

TELE-VIEWS

Radio-Television
By DAVE BLACKMER

Editor's Note: Each Monday afternoon during the summer TELE-VIEWS is written by a noted radio and television star. Today's column is written by Roy Rogers, King of the Cowboys.

By ROY ROGERS
NBC-TV and Radio Star

A lot of people have asked me why, for the last five years, I've been devoting so much time and attention to a safety program for school children. With the announcement due in August on the elementary schools receiving trophies in the fifth annual Roy Rogers National School Safety Award Program, I'd like to explain the background of this project which is so close to my heart.

Ever since I got into show business, I've spent as much time as I could visiting kids in hospitals, the kids who can't possibly get out to see our shows but have an extra special need for being cheered up. Dale's been along with me on a lot of the visits, and she'll tell you the same thing I do.

Once you learn not to show that it makes you sick inside yourself to see all those little tykes laid up in hospital beds, you begin to notice something. Most of those children aren't there because they're sick; they're there because of accidents. And an awful lot of accidents could have been prevented if the kids themselves had known what to do ahead of time.

Without looking in both directions to make sure he's safe, a child steps off the curb right in front of a car, and gets hit. Another decides to use his foot for a brake on the sliding board—and breaks a leg. Another turns the gas on, and when the pilot light doesn't work, he leaves the gas jet roaring until he finds and strikes a match. Another fills a milk bottle with tiny firecrackers, and then lights them to see how big an explosion he can make. I reckon there's no end to the number of ways people can make accidents happen.

Dale and I talked about these things a lot, and we kept thinking we'd like to fine something special we could do to help the situation. Then one day we got an idea. How about a safety program to go on all year long in the elementary schools as something we could sponsor, with awards for the schools doing the best overall jobs?

I've always been mighty proud of the way kids sort of look up to me because they've seen me in movies or on television or on the stage and heard me on the radio, and I consider it a responsibility as well as a privilege that they seem to want to pay attention to what I say. So I decided to put this feeling to work in a really good cause, and we started the Roy Rogers National School of Safety Awards Program, with the blessing of the National Safety Council.

That was five years ago, and from having a few hundred schools enrolled the first year we watched the program grow until last year more than 8,000 were entered. This year the number topped 9,000. All year long the children keep records on their safety projects and how they work out, and make up scrapbooks on what they've done to improve their school's safety records—which includes safety records for the kids when they're outside as well as inside the schools.

At the end of the year, the schools send their scrapbooks to us. We get our committee together—some of our friends in the film colony as well as outstanding authorities in the safety field—and then we select the three best programs presented for the year. The winning schools get statues of Trigger, and Dale and I make it a point to visit the school in the Number One spot and present that award in person.

We've had the great joy of learning from teachers, principals, National Safety Council members, PTA leaders and others that joining in our program really does help the kids, really does cut down the accident records.

That's why we're happy to spend all the time and give all the attention this project takes. The way I figure it, if we save one child's life, or if we keep just one arm from being broken or one small body from being burned,

we've been more than repaid for any effort we've made to keep the program going.

YOURS FOR TELE-VIEWING MONDAY

What's Cooking, 9:30—Cooking show with Barbara Angell. Birthday party—broiled turkey.

United Nations General Assembly Meetings, 12:30—Henry Cassidy and Peter Stursberg provide commentary on assembly which will consider ratification of the Korean truce agreement. (Shown Monday through Friday).

Matinee Theater, 2:00—"Remedy for Riches."

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

Wild Bill Hickok, 4:00—"Blacksmith Story"—A brutal blacksmith picks owners of certain tracks of land for his victims. Wild Bill and Jingles solve the riddle in exciting fashion.

Northwest News Digest, 5:45—Features Norman Wallace, newscaster with Bill Stout as sports reporter and commentator. Cross-country news and weather round-up by Wallace.

Newspaper of the Air, 5:55—Features Bill Clayton with local news and news photographs—local and live.

Boxing from Chicago, 6:00—Vernon Roberts from Gary, Indiana vs. Henry Schexneider of New Orleans in 4-round bout in 168 class. (Final event) Johnny Walls vs. Kenny Lane in 4-round 141 pound bout.

Theatre, 7:00—"Last of the Outlaws," an amusing and exciting tale of the reckless West—stars William Fawcett, Arthur Space and David Saber. Grandpa (Fawcett) decides to track down robbers and finds the West hasn't changed as much as he thought.

