Inside TV . . .

Oregon Town in TV Publicity Stunt

By EVE STARR

HOLLYWOOD—SPECIAL STARR REPORT: If we were to drive along a mountain highway about 180 miles from Portland, Ore., on the east side of the Cascade Mountains, we'd come to a section amid beautiful surroundings called Deschutes county. Beside the scenery we would see such signs as "Brothers," "Sisters" and "Three Sisters," which might lead us to believe that we were reviewing the names of a large family that felt "it pays to advertise." Investigation would prove, however, that in reality these were the names of towns. Not large towns, it's true, but towns none the less, and the inhabitants are justly proud of them. Let's take Brothers as an example.

Inhabitants 15 (mostly farmers). Stores? Of course. A small grocery store, a service station and a primitive post office. And no telephones!!! Sounds like just the place for a quiet vacation. But the townspeople of Brothers were in for a "night on the town" they didn't expect.

To prove that all publicity and promotion stunts are not devised in Hollywood or New York, Roger Johnson of UP on behalf of CBS called from Portland to tell me the plans for the party and preview. It all stemmed from the build-up being given the new television series called "The Brothers," which debuts Oct. 2. The theatre of the series is San Francisco, but the combined Press Clubs of Portland and San Francisco gave a joint dinner and preview showing in their respective cities.

All the inhabitants of the town of Brothers were invited to attend. And all did—with the exception of three (left to take care of the town). Having no phone service, Mr. Herman Edward, president of the Oregon Press club, called the highway patrol who were more than happy during the course of their duty to take the time to deliver invitations to the people of Brothers personally. What service.

At the dinner the inhabitants of Brothers were introduced by Paul Spaeglе, the president of the San Francisco Press club, over a telephone booster system to the stars of the new television series, Gale Gordon and Bob Sweeney. Both well known for their portrayals of Osgood Conklin, the apoplectic high school principal in "Our Miss Brooks," and Bob Sweeney for Gilly Cobb, the puckish peanut tycoon in "My Favorite Husband," and who last season appeared as vice-principal on "Our Miss Brooks."

"The Brothers" is a story of two bachelor brothers who are commercial family photographers in San Francisco. One is older and stuffy and the other young and irrespressible. Gale tells me it will be a welcome relief from the pompous Osgood Conklin that he's played for so long. "It was beginning to get me down; every time I pass a schoolhouse I shudder."

"Brothers" is the brainchild of four men, all formerly associated with each other and now united in a partnership for the venture. They are Edward Feldman, the producer, and Hy Averback, who directs Gale Gordon and Bob Sweeney, the bachelor brothers. Newly formed, their Dallad Productions may be the beginning of a great future (Desilu started with just "I Love Lucy") if the show catches on. "We're in a wonderful time spot," said Gale, "Tuesday following the 'Phil Silvers' show, which gives us millions of viewers to begin with. All we have to do is keep them interested. That's up to us."

I've seen the pilot film, and with this quartet of combined talents this series should, by all indications, be a hit.

The people of the town of Brothers all enjoyed their night out, and we envy them returning to the peace and quiet of their community. Just imagine—no welcome jangle of telephones. But they do have television sets and will be dialing in for the official debut on Oct. 2 (CBS), as will most of the country.

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KOAC, 550 k.c.

KOAC (Friday): 10:00 a.m. — The News and Weather; 10:15—Especially for Women; 10:45 — Summer Story Time; 11:00—The Concert Hall; 12:00—The News and Weather; 12:15 p.m.—Noon Farm Hour; 1:00—Farm Institute; 1:30—Proudly We Hail; 2:00—MacDonald's Anthology; 2:30—Memory Book of Music; 3:00—Oregon Reporter; 3:15—Music of the Masters; 4:00—The Aging in Europe; 4:15—On the Upbeat; 4:45—News Commentary; 5:00—Children's Theater; 5:30—Dr. Tim, Detective; 5:45—Let There Be Light; 6:00—The News and Weather; 6:15—Broadway Melody; 6:30—Guest Star; 6:45—Dinner Music; 7:00—Window on the World; 7:15 — Evening Farm Hour; 8:00—The Colgate Concerts; 9:00—Music That Endures; 9:55—The News and Weather; 10:00—Sign Off.

