

Mercer Tells Expectation For Radio, Video In 1956

By CHARLES MERCER
 NEW YORK (AP)—Our operatives have finally reported in after consulting the sibyls and soothsayers, the astrologers and assorted prophets on what to expect from television and radio in 1956.

The statisticians have projected their curves and see a boom business year for the industry. The figures to support this are very dull and won't be mentioned here.

There will be an increased number of longer television programs; the two-hour program will be commonplace by the end of the year.

In lighter hearted vein the astrologers see other things.

There will be about 27 new quiz programs on television. Of these, about 26 will imitate features of the couple of thousand now on the screen. One will be totally different—and may last three weeks or three years.

Arthur Godfrey will fire five more employees. Each firing will be attended with newspaper headlines. Every other producer in the business will fire many more employees than Godfrey—and no one will think of reporting it.

A total of 14,787 men and women are now working on program ideas which they are certain will be more popular than The \$64,000 Question. Of these, 14,786 will fizzle. One, marked by extraordinary simplicity, will succeed.

All the comedians in the business will at various times be assailed by the conviction they're on the way out. Yet all but one will still be in business at the end of the year. This one will fade so slowly he won't even know it happened. It really will be quite painless, sir.

At least one high-ranking official of one television network will transfer his allegiance to another television network. This will create a big stir in a small segment of New York and leave the rest of the country indifferent.

As the astrologers all agree, the only predictable thing about television in 1956 is that it's generally unpredictable.

LaRosa Makes Wedding Plans

NEW YORK (AP)—Julius La Rosa, looking happy and properly humble, declared jestingly last night that he and his bride-to-be "might have our first argument" about setting a wedding date.

La Rosa, who rocketed to success after Arthur Godfrey fired him, announced yesterday that he would wed Rosemary "Rory" Meyer, private secretary to singer Perry Como.

"If it was up to me," said La Rosa at a news conference, "I'd be married tomorrow. But she's more sensible I guess. She worries about details and that sort of thing."

La Rosa beamed happily during a half-hour ordeal of picture-taking. "Everything is perfect, just perfect," said the 36-year-old part-timer. "About the only imperfect thing is that we have to share this beautiful thing with thousands and thousands of people. I guess I shouldn't say that, but you know what I mean."

'DENNIS THE MENACE'



Boy, don't ya just love snow?

Hollywood Tailor Confesses Starting Liberace Wardrobe

By ALINE MOSBY
 United Press Hollywood Writer
 HOLLYWOOD (UP)—On Vine Street, busy hub of Hollywood's television and record world, a shopkeeper named 'S' Devore is singled out as the man who did it.

By confessions it's he who makes those jazzy clothes for Liberace. Devore is a tailor, and his Vine Street shop, surrounded by the big network TV studios, caters to the stars of the home screens. Of all his celebrated customers, 'S' is proud of how he started Liberace on the road to sartorial splendor.

"This is one of the things that helped his career," announced Devore today.

"When Liberace came to me—Bill Holden sent him in—I changed his style completely. He was wearing wide shoulders and droopy things. He wanted something a little different. In fact, he wanted a pink tuxedo, but I talked him out of that."

Instead Liberace got white tie and tails, a gold lame tuxedo and a gold-and-black tuxedo with black

sat-in lapel and cuffs. Devore also made Liberace's wardrobe for his first movie, "Sincerely Yours"—a gold lace smoking jacket, gray silk suit and black tuxedo sprinkled with gold polka dots.

Devore's shop is a Hollywood landmark where the TV crowd hangs out. In the barbershop in back, I found a Marilyn Monroe calendar and George Burns and George Gobel getting shaves. Out

in front Donald O'Connor was looking over some checkered vests. Devore claims the distinction of getting Bing Crosby out of those Hawaiian sport shirts and into clothes that fit and match. The tailor also lured George Gobel into tails.

"Actually movies are so far away from the viewer that suits don't show too much," said the tailor. "But stars get very clothes-conscious on TV. They all want suits to make them look tall."