Voice of Firestone, 7:30—Soprano Lois Hunt is guest.

Robert Montgomery Presents, 9:00—"Pierce 3101" is a melodrama of a man who contrives an almost perfect crime against his wife who refuses to divorce him. John Newland plays the husband, Margaret Hayes plays the wife, and Elizabeth Montgomery plays the other woman with whom the husband is infatuated.

Arthur Murray Dance Party, 10:00—Locally produced, live dancing show.

The Big Payback, 10:30—The 1920's American Cup Yachting race in which Sir Thomas Lipton suffered his fourth defeat in his \$15,000,000 attempt to win the world's most coveted yachting trophy. Bob Considine will describe the event. Also to be shown will be a fabulous rodeo, a famous pro basketball game with three overtimes and Leo Sjogren setting the world's walking record.

Sports Den, 10:45—Live show featuring Bob Blackburn.

Nite Owl Theatre, 11:15—"Gentlemen from Louisiana."

YOURS FOR TELE-VIEWING TUESDAY

What's Cooking, 9:30—Cooking show with Barbara Angell. Lima bean and salad—broiled sponge cake—how to start pickles.

Matinee Theater, 2:00—"Scarlet Clue"—Charlie Chan feature starring Sidney Toler and Mantan Moreland.

The Toy Maker, 3:45—The old German Toy Maker brings you tales of toys to delight the young of heart on this live children's show.

Northwest News Digest, 5:45—Features Norman Wallace, newscaster with Bill Stout as sports reporter and commentator. Cross-country news and weather round-up by Wallace.

Newspaper of the Air, 5:55—Features Bill Clayton with local news and news photographs—local and live.

It Happened in Sports, 6:30—Story of Bob Kane, graduate manager of athletics at Cornell University will be told.

Mirror Theater, 7:00—"The Party" is an adaptation of a story by F. Scott Fitzgerald. It concerns two neighbors whose friendliness turns to hate when they lose perspective over their children. Featured are Shepperd Strudwick, Kathrine Bard and Patty McCormack.

Firestone Theatre, 8:00—"The Traitor" is a story of an American soldier about to be sent to Korea who has been completely taken by the "better world" promises of the Communist party. Later when taken as a prisoner of war, he becomes a spy against his fellow Americans. Starring is Don Keifer with Jerry Paris, Hugh Beaumont, Bob Sherman, and Keye Luke.

This Is Your Life, 8:30—The life of Don DeFore will be telecast.

Judge for Yourself, 10:00—Stars Fred Allen in a show which combines panels, talent, and audience participation.

Nite Owl Theatre, 11:30—"Silent Witness" with Frank Albertson, Maris Wrisson and "Ace" (dog).

In Napoleon's time, engineers thought the Red Sea was 30 feet higher than the Mediterranean, but the cutting of the Suez Canal between the two bodies of water proved them wrong.

Better See Motorola TV
MITCHELL'S
Factory Trained Service and Installation
1800 State St. Phone 3-7577

"BILLY THE KID" JEANS
Knees Guaranteed for Life of Garment
MARGWEN'S
Capitol Shopping Center

On Television KPTV (Channel 27)

(Our programs scheduled in advance)

TELEVISION SERVICE & INSTALLATION
Malvern, Dunsmuir, Hoffman, RCA
Valley Television Center
2303 Fairgrounds Rd. Ph. 2-1913
See Us Before You Buy
For the Best Deal in Town
Factory Trained Technicians
Open Until 8 p.m.
Daily Except Saturday

MONDAY
2:30 p.m.—Search for Tomorrow
3:30 p.m.—Love of Life
4:45 p.m.—Toy Maker
6:00 p.m.—Wild Bill Hickok
7:00 p.m.—Voice of Firestone
8:30 p.m.—Newspaper of the Air
9:00 p.m.—Beating from Chicago
9:30 p.m.—Sports Den
10:45 p.m.—Nite Owl
11:15 p.m.—Nite Owl

MARR RADIO & TELEVISION
Sales - Service - Installation
Admiral TV
Open from 9 a.m. to 9 p.m.
Ph. 3-1411 2140 S. Coml.
Salem's First Television Store