KVAL TV, VHF 13

EUGENE: KVAL TV, Channel 13 (Friday): 12:00—Queen for a Day; 12:45 p.m.—Modern Romances; 1:00—Comedy Time; "I Married Joan—Eviction Show"; Brad has a showdown with Joan over her persistent tardiness; 1:30—Bandstand; 2:00—Matinee — Gas House Kids in Hollywood"; 4:30—Big Roundup: Cartoons entitled "Brownies Victory Garden," "Robin Hood Rides Again," "Uncle Tom & Little Eva," "Noah's Ark"; 5:00 — Cavalcade of Sports: Bobby Boyd vs. Joey Giardello, middleweights, 10 rounds; 6:00—Crunch & Des: "Red, Red—and Red"; 6:30 — Flame: "Old Flame." Music has been added by Spring; 8:30—Crossroads: Rod Cameron stars in "Deadly Fear"; 9:00—Mayor of the Town: "Butch's Embezzlement"; 9:30—Highway Patrol: "Hostageny"; 10:00—Powerland Story; 10:25—The Movies: "The Mask of Dijon," with Jeanne Bates, Eric von Stroheim.

At Willamette

Little Colonel Candidates Announced

By FLOSSY HODGE
Statesman Correspondent

Nu Delta chapter of Chi Omega at Willamette University is holding a combination tea and open house this Sunday afternoon from 2 until 4:30 o'clock at their new chapter house, 425 North Fourteenth Street. The tea is in honor of their housemother, Mrs. Mary Langan.

A "Smarty Party" will be held on October 17 in honor of all freshman women and including all women scholarship holders. The reception, sponsored by Cap and Gown, senior women's honorary, will be held in Doney Hall at 6:30 o'clock. Dr. Martha Springer, recently appointed to the American Association of University Women's creditations committee, will be the speaker.

Margie Wood, Panhellenic president, was named Coed of the Month for September by the AWS Executive Council this week. A member of Pi Beta Phi, Margie received an award last spring for her outstanding work on stage settings in drama productions. She also is credited for the cover of the 1954 Freshman Glee program and for the 1956 Wallulah cover. Marie is a member of Cap and Gown. The award will be given in recognition of her outstanding organization during fall rush.

Honorary Taps Members

With a tricky dance routine, members of Beta Alpha Gamma, sophomore women's honorary, tapped their new members at the living organization dinner tables Tuesday evening. The new BAGs are Barbara Roach, Medford; Lynn Schrock, Bend; Linda Berry, Burlingame, Cal.; and Barbara Dennis and Kay Sanford of Portland. Salem student Kay Ruberg is president of this honorary.

Six candidates for Little Colonel of the Military Ball have been chosen by their living organizations this past week. A court of three will be voted on by ROTC members later in the month.

Doney Hall's nominee is Sara Pope, a freshman sociology major from Watsonville, California. Sophomore Jean Galbraith from Orinda, California, represents Lausanne Hall. A language major, Jean plans to teach. Pledge class president Toni Folsom from Beaverton is Chi Omega's candidate. Delta Gamma's choice is Jean Pritchard, a freshman English major from Walnut Creek, California. Lynn Schrock, sophomore from Bend, is Pi Beta Phi's nominee. Running for Alpha Chi Omega is Helen Waggoner, a freshman pledge from Portland and former student of Washington High.

Pattern

4554
14½—24½
by Anne Adams

Half Sizers! Need a pretty new dress for fall? Sew this in a jiffy! It's proportioned to fit the shorter, fuller figure perfectly — no alteration worries with this smart step-in style! And so flattering — those side-swept lines just whittle the inches away!

Pattern 4554: Half Sizes 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ takes 3¾ yards 39-inch fabric.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send THIRTY-FIVE cents in coins for this pattern — add 5 cents for each pattern for 1st-class mailing. Send to ANNE ADAMS, care Oregon Statesman, 407 Pattern Dept., 243 West 17th St., New York 11, N. Y. Print plainly NAME, ADDRESS with ZONE, SIZE and STYLE NUMBER.

Bride at Church Nuptials

Mrs. Ralph J. Klenski (Enid Lee Miller) whose wedding took place September 21 at the Central Church of Christ. The bride is the daughter of Mr. and Mrs. Floyd M. Miller and Mr. Klenski is the son of Mr. and Mrs. Lee Dugger of Brooks. The couple will live in Salem. (Jesten-Miller Studio).

