THURSDAY'S BROADCASTS

(Editor's note: The Statesman publishes in good faith the programs and times as provided by radio and TV stations, but because oftimes the programs are changed without notification this newspaper cannot be responsible for the accuracy herein.)

TV HIGHLIGHTS

KPTV Thursday's Highlights:
11:00 a.m.—HOME presents Part 2 of the NWLA conference, with discussion of new adoption procedures.
12:15 p.m.—"Charlie Chan Chinese Ring," on Matinee Theater.
7:30 p.m.—Dinah Shore will sing "Let's Get Away From It All," "Saturday Night in Central Park," and, with the Skylarks, "Swinging Down the Lane."
9:30 p.m.—"Letters Marked Personal," with Joan Bennett and Melvyn Douglas making their Ford Theater debut.
10:00 p.m. — "So Evil My Love," starring Marilyn Erskine and Louis Hayward. Also announcement will be made of the 16th annual Redbook Movie Award.

KOIN-TV Thursday's Highlights:
4:00 p.m.—"Portrait of Toby," starring Lynne Roberts and John Qualen, on Armchair Theater.
7:00 p.m.—Strange and distant places, romantic and historic scenes, all in a completely new kind of show—on I Search for Adventure.
8:30 p.m.—"The Mojave Kid," with Ricardo Montalban and Ward Bond co-starring in a drama of early frontier gunmen—Climax.
9:30 p.m.—"The Good Sister," with Teresa Wright in the role of an American nun in post-war Germany. Four Star Playhouse.
11:00 p.m.—"Master of Bankdam"—Ann Crawford and company, on Showtime On Six.

Special March of Dimes Program
KOIN-TV's second annual March of Talent for the March of Dimes this Friday promises to be biggest collection of talent ever assembled for local television show. Almost one hundred musicians, vocalists and entertainers definitely scheduled for three hours beginning at eleven this Friday night.

Channel Chuckles

By Bil Keane

"Mind if I come in and watch television while I eat?"

DEFLATION NOTE

CHESTERTOWN, Md. (AP) — Juke box music has been reduced in price here from 10 cents to 5 cents per play. Operators say the 10 cents, three-for-a-quarter rate didn't bring in any more revenue than the old fashioned nickel rate.

Greenland is rated as the world's largest island with New Guinea second.

TELEVISION

KPTV, UHF 27; KOIN-TV, VHF 6

HOUR		00:00	00:15	00:30	00:45
8	KPTV	Today	Today	Today	Today
	KOIN				News Hilites
9	KPTV	Brkfst. Club	Brkfst. Club	Brkfst. Club	Brkfst. Club
	KOIN	Valiant Lady	Secret Storm	Arth. Godfrey	Arthur Godfrey
10	KPTV	D. D. School	D. D. School	Way of World	Sheilah Grah'm
	KOIN	Arth. Godfrey	Arth. Godfrey	Welcome Trav.	Welcome Trav.
11	KPTV	Home	Home	Home	Home
	KOIN	Robt. Q. Lewis	Robt. Q. Lewis	Linkletter	Linkltr. Party
12	KPTV	Y. W. Show	Mat. Theater	Mat. Theater	Mat. Theater
	KOIN	Visitin' Time	Visitin' Time	Bob Crosby	Bob Crosby
1	KPTV	Mat. Theater	Mat. Theater	Mat. Theater	Mat. Theater
	KOIN	Brighter Day	Love of Life	Your Account	Your Account
2	KPTV	What's Cooking	What's Cooking	Fam. Friend	Fam. Friend
	KOIN	Garry Moore	Garry Moore	Portia & Life	Road of Life
3	KPTV	Greatest Gift	Golden W'nd'w	1 Man's Family	Miss Marlowe
	KOIN	KOIN Kitchen	KOIN Kitchen	Strike It Rich	Strike It Rich
4	KPTV	Hawkins Falls	First Love	Sweeney Wild	Mod. Romances
	KOIN	Armch. Theat'r	Armch. Theat'r	SearchTomorr.	Guiding Light
5	KPTV	Howdy Doody	Howdy Doody	Bar 27 Corral	Bar 27 Corral
	KOIN	Red Dunning	Red Dunning	Mr. Moon	Cartoon Show
6	KPTV	See, Hear	See, Hear	Hopalong Cas'd	Hopalong Cas'd
	KOIN	Weather-N'ws	Week's Sports	D'Edwrs. News	Jane Froman
7	KPTV	City Detective	City Detective	Dinah Shore	News Caravan
	KOIN	Adventure	Adventure	Name th' Tune	Name th' Tune
8	KPTV	Bet Your Life	Bet Your Life	Waterfront	Waterfront
	KOIN	Ray Milland	Ray Milland	Climax	Climax
9	KPTV	Dragnet	Dragnet	Ford Theater	Ford Theater
	KOIN	Climax	Climax	4-Star Playhs.	4-Star Playhs.
10	KPTV	Lux Vid Thea	Lux Vid Thea	Lux Vid Thea	Lux Vid Thea
	KOIN	Pub Defender	Pub Defender	Studio 57	Studio 57
11	KPTV	Owl Theater	Owl Theater	Owl Theater	
	KOIN	Showtime on 6	Showtime on 6	Showtime on 6	Showtime on 6

