

TELE-VIEWS

Radio-Television
By DAVE BLACKMER

Things began to roll on Television Station KPIC-TV in Salem Monday morning as Joseph Brenner, Beverly Hills, Calif., attorney and vice-president of the Harvey Television interests in Oregon and California arrived in Salem and set to work immediately.

Coming to Oregon along with Brenner were Charles Theodore, radio consultant, and Harold Jury, Harvey's chief engineer.

Both men have a background in television and are seeking a tower site for KPIC-TV. Jury worked on a noncommercial television station in 1940 and Theodore helped install the first commercial television station.

Monday morning was spent atop the Eola Hills re-checking engineering data that had been consumed by the Harvey firm. A thorough checking took the greater part of the day for the threesome.

Following a day's work, which included walking and flying over hills, the Harvey men were guests of honor at the Television Association of Salem dinner Monday night.

Brenner will handle the speaking chores for his company and then the meeting was opened for a question and answer period. The engineers helped answer the technical questions.

YOURS FOR THE TELE-VIEWING TUESDAY
Sightseeing With the Swazes 4:45 . . . Vacationland America . . . The Southwest will be featured in this fifth installment of the travel series. They visit the Grand Canyon and Santa Fe as well as Indian villages.
Two for the Money 6. Mr. and Mrs. F. Hanning-Lee, English couple who have come to America to try to break the world's speed record in jet-propelled motor boats are guests of Herb Shriner.

Texaco Star Theater 7. Robert (My Hero) Cummings, Walley (Mr. Peepers) Cox, and Lisa Kirk attempt to further Milton Berle's education.
Fireside Theater 8. "The Gift Horse" with Bob Paige and Ruth Warrick. Story of a young TV executive and his wife is completely bound up in her suburban existence.

On Television KPTV (Channel 27)
(Only programs scheduled in advance)
TUESDAY
8:15 p.m.—Search for Tomorrow
9:30 p.m.—Love of Life
10:00 p.m.—Howdy Doody
10:45 p.m.—Vacationland
11:00 p.m.—Name the same
11:30 p.m.—Doug Edwards
12:00 p.m.—Time for Beany
12:30 p.m.—Two for the Money
1:00 p.m.—Dinah Shore
1:30 p.m.—News CATVAN
2:00 p.m.—Texaco Theater
2:30 p.m.—Circle Theater
3:00 p.m.—Life of Riley
3:30 p.m.—American Forum et Alr
12:00 p.m.—My Little Matrix
10:30 p.m.—Nite Owl Theater

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WEDNESDAY
9:30 a.m.—What's Cooking?
10:45 a.m.—Crazy Movie
11:00 a.m.—The Big Payoff
11:30 p.m.—Welcome Traveler
12:00 noon—Kate Smith
1:00 p.m.—Double or Nothing
1:30 p.m.—Strike It Rich
2:00 p.m.—Mallory Theater
2:30 p.m.—Search for Tomorrow
3:30 p.m.—Love of Life
4:00 p.m.—Howdy Doody
4:30 p.m.—Tootsie Hippodrome
5:00 p.m.—Strike It Rich
5:30 p.m.—Doug Edwards
6:00 p.m.—Time for Beany
6:30 p.m.—Circle
6:45 p.m.—News CATVAN

Jack Dempsey Says: NO EXPERIENCE IS NEEDED TO TRAIN FOR JOBS IN TV
Young Men With Ordinary Education May Prepare Now For TV Careers

CHICAGO—(SPECIAL) "If you were to tell most men seeking better jobs or a business of their own that they need only an ordinary education and no previous experience whatever to prepare for a thrilling, profitable future in Television, they would think you were handing them a line. Amazing as this may sound, these are the facts," declared Jack Dempsey, former heavyweight boxing champion, now associated with one of America's foremost television training centers.

There are thousands of men, said Dempsey, "between the ages of 17 and 45 who are looking for such an opportunity, who could be trained at home in their spare time, but who are not aware of these facts. These are the men I am appealing to—these are the fellows I would like to hear from."
"Take my word for it," said Dempsey, "you can get all the facts about how you may get the break you have been waiting for—and without obligation. Simply address a postal card to Dept. AP-2 DeForest's Training, Inc., 2535 N. Ashland Avenue, Chicago 14, Illinois, stating: 'Give me facts about Television.' It is just as simple as that."
Advertisement

East Salem

East Salem—Mothers were special guests for several teas in East Salem communities the past week but at one they shared honors with the mayor of Salem, Al Loucks, and Dr. Charles Wood.

