SATURDAY'S BROADCASTS

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

TV HIGHLIGHTS

KPTV Saturday's Highlights (Channel 27):

11:15 a.m.—THE 18TH ANNUAL BLUE-GRAY (ALL STAR) GAME FROM MONTGOMERY, ALABAMA.

1:45 p.m.—THE 31ST ANNUAL EAST-WEST SHRINE GAME FROM SAN FRANCISCO.

11:35 p.m.—New Year's Eve from Times Square—Ben Grauer and Lee Meriwether interview merrymakers at the Sheraton Astor Hotel.

KOIN-TV Saturday's Highlights (Channel 6):

11:00 a.m. — Gator Bowl Football from Jacksonville, Florida — The powerful Auburn "Plainsmen" vs. the Vanderbilt "Commodores."

1:30 p.m.—Armchair Theater—"The Last Barricade": Frank Fox, Greta Gynt; "The Texan": Buffalo Bill Jr., Lucile Browne.

7:00 p.m. — Talent Scouts—"Children's Christmas Show," presented by Arthur Godfrey. Featured, will be Eddie Gurran, an 11-year-old boy soprano; Edward Auer, 14-year-old boy pianist, and Pauline Hahn, 14-year-old girl ventriloquist.

11:00 p.m. — Showtime on Six — "If This Be Sin": Myrna Loy, Richard Green, Peggy Cummings.

KLOR-TV Saturday's Highlights (Channel 12):

3:00 p.m. — Superman Cartoon — "Billion Dollar Limited"—A cartoon based on one of America's most famous comic strip characters.

3:15 p.m.—Top Secret—"Late Journey"—A brilliant scientist on par with, perhaps, Einstein dies. An associate professor has his suspicions raised by the strange death.

3:30 p.m.—Spotlite Theater—"Navy Bound," starring Tom Neal, Wendy Waldron and Regis Toomey. Three buddies in the U. S. Navy make up a crecker jack gun crew aboard the U.S.S. Massachusetts. One of the buddies, Joe, is a middleweight boxing contender. Joe takes on a fight with a pro for a winner-take-all purse.

11:00 p.m.—Cinema Showcase—"A Son Is Born," starring Ron Randell and Muriel Steinbeck. A dramatic tale of a mother's love for her son.

Channel Chuckles

By BIL KEANE

"Happy New Year!"

TELEVISION

KPTV, UHF 27; KOIN-TV, VHF 6; KLOR, VHF 12

HOUR		00:00	00:15	00:30	00:45
9	KPTV				
	KOIN		Cartoon Time	Andy's Gang	Andy's Gang
10	KPTV	Fury	Fury	Pinky Lee	Pinky Lee
	KOIN	Texas Rangers	Texas Rangers	Capt. Midnight	Capt. Midnight
11	KPTV		Blue-Gray FB	Blue-Gray FB	Blue-Gray FB
	KOIN	Gator Bowl	Gator Bowl	Gator Bowl	Gator Bowl
12	KPTV	Blue-Gray FB	Blue-Gray FB	Blue-Gray FB	Blue-Gray FB
	KOIN	Gator Bowl	Gator Bowl	Gator Bowl	Gator Bowl
1	KPTV	Blue-Gray FB	Blue-Gray FB	Blue-Gray FB	East-West FB
	KOIN	Gator Bowl	Gator Bowl	Armchair The.	Armchair Thea.
2	KPTV	East-West FB	East-West FB	East-West FB	East-West FB
	KOIN	Armchair The.	Armchair The.	Armchair The.	Armchair The.
	KLOR	Test Pattern	Test Pattern	Publ. Interest	Publ. Interest
3	KPTV	East-West FB	East-West FB	East-West FB	East-West FB
	KOIN	Armchair The.	Armchair The.	Armchair The.	Armchair The.
	KLOR	Superman	Top Secret	Spotlite Thea.	Spotlite Thea.
4	KPTV	Zoo Parade	Zoo Parade	Buff. Bill Jr.	Buff. Bill Jr.
	KOIN	Armchair The.	Armchair The.	Mom Showtme	Mom Showtme
	KLOR	Spotlite Thea.	Spotlite Thea.	Spotlite Thea.	Spotlite Thea.
5	KPTV	Sky King	Sky King	Wild Bill H'ck	Wild Bill H'ck
	KOIN	Big Picture	Big Picture	Variety Time	Variety Time
	KLOR	Hwd Backstage	Hwd Backstage	Wrestling	Wrestling
6	KPTV	Texas Rasslin'	Texas Rasslin'	Texas Rasslin'	Texas Rasslin'
	KOIN	K. Murray Sho	K. Murray Sho	Beat the Clock	Beat the Clock
	KLOR	Ozark Jubilee	Ozark Jubilee	Ozark Jubilee	Ozark Jubilee
7	KPTV	Death Valley	Death Valley	Big Surprise	Big Surprise
	KOIN	Godfrey Scouts	Godfrey Scouts	Sold'rs Fort'n	Sold'rs Fort'n
	KLOR	Academy Thea.	Academy Thea.	Academy Thea.	Academy Thea.
8	KPTV	Perry Como Sh	Perry Como Sh	Perry Como Sh	Perry Como Sho
	KOIN	Stage Show	Stage Show	Jackie Gleason	Jackie Gleason
	KLOR	Academy Thea.	Academy Thea.	Academy Thea.	Academy Thea.
9	KPTV	Highway Patr'l	Highway Patr'l	Durante Show	Durante Show
	KOIN	2 for Money	2 for Money	Always Jan	Always Jan
	KLOR	Lawrence Welk	Lawrence Welk	Lawrence Welk	Lawrence Welk
10	KPTV	George Gobel	George Gobel	Hit Parade	Hit Parade
	KOIN	Gunsmoke	Gunsmoke	Runyon Theat.	Runyon Theat.
	KLOR	Auction Fare	Auction Fare	Auction Fare	Auction Fare
11	KPTV	Champ. Bowl'g	Champ. Bowl'g	Champ. Bowl'g	New Yr. Eve.
	KOIN	Showtime on 6	Showtime on 6	Showtime on 6	Showtime on 6
	KLOR	Cinema Shows	Cinema Shows	Cinema Shows	Cinema Shows

