

# Radio Log

**KFLW-CBS & ABC, 1450 KC**  
**Monday Evening, November 15**  
 6:00 Perry Como Show CBS  
 6:15 The Choralists CBS  
 6:30 Meet Me At The Movies CBS  
 6:55 News CBS  
 7:00 Meet Me At The Movies CBS  
 7:30 The Lone Ranger ABC  
 7:55 Les Griffith ABC  
 8:00 Tennessee Ernie Ford CBS  
 8:30 Lowell Thomas CBS  
 8:55 Mr. & Mrs. North CBS  
 9:00 Preview of Tomorrow  
 9:45 Henry J. Talbot ABC  
 10:00 10 p.m. Headlines  
 10:15 Bill Stern ABC  
 10:30 Kilocycle Klub  
 11:00 Sign Off News Summary  
 11:05 Sign Off

**KFLW-CBS & ABC, 1450 KC**  
**Tuesday, November 16**  
 6:00 Minute News Summary  
 6:01 America's Favorite Music  
 6:15 Minute News Summary  
 6:16 America's Favorite Music  
 6:30 Minute News Summary  
 6:31 America's Favorite Music  
 6:45 Minute News Summary  
 6:46 America's Favorite Music  
 7:00 News Brief Edition  
 7:15 Charlie's Roundup  
 7:30 Frank Goss ABC  
 7:45 Harry Habbitt Show CBS  
 8:00 Breakfast Club ABC  
 8:00 Rise With Me  
 8:15 Better Living  
 8:30 Helen Trench CBS  
 8:45 Our Girl Sunday CBS  
 10:00 Wendy Warren CBS  
 10:15 Ma Perkins CBS  
 10:40 Young Dr. Malone CBS  
 10:45 Marian From Millers  
 10:45 Whispering ABC  
 11:15 Perry Mason CBS  
 11:30 Nora Drake CBS  
 11:35 Brighter Day CBS  
 12:00 Noon Edition News  
 12:15 Payless Sidekick Show  
 12:30 Sam Hayes ABC  
 12:45 House Party CBS  
 1:00 Arthur Godfrey CBS  
 2:30 Hank Henry Show  
 3:00 Ruth Abbott CBS  
 3:05 Muzak  
 3:15 The B & B Show  
 3:20 Ted Maloney ABC  
 3:35 Basin Briefs  
 3:55 Sheila Graham ABC  
 4:50 Spin With Wynne  
 4:50 Second Mrs. Burton CBS  
 4:45 When A Girl Marries ABC  
 5:00 Edward R. Murrow CBS  
 8:15 Easy Listening  
 8:30 Today's Sports Highlights

# "DENNIS THE MENACE"



"HE WANTED IT FOR HIS WATER PISTOL!"

# Chamber Meet To Be Held

WEED — Members of the Weed Chamber of Commerce plan to attend the meeting Tuesday, November 16, at Burney when the Inter-County Chambers of Commerce of Northern California meet for dinner at the Burney Civic Hall.

State Senator Edwin J. Regan, Weaverville, will trace the activities of ICCCN and others over the six year period in seeking reconstruction of U.S. Highway 299 on Hatchet Mountain, between Burney and Montgomery Creek in Shasta County, and between Fawn Lodge and Weaverville in Trinity County. The recently announced highway budget contains almost 1 1/2 million for work on these two sections.

From its inception as the Shasta County Chamber of Commerce in 1948 the ICCCN continuously has sought the Hatchet Mountain improvements as one of its major objectives, as has Senator Regan since taking his seat in the state senate in 1947. The six-county organization and slogan started actively seeking the Trinity road work a short time later.

The general public is urged to attend the 6:30 dinner. Senator Regan will also discuss the water outlook, with regard to its economic effect on the six Northern Counties represented in ICCCN. County Supervisor Al Meeker will preside at the dinner in the absence of David Vodermark, president of the Burney Chamber.

President B. A. Mason, Redding, will preside at the business session to commence at 4 p.m. for the regular monthly meeting. Future road improvements, appointment of a permanent recreational development committee to handle such matters as recommended policies concerning expenditure of tideland oil funds and latest industrial developments in the ICCCN area are among the items on the agenda.