There are three 4-H clubs in Washington school district and as city officials are considering leaving 4-H out of city budget for next year, the mayor was invited to meet with members and mothers and see demonstrations of their projects.

The members of Cooking I and II, the "Kooky Kutups" and the "Pee Wee Thimble" sewing club were hostesses for the tea Friday at the home of Mrs. Fred Smalley on Erworth Ave., one of the club's leaders.

A demonstration in the making of muffins was given by Sharon Mullins and Jackie Smalley; a demonstration in the making of a sponge cake by Marilyn Page and two style shows.

One was by girls of the third club, the "Sew and Sews", who also were guests and demonstrated the bandanas they had made, and the "Pee Wee Thimble" club who modeled aprons and skirts they had made.

The mayor closed the program with his explanation of the reasons for dropping 4-H assistance from the budget.

At the serving table were Marilyn Page pouring coffee and Eileen Smalley the punch. Mothers who were guests were Mrs. Cleo Keppinger, who was leader of the "Sew and Sews" club; Mrs. Dale Mallicoat, Mrs. Samuel Pahl, Mrs. L. Caryle Filer, Mrs. Harold Pendergast, Mrs. Harvey Page, Mrs. Albert Suran, C. D. Maus and members of the club; Marlene Mallicoat, Patty Stubblefield, Sharon Mullins, Jerry Filer, Beverly Filer, Gay Lee Keppinger, Tom Keppinger, Marietta Pendergast, Janet Pahl, Judy Pahl, Joyce Capps, Wytta Capps, Eileen Smalley, Jackie Smalley and Herietta Smalley.

Mrs. Russell Prouditt was hostess for the past week's meeting of the Merry-go-round club at her Hollywood Dr. home.

Attending were Mrs. Paul Barham, Mrs. Sam Rehfeld, Mrs. Gil Blankenship, Miss Florence Kleemar, Mrs. Clayton Gibb, Mrs. Melvin LaDue, Mrs. John Poindexter, Mrs. Harold Holler and the hostess.

Mrs. Stuart Johns was hostess for the past week's meeting of the Monro Ave. Sewing club.

KPIC Begins Rolling at Television Meeting

Joseph Brenner Speaks to Television Association Here

The cloak of lack of news on Salem Television station KPIC-TV was removed in fine fashion Monday night at the Salem Television Association meeting in the Senator Hotel.

Representatives of Lawrence Harvey, station owner, were on hand to supply the information long awaited by local TV dealers and televisioners.

Joseph Brenner, vice-president of the Harvey Television interests in Oregon and California handled the speaking chores on behalf of Harvey.

Mayor Al Loucks presented a key-to-the-city to Brenner and his two engineer assistants, Charles Theodore and Harold Jury.

Jury is chief technician for Westways Broadcasting company (the name chosen for

McKay to End DEPA June 30

Washington (AP) — Secretary of Interior Douglas McKay today abolished the Defense Electric Power Administration DEPA, effective June 30.

McKay said in a statement that the agency is "no longer essential" and that Administrative Assistant Secretary D. Otis Beasley will complete any of its unfinished business. He said the action was recommended by DEPA administrator James F. Davenport.

A DEPA spokesman said the agency now employs 35 persons. It had 200 workers at its peak early last year. DEPA was set up by former Secretary Oscar L. Chapman Dec. 4, 1950, to represent the electric power industry in the defense program.

Milk Board Has New Policy

Portland (AP) — New milk distributors will be permitted in Oregon even though areas in which they wish to operate are adequately supplied, the State Board of Agriculture announced Monday.

The new policy of adding competition carries out a recent State Supreme Court ruling. Heretofore the board has denied licenses to new distributors if the board had determined there were enough distributors in the marketing area.

Under the new policy, the distributor will be required to purchase his milk from dairymen operating in the marketing area for which he is licensed.