RADIO

KSLM 1390 KOCO 1490 KGAE 1430 KOIN 970 KGW 620 KEX 1190

FM: Megacycles — KOIN 101.1; KEX 92.3; KGW 100.3

HOUR		00:00	00:15	00:30	00:45
6	KSLM	Val Farmcast	Val Farmcast	Val Farmcast	News
	KOCO	Sign On	Weather	Early Worm	Early Worm
	KGAE	News & Nook	Weather	Brk. Nook	Brk. Nook
	KOIN	News-America	KOIN Klock	KOIN Klock	KOIN Klock
	KGW	Ivan Jones	Ivan Jones	Man on Farm	Man on Farm
	KEX	News—Farm	Wes'n Living	Wes'n Living	Keep Time
7	KSLM	Hemingway	Break Gang	Break Gang	News
	KOCO	Early Worm	Early Worm	Early Worm	Early Worm
	KGAE	News & Nook	Brk. Nook	Brk. Nook	Brk. Nook
	KOIN	KOIN Klock	Headline News	Goss News	Babbitt Show
	KGW	J Lee Wills	Wake Up-Webb	News	Fisher Report
	KEX	News-Washb'n	Keep Time	Keep Time	Bob Hazen
8	KSLM	Cecil Brown	Family Altar	Haven of Rest	Haven of Rest
	KOCO	Early Worm	Early Worm	Early Worm	World News
	KGAE	News & Nook	Brk. Nook	Brk. Nook	Nook & News
	KOIN	Consum News	Vaile-News	Shelley Ser	Rosemary
	KGW	Webb Spinning	Webb Spinning	Webb Spinning	Webb Spinning
	KEX	Keep Time	Keep Time	Keep Time	Keep Time
9	KSLM	News	Cap Comm'nt	Pastor's Call	Barg'n Count'r
	KOCO	Welc. Wagon	Nazarene	Music	Music
	KGAE	Spider	Spider	Spider	Spider
	KOIN	Wendy W'rren	Aunt Jenny	Helen Brent	Gal Sunday
	KGW	Webb Spinning	Webb Spinning	Webb Spinning	Webb Spinning
	KEX	Brkfst Club	Brkfst Club	Brkfst Club	Brkfst Club
10	KSLM	News	Tello Test	Std'rd School	Std'rd School
	KOCO	Music	Music	Music	Music
	KGAE	Spider	Spider	Spider	Spider
	KOIN	Road of Life	Ma Perkins	Dr. Malone	Guid. Light
	KGW	Webb Spinning	Webb Spinning	Srtike Rich	Srtike Rich
	KEX	Chet Huntley	Second Spring	My True Story	My True Story
11	KSLM	Fla. Calling	Fla. Calling	Queen for Day	Queen for Day
	KOCO	News	Music	Music	Music
	KGAE	Dinner Winner	Dinner Winner	Spider	Spider
	KOIN	Mrs. Burton	Perry Mason	Norah Drake	Brighter Day
	KGW	Phrase Pays	Second Chance	To the Ladies	To the Ladies
	KEX	Whispering Sts	When Girl Mar	Mod Romances	Uncle Bob
12	KSLM	Top Trades	News	Gay '90s	Val Farmcast
	KOCO	World News	Midday Music	Midday Music	Midday Music
	KGAE	News&Mnchin	Lnchin Mnchn	Lnchin Mnchn	Lnchin Mnchn
	KOIN	Macleod News	Come & Get It	House Party	House Party
	KGW	News	P. Frederick	Pepper Young	Happiness
	KEX	Paul Harvey	News-Washb'n	Sam Hayes	Farm News
1	KSLM	Better Shopper	William Mat	H'ry James Sho	H'ry James Sho
	KOCO	Magic Melody	Magic Melody	Magic Melody	Magic Melody
	KGAE	News&Mnchn	Lnchin Mnchn	Lnchin Mnchn	Lnchn Mnchn
	KOIN	Godfrey	Godfrey	Godfrey	Godfrey
	KGW	Bckstage Wife	Stella Dallas	Widder Brown	Woman in Hse.
	KEX	Kay West	Kay West	Kay West	Kay West
2	KSLM	Johnny Olson	Johnny Olson	News	Willam Mat.
	KOCO	Magic Melody	Magic Melody	Magic Melody	Magic Melody