RADIO

KSLM 1390 KOCO 1400 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	News			
	KOCO				
	KGAE	Salute to Sat.	Salute to Sat.	Salute to Sat.	Salute News
	KOIN	News-Music	KOIN Klock	KOIN Klock	KOIN Klock
	KGW	Music for Sat.	Monitor	Monitor	Monitor
	KEX	News-Kp Time	Keep Time	Ski-Keep Time	Keep Time
7	KSLM	Hemingway	Break Gang	Breakf. Gang	News
	KOCO	Early Worm	Early Worm	Early Worm	Ext. Serv.
	KGAE	Salute to Sat.	Salute to Sat.	Salute to Sat.	Exten. Serv.
	KOIN	KOIN Klock	News	Goss News	Consum. News
	KGW	Monitor	Monitor	Wthr-Monitor	Monitor
	KEX	News	Keep Time	Keep Time	Keep Time
8	KSLM	Bible Hour	Evangelist Hr.	Haven of Rest	Haven of Rest
	KOCO	Proudly Hail	Proudly Hail	Go to Town	World News
	KGAE	Salute to Sat.	Salute to Sat.	Salute to Sat.	Salute News
	KOIN	Story Master	Rbt. Q. Lewis	Rbt. Q. Lewis	Rbt. Q. Lewis
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Keep Time	Keep Time	Keep Time	Keep Time
9	KSLM	4-H Show	Farm & Home	Pastor's Call	Bargain C'n't'r
	KOCO	Music	4-H Club	Aunt Hallie	Aunt Hallie
	KGAE	Salute to Sat.	Salute to Sat.	Salute to Sat.	Salute News
	KOIN	News-Story	Garden Gate	Gunsmoke	Gunsmoke
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	No School	No School	Once 'on Time	Once 'n Time
10	KSLM	News	Music	Music	Music
	KOCO	Princess Mely	1490 Tune St.	1490 Tune St.	1490 Tune St.
	KGAE	Camera Club	Salute to Sat.	Hollyw'd Call'g	Salute News
	KOIN	News	Music	Galen Drake	Galen Drake
	KGW	McAnulty Mus.	McAnulty Mus.	McAnulty Mus.	McAnulty Mus.
	KEX	Stars Tomor'w	Stars Tomorr'w	Stars Tomorrow	Stars T'morrow
11	KSLM	Teen Tune T'm	Teen Tune T'm	Phonorama Tm	Phonorama Tm
	KOCO	1490 Tune St.	1490 Tune St.	1490 Tune St.	1490 Tune St.
	KGAE	Salute to Sat.	Salue to Sat.	Salute to Sat.	Salute to Sat.
	KOIN	'Gator Bowl	'Gator Bowl	'Gator Bowl	'Gator Bowl
	KGW	McAnulty Mus.	McAnulty Mus.	McAnulty Mus	McAnulty Mus.
	KEX	Met. Opera	Met. Opera	Met. Opera	Met. Opera
12	KSLM	Scott's Bike	News	Record Go-R'd	Record Go-R'd
	KOCO	World News	Sat. Matinee	Sat. Matinee	Sat. Matinee
	KGAE	News-Hits	Sat. Hits	Sat. Hits	Sat. Hits-News
	KOIN	'Gator Bowl	'Gator Bowl	'Gator Bowl	'Gator Bowl
	KGW	Farm & Home	Farm & Home	Monitor	Monitor
	KEX	Met. Opera	Met. Opera	Met. Opera	Met. Opera
1	KSLM	Record Go-Rd.	Record Go-R'd	Record Go-R'd	Record Go-R'd
	KOCO	Saturday Mat.	Saturday Mat.	Saturday Mat.	Saturday Mat.
	KGAE	Sat. Hits	Sat. Hits	Sat. Hits	News-Hits
	KOIN	'Gator Bowl	'Gator Bowl	'Gator Bowl	McLeod-News
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Met. Opera	Met. Opera	Met. Opera	Met. Opera
2	KSLM	East-West FB	East-West FB	East-West FB	East-West FB
	KOCO	Saturday Mat.	Saturday Mat.	Sat. Matinee	Sat. Matinee
	KGAE	Sat. Hits	Sat. Hits	Sat. Hits	Hits & News