# Power Firms Offer Federal Government Loan For Dam

PORTLAND (AP) — A loan of \$350,000 to the federal government was offered by three power firms Saturday.

The money would be used to get planning started for partnership construction of John Day Dam on the Columbia River. The partnership proposal calls for privately owned utilities to pay for about half the construction costs, getting power generation in return.

The firms making the offer are Portland General Electric Co., Pacific Power and Light Co. and the Washington Water Power Co. James H. Polhemus, PGE president, said the money would permit the Army Engineers—who normally do planning work for big federal dams—to get started on planning at once and avoid a possible delay while awaiting congressional action.

The money could be returned without interest if funds eventually are appropriated for the project, Polhemus said.

Col. J. U. Moorhead, Portland district Army engineer, said he had forwarded the offer through channels to the Secretary of the Army.

# Television Shows Battle For Top Audience Ratings

NEW YORK (AP) — The television networks are in a hot war for the first 10 places in the audience popularity ratings, but in the heat of battle they seem to have forgotten the viewing public.

Anxious to impress sponsors and affiliated stations, the networks pit their strongest shows against the enemy's best to gain places in the coveted "top 10," about which the average viewer knows little and cares less.

The viewer, meanwhile, often finds that two shows he'd like to watch are scheduled at the same time and he has to miss one. On some other nights he finds there's little to attract him on any channel. He's led to wonder why a good new show, when it comes along, isn't scheduled on a dull night when it would have a field day in the ratings.

One example of the way the battle is waged is NBC's new medical documentary Medico, which replaced the Dennis Day Show as opponent to CBS's prized I Love Lucy, perennial occupant of No. 1 spot in audience ratings. There was little expectation that Medico would draw a bigger rating but there was the hope it would pull away enough viewers to cause Lucy to slip to No. 2 or lower — while one or more NBC shows on other nights moved up.

The result: The latest Nielsen rating still puts Lucy in first place but with only 52.9 per cent of TV homes tuned in against 65.9 a year ago, a drop of 13 points. And viewers have to choose between two good shows when many would like to see both. Medico drew more than 25 per cent.

CBS's counteroffensive was directed against NBC's Thursday night Dragnet, which held No. 2 spot all last season close behind Lucy. CBS scheduled its new Climax dramatic series, with the Shower of Stars in color every

# New Blonde Hair Brings Comments

HOLLYWOOD (AP) — Olivia de Havilland's fiance, Paris editor Pierre Galante, arrived here to be greeted by the now-blonde actress. His comment on her hair: "It's all right, for awhile."

Miss de Havilland, 33, and the 44-year-old magazine editor haven't set the date for their marriage yet. The natural brunette may not be blonde by the time of the ceremonies. Keeping her hair blonde, she said, is "too much trouble."

# Moscow Radio Urges US Trade

LONDON (AP) — A Moscow radio commentator urged the United States today to renew its old trade ties with the Soviet Union.

"The U.S.A. and this country have long-standing traditions of mutually advantageous commerce," the speaker said in an English-language broadcast for North America.

He said the Russians are satisfied "peaceful and fruitful cooperation between our countries" is something "the common people of the U.S.A. want as much as any other peace-minded people."

# KIDNAPED

TOKYO (AP) — Pelping radio Thursday said 236 Communist Chinese fishermen and 14 fishing boats were kidnaped Oct. 20 by the Nationalist Chinese navy off the Fukien coast.

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DOORS OPEN 6:30

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BOB MATHIAS - WARD BOND  
with introducing MELBA MATHIAS  
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JAN STRLING  
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Shorts Cartoons - News

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JEFF MARTIN AND LEWIS  
JACK LEIGH

SEW-EASY PRINCESS

9202  
by Marjorie Martin

REPATRIATES  
MAIZURU, Japan (AP) — A repatriation ship left Saturday to pick up the first load of some 1,000 Japanese Nationals, most of them prisoners since World War II, whom Red China has promised to free by next spring.

**RARE BIRDS**  
BALTIMORE (AP) — The Baltimore Zoo lost \$5,000 worth of rare birds—40 small ones, three pheasants and a hornbill—in a two-alarm fire which broke out yesterday on the ground floor of the old home housing the bird exhibit.

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