	KGAE	News & Loung	Loter Lounge	Loter Lounge	Loter Lounge
	KOIN	Godfrey	Godfrey	Hilltop Hse.	Make Up Mind
	KGW	Plain Bill	Lorenzo Jones	Hotel for Pets	Pays to Marry
	KEX	News-Mullins	Moon Mullins	Moon Mullins	Moon Mullins
3	KSLM	Willam. Mat.	Willam. Mat.	Behind Story	Tello Test
	KOCO	Magic Melody	Magic Melody	Magic Melody	Magic Melody
	KGAE	News & Loung	Loter Lounge	Loter Lounge	Loter Lounge
	KOIN	Asht'n.On Spot	Aunt Mary	Take Thirty	Take Thirty
	KGW	Womn in Love	Womn in Love	Wom. Secret	M J Bennuett
	KEX	Moon Mullins	Moon Mullins	Moon Mullins	Moon Mullins
4	KSLM	Fulton Lewis	Hemingway	Here's Answer	Sam Hayes
	KOCO	Music U Want	Music U Want	Music U Want	Music U Want
	KGAE	Loter Lounge	Loter Lounge	Loter Lounge	Sign Off 4:45
	KOIN	Kirkham News	Music Spark	Kirkham News	Kirkham News
	KGW	New & Old	New & Old	New & Old	News 4:55
	KEX	Moon Mullins	Moon Mullins	Bob Blackburn	Bob Blackburn
5	KSLM	Sgt. Preston	Sgt. Preston	5 p.m. Frolics	5 p.m. Frolics
	KOCO	Slow Drive	Slow Drive	Guest Star	Song to Rembr
	KOIN	Ed R. Murrow	News	Sports Rd'up	Goss News
	KGW	Legislature	News	Jess Mason	Peterson
	KEX	Bob Blackburn	Bob Blackburn	Chet Huntley	B. Garred
6	KSLM	Gab. Heater	Eddie Fisher	V. Pinkley	Sam Hayes
	KOCO	Candlelight	Candlelight	News	88 Keys
	KOIN	Rose Clooney	The Choraliers	Amos 'n' Andy	Amos 'n' Andy
	KGW	Alex Dreier	60,000 Children	Stardust	Stardust
	KEX	News	Bill Stern	Club Mullins	Club Mullins
7	KSLM	Detective	Detective	Music	Music
	KOCO	Rosary	Music	Music	Sports Report
	KOIN	Night Watch	Night Watch	Suspense	Susp-Edwds
	KGW	Fibber McGee	Gildersleeve	NBC News	Spend Million
	KEX	Ed. Morgan	Vandercook	Silver Eagle	Silver Eagle
8	KSLM	Music	Music	Whistlin Tunes	Whistlin' Tunes
	KOCO	Track 1490	Track 1490	Track 1490	Track 1490
	KOIN	Tenn. Ernie	Tenn. Ernie	Lowell Thomas	Bing Crosby
	KGW	News of World	Man's Family	Roy Rogers	Roy Rogers
	KEX	Jack Gregson		Rhythm Party	Fav. Music
9	KSLM	Hardy	Music	Sweet 'n Swing	Sweet 'n Swing
	KOCO	Track 1490	Track 1490	Track 1490	Night News
	KOIN	Mike's Mailbag	Bal. & Records	Desert Inn Or.	Desert Inn. Or
	KGW	Bob Hope	Bob Hope	Bandwagon	Bandwagon
	KEX	Henry Jerome	Henry Jerome	Ralph Flan'gan	Ralph Flanagan
10	KSLM	Fulton Lewis	Wash. Go-Rd.	NW News	Platter Parade
	KOCO	Night Song	Night Song	Night Song	Night Song
	KOIN	5 Star Finale	Music	Good Evening	Good Ev.-News
	KGW	News	Sports Final	Barrie Craig	Barrie Craig
	KEX	News-McGow.	Dance Time	Dance Time	Dance Time
11	KSLM	Crime Fighters	Crime Fighters	Melodies	Melodies
	KOCO	Night Song	Night Song	Night Song	Night Song
	KOIN	Mus. Midnight	Mus. Midnight	Mus. Midnight	Mus. Midnight
	KGW	News	Jess Mason	6-20 Club	Guest Star
	KEX	Dance Time	Dance Time	Dance Time	Dance Time