McINTYRE TRAVEL SERVICE
 Your Experienced Agent
WILLARD HOTEL
 Phone 3088

DOORS OPEN 6:30 P.M.
ESQUIRE
 PHONE 4567

Last 2 Days
The Rains of Ranchipur
 COLOR BY METER
 TURNER BURTON CAULFIELD CINEMASCOPE

FRIDAY!
 WARNER BROS. PRESENT
JAMES DEAN
 as today's teenager
"REBEL WITHOUT A CAUSE"
 CINEMASCOPE WARNERCOLOR
 NATALIE WOOD — SAL MINED

DOORS OPEN 6:30 P.M.
PELICAN
 PHONE 4572

TONIGHT IS PELICAN
SURPRISE NIGHT!
 SMASHING THE TOKYO UNDERWORLD!
 CINEMASCOPE

HOUSE OF BAMBOO
 Robert RYAN - Robert STACK
 Shirley YAMAGUCHI

TIMBERJACKS
 HAYDEN - BALSTON - BRIAN

Radio Log

- KFLW—CBS & ABC, 1450 KC**
- Thursday Evening, Jan. 5
- 6:00 Today's Sports Highlights
 - 6:15 Lowell Thomas CBS
 - 6:30 Amos 'n' Andy Music Hall CBS
 - 6:55 News CBS
 - 7:00 Godfrey Digest CBS
 - 7:30 Record Digest CBS
 - 8:00 News CBS
 - 8:05 Curt Massey Show CBS
 - 8:30 Curt Massey Show CBS
 - 8:45 Bing Crosby CBS
 - 8:50 Sound Music Summary
 - 9:30 Treasury Show CBS
 - 10:00 10 PM Edition News
 - 10:15 Johnny Dollar CBS
 - 10:30 Time for Relaxation
 - 11:00 Sign Off News Summary
- Friday, Jan. 6
- 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 — Breakfast Edition
 - 7:15 Digest and Meet Show
 - 7:30 Frank Goss CBS
 - 7:45 Harry Habbitt CBS
 - 8:00 Breakfast Club ABC
 - 9:00 Blue Skies
 - 9:15 Better Living
 - 9:20 Helen Tracy CBS
 - 9:45 Our Gal Sunday CBS
 - 10:00 Wendy Warner CBS
 - 10:15 Ma Perkins CBS
 - 10:30 Young Dr. Malone CBS
 - 10:45 Guiding Light CBS
 - 11:00 Stop 'n' Shop
 - 11:15 Aunt Mary CBS
 - 11:30 News Drake CBS
 - 11:45 Aunt Jenny CBS
 - 12:00 News Edition News
 - 12:15 Payless Sidewalk Show
 - 12:30 House Party CBS
 - 1:00 Arthur Godfrey CBS
 - 2:30 Hank Henry Show
 - 3:00 Ruth Ashton CBS
 - 3:10 TBA
 - 3:15 Miller's Mainline
 - 3:30 Watchtower Interview
 - 3:40 Music
 - 3:45 Ted Malone ABC
 - 4:00 Whispering Stories ABC
 - 4:20 Basin Briefs
 - 4:30 Today's Top Tunes
 - 5:00 Edward R. Murrow CBS
 - 5:15 Bill Stern ABC
 - 5:30 Weather Report CBS
 - 5:45 Frank Goss CBS
 - 5:55 Hometown News
 - 6:00 Today's Sports Highlights
 - 6:15 Lowell Thomas CBS
 - 6:30 Amos 'n' Andy Music Hall CBS
 - 6:55 Chevrolet News CBS
 - 7:00 7:00 Precinct CBS
 - 7:30 News CBS
 - 7:35 Jack Carson CBS
 - 8:00 KUHIS vs Grants Park - Basketball
 - 9:30 Orchestra CBS
 - 10:15 Johnny Dollar CBS
 - 10:30 Time for Relaxation
 - 11:00 Sign Off News Summary
 - 11:05 Sign Off