	KOIN	News-CBS	N. Orl'ns Jazz	Shoppers News	Sat. at Chase
	KGW	McAnulty Mus.	McAnulty Mus.	McAnulty Mus.	McAnulty Mus.
	KEX	News-Davis	Al Davis	Al Davis	Al Davis
3	KSLM	East-West FB	East-West FB	East-West FB	East-West FB
	KOCO	Saturday Mat.	Sat. Matinee	Sat. Matinee	Sat. Matinee
	KGAE	Sat. Hits	Sat. Hits	Sat. Hits	Hits & News
	KOIN	News-Youth	Way of Youth	Treas. Show	Treas. Show
	KGW	McAnulty Mus.	McAnulty Mus.	Monitor	Monitor
	KEX	News-Davis	Al Davis	Bob Blackburn	Bob Blackburn
4	KSLM	Guest Star	Guest Star	Music	Music
	KOCO	Jrny into Jazz	Jrny into Jazz	Jrny into Jazz	Jrny into Jazz
	KGAE	Sat. Hits	Sat. Hits	Sat. Hits	Sign Off
	KOIN	Kirkham News	LeSeuer-Dng'r	Man Bites . . .	Man Bites . . .
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	News-Blkbrn	Bob Blackburn	Bob Blackburn	Bob Blackburn
5	KSLM	News	Twn. & Countr.	Music	Music
	KOCO	Cactus Jack	Cactus Jack	Dinner Music	Dinner Music
	KOIN	News-Weather	UN on Record	Harmon Spts.	Goss News
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	News-Blkb'rn	Bob Blackburn	As We See It	Wash'gton Wk.
6	KSLM	Hawaii Calls	Hawaii Calls	Western Serv.	Western Serv.
	KOCO	Dinner Music	Dinner Music	News	Sat. N D Party
	KOIN	Phila. Orch.	Phila. Orch.	Phila. Orch.	Phila. Orch.
	KGW	Heck Harper	Heck Harper	Gr. Ole Opry	Gr. Ole Opry
	KEX	News-Mullins	Club Mullins	Ski-Mullins	Club Mullins
7	KSLM	Wes'n Serenade	Wes'n Seren'de	Wes'n Serenade	Wes'n Serenade
	KOCO	Dance Party	Dance Party	Dance Party	Dance Party
	KOIN	News-City Style	Country Style	Jimmy Wakely	Jimmy Wakely
	KGW	Heck Harper	Heck Harper	Monitor	Monitor
	KEX	Treas. Show	Treas. Show	Moon Mullins	Moon Mullins
8	KSLM	Show Tunes	Show Tunes	Whistlin Tunes	Whistlin Tunes
	KOCO	Dance Party	Dance Party	Dance Party	Dance Party
	KOIN	Dancing Party	Dancing Party	Dancing Party	Dancing Party
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Moon Mullins	Moon Mullins	Moon Mullins	Moon Mullins
9	KSLM	News	Music	Sweet & Swing	Sweet & Swing
	KOCO	Dance Party	Dance Party	Dance Party	News
	KOIN	Dancing Party	Dancing Party	Dancing Party	Dancing Party
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Moon Mullins	Moon Mullins	Time-Dancing	Dancing Party
10	KSLM	Fulton Lewis	Music	News	Platter Parade
	KOCO	Dance Party	Dance Party	Dance Party	Dance Party
	KOIN	Dancing Party	Dancing Party	Dancing Party	Dancing Party
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Dancing Party	Dancing Party	Dancing Party	Dancing Party
11	KSLM	Dance Party	Dance Party	Dance Party	Dance Party
	KOCO	Dance Party	Dance Party	Dance Party	Dance Party
	KOIN	Dancing Party	Dancing Party	Dancing Party	Dancing Party
	KGW	News-Nightcap	Broadway Best	Music	Music
	KEX	Dancing Party	Dancing Party	Dancing Party	Dancing Party