Inside TV . . .

We Must Pay for Quality TV Shows

By EVE STARR

HOLLYWOOD—IT'S TIME TO PASS THE HAT INSTEAD OF THE BUCK: You want more good TV shows. So do we. That is the constant weekly nightly complaint throughout the nation. And it's going to remain constant until we all recognize the one glaring deficiency of television and agree to correct it.

TV has absolutely no economic support of its own. It subsists on what it can get from countless other industries, advertising hand-outs from soap, cars, beer and razor blades. It's got to build and earn an income more directly on its own. And that means pay-as-you-see programming and nothing less.

Many will argue that there should be enough advertising sponsors to foot the bills for sufficient quality entertainment on TV, but these people are more concerned with their own pocketbooks than with the hard, cold facts. The total tab for all our major television programs right now is resting, and rather heavily upon a scant 20 firms, and there just aren't any more large enough to foot such heavy bills. Any additional high-quality TV shows forthcoming are going to have to be financed from but one direction, and the finger is pointed straight at you and us.

An outstanding pioneer in this pay-as-you-go field is Zenith, who has run tests in New York and Chicago to prove first that the system can work very smoothly and that the general public won't squawk over a reasonable charge for added ehtertainment in the form of new motion pictures, outstanding Broadway shows and sporting events.

Progress has been interesting, conclusive and rapid. Already Zenith's original name for the system, Phonevision, is obsolete, because use of your telephone line for unscrambling pictures and sound is no longer necessary. Subscription is now the more correct term. The simplest method would be just that, subscriptions for a weekly, intricately-punched card to be inserted in a gadget attached to your set, automatically adjusting it to let you receive shows you've paid for.

To date, payments have been rewarding and enthusiastic. Returns indicate that most people will pay from a quarter to a dollar per family for good shows not otherwise available through advertising sponsors, and that such income for one good movie, for example, can gross from better than a half to better than a full million dollars if pay-as-you-go is installed nation-wide. That means Hollywood, as a movie center, can make more money cooperating with television than in fighting it as it has been doing so long.

Nor does this mean that all movie theatres will close and motion pictures will resort to television showings almost exclusively. This TV income can be in ADDITION to the usual theatre grosses of the past. On any night of the week you name there are more willing, potential movie attenders physically unable to go out to a movie—because of health, age, lack of baby-sitters, or just downright laziness, than are available as an attending theatre audience.

The over-enthusiastic argue that if even but a third of our TV sets shell out a dollar for an outstanding show some night, that picture will take in ten million dollars in a couple of hours. Well, a third of our sets won't be tuned in to such a show, simply because statistics indicate that more than two thirds of the nation's TVs would be tuned to other favorite programs or their owners will balk at the charge or even be sleeping off too heavy a dinner. But conservative, sensible estimates show that financial returns will be more than sufficient to make pay-as-you-see a whale of a success.