Miss Jean Downs Becomes Bride of Ronald Boillot

PEDEE — Miss Jean Downs, daughter of Mr. and Mrs. James Downs of Valsetz, became the bride of Ronald Boillot, son of Maurice Boillot, of Monmouth, at a 2 o'clock ceremony at the First Christian Church in Monmouth on Saturday, Sept. 15. The Rev. Richard Owens performed the ceremony.

The bride wore a gown of satin and Chantilly lace with train and tight fitted bodice with seed pearl trim and fingertip veil with seed pearls. She carried a white Bible marked with orchids.

The maid of honor was Miss Pat Bliss, Valsetz, and the bridesmaids were Miss Coleen Wright, Valsetz, Miss Beverly Birchell, Salem, and Miss Peggy Houston, Carlton. They were dressed in pink and blue crystalline gowns and carried nosegays of pink and white asters.

Rosemary Boillot, sister of the groom and Jackie Schell, Silverton, cousin of the bride, lighted the candles.

The best man was Jack Cowan, Valsetz, and ushers were Nick, Jack, and Bill Blankenbaker, uncles of the groom.

Miss Sharon Dahl, Valsetz, cousin of the bride, was in charge of the guest book. At the gift table were aunts of the groom, Mrs. Nadine Hinkle, Salem, and Wanda Jo Blankenbaker, Monmouth. Mrs. Ivan Blankenbaker, Monmouth, grandmother of the groom, poured and Mrs. Elaine Schell, Silverton, aunt of the bride, served punch. Another aunt of the bride, Mrs. Opal Dahl, Valsetz, cut the wedding cake.

The groom, a Private 1-c in the army is on furlough after serving from Nov. 1955 until August 1956 in Korea. He is to report to the army base at Richland, Wash., Sept. 27, and they expect to live near the base.

Cherry Court Holds Dinner

Members of Cherry Court, Order of the Amaranth enjoyed a no-host dinner and social Wednesday evening in the Scottish Rite Temple. Special guest of Dr. and Mrs. Leon Barrick was Mrs. Grace Johnson.

Mrs. P. H. Michael announced that a sewing machine demonstration will be held at her home, 2890 Bolton Terrace, on Wednesday evening at 8 p.m. and invited members and their friends to attend.

Committee in charge for the evening included Dr. and Mrs. Edwin Johnsen, chairman, assisted by Mr. and Mrs. B. W. Stacey and Mr. and Mrs. James Tindall.

LINCOLN—Mrs. Eva Purvine of Lincoln has had as her house guests for two weeks her son-in-law and daughter, Mr. and Mrs. Clifford Stephens and their son, Michael, of Coos Bay. While here Mrs. Purvine accompanied the Stephens family on a sight seeing trip to Eastern Oregon.

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At Oregon

Freshmen Are Busy With Activities

By BARBARA BONIFACE
Statesman Correspondent

EUGENE — Rushing has been the primary thought and activity of freshmen University of Oregon women this week, even surpassing the interest of classes which began last Monday. Freshmen women began rush activities Friday, September 21 with a conducted tour by members of Kwama, a sophomore women's honorary, to the 16 national sororities who have chapters on campus. Pledge breakfasts were held Wednesday morning.

Placement exams, given entering freshmen and transfer students, found many Salem students eligible for sophomore honors, a program planned to provide a solid general education for freshmen and sophomores of superior ability.

Those qualifying and placing in the top 20 per cent of the entering class were Judy Keller, Barbara Boniface, Linda Steele, Beverly Walls, Linda Davis, Jennifer Sercombe, Rosemary Rholen, Joan Klienke and Richard Castle.

Officers Assume New Duties

Miss Mildred Christenson assumed her new duties as commander of Pioneer Post No. 149, the American Legion (all women veterans) on Monday evening at the first meeting of the fall season at the American Legion Hall.

Other officers are Mrs. Harry Grimmett, 1st vice - commander; Miss Essie White, 2nd vice-commander; Miss Florence Cameron, adjutant; Mrs. Charles Klopp, chaplain; Mrs. Max Simmons, service officer; Mrs. Wilbur Wichman, sergeant-at-arms; executive committee women, Mrs. Paul Ficke, Mrs. J. Lester Perry, and Mrs. James Garvin. Junior past-commander, Miss Alberta Shoemake, was presented her past-commander's pin.