KVAL TV, VHF 13

EUGENE: KVAL-TV, Channel 13 (Saturday): 3:30 p.m.—Saturday Matinee Theater with Roddy McDowell in "Black Midnight," a story of a boy's faith in and patience with a horse which has been labeled a "killer;" 5:00—Stars of the Western Range; 6:00—TBA; 6:45—Drew Pearson; 7:00—Lawrence Welk; 8:00 — Caesar's Hour; 9:00 — People Are Funny; 9:30—His Honor Homer Bell presents "Aunt Catherine"—a story of the outcome of 20-year-old fib; 10:00—George Gobel Show; 10:30 — Your Hit Parade; 11:00 — Request Playhouse—Dean Jagger in "A Yank in London," an English film — the story of an American sergeant romantically involved with the daughter of a British major.

KOAC, 550 k.c.

KOAC (Saturday): 10:00 a.m.—The News and Weather; 10:15—Especially for Women — American Medical Association; "The Best Is Yet to Be;" 10:45—Story Time; 11:00—Music From Interlochen; 11:50—Organ Music of the Centuries; 12:00—The News and Weather; 12:15 p.m. — Noon Farm Hour; 1:00—The Poet Sings; 2:00 — Music of the Masters; 4:00—On the Upbeat; 5:00—Children's Theater — Stories 'n' Stuff; 5:30 — Over the Back Fence; 5:45—French Press Review; 6:00—The News and Weather; 6:15—Lifetime of Mental Health — "Educational Dramatics;" 6:45—Bride of Lammermoor; 7:15—Grand Opera Tonight; 8:45—The News and Weather; 9:00—Evolution of Jazz; 9:45—The News and Weather; 10:00—Sign Off.

SUNDAY'S BROADCASTS

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TV HIGHLIGHTS

KPTV Sunday's Highlights (Channel 27):

1:00 p.m.—In "Wide Wide World" Dave Garraway presents "New Year's" visits to various parts of the United States.

4:30 p.m.—Sunday Spectacular — "Happy New Year" program with figure skating, music and comedy.

9:00 p.m.—Goodyear Playhouse — Eddie Albert and June Lockhart costar in "Rise Up and Walk," a story of a polio victim's battle to recuperate.

10:00 p.m.—Loretta Young Show—John Erieson and Dorothy Malone in "Ticket for May," drama of a rancher who goes to buy a train ticket for his wife, who is leaving him, when a murderer enters their home and holds her hostage.

KOIN-TV Sunday's Highlights (Channel 6):

1:00 p.m.—Years of Crisis, 1955—CBS correspondents around the world join Edward R. Murrow in New York for a comprehensive report and analysis of the year's major news developments.

7:00 p.m.—Jack Benny Program — Jack play the "Old Year" and as he leaves to welcome in the "New Year," he reviews the events of the past 12 months in a humorous and sentimental vein.

8:00 p.m.—Ed Sullivan Show—Sullivan presents, "1955 Stardust Parade" of 10 young headline acts.

9:00 p.m.—General Electric Theater—Joyce Van Der Veen co-stars with Lilli Darvas and Steven Geray in "The Portrait of a Ballerina."

10:30 p.m.—First Run Theater — "Summer Storm"; with Linda Darnell as an adventurous siren.

KLOR-TV Sunday's Highlights (Channel 12):

4:30 p.m.—Father Mac's Album — Father A. M. McDowell speaks on "The New Year and Change"—"The power to change is both our greatest weakness and our greatest strength."

4:45 p.m. — Imperial Theater — "Black Mask" with Cesare Danova and Gianna Borelli. An old offender is sentenced to death for the murder of a judge. The Black Mask, knowing the offender to be innocent, uses his wit and, when necessary, his flashing sword to discover the real murderer. (Top Italian production with English dialogue).

