

Sunday Radio—March 21

Table of radio programs for Sunday, March 21, listing stations (KERG, KORE, KUGN, KASH) and their respective programs and times.

Monday Radio—March 22

Table of radio programs for Monday, March 22, listing stations (KERG, KORE, KUGN, KASH) and their respective programs and times.

MIKE HIGHLIGHTS

By JACK CRAIG
Ghosting on channel 13, as experienced in other areas, may require local listeners in some locations to get more complicated antennas. Another problem, according to guessers is likely to be over-loading because of nearness of Eugene-Springfield listening area to transmitter. Test pattern, possibly seen by the time this column comes out, will quickly point-up local reception problems. Station Chief Engineer, Al Barnhart, however, points out that the test pattern won't be stabilized until this week and local viewers shouldn't get trigger happy until all adjustments are made at the transmitter.

TV Schedule

Table of TV schedules for Koin-TV Channel 6, listing programs and times for Sunday, March 21, and Monday, March 22, 1954.

ATTENTION MOOSE ANNUAL OLD TIME COUNTRY STORE
Tues-Wed March 23-24 8 p.m.
BIGGER & BETTER THAN EVER For Moose and Invited Guests
3 HOURS OF STAGE ENTERTAINMENT COME AND TAKE HOME THE GROCERIES

AMERICAN LEGION 35th ANN.
Program • Crech Trio and Chansonette Sing Chorus • Talk by Vice Commander Carl Mosher
AUXILIARY AND GUESTS INVITED ON TUESDAY, MARCH 23rd
Another Fine Feature Sponsored by...
Veteran's Memorial Building
... for all Veterans
— HOURS —
Daily Lunch 11:30 to 1:30
Club Room 12:00 to 12:00
Dance Every Sat. 9:30 to 12:30
Sunday Buffet 5:00 to 9:00

Eugene's Exclusive Distributor of Big... Big... Big OLYMPIC TV
prices start \$179.95
Radio Trades Accepted On All Models
21" TV Radio-Phono Comb. 399.95
EUGENE TV CENTER
1043 Willamette Ph. 3-3192

Outdoor Phones Gain Popularity
NEW YORK (AP)—The telephone, which has flowered indoors since Alexander Graham Bell invented it, now is sprouting in the wide open spaces.
Outdoor telephone booths are springing up along superhighways, in parks, on public squares and other places where a lot of people pass by or congregate. American Telephone & Telegraph Co. reports its Bell System companies now have about 50,000 in operation compared with 6,000 in 1945, with the number increasing fast.

"A WORLD OF MUSIC"
Presented by the Eugene Register-Guard
The week of March 22 through 24, 1954
MONDAY, MARCH 22, 1954...
TUESDAY, MARCH 23, 1954...
WEDNESDAY, MARCH 24, 1954...
THURSDAY, MARCH 25, 1954...
FRIDAY, MARCH 26, 1954...
KERG 12:30 to 10 P.M. Presented Each Week by the Eugene Register-Guard

MEN WANTED AT ONCE to train for TELEVISION
BIG BOOMING TELEVISION LEADS ALL INDUSTRIES IN ADVANCEMENT RIGHT NOW
TRAINED MEN NEEDED TO FILL JOBS IN EVERY PHASE OF THE TV-RADIO FIELD!
Large construction program underway — tens of thousands of new jobs will have to be filled with newly-trained men—over 29 million sets now in use—millions spent for service in past year — why be an unskilled worker on a dead-end, no-future job?
HERE IS THE OPPORTUNITY OF THE CENTURY WE TRAIN YOU
We want to talk to sincere, ambitious persons who wish to mold their career in TV-Radio—no experience required—program combines complete basic and advance training—latest, completely up-to-date study material, shop equipment furnished by only leading school in Northwest.
Learn television-radio by actual doing in spare time at home.
Write Today for Surprising Facts Without Cost or Obligation!
I want to enter the Television-Radio field. Please furnish me full information about your training and placement service. I am particularly interested in:
() TV-RADIO () MY OWN () TV SERVICE & OPERATOR () BUSINESS () MAINTENANCE
NAME _____ AGE _____
ADDRESS _____
CITY AND STATE _____ PHONE _____
HOURS I WORK _____
Mail to: TELEVISION TRAINING SERVICE
Box 369, Eugene Register-Guard

ADDED USAGE
The Pacific Telephone & Telegraph Co., also a Bell company, has been particularly active in the outdoor telephone field in the past two or three years. It has found from surveys that outdoor booths are attracting added usage rather than diverting calls from other telephones. And being available 24 hours a day, they are in use at hours when most indoor public telephones are behind locked doors.
There are many around the country in what appear to be unusual locations but whose usage indicate they are well situated—such as at zoos, near bus stops, and on beaches.
Companies have found that in spotting outdoor booths for both motorists and pedestrians, the most congested spots are not always the best. The most important consideration seems to be that they are in spots where it is convenient to stop.

\$5,000 Award In Libel Suit
SPOKANE (AP)—A Superior Court judge Friday entered a \$5,000 judgment against the Tri-City Herald of Kennewick after both sides in a libel suit withdrew motions for a new trial.
Judge Raymond F. Kelly entered the judgment in favor of E. S. Black, former Kennewick school superintendent, who had sued the newspaper and Publisher Glenn C. Lee for \$400,000.
A jury last month awarded Black the \$5,000 on one of four causes of action he brought against the Herald. The jury found in favor of the newspaper on the other three.
Black claimed articles critical of his administration as school superintendent were untrue and damaging.

TV TIPS
By Carl Stults
HOW TO WATCH TELEVISION—Reliable sources say that 9 out of 10 people, upon acquiring their first TV set, don't know where to put their set in their room—they don't know how to properly light their room for viewing—they do not know how far to sit away from their set, or how each should watch the programs. All of which often leads people to complain about "television eyestrain"—and blame it on their sets, which is not true. As a service to our readers we will explain, during the next several weeks, how to get best results from viewing television. Watch this column next week!

Child Welfare Experts To Confer in Seattle
SEATTLE (AP)—Child welfare experts from Idaho, Oregon, Montana, British Columbia and Washington will attend the Northwest regional Conference of the Child Welfare League of America, starting in Seattle Sunday.
General sessions, open to the public, will be held Monday and Tuesday.
Judge George Edwards of Detroit, a board member of the League, will give the keynote speech at the opening meeting.

"THE SET" YOU'VE WAITED FOR
ONLY \$164.95
17" SCREEN
Beautiful Mahogany Wood Cabinet
Made by experienced craftsmen who take pride in their product.
ABAR RADIO TV
298 W. Broadway Open 8:30 a.m.—9 p.m. Saturday 8:30 a.m.—6 p.m. Ph. 3-1313
Eugene's Hi-Fi Equipment Center
We Do Tapes and Disc Recording

SUNDAY RADIO STARS
Starring in the Sunday night entertainment lineup of comedy, music and drama on CBS Radio are (counter-clockwise from top left) Eve Arden as "Our Miss Brooks," Jack Benny, "Amos 'n' Andy," Bing Crosby, Charles Farrell and Gale Storm in "My Little Margie," Lionel Barrymore, host of "Hallmark Radio Hall of Fame," and the one-man comedy team of Edgar Bergen and Charlie McCarthy.
KERG 1000 WATTS 1200 KC
EUGENE, OREGON COLUMBIA BROADCASTING SYSTEM