



STEVE CANYON



DICK TRACY



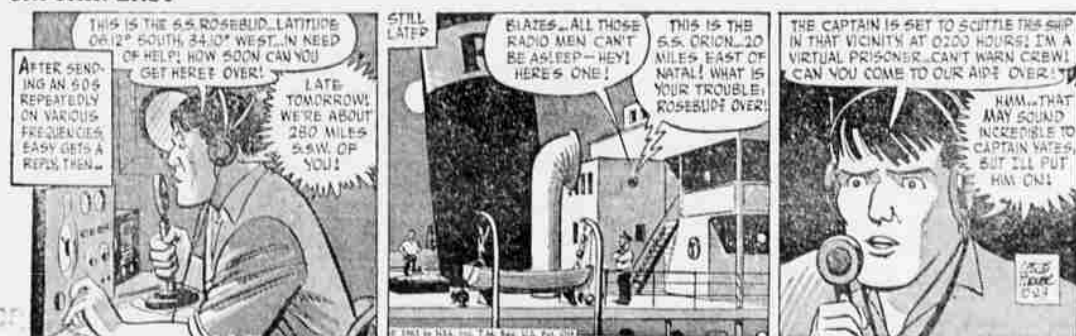
L'L ABNER



REX MORGAN, M.D.



CAPTAIN EASY



MARY WORTH



ALLEY OOP



DEMME, THE MENACE



Television in review

Fate of TV programs hangs on questionable rating setup

By Rick Du Brow

UPI Staff Writer

HOLLYWOOD (UPI) — With the season's first major television ratings out this week, and business almost as usual, it seemed logical Monday to check with Congress for a progress report on its cleanup of the whole ratings farce.

You may remember that a congressional subcommittee exposed the mess in hearings last spring. And in so doing, it made clear for any naive doubters that the fate of many of your favorite shows is decided by these questionable rankings. The subcommittee, at the time, gave the broadcasting industry a chance to clean up its own backyard — with the implied warning that if it failed, there might well be federal action, perhaps in licensing rating firms.

These firms are considered necessary to estimate audiences for advertisers. So the National Association of Broadcasters (NAB) went to work to set up an accredited and audited system of ratings—and recommendations were expected by mid-September, which is now some six weeks past.

NAB is Meeting

So that's why we called up Congress Monday, just to find out how things are going. Well, Rep. Oren Harris, the chairman of the subcommittee, is out of the country, so we spoke to the chief counsel, Charles P. Howze Jr. and Mrs. Howze told us that the NAB people have been meeting last week and this week, and they hope to have their plans in shape by the end of the year.

"I don't think the committee feels it can set a deadline," he said, noting the complicated nature of the NAB task. But he added: "I would think that if we don't have something pretty concrete by the end of the year, the committee will probably want to take a hard look at the situation." He also said leniency should not be taken as meaning the matter will be allowed to fade away.

In fact, he emphasized that if positive, firm results are not forthcoming, "drastic" action can be expected.

Mr. Howze then suggested we call Melvin A. Goldberg, vice president, director of research, NAB, New York City, because he is so involved in helping work out the particulars of the matter. Mr. Goldberg, after telling us about some of the labors going on, said that things should be in working shape by the first of the year, so that both our informants agree we should be getting the word in about eight weeks.

Mr. Goldberg added that one of the reasons for the delay since mid-September is that the questionnaires sent to the ratings services ask for amazingly detailed data about their own operations. These questions would provide the basis for auditing of rating criteria and standards.

So, while the new ratings tell us that "The Beverly Hillbillies" is still on top, that "Bonanza" is walloping Judy Garland, that Jerry Lewis is doing badly, and that Lawrence Welk is beating Phil Silvers and Joey Bishop, we may soon learn of steps to assure us that this information is accurate.

Demo building ripped by blast

MIAMI (UPI) — A midnight explosion ripped apart the two-story headquarters of the county Democratic Executive Committee Monday night and bomb squad inspectors said they were working on the theory it was an intentional act.

No one was hurt in the blast, which crumbled two concrete walls and the roof of the structure. There was no fire.

One fire inspector called it "the worst (explosion) I've ever seen around here."

The building is located in the heart of downtown Miami. The streets around the structure were littered with concrete and glass.

LOST? Classified Ad INDEX

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Child Welfare	99	99
Child Welfare	100	100

PHONE IN YOUR CLASSIFIEDS THE BULLETIN SUBSCRIPTION

RATES	By Carrier	By Mail
One Month	\$1.50	\$1.50
Six Months	\$8.00	\$8.00
One Year	\$15.00	\$15.00
Three Months	\$4.00	\$4.00
Six Months	\$7.50	\$7.50
One Year	\$14.50	\$14.50

CLASSIFIED ADVERTISING RATE SCHEDULE

2 lines for 1 time only \$1.25
2 lines for 4 times only \$1.75

EDDIE'S USED CARS ARE

TOO GREAT TO CLASSIFY!

