

'Quality' Producers Lead Lonely Life in Television

By FRED DANZIG
 United Press International
 New York — It's a relatively lonely ride for TV producers such as Robert Saudek. Identified with top quality, award-winning productions, Saudek is now preparing to take "Omnibus" back into TV's Sunday traffic, and to produce other goodies as well. Saudek's staff of 25 imaginative associates are handling the details for seven hour-long "Omnibus" programs, nine "Dow Hour of Great Mysteries," at least two 90-minute specials with Leonard Bernstein and the New York Philharmonic, and assorted specials that are still in the "talk" stage.

While this schedule would seem to be enough to keep any TV producer happy and busy, Saudek took time out recently to shake his head despairingly. He assures us that there's no danger of network TV becoming cluttered with bumper-to-bumper quality programs.

"It's a disgrace that TV schedules are still being made up principally with an eye to what will be cheap — money cheap, that is — and popular. Too many of our TV executives have bloodshot eyes from acreeing what they call 'new' shows — private eyes, westerns, adventure films. They're still looking for inexpensive things to put on that will be big and successful," Saudek said.

Doesn't Set Goals
 "The trouble is," he added, "that TV doesn't set goals for itself. It does much less than it has to do. What does it have to do? Why, make life more interesting. You do not make life interesting by putting on so much of what they put on."

"Why," Saudek said, "take some sponsors. There's Ford, for example. It gives public service messages instead of commercials. Why? Because it feels a responsibility to our society. It doesn't have to do it. But in our system, a corporation is regarded as a person. It can make contracts and all the rest. If it's true that a corporation is a person, then corporations have responsibilities. That goes for the TV corporations too."

Taxpayers Asked To Leave Property On Tax Rolls

Portland — The president of Pacific Power and Light company has advised Portland area taxpayers not to remove the power company's Portland properties from the tax rolls through municipal ownership.

The challenge, from Pacific Power and Light President D. R. McClung, came in response to a proposal Tuesday that the city of Portland purchase Pacific Power and Light's \$35 to \$50 million Portland facilities.

The proposal is now under study by city officials. It was made to the city council Tuesday by United Business Associates, Inc., described as a group seeking lower taxes and cheaper power for the city.

UBA said city ownership of the company's Portland power facilities would save consumers \$10 million a year. The company serves 40 per cent of Portland's consumers.

McClung called the UBA contention "unbelievable." He said Pacific Power and Light revenues in Portland amount to only \$9 million a year.

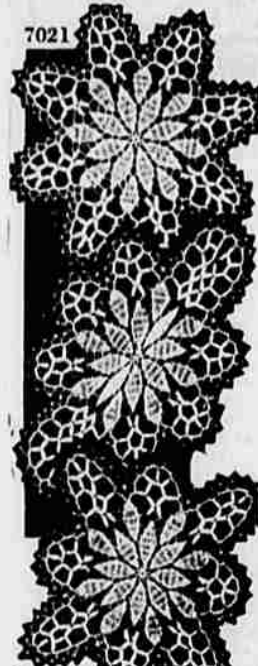
Pendleton Man Killed in Crash

Pendleton — Clifford Donald Wheeler, 44, Pendleton, died minutes after his car struck a guardrail 28 miles east of here Tuesday night at the end of a freeway.

Police said Wheeler was trying to negotiate a curve when he apparently lost control. The vehicle rolled over several times. Wheeler died at the scene of the accident.

Wheeler was the owner and operator of the Arrow Cab Co. here. He is survived by his wife and three children.

SEEKS PRESS COVER
 Chicago — The crush of people was so heavy around the GOP rostrum before President Eisenhower was scheduled to speak Tuesday night that U. E. Baughman, chief of the U. S. Secret Service, was unable to find a seat near the President. He crawled into the press row with the staff of United Press International.



Crochet One a Day
 7021
 by Alice Brooks

Daisies DO tell — this flower-fresh trio says "Thank You" graciously to a hostess, and compliments your taste and talent.

One-a-Day crocheted trio daisies framed by petal-stitch scallops. Pattern 7021: round 9 1/4; oval 8x11 1/2; 8-inch square in No. 50.

