

# TELE-VIEWS

## Radio-Television

By DAVE BLACKMER

The gents up on Kingwood Heights hill in the KSLM operating transmitter building are keeping a close tab on the latest news on the contested channel 3 in which their chief Glen MeyCormick is involved in. . . . While in the building late Tuesday night talking with Mac The Melody Man or Ed McElroy, Tele-Views noticed B. Mike's column clipped from the Oregon Journal hanging on the wall. . . . Stations ask Salemites to listen locally, so Tele-Views asked the radiomen to read locally. . . .

Had an interesting time watching Mac spin his discs on the Midnight to Dawn show. . . . Mac is the type of person who enjoys running in and out of the control room finding records instead of stacking platters for the entire show. . . . "Night fall asleep that way," quips Mac. . . .

Mac spins slightly over 150 or so records during his six-hour jaunt. . . . Mac informs Tele-Views that records are getting shorter. . . . Records used to be about 3 minutes in length, but now the discs are shrinking to about 2 1/2 minutes. . . .

### What's This Doing in a Radio-TV Column?

Salem has returned to the days of Lincoln on State street with the building of a log cabin in front of the Capitol Theater to promote the current movie now being shown. . . . Saw a car with a complete painting of the Three Sisters mountains in eastern Oregon on the trunk deck. . . . Must be an artist exhibiting his talent, no doubt. . . .

### YOURS FOR THE TELE-VIEWING WEDNESDAY

**Toymaker, 3:45.** Live children's show starring the old German Toymaker who brings his tales of toys to delight the young of heart. . . .

**Northwest News Digest, 5:30.** Features Norm Wallace, newscaster, with Bill Stout as sports reporter and commentator. Cross-country news and weather round-up by Wallace—local and live.

**Newspaper of the Air, 5:40.** Features Bill Clayton with local news and news photographs—local and live.

**Fights, 6.** Art Aragon of Los Angeles, California, vs. Henry Davis of Honolulu, T.H. 10-round lightweight match from the Cow Palace in San Francisco.

**Liberace, 7.** Selection include: "Dark Eyes," "Tales from the Vienna Woods," "It's All in the Game," "La Cucaracha," "Chopin Medley," and "Spaghetti Rag."

**I Married Joan, 8.** Joan tries to reform a juvenile delinquent and almost winds up behind bars herself.

**Candid Camera, 8:30.** Margaret Truman provides the commentary. Program will highlight attitudes of the electorate before an election and later show reactions of some people after the election.

**Kraft Theatre, 9.** "Adventure of the Kind Mr. Smith," is a drama about a trio of swindlers who try to victimize a love-struck young man. The cast features Marcell Hilliare, Frederic Tozoro, Rene Paul and Scott Forbes.

**Orient Express, 10.** "Portrait of a Lady" has Paris locale. Starring are Colet Marchand, Peter Walker and Roger Treville. A happily married couple suddenly finds their life disrupted by malicious gossip regarding a painting. The wife insisted she never posed for such a painting.

**Nite Owl Theatre, 11:30.** "Queen of the Yukon" with Charles Bickford, Irene Rich and June Carlson.

### YOURS FOR THE TELE-VIEWING THURSDAY

**Matinee Theatre, 2.** "Mystery Plane" with John Trent, Marjorie Reynolds and Milburn Stone.

**Toymaker, 3:45.** The old German Toymaker brings his tales of toys to delight the young of heart on this live children's show.

**Northwest News Digest, 5:30.** Features Norm Wallace, newscaster with Bill Stout as sports reporter and commentator. Cross-country news and weather round-up by Wallace—local and live.

**Newspaper of the Air, 5:40.** Features Bill Clayton with local news and news photographs—local and live.

**Hunting and Fishing News, 6:30.** Live program featuring Rudy Lachenmeier.

**Dragnet, 7:30.** A case of double manslaughter develops from a hit-and-run accident. Friday and Smith investigate the death of two elderly women; and the probe leads to a teenager.

**The Unexpected, 8.** "Merry-Go-Round" is the story of an obscure Parisian painter in love with a shallow, greedy girl. This love leads to robbery and murder.

**Ford Theatre, 8:30.** "Sunk" is the story of a South Seas trader determined to save his nephew whose drinking habits are ruining his health and marriage. Stars Charles Bickford and Kevin McCarthy with Lisa Howard.

**Ethel Barrymore Theatre, 9:30.** "Dear Miss Lovelace" stars Anita Louise with Tom Brown. The editor of a broken hearts column gets mixed up with gangsters and counterfeiters when she visits in person the author of a pleading letter.

**Wrestling from Hollywood, 10.** Danny Savich vs. Fred Blasiac. In the Main Event, Baron Leone meets "The Champ" Pazendak.