Modern Etiquette

By ROBERTA LEE

Q. A close girl friend of mine recently eloped. Would it be proper for me to give a shower for her, even though she is already married?

A. This would be a very nice gesture on your part, especially since she probably will not receive very many wedding presents.

Q. Should the title of "Doctor" be spelled out or abbreviated on the joint calling card of a doctor and his wife?

A. Either is correct, although the longer form is preferred.

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Reed Home Scene of Reunion

Five generations gathered for a reunion at the Center Street home of Mr. and Mrs. Roy Reed on Sunday, September 23. Special guests and the occasion for the reunion were the arrival of Mrs. Reed's parents, Mr. and Mrs. George Pemberton of Pryor, Oklahoma, who have come west for a three months visit.

Mr. Pemberton is 87 and his wife is 89. They celebrated their 67th wedding anniversary on September 11. They had 9 children, eight of whom are living, 44 grandchildren, 75 great - grandchildren and 2 great-great grandchildren.

Also attending the reunion were the Pembertons' son and daughter-in-law, Mr. and Mrs. C. E. Pemberton and son, Carl, of Stayton, and their son-in-law and daughter, Mr. and Mrs. Sam Francis of Turner. Other members of the family present were Mr. and Mrs. Leo Reed, Doug and Steven of Eugene, Mr. and Mrs. Alvin Reed and Marilyn of Tigard, Mr. and Mrs. Ray Darland, George, Dennis and Donny of Salem, Mr. and Mrs. Dale Reed and Valerie of Eugene, Kenneth Reed and the Roy Reeds.

A Membership Tea

Thirty attended the membership tea of Hadassah Monday night at the South Cottage Street home of Mrs. Daniel Gassner. Mrs. Morrie Gumbert of Portland, president of the Northwest Pacific Coast Region of Hadassah, was a special guest and gave a talk about the work of Hadassah. A skit was presented by a group of the members.

Five Generations Gather

Five generations pictured above gathered on Sunday at the home of Mr. and Mrs. Roy Reed for a family reunion. Left to right in front are Mrs. Roy Reed, her mother, Mrs. George Pemberton of Pryor, Oklahoma, who is holding her great-great granddaughter, Valerie Jean Reed, who is two. In back are Leo Reed and Dale Reed of Eugene, grandson and great-grandson respectively of Mrs. Pemberton. Dale Reed is the father of Valerie. (Joe Tompkins Photo).

A surprise housewarming was given for Mr. and Mrs. Ivan Royce at their new home on Marilyn Street on Saturday. A buffet supper was served by a group of friends from the Refrigeration Service Engineers Society and Auxiliary.

AAUW Fellowship Grant Assigned to Miss Parve From The Netherlands

The named international fellowship grant of the Salem branch, American Association of University Women, has been assigned to a woman from the Netherlands, according to Mrs. H. E. Smedley and Mrs. Marvin Helland, Salem fellowship co-chairmen.

The Frances Pohle Utter grant of $500 will be combined with units from other states to provide a stipend of about $2,000 to aid Elizabeth Steyn Parve, a chief scientific officer at the Laboratory for physiological chemistry of the University of Amsterdam.

Miss Steyn Parve will work at the Institute for Enzyme Research at the University of Wisconsin. She received her doctorate in physical chemistry from the University of Amsterdam and became an assistant at the laboratory.

As a chemist in the Netherlands Red Cross, she investigated the post-war state of nutrition of the inhabitants of the former Dutch East Indies. Later she worked as a welfare officer in refugee camps there.

With two others, she moved to the Eykman Institute in Batavia in 1946 where, after reorganizing the chemistry department, they surveyed troops in Western Java. Miss Steyn Parve was appointed in 1952 as secretary of the Scientific Council of Cancer Research.

In her present capacity at the Amsterdam laboratory, she teaches practical biochemistry, and continues scientific research when time permits. She is the author of a number of publications in her field, and through her AAUW grant, will gain an uninterrupted period of research, the findings of which undoubtedly will be included in future publications.