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- 70 Better Fall Neck Ties 50c
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- 100 Men's Cotton Sport Socks 39c
- 3 Men's Arnel Cotton Slacks 99c
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- 2 Better White Dacron Shirts 1.22
- 3 Colors Dress Shirts 33c
- 12 Men's Better Cuff Links 50c

FOR WOMEN!

- 76 Blouses, solids, checks, stripes 99c
- 95 Twill & Denim Jeans, 10-18 1.50
- 6 Only, Better Faille Dusters, 12-18 8.00
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- 26 Only Better Lace It. wt. Girdles, S,L, 2.00
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- 12 Plastic Jackets, 8-16 blue, white 6.00
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- 67 Only Woman's Batiste Waltz Gns. 1.99
- 28 Only, Woman's Plisse Sh. Gowns, 1.88
- 10 Only, Woman's Quilted Paj., Nylon 4.88
- 7 Only, Ceramic Flower Vases 25c
- 47 Only, Woman's Qual. Sum. Hdbgs. 1.99
- 32 Only, Women's Belts, asst. styles 10c
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- 62 Pcs., Asst. Flowers, Roses, Glads 50c
- 4 Only, Women's Lounging Robes 50c
- 18 Only, Women's Lounging Robes 1.99
- 12 Only, Women's Silk Scarfs, 24" 05c
- 3 Only, Women's Tricot Ray. Panties 20c
- 3 Pr., Women's Hoses, Discont. col. 10c
- 4 Only, Women's Ray. Gowns, Med. 1.00
- 42 Only, Women's Nylon 1/2 Slips 1.50
- 21 Only, Women's Bikini Paj., Batiste 1.99
- 7 Only, Women's Jama Doll Pajamas 1.99

SHOE VALUES!

- 21 Pr., Women's Pumps, Better Summer Shoes, cut to bone 2.88
- 50 Pr., Women's Fabric Flats Mach. wash. canvas, bl., blk., tan 2.50
- 35 Pr., Women's Fabric Flats, long wear Hopsacking elast. inserts, bl., blk. 1.44
- 100 Pr., Women's Casual Shoes, Sandals, flats, pumps, wedgies 2.50
- 65 Pr., Girls' Canvas Shoes, Slip-ons, Sandals, Oxfords in bl., red, 10-2 1.00
- 35 Pr., Women's Utrilon Sandals, Long Wear Water Loving 1.44
- 31 Pr., Men's Casual Oxfords, Men's Perf. Leather Oxfords, Cr. Sole 3.77
- 22 Pr., Men's Slip-on Casuals, Plain Toe, Soft Suede, Cr. Sole, 7-10 2.66
- 18 Pr., Men's Romeo Slippers, Pliable Kid Leather with Long Wear Sole 2.00
- 40 Pr., Children's Sandals, Long Wear Water Loving Utrilon in red, brown 1.00
- 20 Pr., Big Boys Oxfords, Sturdy Schl. Blk. Moc. Toe or Tan Suede, 3-6 5.00
- 45 Pr., Boys' Tennis Shoes, Black or White Gym Oxfords, heavy sole 2.88
- 27 Pr., Men's Summer Oxfords 4.88
- 47 Pr., Women's Summer Shoes 2.00

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- 96 Only, Girls' 2-pc. Short Sets 7-14 88c
- 156 Shorts and Midcalfs 3-6x7-14 88c
- 280 Girls' Cotton Dresses, plaids 3-6x 2.25
- 252 Better Cotton Plaid Dresses, 7-14 3.00
- 127 Girls' 1-pc. Play Suit, 3-6x7-12 88c
- 16 Only, Girls' 2-pc. Short Sets, 8-12 1.99
- 180 Pr., Girls' Twill & Denim Jeans 1.00
- 34 Only, Girls' Nylon Bouffant 1/2 Slips 88c
- 42 Only, Cotton Plisse' Slips, white 66c
- 48 Pr., Better Cotton Anklets, 6 1/2-7 4/100
- 13 Only, Plastic Raincoats, wh., S-M-L 99c
- 75 Only, Better Orlon Plain Skirts, 7-14 2.88
- 22 Crew Neck Sweaters, Solids 2.44
- 97 Orlon Carignans Sweaters, 7-14 3.88
- 49 Only, Pile Lined Jackets, 8-14 col. 7.88
- 27 Pr., 3-pc. Paj. Set, 6-12, blue, pink 1.88
- 114 Better School Blouses, asst. 7-14 1.44
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- 74 Girls' Orlon Shaggy Sweaters, 7-14 2.88

