Grace Gillern and Dick Fraser—Nite Owl Theater.

KOIN-TV Monday's Highlights:
 3:30 p.m.—"House of Errors," starring Harry Langdon, Charles Rogers, Marian Marsh—Armchair Theater.
 6:45 p.m.—"Sawney," a Perry Como Show.
 11:00 p.m.—Championship wrestling.

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 oftentimes the programs are changed without notification, this newspaper cannot be responsible for the accuracy here.)

| TELEVISION | |
|---|--|
| KPTV, UHF 27; KOIN-TV, VHF 6; KVAL-TV, VHF 13 | |
| HOUR | 00:00 00:15 00:30 00:45 |
| 9 | KPTV Koin Home Home Home Home Koin Home Home Home Home |
| 10 | KPTV Home Home Home Home Koin Tomorrow Guiding Light Koin Kitchen Koin Kitchen |
| 11 | KPTV Summer Theat. Summer Theat. Family Friend Family Friend Koin The Big Payoff The Big Payoff Bob Crosby Bob Crosby |
| 12 | KPTV Matinee Theat. Matinee Theat. Matinee Theat. Matinee Theat. Koin Brighter Day Love of Life Your Account Your Account |
| 1 | KPTV Matinee Theat. Matinee Theat. What's Cooking What's Cooking Koin Gary Moore Gary Moore Spottite Rev. News-Weath. |
| 2 | KPTV Greatest Gift Gold Windows 1 Man's Family Miss Marlowe Koin Linkletter The World Strike It Rich Strike It Rich |
| 3 | KPTV Hawkins Falls First Love Betty White Betty White Koin Valiant Lady Secret Storm Armchair Theat. Armchair Theat. |
| 4 | KPTV Howdy Doody Howdy Doody Cartoon Time Cartoon Time Koin Armchair Theat. Armchair Theat. Mr. Moon Mr. Moon |
| 5 | KPTV Bar 27 Corral Bar 27 Corral Bar Wild Bill Wild Bill Koin Saddle Pals Saddle Pals Edwards, News Salem Report |
| 6 | KPTV Animal Antics World View Foster News News Caravan Koin Renewal Renewal Weather Perry Como |
| 7 | KPTV Badge 714 Badge 714 Visitor Visitor Koin Studio One Studio One Studio One Studio One |
| 8 | KPTV The Medic The Medic Montgomery Montgomery Koin Burns & Allen Burns & Allen Masquerade Masquerade |
| 9 | KPTV Montgomery Montgomery The Ruggles The Ruggles Koin Public Defdr. Public Defdr. Adolph Menjou Adolph Menjou |
| 10 | KPTV Tony Martin Playhouse 15 Owl Theater Owl Theater Koin Center Stage Center Stage Center Stage Center Stage |
| 11 | KPTV Owl Theater Owl Theater Owl Theater Owl Theater Koin Wrestling Wrestling Wrestling Wrestling |

EUGENE: KVAL-TV, Channel 13 (Monday): 3:25—Sign On, Daily Meditation, Program "The Jack Smith Show," 4:30—The Gino; 4:38—Big Roundup with Red Reynolds; 5:30—Wild Bill Hickok; 6:00—The News; 6:30—Sports Headlines; 6:45—Weather Report; 6:55—What One Person Can Do; 7:30—For Your Information; 7:38—Broodhoo; 7:50—The Elizabeth; 8:00—Town & Country Time; 8:30—Badge 714; 9:00—Studio Premiere.

RADIO

KELM 1380, KOCO 1490, KGAE 1430, KOIN 970, KGW 620, KEX 1190
 FM: Megacycles — KOIN 101.1; KEX 92.3; KGW 104.3

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| FM: Megacycles — KOIN 101.1; KEX 92.3; KGW 104.3 | |
| HOUR | 00:00 00:15 00:30 00:45 |
| 6 | KELM Val. Farmcast Val. Farmcast Val. Farmcast News KOCO Sign On Early Worm Sign On Early Worm KGAH World News Koin Klock Koin Klock Koin Klock KEX Farm Hour Farm Hour Farm Hour Farm Hour |
| 7 | KELM KOCO KGAH KEX |
| 8 | KELM KOCO KGAH KEX |
| 9 | KELM KOCO KGAH KEX |
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| 12 | KELM KOCO KGAH KEX |

KOAC—530 a.m.: 10:00 a.m. News & weather; 10:15 Especially for Women; 10:45 Summer Story Time; 11:00 The Concert Hall; 12:30 News and Weather; 12:15 Noon Farm Hour; 1:00 Sacred Music; 1:30 Golden Moments of Song; 2:30 Kidnapped; 2:30 Memory Book; 3:00 Music; 3:15 Music of the Masters; 4:00 Adventures in Research; 4:15 On the Upbeat; 4:45

'Three Lives' Show Strives for Realism

(EDITOR'S NOTE: Eve Starr is on vacation. Her guest columnist for today is John L. Sinn, President, Ziv TV Programs, Inc.)