TUESDAY
9:30 a.m.—What's Cooking
10:30 a.m.—Freedom Rides
11:30 a.m.—Big Payoff
11:30 a.m.—Welcome Travelers
12:30 p.m.—On Your Account
1:30 p.m.—U.N. General Assembly
1:30 p.m.—Arthur Godfrey
1:30 p.m.—TBA
4:45 p.m.—Hollywood Reel
7:00 p.m.—Matinee Theater
7:15 p.m.—Search for Tomorrow
7:30 p.m.—Love of Life

3:45 p.m.—Toy Maker
4:30 p.m.—Herald Today
4:30 p.m.—Stranger Than Fiction
5:00 p.m.—Name's the Same
5:30 p.m.—NW Digest
6:00 p.m.—Two for the Money
6:30 p.m.—Happened in Sports
7:00 p.m.—Mirror Theater
7:30 p.m.—Break the Bank
8:00 p.m.—Pirated Theater
8:30 p.m.—This Is Your Life
9:00 p.m.—Admiral Station
9:30 p.m.—Candy Theater
10:00 p.m.—Judge for Yourself
10:30 p.m.—Nite Owl Theater
11:30 p.m.—Nite Owl Theater

TV TROUBLES?
Technicians on Duty
Till 8:30 p.m. Daily
TELEVISION SERVICE CO.
1410 S. 12th Ph. 45512

Rites Set for Paul M. Sims

Requiem mass will be held in Salem at St. Joseph's church Wednesday, September 2, at 10 a.m. for Paul M. Sims, for Salem resident, who died in Portland at the age of 88 years.

Recitation of the Rosary is to be in Portland Tuesday, September 1, at 7:30 p.m. at the Hennessey, Goetsch, McGee Chapel.

Sims came to Salem in 1908 and had a rubber stamp business here. From 1928 until 1944 he had the Salem Stationery and Printing company on Court street.

Survivors include a daughter, Mrs. Mary Durnin of Portland; a son, Paul Sims, Jr., of Oakridge; six grandchildren and six great grandchildren.

EUREKA \$69.95
VACUUM CLEANER
4-5502 Clinic

East Salem

East Salem—More than 3000 miles were traveled by Mr. and Mrs. Joe King of Lancaster Dr. on a vacation trip.

After crossing Idaho and seeing Yellowstone Park, a week was spent in the Jackson Hole country, where Mr. King had lived several years ago.

Near Big Piney they visited at the Flying Wedge ranch of Mr. and Mrs. Johnnie Christman. At La Barge, it was the Old Rocking Chair ranch of other members of the Christman family. At Fontenelle they visited the ranch of Mr. and Mrs. Tom Harvey. At Old Pal they visited Mr. Christman's mother and at Kemmer with Mr. and Mrs. Norman Harvey.

Two days were spent in Salt Lake City.

The copper mines were seen on the trip south to Las Vegas, Nev., where they were guests in the home of Mr. and Mrs. Roy Michelson, and then west to Lodi, Calif., visiting Mr. and Mrs. T. J. Bettencourt.

The rest of the trip was east again to Reno and home through Redmond, where they were guests of Mr. and Mrs. Melvin Trindle and Mr. and Mrs. Marvin Mahaffey at Sisters.

In Auburn community a guest the past week at the home of Mr. and Mrs. Melvin Shaw on Monroe Ave. was her brother, Dr. Norris Yates. Dr. Yates

will be teaching this fall at Ames, Iowa.

Mr. and Mrs. George Munson of Monroe Ave. have been visiting this week at the home of her parents, the William Rahzies in Eddyville.

Only four members of the Monroe Ave. Sewing club, Mrs. Melvin Shaw, Mrs. Harold Akerson, Mrs. Stuart Johns and the hostess, Mrs. Loren Richey, were able to attend Wednesday afternoon's meeting.

Mrs. Lester Orion was hostess at her Vaughn Ave. home Tuesday morning for her Fishers Rd. neighbors at their coffee hour.

Two garden club meetings are scheduled for this week. Tuesday, Sept. 1, Swegle Road Garden club meets with Mrs. George Quinn at 7 p.m. Mrs. Daniel Casey is program leader.

Lansing Neighbors Garden club members will drive to Woodburn for their meeting at 1:30 p.m. at the home of Mrs. J. V. Aplet on Thursday, Sept. 3. Meetings of this club have been changed from the fourth to first Thursday of each month.

er.

