

# Save This Magazine Section All Week

## Weekly Television Schedules

### KVIP-TV

Channel 7, Redding California

**Sunday, June 15**  
 2:00 This is the Answer  
 2:30 Dan Smoot Report  
 2:45 Town Crier — Linn & Fulkerth  
 3:00 Summer Showcase "Hard to Hold" Stars: Rita Hayworth and Don Terry  
 4:30 Christian Science Program  
 5:00 20th Century Fox Theater "Road House" Stars: Ida Lupino, Cornel Wilde, Celeste Holm and Richard Widmark  
 7:00 Steve Allen Show — Color  
 8:00 Chevy Show — Color  
 9:00 Suspicion  
 9:00 Late News  
**Monday, June 16**  
 10:30 Luncheon With Jerrie  
 11:00 Matinee Theater — Color  
 12:00 Queen For A Day  
 12:45 Modern Romances  
 1:00 Comedy Time  
 1:30 Truth or Consequences  
 2:00 This Is The Life  
 2:30 Do You Trust Your Wife  
 3:00 American Bandstand  
 4:00 Summer Session — Educational Film  
 4:30 Komic Karnival  
 5:15 NBC News  
 5:30 Kit Carson "Renegade Wires"  
 6:00 Our Miss Brooks "Hospital Cases"  
 6:30 26 Men — TBA  
 7:00 Medic "Vagrant Heart, Vagrant Cup"  
 7:30 Wells Fargo  
 8:00 Twenty One  
 8:30 Lawrence Welk Top Tunes and New Talent  
 9:30 News  
 9:55 Billy Graham — 9 DB  
 10:35 News Summary  
**Tuesday, June 17**  
 10:30 Luncheon With Jerrie  
 11:00 Matinee Theater — Color  
 12:00 Queen For A Day  
 12:45 Modern Romances  
 1:00 Comedy Time  
 1:30 Truth or Consequences  
 2:00 Church In The Home  
 2:30 Do You Trust Your Wife  
 3:00 American Bandstand  
 4:00 Summer Session — Educational Film  
 4:30 Komic Karnival  
 5:15 NBC News  
 5:30 Brave Eagle "Shield of Honor"  
 6:00 Wagon Train — Rex Montana Story  
 7:00 The Investigator — Live Color  
 8:00 Father Knows Best  
 8:30 News Summary  
 8:40 Phileo Playhouse "Johnny Angel" Stars: George Raft, Hoagy Carmichael, Signe Hasso  
 11:00 Late News  
**Wednesday, June 18**  
 10:30 Luncheon With Jerrie  
 11:00 Matinee Theater — Color  
 12:00 Queen For A Day  
 12:45 Modern Romances  
 1:00 Comedy Time  
 1:30 Truth or Consequences  
 2:00 The Christophers  
 2:30 Do You Trust Your Wife  
 3:00 American Bandstand  
 4:00 Summer Session — Educational Film  
 4:30 Komic Karnival  
 5:15 NBC News  
 5:30 My Little Margie "Meet Mr. Murphy"  
 6:00 Ray Milland Show "The Robbery"  
 6:30 Pat Boone Show — 13 DB