7:30 p.m.—Famous Film Festival—Part 2 of "The Red Shoes," based on a famous Hans Christian Anderson story, starring Marius Goring as the brilliant young composer who falls in love with the beautiful prima ballerina, played by red-haired Moira Shearer.

11:00 p.m.—Coronet Theater—"The Second Candle," starring Whitfield Connor and Mable Paige. The heart warming story of a woman whose beloved husband dies and her struggle to regain the faith she lost as a result of the tragedy.

TELEVISION

KLOR, VHF 12; KPTV, UHF 27; KOIN-TV, VHF 6

HOUR		00:00	00:15	00:30	00:45
11	KPTV				
	KOIN	Lamp Unto Ft.	Lamp Unto Ft.	Person Can Do	What's Trouble
	KLOR			Wild Bill H'ck	Wild Bill H'ck
12	KPTV	Faith Today	Faith Today	This Is Life	This Is Life
	KOIN	TBA	TBA	Lone Ranger	Lone Ranger
	KLOR			Publ. Interest	Publ. Interest
1	KPTV	Wide World	Wide World	Wide World	Wide World
	KOIN	Y'r Crisis: '55	Y'r Crisis: '55	Y'r Crisis: '55	Y'r Crisis: '55
	KLOR	Christophers	Christophers	Big Picture	Big Picture
2	KPTV	Wide World	Wide World	Christophers	Christophers
	KOIN	Omnibus	Omnibus	Omnibus	Omnibus
	KLOR	Relig. T'n Hall	Relig. T'n Hall	Stars Tomorr.	Stars Tomorr.
3	KPTV	Dr. Spock	Dr. Spock	Telecourse	Telecourse
	KOIN	Omnibus	Omnibus	Armch. Thea.	Armch. Thea.
	KLOR	Super Circus	Super Circus	The Pastor	Christian Sci.
4	KPTV	People's Ch'ce	People's Ch'ce	Color Spread	Color Spread
	KOIN	Armch. Thea.	Armch. Thea.	Armch. Thea.	Armch. Thea.
	KLOR	Europe Crus.	Europe Crus.	Fr. Mac's Alb.	Imperial Thea.
5	KPTV	Color Spread	Color Spread	Color Spread	Color Spread
	KOIN	Lucy Show	Lucy Show	City Detective	City Detective
	KLOR	Imperial Thea.	Imperial Thea.	Imperial Thea.	Imperial Thea.
6	KPTV	Drew Pearson	Red Barber	Cartoon Party	Cartoon Party
	KOIN	You Are There	You Are There	Lassie	Lassie
	KLOR	Oral Roberts	Oral Roberts	Doug Fairb'ks	Doug Fairb'ks
7	KPTV	Great Life	Great Life	Roy Rogers	Roy Rogers
	KOIN	Jack Benny	Jack Benny	What's My Line	What's My Line
	KLOR	U Asked for It	U Asked for It	Famous Films	Famous Films
8	KPTV	Capt. Gallant	Capt. Gallant	Old Time Mv.	Old T. Movies
	KOIN	Ed Sullivan	Ed Sullivan	Ed Sullivan	Ed Sullivan
	KLOR	Famous Films	Famous Films	Famous Films	Famous Films
9	KPTV	Goody'r Playh's	Goody'r Playh's	Goody'r Playh's	Goody'r Playh's
	KOIN	G-E Theatre	G-E Theatre	Alf. Hitchcock	Alf. Hitchcock
	KOIN	Chance Lifet.	Chance Lifet.	Mack Am. Hr.	Mack Am. Hr.
10	KPTV	Loretta Young	Loretta Young	Justice	Justice
	KOIN	Adventure	Adventure	1st Run Theat.	1st Run Theat.
	KLOR	Mack Am. Hr.	Mack Am. Hr.	World Tomorw	World Tomorw
11	KPTV	Meet the Press	Meet the Press	Paul & Ford	
	KLOR	Coronet Theat.	Coronet Theat.		