Not only are there not enough big advertising sponsors to buy us more good TV entertainment, but those who are doing so now can't afford to spread their shows beyond the heavily saturated customer areas. This makes it rough on the little and remote TV station. The only way the little station and rural folks will ever get even the top-notch shows city dwellers now enjoy gratis is through pay-as-you-go. They're ready and eager to start paying right now, more so than urban viewers accustomed to a fair spread of good entertainment at no charge. But the latter have proved a willingness to knock out the cheap, second-rate programs that predominate now and replace them with better entertainment out of their own pockets.

Zenith has proved its point well, and now it's high time the FCC snapped out of its slow motion and approved the pay-as-you-see subscription system that's the best solution up until now to the complaint you, yourself, probably voiced last night—we want more good TV shows!

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KOAC, 550 k.c.

KOAC (Thursday): 10:00 a.m.—The News and Weather; 10:15—Especially for Women; 10:30 — Calling Mrs. Oregon; 11:00—Oregon School of the Air—Living in Oregon: "Tree Wagon"; 11:15 — The Concert Hall; 12:00—The News and Weather; 12:15 p.m. — Noon Farm Hour; 1:00 — On Stage; 1:15 — Oregon School of the Air—Let's Sing America; 1:45—Radio Bookshelf; 2:00—Especially for Women—Home Garden Hour: "Orchids in the Parlor"; 2:30—Memory Book of Music; 2:45—Oregon School of the Air—Let Science Tell Us: "X-Ray"; 3:00—Oregon Reporter; 3:15 — Music of the Masters; 4:00 — University Hour; 5:00—Children's Theaer; 5:30—Let There Be Light; 5:45—Window on the World; 6:00—The News and Weather; 6:15—OSC Department of Music; 6:30—Headlines in Chemistry; 6:45—Daily Progress of Oregon State legislature; 7:15—Evening Farm Hour; 8:00 — BBC Theater; 9:00 — Music That Endures; 9:45—Evening Meditations—Christian House; 10:00 —Sign Off.

KVAL TV, VHF 13

EUGENE: KVAL-TV, Channel 13 (Thursday): 4:00 p.m. — Hawkins Falls; 4:15—Ship's Reporter; 4:30—World of Mr. Sweeney; 4:45—Stranger than Fiction; 5:00—Pinky Lee; 5:30—Guest Book; 6:00—Big Roundup; 6:30—News-Sports-Weather; 6:45—Webfoot Feats. Sportcaster Bob Anderson and Coach Bill Borcher will present the University of Oregon's basketball stars; 7:00—Range Rider; 7:30—Liberace; 8:00—You Bet Your Life, with the ad lib master Groucho Marx; 8:30—Amos 'n' Andy; 9:00—Mr. District Attorney, starring David Brian in the behind-the-scenes action of a law-enforcement officer; 9:30—Ford Theater; 10:00—Big Fights; 10:15—TBA; 10:30—Channel 13 Theater.

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Fleet Delays Dispatches, Newsman Says

TAIPEI, Formosa (UP)—Greg MacGregor of the New York Times complained Wednesday officers of the U.S. 7th Fleet delayed or suppressed every dispatch he sent during two weeks at sea.

MacGregor told Vice Adm. Alfred M. Pride he was not even allowed to send a message telling the Times where he was or why they were receiving no reports from him.

The correspondent said naval officers were "very generous with suggestions for changes in my copy, which they hinted would keep me on the good side of the Navy and get my dispatches transmitted."

"The admiral told me he was very much surprised and disturbed and would take steps to clarify and correct the situation immediately," MacGregor said.

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Thief Steals Marshal's Saddle

THE DALLES (UP) — An unknown thief has saddled himself with a prize that might not set as comfortably as he thought, according to Harold Sexton, U. S. Marshal for Oregon. The thief stole Marshal Sexton's saddle, and two others, from a ranch 45 miles south of here last weekend.

Experts estimate that about 20 million Americans have colds on any one winter day.

MODEST MAIDENS — By Jay Alan

"Never mind wrapping it, I'll eat it right here!"

BLONDIE — By CHIC YOUNG

DICK TRACY — By CHESTER GOULD

LITTLE ANNIE ROONEY — By DARRELL McCLURE

BUZ SAWYER — By ROY CRANE

MICKEY MOUSE — By WALT DISNEY

RIP KIRBY — By ALEX RAYMOND

GASOLINE ALLEY — By KING

BARNEY GOOGLE — By FRED LASSWELL