

Video Industry in 'Give-Away' Race

By CHARLES MERCER
NEW YORK (AP)—This will go down in the history of television as the season of the give-away program.

So many advertisers are trying to give away so much money these days that it's impossible to list the shows accurately. You barely catch your breath when there's a new flood of announcements of new ways of giving away money.

NBC-TV has something new on Saturday evenings called "The Big Surprise," with prizes up to \$100,000—apparently in an effort to top "The \$64,000 Question" on CBS Tuesday evenings.

Getting in the money mood of the give-away programs, "Truth or Consequences" (NBC-TV) dared a hypnotized 19-year-old girl to pick up \$100,000 last week. \$25,000 Cash

A new feature introduced on "Name That Tune" (CBS-TV) makes it possible for contestants to win as much as \$25,000 in cash. Edgar Bergen plans a new show called "Do You Trust Your Wife?" on which a contestant can win \$100 a week for a year—with the chance of winning the same amount for a second year.

"Stop the Music" (ABC-TV) plans a jackpot all-expense uranium prospecting tour in Canada—with the right to cash in on all the uranium you find.

You can't exactly call this type of program "something for nothing." But you can call it "something for very little." In exchange for giving a little accurate information you receive money. It's not gambling. You stake nothing of your own.

"Human Greed"
Some critics of the give-away program scornfully dismiss it as a

symptom of human greed. Well, it's true that we all like to win money, and everyone receives a few cents worth of vicarious pleasure from every dollar we watch another win.

But to at least one critic the give-away can't be dismissed as merely showing how greedy we are. It shows, rather, that everybody likes to get into the act. And television has picked on the device of money to get as many people as possible interested in the act.

Have you ever observed the rapt expressions of a studio audience when the roving camera picks them out on a give-away show? It's doubtful if they're merely enraptured by the amounts of money the contestants seek.

"Money a Device"
Rather, they have become tensely involved with the contestants themselves. They've decided whom they like and whom they hope will win. In short, they're participating. But not for money.

Money is merely the device to arouse the feeling of participation in the audience. It's a clever device that results in some clever shows—and some cheap shows. Cheap because the questioning is stupid and the studios of ceremonies dull-witted. True, too, that a give-away show is one of the most inexpensive to produce.

How long will the give-away program endure as a type of television entertainment?

Forever, hope those who like it. Only a short time longer, hope those who dislike it. Probably both groups of hopefuls are wrong.

Forever is a long time—especially on television, where nothing lasts very long and the quest for novelty is insatiable.

"Never Again"
There probably will be give-away programs for many seasons to come. But it's doubtful if ever again you'll hear as much talk about them as during this present season. Why?

Naturally not everyone can participate in a give-away show. And quite naturally a contestant appears only once or a few times, leaving the spectator with his sense of loyalty flagging once the contestant has gone away forever.

WASHINGTON (AP)—George Baker, 24, is a pedestrian not to be tackled lightly by motor cars. He accidentally stepped into the path of one.

When it hit him, he was thrown over the hood into the windshield.

Doctors examined him and said he was apparently unhurt.

But the car—it had a crumpled fender, a headlight knocked out, the hood ornament torn off and the windshield smashed.

Pedestrian, Car Collide; Vehicle Damaged Most

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State's U.S. Solons Blast Ike Policies

WASHINGTON (AP)—Sen. Douglas (D-Ill.) and Morse (D-Ore.) accused the Eisenhower administration Sunday of breaking campaign promises.

In a radio program prepared for broadcast in Oregon they aimed particular criticism at Vice President Nixon and Secretary of Agriculture Benson.

"The administration has broken its pledge," Douglas said, in a blast at GOP farm policies. He renewed his contention that President Eisenhower in campaign speeches in 1952 repeatedly endorsed the principle of farm price supports at 90 per cent of parity, but later switched to flexible price supports.

Douglas said Republicans, "Particularly in a speech by Vice President Nixon," now deny that Eisenhower promised to back 90 per cent price supports.

"What I find shocking about this is not only the fact that they failed to keep their pledge, but that they now deny that they ever made the pledge, or they say it was not given," Douglas added.

Morse said "It is so unfortunate that the Republican leaders are trying to crawl out on those commitments. They were made."

Interviewing Douglas on the program, Morse cited recent statements by Nixon which he said endorsed rural electrification (REA) and soil conservation programs. Morse said the votes of most Republican senators on REA and soil conservation legislation "can not be squared with what Nixon is talking about these days."

Douglas accused Secretary Benson of "an attempt to set the farmers and the industrial wage earners against each other on the principle of divide and conquer."

He and Morse challenged a speech Benson made recently to the National Agricultural Implements Assn. Morse quoted Benson as having told the association that "many of the wage increases for the industrial workers are not justified because they did not involve any increase in productivity."

Douglas said rises in the cost of farm implements are due primarily to bigger profits collected by the companies and that "they, of course, have in part tried to get out from under these increased prices by blaming it on labor."