- KFJL—MBS & DLBS, 1150 KC**
- Thursday Evening, Jan. 5
- 6:00 Bob Greene News DLBS
 - 6:15 Warren Buryan Sports Report
 - 6:25 Hollywood Highlights
 - 6:30 First Federal News
 - 6:45 Sam Hayes DLBS
 - 6:55 Harry Wisner DLBS
 - 7:00 Official Detective DLBS
 - 7:30 Crime Fighters DLBS
 - 8:00 Bob and Ray DLBS
 - 8:25 Les Paul-Mary Ford DLBS
 - 8:30 Wheel of Fortune DLBS
 - 8:45 Gabriel Heatter DLBS
 - 8:55 Fulton Lewis DLBS
 - 9:30 Coke Time with Eddie Fisher DLBS
 - 9:45 Bob Loch Show
 - 11:00 Five Minute Finals DLBS
 - 11:05 Sign Off
- Friday, Jan. 6
- 6:00 First News
 - 6:05 Sunrise Serenade with Lucas
 - 6:30 Stars of the Pioneers
 - 6:45 Varian Reports DLBS
 - 7:00 Hennessey MBS
 - 7:15 Breakfast Gang DLBS
 - 7:30 Today's Best Buy DLBS
 - 7:45 Buryan News
 - 8:00 Chief Eagle DLBS
 - 8:15 Morning Melodies with Lucas
 - 8:45 Local News - Second Edition
 - 8:50 Morning Melodies with Lucas
 - 9:45 Basin Bouquet
 - 10:00 Newspaper of the Air DLBS
 - 10:15 Tello Test DLBS
 - 10:30 Visit to LaPointes
 - 10:45 Skunkie Quiz
 - 11:00 Sam Hayes MBS
 - 11:05 John Ringer Show
 - 11:15 Caution! MBS Time
 - 11:30 Queen for a Day DLBS
 - 12:00 Fun from Toys, Shop
 - 12:15 Buryan Noon News
 - 12:30 Real On Record
 - 12:45 M.J.'s Town and Country Time
 - 1:00 Bill Lively Roundup
 - 1:15 Myra Lowke Show
 - 2:25 Five Star Newcast MBS
 - 3:30 Behind the Story DLBS
 - 3:45 Tello Test DLBS
 - 4:00 Keyboard Knipers
 - 4:15 Hennessey MBS
 - 4:30 Here's the Answer DLBS
 - 4:45 Sam Hayes DLBS
 - 5:00 Buryan's Times Tales
 - 5:05 Johnson's Traffic Jam
 - 5:45 Bill Brundage Sports DLBS
 - 6:00 News MBS
 - 6:00 Bob Greene DLBS
 - 6:15 Warren Buryan Sport Report
 - 6:25 Hollywood Highlights
 - 6:30 First Federal News
 - 6:45 Sam Hayes DLBS
 - 6:55 Harry Wisner DLBS
 - 7:00 Counterplay DLBS
 - 7:30 Bob and Ray DLBS
 - 7:55 Les Paul-Mary Ford DLBS
 - 8:00 KUHIS vs Grants Park Basketball
 - 8:30 Gabriel Heatter DLBS
 - 8:45 Les Paul-Mary Ford DLBS
 - 8:55 Fulton Lewis DLBS
 - 9:30 Coke Time with Eddie Fisher DLBS
 - 11:00 Five Minute Finals DLBS
 - 11:05 Sign Off

- KFJL—MBS & DLBS, 1150 KC**
- Friday, Jan. 6
- 11:50 Devotions
 - 12:00 Matinee
 - 1:00 Music Hall
 - 1:15 Secret Storm
 - 1:28 Val Hogue Camera
 - 2:00 Pinky Lee
 - 2:30 Howdy Doody
 - 3:00 Feminine Fancies
 - 3:30 Afternoon Theater
 - 4:45 TBA
 - 5:00 Aunt Polly's Birthday Party
 - 5:30 Wild Bill Hickok
 - 6:00 Canadian Capers
 - 6:15 News
 - 6:25 Weather
 - 6:30 Musical Travels
 - 6:45 Warmup Time
 - 7:00 Cavalcade of Sports
 - 7:45 Dr. Hudson's Sports Journal
 - 8:15 On the Trail
 - 8:20 Industry on Parade
 - 8:45 Medical History
 - 8:50 Hollywood Album
 - 9:00 Highway Patrol
 - 9:29 TBA
 - 9:45 Talent Time
 - 10:00 The Line Up
 - 10:35 Preview Theater
 - 12:00 News — Sign Off