The grant assigned to her is similar to grants from Medford, Albany, Eugene, Portland (two), Klamath Falls and Pendleton. A ninth named fellowship from The Dalles will be combined with other funds for an American scholar, according to Mrs. William Niskanen, Bend, state fellowship chairman.

Grant holders receive directly the amount of spending money, full living expenses and an additional $80 monthly for incidental expenses including books and holiday travel.

Harvest Moon Dance

The Live Yer's Club of the YWCA will hold a Harvest Moon dance tonight at the YW at 8 p.m. This will be an old fashioned country style square dance with Jay Blair the caller.

Men attending are asked to wear jeans, cotton shirts and bandana kerchiefs and the women will wear full, cotton skirts and blouses. There will be refreshments during the evening.

Ireland export trade to the U.S. increased by almost 40 per cent in 1956.

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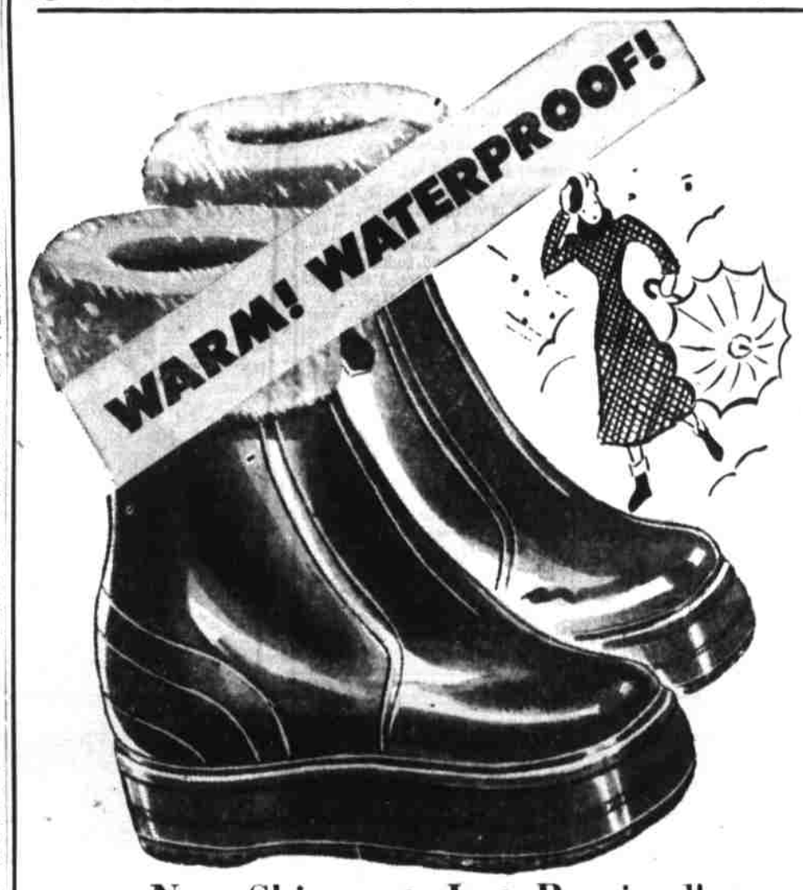

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3.49 6 to 12
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Dress-up boots with slide fastener front opening. Brown and red. Warmly lined with cotton fleece.
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2.29 2 to 5
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Keep your feet dry, protect your health. They're low in price and good looking too, with a glossy, black finish. Not lined, easy to get on and off.
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Tough, Durable Rubber Boots
5.29 1 to 5
6.50 6 to 12
Working men prefer Penney's quality rubber boots for the really tough jobs. Modified cleat outsole for sure footedness.
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Lightweight Insulated Pacs
Men's Sizes ------- 12.90
Women's Sizes ---- 12.50
Sealed insulation pacs — with the only construction approved by the armed forces! So warm . . . only one pair of lightweight socks needed!
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Molded Plastic Boots & Bonnets
1.79
Novel carrying case becomes a handy bonnet. Boots have adjustable closure, thick, skid-resistant soles and heels. 4 sizes fit low-heeled shoes from 3 to 10½.
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Sizes 6 to 12 ---------- 3.49
Sizes 13 to 3 ---------- 3.98
Sizes 4 to 10 ---------- 4.19
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