### K-LAD

1,000 Watts 900 Kilocycles

**Sunday, June 15**  
 5:00 Sign On  
 5:25 News  
 5:30 Bill McSpadden  
 6:25 News  
 6:30 Bill McSpadden  
 7:30 Bill McSpadden  
 7:55 Weather  
 8:00 Bill McSpadden  
 8:25 News  
 8:30 Bill McSpadden  
 9:25 News  
 9:30 Bill McSpadden  
 10:25 Weather  
 10:30 Bill McSpadden  
 10:55 News  
 11:25 News  
 11:30 Bill McSpadden  
 11:55 Weather  
 12:00 Bill McSpadden  
 12:25 News  
 12:30 Doug Walker Show  
 1:25 News  
 1:30 Doug Walker  
 2:25 News  
 2:30 Doug Walker  
 3:25 News  
 3:30 Doug Walker  
 4:25 News  
 4:30 Doug Walker  
 5:25 News  
 5:30 Doug Walker  
 6:00 Sports Roundup  
 6:05 Doug Walker  
 6:25 News  
 6:30 Doug Walker  
 7:30 Doug Walker  
 7:45 Sign Off  
**Monday through Friday June 16-21**  
 5:00 Sign On  
 5:25 News  
 5:30 Doug Walker  
 6:25 News  
 6:30 Doug Walker  
 7:25 News  
 7:30 Doug Walker  
 7:55 Weather  
 8:00 Doug Walker  
 8:25 News  
 8:30 Doug Walker  
 9:25 News  
 9:30 Doug Walker  
 10:25 Weather  
 10:30 Bill McSpadden  
 11:25 News  
 11:30 Bill McSpadden  
 11:55 Weather  
 12:00 Bill McSpadden  
 12:15 Market Reports  
 12:20 Bill McSpadden  
 12:25 News  
 12:30 Bill McSpadden  
 12:55 Weather  
 1:00 Bill McSpadden  
 1:25 News  
 1:30 Bill McSpadden  
 2:25 News  
 2:30 Fritz Egger Show  
 3:00 Bargain Roundup  
 3:15 Fritz Egger  
 3:25 News  
 3:30 Fritz Egger  
 4:25 News  
 4:30 Fritz Egger  
 5:25 News  
 5:30 Fritz Egger  
 6:00 Sports Roundup  
 6:05 Fritz Egger  
 6:25 News  
 6:30 Fritz Egger  
 7:25 News  
 7:30 Fritz Egger  
 7:45 Sign Off  
**Saturday June 21**  
 5:00 Sign On  
 5:25 News  
 5:30 Fritz Egger Show  
 6:25 News  
 6:30 Fritz Egger  
 7:25 News  
 7:30 Fritz Egger  
 8:25 News  
 8:30 Top Thirty  
 9:25 News  
 9:30 Top Thirty  
 9:55 Weather  
 10:25 News  
 10:30 Top Thirty  
 11:25 News  
 11:30 Top Thirty  
 11:55 Weather  
 12:00 Fritz Egger  
 12:15 Market Reports  
 12:20 Bill McSpadden  
 12:25 News  
 12:30 Bill McSpadden  
 3:00 Bargain Roundup  
 3:15 Bill McSpadden  
 3:25 News  
 3:30 Bill McSpadden  
 4:25 News  
 4:30 Bill McSpadden  
 5:00 What's Doin' in the Basin  
 5:05 Bill McSpadden  
 5:25 News  
 5:30 Bill McSpadden  
 6:00 Sports Roundup  
 6:05 Bill McSpadden  
 6:25 News  
 6:30 Bill McSpadden  
 7:25 News  
 7:30 Bill McSpadden  
 7:45 Sign Off

### K-LAD

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**Sunday, June 15**  
 7:00 Disneyland  
 8:00 Kraft Theater — Color  
 9:00 San Francisco Beat "Calloway Car"  
 9:30 News Summary  
 9:40 Star Castle Theater "Dark Command" Stars: John Wayne, Claire Trevor, Walter Pidgeon  
 11:15 Late News  
**Thursday, June 19**  
 10:30 Luncheon With Jerrie  
 11:00 Matinee Theater — Color  
 12:00 Queen For A Day  
 12:45 Modern Romances  
 1:00 Comedy Time  
 1:30 Truth or Consequences  
 2:00 American Bandstand  
 2:30 Do You Trust Your Wife  
 3:00 American Bandstand  
 4:00 Summer Session — Educational type film  
 4:30 Komic Karnival  
 5:00 The Honeyhooners "Mama Loves Mambo"  
 5:30 76 Sports Club  
 6:00 Amos 'n' Andy "Andy Getting Married"  
 6:30 Royal Playhouse — TBA  
 7:00 Groucho — You Bet Your Life  
 7:30 Dragnet  
 8:00 People's Choice  
 8:30 Ford Show  
 9:00 The Law Show — Color  
 9:30 Dangerous Assignment "Bodyguard Story"  
 10:00 Sheriff Sam Lum "Lost in the Dark"  
 10:30 Jack Paar Show  
 11:00 Late News  
**Friday, June 20**  
 10:30 Luncheon With Jerrie  
 11:00 Matinee Theater — Color  
 12:00 Queen For A Day  
 12:45 Modern Romances  
 1:00 Comedy Time  
 1:30 Truth or Consequences  
 2:00 American Bandstand  
 2:30 Do You Trust Your Wife  
 3:00 American Bandstand  
 4:00 Summer Session — Educational Film  
 4:30 Komic Karnival  
 5:15 NBC News  
 5:30 Death Valley Days "Kickapoo Run"  
 6:00 Cavalcade of Sports  
 6:45 Focus on Fishing  
 7:00 Royal Playhouse "Drums in the Night"  
 7:30 Life of Riley  
 8:00 Dick Powell Theater  
 8:30 Wives of Cocaine "Woman Escapes"  
 9:00 News Summary  
 9:10 Weakest Link  
 9:30 Bob Albertson Presents "I'll Be Seeing You" Stars: Ginger Rogers, Joseph Cotton and Shirley Temple  
 11:00 Late News  
**Saturday, June 21**  
 10:30 Baseball Game of Week — NEY Yankees at Detroit  
 1:00 Mr. Wizard  
 1:30 TBA  
 2:30 4-H Club Show  
 3:30 Sheriff Bill's Ranch Roundup  
 4:30 TBA  
 5:00 Tic Tac Dough  
 5:30 Wrestling From Chicago  
 6:30 People Are Funny  
 7:00 Bob Crosby Show  
 8:00 Target No. 1013  
 8:30 Turning Point  
 9:00 Ted Mack Amateur Hour  
 9:30 Joseph Cotten Show  
 10:00 Late Show "Third Alarm" Stars: Anita Louise and Jean Hersholt  
 11:30 Late News