'62 CHRYSLER Crown Imperial 4-dr. hardtop. Only 20,000 miles	\$4695
'59 PLYMOUTH Belv. 4-dr. Sedan V8 with automatic trans.	\$895
'62 BUICK Special 4-dr. sedan. V-8 engine, radio & heater	\$1995
'53 BUICK 2-door sdn. standard trans., was owned by local police officer	\$395
'59 OLDS Dynamic 88, 4-dr. hard top	\$1295
'62 DODGE 4-door sedan station wagon. Only 12,000 mi.	\$2195
'56 DODGE 4-dr. sedan. R & H	\$595
'60 CHEV CORVAIR 4-door sedan	\$1095
'61 FORD Falcon station wagon	\$1395

TWO-TON GMC CAB-OVER TRUCK

\$495

IMPERIAL CHRYSLER NEWPORT DODGE DART

EDDIE'S SALES & SERVICE

Wall at Greenwood
Phone 382-3561

2 lines for 8 times only \$3.00
4 lines for 1 time only \$1.75
4 lines for 4 times only \$2.75
4 lines for 8 times only \$4.75
6 lines for 1 time only \$2.75
6 lines for 4 times only \$3.75
6 lines for 8 times only \$6.50
FOR CIRCULATION SERVICE
In Bend, The Bulletin — 382-1811
In Redmond — 548-4261
In Prineville —
Mrs. Gary Stephens — 447-7700
In Madras, Culver, Metolius
Mrs. Pearl Viegas — 548-4121

Member, Audit Bureau of Circulations

The Bend Bulletin (Weekly)
1903-1931 The Bend Bulletin
(Daily) Est. 1916. Published
Every Afternoon except sundays
and certain holidays by The
Bend Bulletin Inc. 736-738 Wall
St. Bend, Oregon

Legal Notice

NOTICE TO CREDITORS
In the District Court of the
State of Oregon for Deschutes
County

In the Matter of the Estate of
FRANK E. MOORE, Deceased.
The undersigned having been
appointed by the above entitled
Court of the State of Oregon,
for the County aforesaid, Ex-
ecutrix of the Estate of FRANK E.
MOORE, deceased, and having
qualified, notice is hereby given
to the creditors of, and all
persons having claims against
said deceased, to present them,
verified as required by law,
within six months after the first
publication of this notice to said
Executrix at the office of her
attorney Harry A. English, 653
E. First Street (P.O. Box 1053),
Bend, Oregon.

MARY JOSEPHINE MOORE,
Executrix of the Estate of
FRANK E. MOORE,
DECEASED.
Dated and first published this
8th day of October, 1963.
288-264-270-276-C

NOTICE OF FINAL ACCOUNT

Estate of Bernice Slicker Ruble

No. 2499

In the District Court of the
State of Oregon for Deschutes
County

NOTICE IS HEREBY GIVEN,
that the undersigned, Executrix
Frank A. Ruble of the estate of
Bernice Slicker Ruble, deceased,
has filed his final account in
the above entitled court, and
that November 27, 1963, at 2:00
o'clock p.m. in the Court Room
of the above entitled court has
been appointed by the court as
the time and place for the hear-
ing of objections thereto, if any,
and the settlement thereof.
Dated and first published Octo-
ber 29, 1963.
Date of last publication No-
vember 19, 1963.

Frank A. Ruble,
Executrix of said estate
Thompson & Perrine,
Attorneys for said estate.
276-282-288-294-C

5-Card of Thanks

WE WISH to express our deepest
thanks to the many friends
and relatives for their many
kindnesses in our recent pass-
ing of our mother.
Mr. & Mrs. Carl L. Strom and
family
Mr. & Mrs. Donald F. Strom
and family
Mr. & Mrs. Leon Carl and
family
Mr. Loyal Strom and family

8-Special Notices

ALCOHOLICS ANONYMOUS
For information call 382-4780,
or Redmond 548-5066.

Oregon Memorial Association
382-1052

9-Personals

I WILL not be responsible for
any debts other than my own.
Paul D. Swager

10-Lost & Found

REWARD offered for billfold
and papers lost in vicinity of
Nelson's Market, 382-3090 or
382-2222.

LOST: ONE year old male Chi-
huahua and Dachsund mixed,
bad left eye. Reward, 382-5380.

11-Instruction-Schools

MEN—GET THAT JOB

Operating Bulldozers, Graders,
Draglines, Backhoes and Scrap-
ers. Earn top wages. We will
train you on our equipment.
V.A. approved. Write to:
ASSOCIATED

Heavy Equipment Schools, Inc.

1224 Southwest Morrison
Portland 5, Oregon

12-Domestic Services

IRONING, VERY reasonable,
382-6747.

WILL DO ironing in my home,
382-0714.

13-Baby Sitters

BABYSITTING, by day or hour.
Mature, experienced, Call Ruth
Newman, 549-3391, Sisters.

14-Moving, Trkng, Storage

SAVE 50% OR MORE

Rent New Moving Vans From
Avis. We Furnish Everything,
But The Driver

AVIS RENT-A-TRUCK SYSTEM
Bend 382-2151

19-Help Wanted Female

OFFICE GIRL wanted, Short-
hand and typing required.
Phone 548-3359, Redmond.

20-Service Directory

PAINTING DONE Reasonable
rates Anderson 382-2043.

Electrical Contracting
Commercial and Domestic
Installation and Repairs
anything Electrical
BILL'S ELECTRIC

942 Hill St. 382-2821

FURNITURE REFINISHING
Work guaranteed. 548-2511

MUSSON'S REFINISHING
BEAL'S BOOKKEEPING
Payroll - General Tax
64 Franklin 382-3970

INVISIBLE REWEAVING
As an added service, RUG RE-
WEAVING, as well as uphol-
stery and clothing can be done
at Boy's Reweaving, next to
the Tom Tom Motel. Free es-
timates 382-1948.

APPLIANCE REPAIR
WASHERS, DRYERS, FREEZ-
ERS, REFRS. WATER
HEATERS, FURNACES, A.I.I.
makes
MIKES ELECTRIC 382-5313

LOVELY NEW FASHIONS
Your BEELINE Dealer
382-1478

Margie Johnson

TELEPHONE Answering ser-
vice in Redmond. Are you miss-
ing calls? 24 hour service. Re-
asonable rates. Call 548-3106.