RADIO

KSLM 1390, KOCO 1400 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
		KOIN—6:30 a.m. — Church of the Air			
7	KSLM	Dawn New Y'r	Dawn New Y'r	Dawn New Y'r	Dawn New Y'r
	KOIN	News-E. P. Bgs	News-E. P. Bgs	Church of Air	Church of Air
	KGW	Radio Pulpit	Radio Pulpit	Eternal Light	Eternal Light
	KEX	Game Commiss	Concert Hall	Concert Hall	Concert Hall
8	KSLM	Cons'v Baptist	Salem Acad.	Back to God	Back to God
	KOCO	Mus. for Sun.	Mus. for Sun.	Mus. for Sun.	Mus. for Sun.
	KGAE	Waffle Club.	Waffle Club	Waffle Club	Waffle Club
	KOIN	Inv. Learn	Inv. Learn	Salt Lake Tab.	Salt Lake Tab.
	KGW	Mus. for Sun.	Mus. for Sun.	Mus. for Sun.	Mus. for Sun.
	KEX	Dr. Barnhouse	Dr. Barnhouse	Light & Life	Light & Life
9	KSLM	Bible Class	Bible Class	Voice of Proph.	Voice of Proph.
	KOCO	Mus. for Sun.	Mus. for Sun.	Organ Loft	Organ Loft
	KGAE	Roberts Organ	Roberts Organ	Waffle Club	Waffle Club
	KOIN	Univ. Explorer	Jewish Faith	Yule Carols	News, CBS
	KGW	Scandi. Hour	Scandi. Hour	Scandi. Hour	Skandi. Hour
	KEX	Quaker Hour	Quaker Hour	Chosen People	Home Dem'st'r
10	KSLM	News	Christian Sci.	Frank & Ern'st	Songs of Devo.
	KOCO	Presbyterian	Presbyterian	Manh. Mel.	Songs to Rem.
	KGAE	Hit Revue	Hit Revue	Hit Revue	Songs Remem.
	KOIN	St. Franc. Hr.	Music	World Affairs	World Affairs
	KGW	Music for Sun.	Music for Sun.	Music for Sun.	Music for Sun.
	KEX	Ralph Rogers	Ralph Rogers	Ralph Rogers	Ralph Rogers
11	KSLM	Prayer	Prayer	First Methodist	First Methodist
	KOCO	First Baptist	First Baptist	First Baptist	First Baptist
	KGAE	Calvary Bapt.	Calvary Bapt.	Calvary Bapt.	Calvary Bapt.
	KOIN	Symphonette	Symphonette	CBS Feature	CBS Feature
	KGW	Church Serv.	Church Serv.	Church Serv.	Church Serv.
	KEX		Ralph Rogers	Ralph Rogers	Ralph Rogers
12	KSLM	News	Rad Canaries	News Cavalc.	News Cavalc.
	KOCO	World News	World News	Sun. Matinee	Sun. Matinee
	KGAE	News	Sun. Serenade	Sun. Serenade	Seren. News
	KOIN			Bob Crosby	News
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Ralph Rogers	Ralph Rogers	Ralph Rogers	Ralph Rogers
1	KSLM	Broadw. Cop	Broadw. Cop	Publ. Pros.	Publ. Pros.
	KOCO	Sun. Matinee	Sun. Matinee	Church Rep.	Church Rep.
	KGAE	Serenade	Sun. Serenade	Sun. Serenade	Seren. News
	KOIN	Percy Faith	Percy Faith	Percy Faith	Percy Faith
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Revival Hour	Revival Hour	Revival Hour	Revival Hour
2	KSLM	John Steele	John Steele	Aft. Melod.	Aft. Melod.
	KOCO	Sun. Matinee	Sun. Matinee	Sun. Matinee	Sun. Matinee
	KGAE	Sun. Serenade	Sun. Serenade	Sun. Serenade	Sun. Serenade
	KOIN	Sun. Aft'noon	Sun. Aft'noon	Philharmonic	Philharmonic
	KGW	U Live-Red. Th.	Radio Theater	Radio Theater	Radio Theater
	KEX	Prophecy	Prophecy	Greatest Story	Greatest Story
3	KSLM	Crime Fight'rs	Crime Fight'rs	City Editor	City Editor
	KOCO	Sun. Matinee	Sun. Matinee	Sun. Matinee	Sun. Matinee
	KGAE	Sun. Serenade	Sun. Serenade	Sun Serenade	Sun. Serenade
	KOIN	Philharmonic	Philharmonic	Philharmonic	Philharmonic
	KGW	Meet the Press	Meet the Press	Monitor	Monitor
	KEX	Billy Graham	Billy Graham	Her'ld of Truth	Herald of Truth
4	KSLM	Aft. Melod.	Aft. Melod.	Mennonite Hr.	Mennonite Hr.
	KOCO	Sun. Matinee	Sun. Matinee	Sun. Matinee	Sun. Matinee
	KGAE	Sun. Serenade	Sun. Serenade	Senator Morse	Sign Off
	KOIN	News-Bergen	Edgar Bergen	Edgar Bergen	Edgar Bergen
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Evening Comes	Evening Comes	Join Navy	Blue Serenade
5	KSLM	News	U Never Know	Lutheran Hour	Lutheran Hour
	KOCO	Sun. Matinee	Sun. Matinee	Sun. Matinee	Sun. Matinee
	KOIN	Hollyw. Music	Hollyw. Music	CBS Newsr'm	CBS Newsroom
	KGW	Monitor	Monitor	Shirley Thomas	Shirley Thomas
	KEX	Town Meeting	Town Meeting	Town Meeting	Town Meeting
6	KSLM	Front Page	Front Page	Rin Tin Tin	Rin Tin Tin
	KOCO	Sun. Matinee	Sun. Matinee	Sun. Matinee	U Never Know
	KOIN	Miss Brooks	Miss Brooks	2 for Money	2 for Money
	KGW	Monitor	Monitor	Monitor	Monitor
	KEX	Drew Pearson	Jimmy Fidler	Many Things	Here's to Vets
7	KSLM	Memory Room	Memory Room	Drew Pearson	Evening Serv.
	KOIN	Gene Autry	Gene Autry	Gunsmoke	Gunsmoke
	KGW	Speak Up	Speak Up	Amer. Forum	Amer. Forum
	KEX	News-Music	Overseas As'gn	Travel Talk	Geo. Socolsky
8	KSLM	Music	Music	News	Medicine Ser.
	KOIN	Facts-Miller	Mitch Miller	Mitch Miller	Mitch Miller
	KGW	Music Fest.	Music Fest.	Mus. Fest.	Mus. Fest.
	KEX	Mon. H'dlines	UO Rad. Fr'm	UO Rad. Fr'm	Faith in Times
9	KSLM	News	Editorially	Peace in Valley	Peace in Valley
	KOIN	Juke Bx. Jury	Juke. Bx. Jury	Juke Bx. Jury	Juke Bx. Jury
	KGW	Music Fest.	Music Fest.	Meet Press	Meet Press
	KEX	Kath Kuhlman	Kath Kuhlman	Look to Skies	Guest Star
10	KSLM	Hr. of Decision	Hr. of Decision	Global Frontier	Bob Considine
	KOIN	Sun. Nite Fin.	Memories	St. Francis Hr.	Face Nation
	KGW	Rich. Reporter	Vets' News	Cath. Hour	Cath. Hour
	KEX	Final Edition	Finest Music	Revival Time	Revival Time
11	KOIN	Face Nation	Music Midnite	Music Midnite	Music Midnite
	KGW	News Nightcap	City Council	City Council	City Council
	KEX	Billy Graham	Billy Graham	Paul Carson	Paul Carson