Drive on Alcoholism Ordered in Poland
VIENNA, Austria (AP)—Radio Warsaw reports communist Poland's justice minister, Henryk Swiatkowski, has ordered a drive against mounting alcoholism. The minister has sharply increased penalties for drunkenness, the radio said. The nature of the penalties was not detailed.

WW I Hero's Body Moved To Arlington

WASHINGTON (AP)—Arlington National Cemetery Saturday received from a rural Indiana graveyard the body of Maj. Samuel Woodfill, hailed as America's greatest hero of the First World War.

A Fort Myer, Va., honor guard took the flag-draped coffin off a train at Union Station. It was taken to Arlington to be prepared for a military funeral Monday.

Secretary of the Army Brucker and the military and government dignitaries plan to attend the service.

Woodfill's death in 1951 at the age of 68 went almost unnoticed. He was buried with simple rites near Madison, Ind., the grave marked by a small metal plate.

A civic drive for funds to erect a monument came to the notice of Pentagon officials. They decided Woodfill should rest in Arlington, not far from Gen. John J. Pershing, who tagged him "the outstanding soldier of the A. E. F."

Pershing was commander of the American expeditionary force in France in 1917-18.

Woodfill earned this distinction by single-handedly wiping out a series of machine-gun nests that had been holding up an American offensive in the Argonne Forest on Oct. 12, 1918.

Turks Abduct Young Greeks

ATHENS, Greece (AP)—The darmer chief of Alexandroupolis said Sunday two young Greek fishermen were abducted Friday by Turkish soldiers. He said a vigorous protest lodged with the prefect of Adrianople (Edirne) in Turkey remained unanswered.

(A dispatch from Edirne said the governor's office categorically denied that Turkish soldiers had crossed the border and abducted two Greeks. The office said every frontier post had been checked and there was absolutely no basis for the report.)

DAILY CROSSWORD

ACROSS
1. A sunk fence (Gr. Brit.)
5. Projecting end of a church
9. Minute skin openings
10. A fruit from Italy
12. Subtle emanation
13. Mimicked
14. A gift of money
18. Nickel (sym.)
19. Large worm
20. Fruit
21. Thus (Lat.)
22. Long-haired wild ox (Asia)
23. Pursue game
24. Inlets
27. Chinese societies
28. Sacred bull (Egypt)
29. Bend
30. Narrow inlet (geol.)
31. Belonging to us
32. River (Asia)
35. Water god (Babyl.)
36. Krolonged
38. A suspension of judicial proceeding
40. Toward the lee (naut.)

DOWN
1. Periods of time
2. Tapestry
3. Warmth
4. Like
5. A tribe of the Naga Hills, Assam, Ind.
6. A theatrical production
7. A slight taste
8. Sunset and darkness
9. Part of a book
11. Decreases of a sovereign
15. Java tree
16. Vex
17. Toward
21. Central body of the solar system
22. No "no"
23. In what manner
24. Pet
25. Pain-relieving drugs
26. By way of
27. Ripped
29. Except

Saturday's Answer
31. Farm animal
32. One who doesn't work
33. Look askance
34. March date
36. Nestling
37. Entitle
39. Fussy
42. Negative reply
43. Exclamation

ANSWER
1. W 2. L 3. F 4. S 5. F 6. S 7. F 8. T 9. W 10. G 11. W 12. M 13. I 14. P 15. W 16. F 17. I 18. L 19. L 20. A 21. S 22. E 23. W 24. N 25. S 26. W 27. N 28. T 29. E 30. S 31. I 32. R 33. M 34. T 35. O 36. R 37. G 38. H 39. L 40. U 41. U 42. L 43. E 44. U

MONDAY'S BROADCASTS

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

TV HIGHLIGHTS
KPTV Monday's Highlights (Channel 27):
1:00 p.m.—Matinee Theater—Bergens in Emerald Stars Betty Furness and Lionel Atwill.
4:00 p.m.—Producers' Showcase presents "Cyrano de Bergerac," a 30-minute production of the classic French romance, in which Jose Ferrer recaptures his role as the swashbuckling, long-suffering, cynical, with Claire Bloom playing Roxanne.
9:30 p.m.—Robert Montgomery Presents "Paper Town," the story of a ruthless lumber baron who dominates not only the lumber town that bears his name, but because of his cunning, his son, with Barbara Britten, Jack Livesey and Harry Holcombe.
11:10 p.m.—Nite Owl Theater—"Acolyte for Murder" stars Hugh Beaumont and Ann Savage. A reporter sets out to "kill his girl friend's brother."
KOIN-TV Monday's Highlights (Channel 3):
1:30 p.m.—Armadillo Theater—"The Visitor" with Tonio Selwart, Cecil Mathews and Virginia Belmont.
4:30 p.m.—Robin Hood, is secretly hooded, disguised as a monk, is summoned to a shrine near Sherwood Forest kept by a friar named Tuck who secretly helps him escape to a distressed young girl named Mildred.
8:30 p.m.—Burns and Allen—George and Gracie, with true parental concern, try to talk their 19-year-old son, Ronnie out of dating a sophisticated lady who seduces her.
11:45 p.m.—Showtime on Six—"Obsessed" with Geraldine Fitzgerald and David Farrar. A woman's husband and her secretary each suspect the other for murder.
KLOR-TV Monday's Highlights (Channel 12):
5:00 p.m.—Mickey Mouse Club—"Riding the Sunset Trail." Gilbert Roland; News-reel—"Klasy Kid Kops; Mousekersy's with Music; Cartoon—"Shanghai."
8:00 p.m.—TV Readers' Digest