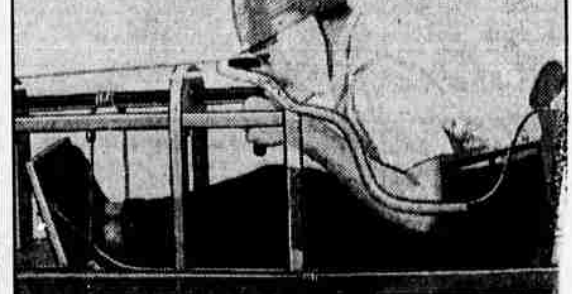
Mrs. Detweiler Heads Auxiliary

Woodburn — Mrs. L. B. Detweiler will be installed as president of the Woodburn American Legion auxiliary at the meeting to be held Wednesday evening, May 13, at the American Legion hall, succeeding Mrs. Don Barrett. Mrs. Amos Bonacker, assisted by other past presidents, will be the installing officer.

Other new officers to be installed are Mrs. Adrian Schooler, first vice-president; Mrs. Kenneth Yoder, second vice-president; Mrs. Walter Miller, secretary; Mrs. Genaro Ramon, treasurer; Mrs. Maurice Spagle, sergeant-at-arms; Mrs. La Verne LeFebvre, chaplain; and Mrs. Karl Kistner, historian.

Refreshments after the meeting will be served to both the post and auxiliary members by a committee with Mrs. Peter Peterson as chairman.

NEW DRIVING RULE



One of the most important changes in Soap Box Derby Rules for 1953 requires that the driver must sit and steer in a normal driving position, as shown in the picture above. This makes it easy for the driver to steer and use the brakes and also gives him a clear view ahead and to the sides. For details see rule 15 in the Official Rule book.

GUEST SPEAKERS AT TV MEETINGS



Confering prior to the Television Association of Salem meeting Monday night were guest speakers Charles Theodore, Los Angeles radio-TV consultant; Joseph Brenner, Beverly Hills, Calif., attorney and chief of Lawrence Harvey's TV interests; Harold Jury, chief engineer for Harvey's TV station in Oregon and California. The group spoke before a capacity crowd of dealers and answered questions which have been unknown until this time.

Indians Argue The Dalles Dam

Portland (AP) — Seven representatives of the Warm Springs and Umatilla Indians have left here to tell congress they favor construction of The Dalles Dam. They are scheduled to appear before House and Senate sub-committees later this week in Washington, D.C., urging appropriations for the dam.

The two groups of Indians have signed contracts with Army Engineers for payment of \$4,047,800 to the Warm Springs and \$4,198,000 to the Umatillas in compensation for the loss of fishing sites at Celilo Falls, which will be flooded out by the dam.

The contract calls for an initial payment of \$200,000 prior to next Dec. 31.

Another group of Indians, the Yakimas, has opposed construction of the dam.

Turner — The wedding of Miss Mary Amelia Dismore to George L. Vandervort has been temporarily postponed.



Personal instruction is the first step in Janet Gray's thorough on-the-job training as an operator.

JANET GRAY—NEW "VOICE WITH A SMILE"

Like many other young graduates, she'll soon be stepping into her telephone future

1. Janet Gray might be any of hundreds of young women—from high schools, colleges and commercial schools—who will start telephone careers in the coming weeks. It's a big event for these young graduates—and for us, too. For, of course, no one knows better than we do that it takes good people to provide good telephone service now and in the years ahead.



2. Young women can really get ahead in the telephone business. They have many interesting types of jobs to choose from. They are paid a full salary while they learn their jobs, and they can count on frequent raises. The opportunities for advancement are excellent—for women are important in our business, and many telephone women hold management jobs.

3. Many young men, too, will be starting telephone careers in the next few months. Their skill and experience will grow through training and actual work on different telephone jobs. And when qualified, they will be eligible for promotion to more responsible positions—for it's tradition in our business to choose tomorrow's telephone executives from among the young men starting their telephone careers now.

Thousands of telephone people promoted last year
Last year, several thousand telephone men and women here in the Pacific West were promoted to better, more responsible jobs. Making sure we always have a well-trained force of men and women on the job is one more way we insure good telephone service for you.
YOUR TELEPHONE IS ONE OF TODAY'S BEST BARGAINS