By JOHN L. SINN
 Hollywood—As television producers, the ZIV TV Programs, Inc., firm is quite naturally interested in making money. Realistically, we realize that in order to do so we have to produce shows which the public will watch, and which will induce the public to go out and put cash on the line for the sponsor's product.

You have perhaps seen our company's credit line on such TV series as "I Led Three Lives," "Mr. District Attorney," "Boston Blackie," "Favorite Story," "The Unexpected," and others. These are all successful shows, as proven by the fact that they have high ratings—which means that the general public is dialing them in—and are selling sponsors' products.

Perhaps at this point I should explain the difference between these shows and shows such as—say—Arthur Godfrey's or Perry Como's.

The shows produced by our company are "filmed-syndicated." This means (a) they are on film, (b) they are not sold to any of the four major TV networks; instead they are sold by our salesmen city-by-city to stations, local advertisers, and local ad agencies. As people in the show-business "trade" well know, filmed-syndicated shows have enjoyed tremendous financial success because they are more flexible, from a sponsor's point of view, than a "live" network show.

However, merely because a company is in the filmed-syndicated business—and it is a business, after all—a company such as ours can never lose sight of the fact that it is primarily in showbusiness. "The show's the thing," and in order for us to do big business, we must first, last and always produce good shows.

We are proudest, perhaps, of our production of "I Led Three Lives," which stars Richard Carlson in the role of Herbert A. Philbrick. Philbrick, as you may know, is the former FBI counter-spy within the U. S. Communist Party, whose testimony in Federal Court was directly responsible for sending the 11 top Communist Party leaders to jail.

He has led a fascinating, exciting life, and this has helped make our TV series based on his experiences the top rated of all filmed-syndicated shows today. The national average rating of this series (remember, we sell it city-by-city, therefore it is rated city-by-city) has consistently been around or over 30—which is darned high.

Why are we proud of having produced this series? Well, despite the fact that we are not in the propaganda business, the dramatic, exciting, entertaining series has—in addition to providing excellent viewing fare—served a purpose. Those of you who have watched this series know that it isn't a boring, stiff "documentary." Nevertheless, by dramatizing Philbrick's experiences, we have certainly helped document the methods and goals of the Communist conspiracy. We are certainly honored by the fact that to date more than 50 educational, civic, veterans and church groups have bestowed unsolicited awards upon the series. We are also proud of the fact that various branches of the armed services frequently call upon us to provide them with prints of some of the stories, as they want to study them carefully in an effort to learn more about the way in which Communists plan and plot and connive. Let me reiterate: the ZIV company is in business to make money. However, in the case of "I Led Three Lives," we have managed to provide a good, entertaining series, and at the same time we feel we have helped serve our nation.

Now, it's a funny thing about shows such as "I Led Three Lives." Because of its very nature, we wanted to present the stories as authentically as possible. Philbrick's experiences, you must remember, were absolutely fantastic. So, we are not surprised by the fact that each week we get queries as to how far we have strayed from the truth.

The answer is that insofar as we know, everything you see on the screen in "I Led Three Lives" happened, and happened the way you see it. Herb Philbrick, himself, checks over each script before it is filmed, in order to make sure that no "dreams" were crept into the story lines. Philbrick has on three occasions turned down motion picture companies who wanted to make movies based on "I Led Three Lives" because they would not let him have the final OK on scripts. We have given him that OK, and as a result, our series is factual, hard-hitting, and has won a huge audience.

It isn't often that a producer has an opportunity to produce such a series, and we are certainly proud and happy that we have done so, and that we have done it the right way.

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Fish Fertilizer Grows Tall Corn, Farmer Claims

SPIRIT LAKE, Iowa (AP)—Iowa's state song brags that it's "where the tall corn grows," but a Minnesota farmer living near here says his corn tops 'em all. Ira Baker, whose home is just over the Minnesota border from here, for the last three years has been growing a plot of super-corn—he calls it "Paul Bunyan corn"—which reaches a height of 18 feet. The ears are about 12 feet off the ground. The corn gets that way, Baker says, because of the special fertilizer he uses. None of the commercial fertilizers for him, if you please—he prefers to use dead fish, just as the Indians did.

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