SACRED HEART NOTEBOOK

By CHARLOTTE NOBLE
 The halls of SHA welcomed back the student body from their Christmas vacation with the joyous ring of voices wishing happiness to their fellow students for the New Year.

The year was off to a prosperous start with the mentioning of plans for academic and social life.

Hard practice by the Trojans during the vacation was under the supervision of Jack Narey while the coach Mr. Obispo, spent the Christmas holidays in Portland with his family and friends.

Alumni students paid visits to SHA during the season holidays. Among them were: Barbara Campbell, Catherine Kain, Mary Kay Eaton, Joyce Pretari of Maryhurst, June Noble, who is attending El Camino, JoAnn Brady studying at the Province of Portland, Roger Siebert, Gary Thill, Alfred and Dino Regisio, and John Bly of Portland University and Jim Holland of Seattle U.

• Hammond Organ
 • Chord Organ

Largest stock leading make pianos in this part of the west. Rent a Spinnet piano. Rental purchase plan.

LOUIS R. MANN PIANO CO.
 120 No. 7th

SEE THE **BIG** DIFFERENCE in TV Sets

CAPEHART POLAROID PICTURE FILTER SYSTEM

WATCH THE FIGHTS GILLETTE CAVALCADE OF SPORTS ON THIS SET

FRIDAY NIGHT 7 P.M.

DOOR PRIZE FREE Wrought Iron TV CHAIR

FREE COFFEE COCA-COLA

J. W. KERNS
 734 So. 6th Ph. 4197

BLOCK'S JANUARY JAMBOREE

jam-boree (jam/'bo-re), n. pl. -bores. 1. U.S. Slang. a. a carousal; any noisy merry-making. 2. a large gathering or rally of boy scouts, usually international or interregional. [appar. b. JAMBOON and J. Jambou (jam/'bo), n. 1. an apostle of the apostles.]

9,463 PRS. WOMEN'S DRESS SHOES 2.97

REDUCED FROM BLOCK'S REGULAR STOCK OF \$4.95 AND \$5.95 LINES

18,613 PRS. FLATS AND CASUALS 1.97

MANY REDUCED FROM BLOCK'S REGULAR STOCK OF \$3.99 and \$4.99 LINES

27,864 PRS. NYLONS 57¢

MANY REDUCED FROM REGULAR \$1.35 LINES

20,107 HANDBAGS 1.97

REDUCED FROM REG. \$2.99 and \$3.99 LINES

32,673 PRS. CHILDREN'S LEATHER OXFORDS 2.97

ALL SIZES TO 3 VALUES TO \$4.99

1,958 PRS. BOYS' SHOES 4.97

VALUES TO \$6.99 SIZES 3 TO 6 ALL LEATHER—LONG WEARING SOLES

10,090 PRS. MEN'S SHOES 6.90

by DUNHILL VALUES TO \$14.95 SIZES 5 TO 13

BLOCK'S 711 MAIN

TOWER TODAY! PHONE 8484 DOORS OPEN 6:30

ZANE GREY'S MIGHTIEST WESTERN ADVENTURE!

The blood of warrior chiefs ran hot in his veins—the White Man had gone too far! Now the Navajo Nation would rise and fight as of old!

THE VANISHING AMERICAN

HERBERT J. YATES presents
 SCOTT BRADY · AUDREY TOTTER · FORREST TUCKER · GENE LOCKHART
 FEATUREtte SHORT - NEWS COLOR CARTOON

—ALSO—
 Featurette In Color **'The Golden Tomorrow'**