There's only one **SKIPPY**
TOPS IN QUALITY!
BEWARE OF IMITATIONS
LOOK FOR THE HAPPY LITTLE DOG
LOW IN PRICE

Price's
CAR & TRUCK RENTALS
394 North Church
Phone 3-9600

PRICES GOOD THRU WEDNESDAY

Important scientific development
Clinical tests show, in 9 out of 10 cases, just one brushing...
KEEPS TEETH IMMUNE TO TOOTH DECAY ACIDS ALL DAY LONG!
ANTIZYME
LISTERINE
Just one brushing with Antizyme in the morning, (no need to brush after each meal) will keep your teeth immune to tooth decay acids, long after the brushing is over... something never before possible in dentistry.
59¢

Reg. 17c Silk
PAPER TOWELS
150 Sheets **13¢** Roll
Limit 4
Tolletry
2 for **23¢**

\$1.00 Colgate
Deodorant Cream
NOW ONLY **50¢**
Tolletry

Save 43c
Chlorodont Toothpaste
43c and 69c Size for **69¢**
Tolletry

\$1.09 Certified
VITAMIN "C"
100 Tablets 100 MG **79¢**
Tolletry

It's Good for Your Stomach!
Phillips Milk of Magnesia
26-oz. **67¢** 12-oz. **43¢**
4-oz. **23¢**
Tablets, 75's, 43¢
Pleasant tasting and palatable. Useful in constipation, heartburn and indigestion resulting from excess acidity.

Soft, Absorbent, Comfortable!
Co-ets Facial Pats
80's **35¢** 40's **19¢**
As soft as velvet to the touch... almost cloth-like durability. Individual cotton squares to remove makeup and nail polish. Use as a cleansing pad.

\$2.29 Child's Flat
LUNCH KIT
With 1/2 Pint Vacuum Bottle **\$1.89**
Variety

Regular 15c
CRAYOLAS
Box of 16 **10¢**
Variety

5c Pedigree
LEAD PENCILS
39¢ doz.
Variety

27c My-Te-Fine Fancy
TOMATO JUICE
46-oz. **21¢** 5 for **\$1.00**
Limit 5
Tolletry

Reg. 5c
CANDY BARS
4 for **15c**
Candy

OPEN FRIDAY 'TIL 9 P.M.
Fred Meyer Drugs
FOR THIRTY DAYS
148 N. LIBERTY
We Reserve the Right to Limit Quantities

CAA Reports on Year's Activities

Washington (AP)—The Civil Aeronautics Administration today said a survey of its air navigation facilities for the year ended last June 30 showed:

A 14,000-mile increase, to 52,000 miles, in the total length of direct airways using the new radio range called VOR, very high frequency, semi-directional range.

A 2,000-mile boost to 20,000 miles in alternate VOR airways, allowing faster traffic in and out of busy airports.

A 14,000-mile step-up to 19,000 miles in oceanic routes.

It is estimated that when white men first came to the United States there were about eight trillion board feet of timber in the forests of the country.

New Hearing

THE MEDICAL ACoustical INSTRUMENT COMPANY of Minneapolis, one of the largest and oldest manufacturers of precision audiometers and hearing instruments, offers you the latest developments in the correction of your hearing problem. Permanent offices with full facilities. Free benefits located in Salem. Free trial permitted on basis of examination and previous experience with hearing aids. Scientific hearing test given in home or office, without cost. End confusion—learn exactly what is available to help you with your hearing problem and the results you can expect. Nothing is a bargain if you are not satisfied. Write for free booklet on "What every hearing aid user should know," or phone for information.

Floyd Bennett
Maico Hearing Service of Salem
Senator Hotel Bldg.
(Permanent Office on Mezzanine Floor)
Office hours 9:00-2:30 daily except Thurs. and Friday.
Home appointments available at any time. Call Salem 3075.

FALL SALE of SPARTON T.V.
Reg. 439.95
BIG 21" SCREEN CONSOLE
With Big 29-Tube Chassis
Save \$110.00
ONLY \$329.95

- ★ Cosmic Eye 29-Tube Chassis
- ★ Ultra Range Tuner—plus All Channel UHF and VHF Tuner
- ★ Accurate, Easy Picture and Sound Control
- ★ Angle-Tilt Mounting for Non-Glare Picture
- ★ Distinctive Mahogany-Finish Cabinet
- ★ Excellent Reception in Picture and Sound

LIMITED TIME ONLY
CENTURY RADIO & TV
871 Wallace Rd. Phone 3-6666