**Nite Owl Theatre, 11.** "Sign of the Wolf" with Michael Whalen and Grace Bradl.

### On Television KPTV (Channel 27)

(Only programs scheduled in advance)

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**WEDNESDAY**

|                                |
|--------------------------------|
| 11:00 p.m.—Search for Tomorrow |
| 11:30 p.m.—Love of Life        |
| 12:00 p.m.—Toymaker            |
| 12:30 p.m.—On Your Account     |
| 1:00 p.m.—Ladies Choice        |
| 1:30 p.m.—Capsule Theater      |
| 2:00 p.m.—Arthur Godfrey       |
| 2:30 p.m.—Strike It Rich       |
| 3:00 p.m.—Matinee Theater      |
| 3:30 p.m.—Search for Tomorrow  |
| 4:00 p.m.—Love of Life         |
| 4:30 p.m.—Toymaker             |
| 5:00 p.m.—Howdy Doody          |
| 5:30 p.m.—Kid Magic            |
| 6:00 p.m.—Variety Roundup      |
| 6:30 p.m.—Rena Rides           |
| 7:00 p.m.—Newspaper of Air     |
| 7:30 p.m.—Time for Beany       |
| 8:00 p.m.—Candy Theater        |
| 8:30 p.m.—Hunting and Fishing  |
| 9:00 p.m.—News Caravan         |
| 9:30 p.m.—Groucho Marx         |
| 10:00 p.m.—Dragnet             |
| 10:30 p.m.—The Unexpected      |
| 11:00 p.m.—Ford Theater        |
| 11:30 p.m.—Martin Fans         |
| 12:00 p.m.—Ethel Barrymore     |
| 12:30 p.m.—Wrestling           |
| 1:00 p.m.—Nite Owl Theater     |

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**THURSDAY**

|                           |
|---------------------------|
| 11:30 a.m.—What's Cooking |
| 12:00 a.m.—Freedom Rides  |

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Till 9:30 p.m. Daily  
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## Citizen Jails Drunk Driver

Albany—Arrested by a private citizen Saturday night, Alfred John Martinson, 47, Bridgeway Trailer Court, pleaded guilty Monday to a charge of drunk driving, it was learned from city police records. Martinson was fined \$175, of which \$75 was suspended.

He was arrested by Kenneth Hawkins, Salem. Hawkins complained that Martinson struck the Ellsworth street bridge twice while driving over it, and that he drove much of the distance on the wrong side.

## NEW ST. PAUL'S EPISCOPAL CHURCH



Edifice under construction at High and Myers street for St. Paul's Episcopal church by A. Minden, prime contractor, will be ready for Christmas services if plans of the contractor and James Payne, Salem architect, are realized.

## Zoning Map Changes Made

Protests against the new city zoning map by some residents of Salem and suggested changes by others, made at a public hearing a week ago, were considered by the planning and zoning commission at a meeting last night.

Several alterations were made, and one amendment to the new code was approved. This was at the request of Salem Memorial Hospital, which is in a P-6 zone for institutional buildings. The amendment voted by the commission will permit a medical or dental clinic in that zone. This is for the benefit of clinics that have been set up in the area or are contemplated.

Other requests from the public made at the public hearing will be considered at later meetings, the first of which will be next Wednesday night.

Among changes approved Tuesday night was an M-1 classification instead of M-2 for an area between Mission on the north and Oxford on the south, west of 22nd Street and east of the Paulus cannery and the Veterans Housing area. An M-1 is for light industrial uses, but permits residences.

A letter was read from Mrs. Della Hayden, reminding the commission that she applied for permits a year ago to build garages at the Glendora Apartments at 585 North Winter and believed they had been approved. In the absence of a record the commission will investigate.

Chairman W. W. Rosebraugh spoke in behalf of churches located in the North Cottage and Marion Street area, which are in a C-3 or general business district. He was apprehensive that some undesirable type of business might be set up near a church. He said that since restrictions had been placed on churches and schools he thought it only fair that some be placed in their favor. No action was taken.

Details of the Tuesday night meeting will be published later.

## Unemployment In State High

Claims for unemployment compensation in Oregon in July totaled 18,669, the largest number for any July since 1949, the Unemployment Compensation Commission said Tuesday.

July payments totaled \$678,692, also the highest amount for any July in four years. The total, however, was 23.9 per cent less than in June.

Seasonal unemployment continued high in July because of late harvests and reduced timber operations.

About 25,000 workers are without jobs, the same figure as for the past two months.

The commission, however, said many of these persons will find jobs soon in the harvest fields.

## Killer Dog Losses Will Be Repaid

Albany—Farmers who have lost sheep, goats and poultry through depredation of dogs will probably get back a larger portion of their losses than usual.

Through the intensive campaign now being carried on by Peter Feidler, Linn county dog officer, more than 3000 dogs, the highest number ever licensed in his county, have been tagged since Jan. 1 and unlicensed dogs are being rounded up.

This is more than 500 in excess of the number reported last year. Income from municipally licensed dogs will augment still further the total of fees, from which depredation losses are paid.

## Cat Sets Up Howl Inside Car Motor

Mrs. J. McNeil, 610 North Commercial, wondered what kind of motor trouble her car had developed Wednesday morning. So did Mr. McNeil.

Both are employed. Mr. McNeil in Albany and Mrs. McNeil at the Public Utilities Commission, and they left home at the same time but in different cars.

Just after they started Mr. McNeil heard his wife howling frantically for him to stop.

A terrific fuss was going on under the hood of her car. "I think it's a cat," she said.