Channel Chuckles



"Well, that's the story, folks. Glad we could get together."

"Child Pioneer"—The story of 13-year-old John Rager, who accomplished an amazing feat. Upon the death of his father, and mother, in the long wagon train to Oregon, he completed the journey on foot, leading the younger children of the family.

8:30 p.m.—VOICE OF FIREFLY—Tonight's soloist is Jerome HINES, bass. Mr. Hines' program includes "Whispering Song" and "La Palumina" from "Barber of Seville."

9:30 p.m.—Medical Horizons—Television will take you to Georgetown University where specialists will describe the function of an artificial kidney which was used successfully in Korea.

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Inside TV ...

TV Color 'Fun But Not Worth Money'

By EVE STARR
HOLLYWOOD (AP)—STARR REPORT: Color television today is somewhat like the telephone used to be in its early years—sometimes you get a good connection and sometimes you don't.



He didn't like the interview script that had been prepared for him and refused to do it. Said he'd rather just ad lib on a special subject. The subject was careful driving. He addressed himself to young drivers the himself was just 24. He spoke thoughtfully and earnestly. At the end, he turned and started to walk away from the camera.

Then he stopped and turned back, impulsively. His last words were: "Drive carefully, kids. Remember, the life you save may be—mine." The film was scheduled to go on the air last Wednesday, four days after his death. It was cancelled. In all likelihood, it will never be seen.

SIGN OF THE TIMES: Young & Rubicam, one of the biggest advertising agencies in the world, grew and flourished in the days when radio was king. Today, it is still growing, still flourishing, but its once imposing list of radio shows has been reduced to precisely one "Talent Scouts," which is heard only every other week for Y&R's client, Lipton. Today, TV is king, with Y&R alone handling no less than 14 major shows, including such blue-chip entries as "I Love Lucy," "Our Miss Brooks," "The 20th Century-Fox Show," "Alfred Hitchcock Presents," and "Four Star Playhouse" and "What's My Line?" Anyone for Major Bowes?

KVAL TV, VHF 13
EUGENE: KVAL-TV, Channel 13 (Monday): 2:45 p.m.—Matinee Theater presents John Bar, Wanda McCord and The Great Escape (The Thrilling Night)—a couple on their honeymoon play host to cops and robbers. 4:30—Big Roundup (Rainbow's End): 5:30—(It's a Fact): 5:45—The News (Phil Seeger): 6:30—Headlines (Bob Anderson): 6:55—Weather Report (Harold Hatou): 7:00—For Your Information: 7:15—Little Rascals: 7:30—Better Schools: 8:45—Stop, Look & Listen: 9:00—Rin-Tin-Tin with Lee Haker, James Brown and Elaine DePoni: 9:30—News and Weather: 9:58—Theater: 9:00—Grand Ole Opry: 9:30—Badge 714: 9:58—Who Are You? 9:58—Robert Montgomery with Jack Webb and Ben Alexander in "The Big Sophomore," a 17-year-old boy is picked up for shoplifting: 10:30—The Hunter.

KOAC, 550 k.c.
KOAC (Monday): 10:00 a.m.—The News and Weather: 10:15—Specialty for Women—Home Extension Visits: "Children's Winter Wardrobe": 11:00—Oregon School of the Air—Standard School Broadcast: 11:30—The School of the Air—Land of Make-Believe: "Space Cat": 1:30—Let's Explore Art: 1:45—Look to the Skies: 2:00—Specialty for Women—Early Settlements of Oregon: "Newell House": 2:30—Memory Book of Music: 2:45—Oregon School of the Air—Great Moments in Oregon History: "Beginnings of the Northwest Fur Trade": 3:00—Oregon Reporter: 3:15—Music of the Masters: 4:00—Join the Navy: 4:15—On the Upbeat: 4:45—News Commentary: 5:00—Children's Theater: 5:30—Man's Right to Knowledge: 6:00—The News and Weather: 6:15—"Wandering Ballad Singer": 6:30—Flying Time: 6:45—Here's to Veterans: 7:00—Across the Desk: 7:15—Evening Farm Hour: 8:00—University of Oregon: 9:00—Music That Endures: 9:15—Winter Meditations—Rev. Leonard Thompson, First Baptist Church; 10:00—Sign Off.

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