

### CBS President Predicts Better Television Season

By CHARLES MERCER  
 NEW YORK (AP) — Louis G. Cowan, president of the CBS Television Network, sees a coming season of good television for the home viewer, a season marked by improved quality in production.

Although speaking chiefly of the industry in general:

"There are three networks for sure this year. That's good for the networks, and so it is good for the public. It also should be remembered that the networks are making commitments for the 1958-1959 season just as the nation is beginning to move out of a recession."

The entertainment programming trend on CBS-TV, he says, is to long dramatic shows and programs combining comedy, variety and music.

As a creative force in television and radio, the man who developed "The \$64,000 Question" and numerous other popular programs, Cowan is worth listening to.

Using 40 half-hour units as the basis of prime evening viewing time, it turns out that only five will be taken up by quiz and panel game shows on CBS-TV. There will be eight half-hour units of Westerns and adventure programs.

"Compare those eight to the proportion of Westerns and adventure stories turned out annually by the movies and book and maga-

zine publishers," said Cowan, "and I think you'll find that our network is producing a smaller proportion."

CBS-TV will be the only network offering an hour or more of drama five nights a week, Cowan pointed out.

"We've built up a tremendous assemblage of writers, producers, technicians and other creative minds," Cowan said. "We've invested millions of dollars over a long period of time in experimentation and the development of new products. I like to think of all this creative effort as the hidden part of the iceberg. Not all of it can be apparent at the moment, but eventually it will be. It is there."

Cowan is as concerned with the field of news and public affairs as with entertainment.

Discussing this phase of the network's operation, he said:

"We have a well-qualified corps of seasoned newsmen. We have the staff in depth. Our important function is to utilize these people in meaningful study of the world about us rather than in endless talk. That is what we have been doing. It is what we shall continue to do."

### Board Saves Sewer Worker

ROSEBURG (AP) — A sewer project worker is alive today because he was hit by a board at the right time on the right place—his head.

Claarence L. Stone, 39, employe of the Salem Sand and Gravel Co., was trapped by a sudden slide of dirt and shale and buried up to his neck Tuesday.

A board, which fell in the avalanche, hit Stone on the head, but lodged there and protected his face from being covered with dirt. He had enough breathing space to keep him alive until firemen and a power shovel operator scooped him free.

Roseburg hospital attendants reported Stone in good condition. He is a resident of Glide, Ore.

**FORD LEAVES CADILLAC**  
 DETROIT (UPI) — Henry Ford is retiring after 45 years with Cadillac.

Ford, Cadillac's personnel relations manager and no relation to the founder of the Ford Motor Co., is known as "Harry" to his fellow executives at Cadillac, a part of General Motors.

### Teacher In Racial Crisis Has Fighter's Reputation

LITTLE ROCK, Ark. (AP) — School Supt. Virgil Blossom, the man in the middle in Little Rock's simmering integration crisis, has a reputation as a fighter.

The 51-year-old native Missourian had the reputation long before he became a central figure in the current battle over school integration here.

A newspaper columnist at Fayetteville, Ark., where Blossom was school superintendent before he moved to Little Rock, commented: "When you've struggled with Missouri mud and climate, it puts fight and win in your blood."

Blossom, a hulking six-footer, puts it this way: "I've got a job to do."

"Blossom spent his youth in Brookfield, a small central Missouri town where his father ran a construction business and served as the city tax collector.

He entered Missouri Valley College at Marshall, Mo., on an athletic scholarship. His goals were to teach and be an athletic coach. He achieved both.

His first job out of college was at Fayetteville High School, where he became athletic director and a social science teacher in 1930. Later he became principal and then superintendent. He moved to Little Rock in 1953.

Blossom's colleagues tell the story of a wayward youth who was sent to him after several warnings from teachers failed.

"Mr. Blossom just talked to me," the boy later told his classmates. "But as he talked I started getting smaller and he started getting bigger. By the time he got through, he was the biggest man I ever saw."

Blossom is active in civic organizations. He taught a Methodist men's Bible class until shortly after last fall's integration crisis forced him to give up some of his activities because of lack of time.

He and his wife have two daughters, Bette Sue, 20, and Gail, 17. Gail attended Central High during the tension-packed 1957-58 school year and graduated in June.

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### Truckers Open Talks

SAN DIEGO (UPI) — Trucking industry representatives and Teamster Union spokesmen open talks today in a nine-day strike-lockout which has all but paralyzed common carrier freight haulage in the West.

Federal mediator George Hillenbrand, San Francisco, along with a mediation team of Ralph Patterson, San Francisco and Stephen D. Halligan, Denver, were prepared to supervise the meeting.

The California Trucking Association which called for a shutdown of 1,600 firms Aug. 11 after 2,000 Teamsters struck in Central California and Western Nevada were represented by a 10-man negotiating team.

Elinor O. Mohn, chairman of the Western Conference of Teamsters, represented the estimated 100,000 Teamsters idled in 11 western states.

The strike-lockout was reported to have halted three quarters of the freight shipments west of Chicago.

When members of Council No. 38 of Sacramento, representing Teamster members from Bakersfield, Calif., to the Oregon border and into Nevada, struck in protest over a master contract between the CTA and Western Conference of Teamsters officials, the trucking association accepted it as a strike against the entire group and called for a lockout.

Council No. 38 claimed it never ratified the master contract, drafted last May 27. The association contended the master contract, a three-year pact providing for a 10-cent hourly pay raise each year, was in effect.

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