Inside TV

Sponsors Shy From 'Culture' Programs

By EVE STARR

STARR REPORT: It is an unfortunate economic fact that the people who make the loudest demands for cultural and educational TV programs are the people who don't have to pay for them. They just want to see them. And a lot of these people don't see them when they are done. They just feel very righteously, that such shows "ought" to be done. Then they go back to watching Milton Berle and the wrestlers in the privacy of their living rooms.

Advertising men, by and large, the interested in just one thing — selling the product. They are also interested in a yardstick known as the "cost per thousand," or the cost of reaching 1,000 people with an advertising message. Obviously, the greater the audience, the less the cost per thousand. Also, obviously, the better the entertainment, the greater the audience.

Cultural shows traditionally reach a comparatively small audience. Ed Murrow, for instance, did a magnificent job with his "See It Now" devoted to education, but no sponsor would touch it. CBS paid for it out of its own pocket. NBC's "Assignment: India" was a noteworthy contribution to the ranks of the cultural - educational shows, but again there was no sponsor. NBC paid for it. And the same thing holds true with NBC's opera series. "Bring opera to television!" cry the purists. So NBC brings opera to television, and nobody wants to foot the bill. SO the network foots the bill.

It is shows such as these which may not only force the pay-as-you-see-TV issue out into the open but prove once and for all that people won't pay for such shows in great enough numbers to make them worthwhile. I, for one, would be delighted to watch an "Assignment India" if NBC wants to give it to me; but I will be more honest than most and admit quite frankly that I wouldn't drop a coin in a slot for the privilege of seeing it.

It's a nice little problem TV is facing. Culture the way the professional TV people look at it, can be a blamed nuisance. Everybody wants it and nobody will buy it.