**SOMETHING TO CROW ABOUT!**



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## New Television Spot Aimed At Teaching Soviet Tongue

By TOM TURLEY  
 SCHENECTADY, New York — A research chemist here is engaged on a pioneer television project he hopes will ignite sparks of understanding in the dark void between the United States and Russia.

Twice a week since February Dr. Irving Bengelsdorf has been a lonely trail-blazer on a unique TV program. Bengelsdorf teaches Russian. His half-hour classes begin at 6:30 a.m. The response has been tremendous.

"The results have been astonishing," Bengelsdorf says. "When we planned the program we figured that maybe we'd end up with the best educated milkmen in the country. Imagine — basic Russian at 6:30! But after we got started — well — it was amazing.

"My original goal," Bengelsdorf continues, "was to help scientific personnel establish a mastery of the Russian alphabet so that it didn't look strange, and to build up a fairly good vocabulary of Russian technical terms."

Backed by Station WRGB - TV, the Mohawk-Hudson Council on Educational Television and the Eastern New York Section of the American Chemical Society, the program ran for 12 weeks, Tuesdays and Thursdays. Before the classes actually got under way Bengelsdorf got his first jolt.

"When we announced our plans for the program we thought about 250 people might write in for our free guide sheet," he says. "Well, about 4,500 people wrote in.

"We also asked a New York publisher to have about 200 copies of a textbook ready for sale in February. The day after the first

class we had 1,000 requests," Bengelsdorf, who works in the General Electric Research Laboratory, and took no pay for his TV lectures, had no illusions about his students becoming proficient in the language. The 24 classes were aimed at stimulating further study. His immediate wish, he maintains, was that his students would develop an ability to read the title of a technical article, to know the author, to understand graphs and illustrations and to get a general idea what an article was all about.

"The initial impact of the program persuaded him to expand the course to include conversational Russian.

## TV NOTES

**NEW YORK (UPI) — ABC's** "Johns Hopkins File" June 15 will deal with flowers under the title, "Floral Geography."

The ABC special called "Report Card 1958," first presented May 5, will be repeated June 16 from 9:30 to 10:30 p.m. It is an enlightening examination of various U.S. educational factors of today. The time for the repeat normally is filled by "Lawrence Welk's Top Tunes and New Talent" program. The last of this series for the season was seen June 9. It will return August 25.

Paramount Pictures is entering the field of production of television films with "The Conquest of Space," a half-hour series with 39 films planned for the first year. It is described as a "documentary

style of space fiction with the viewpoint of looking back from a half century from now." Air time has not yet been arranged, but the film company is going ahead, even to the point of planning for the second series of films. The first will concern an orbiting space-wheel satellite launched by the United States. The men in the satellite will travel to the moon and establish a space station there. The series during the second year will cover the space men's trips to Mars and Venus, while a third year would advance the story of establishment of a space station on Mars. There will be a certain number of basic characters throughout, with others added as needed.

**Radio - TV Fans**

**SAVE This Magazine all week**

As an added service for your convenience the Herald and News provides you the week's radio and TV programs in this one convenient listing. Save this all week. For specific information, call your favorite radio or TV station.