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- 250 Pr. Training Pants, 1-3, white 4/1.00
- 19 Only—Toddler's Sunsets, lined 66c
- 275 Pr. Knit Sleepers, 2-pc. plastic fold 1.29
- 120 Cotton Rec. Blankets, 30x40 2/1.39
- 29 Pr., Waterproof Pants, 1-3 asst. 3/1.00
- 18 Only, Dressy Nylon Dresses, 1-3 1.88
- 17 Only, Cotton Sun Dresses, asst. 1-3 88c
- 27 Only Rec. Blankets, 26x34, lt. wt. 3/1.00
- 140 Only, Print Polo Shirts, 1-4 2/1.00
- 9 Only, Crib Comforters, asst. 1.88
- 30 Only, Waterprf. Pads wte., 17x18 3/88c
- 28 Only, Cord. Crawlts., 1, 1 1/2, red 2/1.00
- 96 Only, 2-pc. Longie Sets, asst. 2-4 2.66
- 3 Only, Girl's 3-pc. Coat Set, 1, 3 2.00
- 9 Better Pile Lined Jackets, 1-3, Red 5.00

FOR MEN!

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- 8 Men's 1 3/4-ounce Jeans 2.00
- 60 Men's Twill Sun Tan Pants 2.50
- 48 Men's Twill Sun Tan Shirts 2.00
- 30 Men's Poplin Work Pants 2.00
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- 2 Men's Work Suits, 36 & 44 3.44
- 1 Men's Painter Jacket, 38 66c
- 10 Men's Denim Work Caps 25c
- 200 Men's Cotton Work Socks 25c
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- 6 Only, 100% Wool Blankets, 72"x90" 8.88
- 4 Only, Foam Rubber Fatigue Mats, 2.00
- 6 Only, Scatter Rugs, 30"x50" 3.00
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- 19 Only, Hdwd. Louv. Shutters, 7x32 1.50
- 8 Only, Hdwd. Louv. Shutters, 9x32 2.00
- 6 Only, Hdwd. Louv. Shutters, 9x29 2.00
- 21 Only, Hdwd. Louv. Shutters, 8x26 1.00
- 118 Pr. Nat. Matchstick Cafes, 60x36 1.00
- 76 Only, Nat. Matchstick Val., 54x9 50c
- 82 Pr., Col. Matchstick Cafes, 60x36 1.66
- 1 Only, Percal Pillow Cases 25c
- 12 Only, 100% Acrilan Solid Blankets 8.88
- 18 Sets, Plastic Shower Set, Shower Curtain & Window Curtain 1.00 Set
- 460 Yds., Better Qual. Cottons, red 50c Yd.
- 180 Yds., Woven Dress Chamb., 38c Yd.
- 260 Yrs., Wov. Plaid. Ghgh. Plaids 50c Yd.
- 120 Spools, Coats & Clarke Thread, 3c ea.
- 4 Only, Miniature Sewing Machines, 1.00
- 350 Yds., Ass't Cotton or Nylon Trimmings 10c Yd.
- 8 Only, Proctor Steam and Dry Irons, 8.88
- 8 Only, Proctor Automatic Toasters, 8.88
- 6 Only, Alum. Automatic Percolators, 8.88
- 7 Only, 9 ft. x 12 ft. Tweed Rugs, 24.88
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- 23 Only, Low Loop Cotton Rugs, 18x30 88c
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- 42 Only, Low Loop Cotton Rugs, 30x50 1.88
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- 10 Pair, Chromspun Taffeta Drapes, 42 x 90 2.00
- 5 Only, Chromspun Pillow Shams 1.00
- 2 Only, Plaid Dust Ruffles, twin 2.00
- 16 Only, Embossed Cotton Bedspreads, Full 4.00
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- 17 Pks. Terry Wash Cloths, Ass't 12/1.00
- 2 Only, Twin Size Percal Sheets, 72"x108" 1.00

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- 4 Webbed Chairs, slightly damaged 1.44
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- 2 American Flyer Electric Trains 7.88
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- 2 Air Sleep Air Mattress 4.44
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