Quite frankly, I don't think everybody wants it at all. I think very few people really want it. There is a touch of the snob in all of us, and it is this touch that is raising all the ruckus. Everybody likes to talk about drinking champagne, but actually very few people really like it.

NBC, TICKLED TO DEATH over the reception of its "Sleeping Beauty" ballet (chalk one up for culture — it reached 30,000,000 people), has now scheduled the Laurence Olivier movie, "Richard III," for some time in March. It will run a full three hours, and in color. Let's hope it will be on a nice rainy Sunday afternoon.

WHEN "WIDE, WIDE WORLD" included a live pickup from the top of Mt. Washington in New Hampshire last week, four cameramen found themselves stranded up there in a howling blizzard with the temperature down to 35-below and the wind up to 90 miles per hour. They spent quite a few days in a weather shack (heated, fortunately) before a specially equipped snow tractor could fight its way up there to bring them back. Film TV was never like this.

STARRDUST: NBC in Hollywood hired more than 450 new people during 1955, not counting talent. When one network has to increase its staff by that much in a single year, there can no longer be much argument that TV is king on the west coast. I can remember a time when there weren't 450 TV people in all of Hollywood. . . New film series called "The Reporter" is in the offing, to be narrated by such well known newsmen as Quentin Reynolds, John Gunther, Paul Gallico and Bob Considine.

Hollywood's latest rave is Marcel Marceau, the young French pantomimist who first appeared in this country on Max Liebman's Maurice Chevalier spectacular and just recently played a week at the Biltmore hotel here in Los Angeles. Gower Champion, a dancer himself, calls it one of the greatest acts he's ever seen, and Dinah Shore has signed him for her Jan. 17 "Chevy Show," her first hour-long appearance in a show of her own.

SHORT SHOTS: It's still very much in the rumor stage, but the rumor persists that NBC would dearly love to slot a Walter Winchell - controlled variety show opposite Ed Sullivan on Sunday nights. Idea is that Winchell could lure even bigger and better stars than can Sullivan. . .No less a movie personage than David O. Selznick has been approached to produce a TV film series. And the Selznick answer still isn't no. . . Economic note. When Lugene Sanders, as Babs Riley, got married on the "Life of Riley" show, she rented her own wedding dress to the show for $30.

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KVAL TV, VHF 13

EUGENE: KVAL-TV, Channel 13 (Sunday): 12:00 noon—Championship Bowling; 1:00 p.m.—Dave Garraway presents New Years Visits to various parts of the United States; 2:30—Shell First-Run Theater presents "Broadway Limited"—a publicity stunt ends in a kidnaping charge; 4:00—This Is the Life; 4:30—Sunday Spectacular—Happy New Year program, with skating, music and comedy; 6:00 — Meet the Press in an interview with Secretary of Commerce Sinclair Weeks; 6:30—I Spy; 7:00 — It's a Great Life; 7:30 — Life with Elizabeth; 8:00—Grand Ole Opry; 9:00—The Whistler; 9:30—Four-Star Playhouse with Charles Boyer, Maureen O'Sullivan and Dan Tobin in "The Gift;" 10:00 — The Loretta Young Show presents Dorothy Malone and John Ericson in "A Ticket for May;" 10:30 — Sunday Showtime presents "Fame and the Devil."

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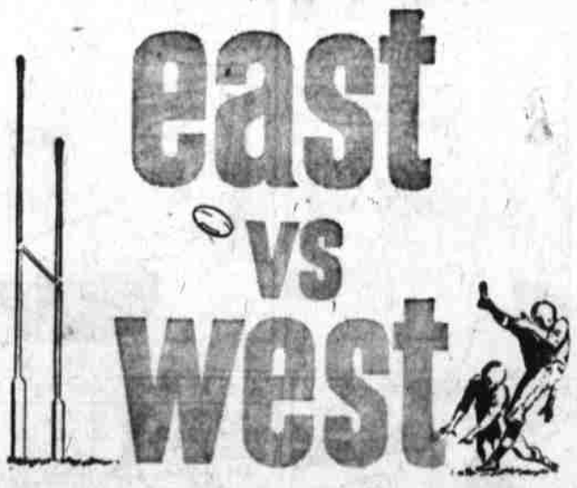

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TODAY 1:45 P.M. CHANNEL 27

U.S. 'Ready For Trouble' In Korea Area

WASHINGTON (AP)—Secretary of the Army Brucker said Friday that if the Communists start anything in Korea "we are ready."

Interviewed on his return from a West P