"Naw," said Mr. McNeil wisely. "Just a short or some thing." He lifted the hood.

Sure enough it was a cat, a white one. Evidently in the night it had crawled in from beneath and was quite comfortable until Mrs. McNeil started the motor.

## SUES OVER BILL

Albany—The Herrold-Philippi Motor company has instituted action in circuit court here against Loyd Schaefer asking a judgment for amounts totaling \$821.84 allegedly due for goods and services furnished the defendant.

## DEATHS

**Kenneth Cross**  
Kenneth Cross, at a local hospital Aug. 4 at the age of four years. Survived by mother, Kay Cross; sister, Glenda Cross; and brother, W. Cross. Announcement of services will be made later by the Howel-Edwards Chapel.

**James Rock**  
James Rock, at a local hospital Aug. 4. Announcement of services will be made later by the Howel-Edwards Chapel.

**Corneilus Long**  
Corneilus Long, at a local hospital Aug. 4. Announcement of services will be made later by the Howel-Edwards Chapel.

**Baby Girl Robertson**  
Baby girl Robertson, at a local hospital Aug. 1. Infant daughter of Mr. and Mrs. Allen Robertson, Salem. Also survived by a sister, Miss Lois Robinson, Salem; and grandparents, Mr. and Mrs. Olen Robertson, Salem, and Mr. and Mrs. William Robertson, Medford, Ore. Private services were held at the Howel-Edwards Chapel.

**Addie Manning**  
Mrs. Addie Manning, late resident of 118 Colonial Dr., died at a local hospital Aug. 4. Survived by a daughter, Mrs. Violet E. Blufford and three step-children, Ward Manning, Gervala, Pearl Wood and Merle Rump, Gervala, Ore. Services will be held Aug. 7 at 1:30 p.m. in the chapel of the W. T. Blufford Co. Interment will be at the Pioneer Cemetery.

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No matter how many remedies you have tried for itching sores, geriatric infections, athlete's foot or whatever your skin trouble may be—scrubbing from head to foot—**WONDER SALVE** and **WONDER MEDICATED SOAP** can help you. Developed for the boys in the Army—now for you folks at home.  
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## Salem's Work Draws Praise

"I am thrilled at what you are trying to do here in a state that sometimes drags its feet," Ivan Bloch, Portland industrial consultant, told the Salem Industrial Development Council at its monthly breakfast meeting today at the Marion.

Bloch described the local program as well conceived and highly realistic. He warned that new industries may not come as readily in the next few years as they have in the past, that industrial expansion runs in cycles rather than steadily.

The Portland man suggested that the local group should work closely with Oregon State college in food processing studies, for he said the college has

experts in this field who compare favorably with any others in the entire nation, and who are abreast of all that is going on in this field in which Salem area is vitally interested.

Bloch urged communities to appraise and seek to correct their weaknesses, such as lack of housing, lack of labor supply, discriminatory freight rates, inadequate water supply and the like and to seek to correct ones that can be corrected.

Bloch also expressed the view that the Northwest will get new pharmaceutical industries.

Chairman Carl Hogg presided. The financial report showed pledges toward the \$150,000 program goal as reaching \$104,250. An executive to head the program will be employed before too long, it was reported.

**LEGALS**  
I have been appointed executor of the estate of Orla M. Reubin, deceased, by the Circuit Court of the State of Oregon for Marion County, and have qualified. All persons hereby are notified to present their claims to me at 625 Pioneer Trust Building, Salem, Oregon, within six months of the date of first publication of this notice. Dated and first published July 30, 1953.  
Charles D. Reubin  
E. O. Stadler, Jr.  
Attorney for Executor.  
July 30, 29, Aug. 1, 13, 19, 1953

**SEE NEW STORE AD (Pages 8-9)**

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**A RECENT SURVEY PROVES** the average TV fan watches his set 28 hours a week! You'll be watching lots of television, too—so you'll welcome this news about the one different set. It's Hoffman—only set with the Easy-Vision\* golden lens, designed for eye comfort.

**HOW EASY-VISION\* WORKS.** All picture tubes give off cold, bluish light. But the Easy-Vision\* golden lens changes this light into warm, restful rays. It makes the picture more natural, more "friendly" to the eye.

**IN ADDITION,** the Easy-Vision\* lens heightens picture contrast and clarity. You actually see more. But the point to remember is this: with a Hoffman, you can watch all you want, from any viewing distance. And the more you look, the more you'll appreciate Hoffman Easy-Vision.\*

**EXCLUSIVE TRIO-PHONIC HI-FI.** Hoffman brings Hi-Fi sound to TV for the first time—a development so revolutionary that you will want a Hoffman for this one outstanding feature alone. By all means hear it.

**NOTED FOR STYLING LEADERSHIP.** Hoffman has earned the reputation of leading the industry in designing beautiful TV "furniture." You'll enjoy seeing the new '54 models.

**DIFFERENT—3 WAYS.** Hoffman TV is really distinctly different. Superior to other television in 3 important respects: (1) Built-in Hi-Fi sound; (2) Easy-Vision\* lens; (3) Furniture designing.

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