

# Save This Magazine Section All Week

Editor's Note: The Herald and News is not responsible for last minute changes in the radio and TV schedules. They are published as a public service and are furnished by the various stations involved.

## KFJL

MBS & DLBS, 1150 KC  
DECEMBER 28 - JANUARY 1  
SUNDAY

7:30 Oral Roberts  
8:00 Klamath Temple Hour  
8:30 Back To God - MBS  
9:00 Radio Bible Class - MBS  
9:30 Youth Soldiers For Christ  
9:45 Frank & Ernest - MBS  
10:00 Let There Be Light  
10:15 Christian Science Heals - MBS  
10:30 News Summary  
10:35 J's Sunday Serenade  
11:00 News - MBS  
11:05 J's Sunday Serenade  
11:30 News - MBS  
11:35 J's Sunday Serenade  
12:00 News - MBS  
12:05 J's Sunday Serenade  
12:30 News - MBS  
12:35 J's Sunday Serenade  
1:00 News Summary  
1:05 J's Sunday Serenade  
1:30 News - MBS  
1:35 J's Sunday Serenade  
2:00 News - MBS  
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3:30 News - MBS  
3:35 J's Sunday Serenade  
4:00 News Summary  
4:05 J's Sunday Serenade  
4:30 News - MBS  
4:35 J's Sunday Serenade  
5:00 News - MBS  
5:05 J's Sunday Serenade  
5:30 Lutheran Hour - MBS  
6:00 Walter Winchell - MBS  
6:15 Serenade In Blue  
6:30 News - MBS  
6:35 Virgil Pinkley - MBS  
6:45 Dan Smoot Reports - DLBS  
7:00 Marian Theater - DLBS  
7:30 John Flynn News - MBS  
7:35 Family Theater - MBS  
8:00 News - MBS  
8:05 Music For A Sunday Evening  
8:30 News - MBS  
8:35 Music For A Sunday Evening  
9:00 News - MBS  
9:05 Music For A Sunday Evening  
9:30 Sign Off

## MONDAY

6:00 News - MBS  
6:15 KFJ Eye Opener  
6:30 News - MBS  
6:35 KFJ Eye Opener  
6:50 Sports Report - DLBS  
7:00 Hemingway - DLBS  
7:15 Today's Best Buys  
7:30 News - MBS  
7:35 Bill Stern Sportsreel - MBS  
7:40 KFJ's Sports Mike  
7:45 Local Morning News  
8:00 Cliff Engle News - DLBS  
8:15 Jones Boy's Show  
8:30 News - MBS  
8:35 Jones Boy's Show  
9:00 News - MBS  
9:05 Jones Boy's Show  
9:30 News - MBS  
9:35 Jones Boy's Show  
10:00 Ten O'Clock News - DLBS  
10:15 Tello Test - DLBS  
10:30 Visit To LaPointe's  
10:45 Carnation Milk Time  
11:00 News - MBS  
11:05 The Wayne Loecke Show  
11:30 News - MBS  
11:35 The Wayne Loecke Show  
12:00 News - MBS  
12:05 Town and Country Time  
12:15 Local Noon News  
12:30 Bill McSpadden's Show  
1:00 News - MBS  
1:05 Bill McSpadden's Show  
1:30 News - MBS  
1:35 Bill McSpadden's Show  
2:00 News - MBS  
2:05 Bill McSpadden's Show  
2:30 News - MBS  
2:35 Bill McSpadden's Show  
3:00 News - MBS  
3:05 Jimmy's Junction  
3:30 News - MBS  
3:35 Jimmy's Junction  
4:00 News and Weather  
4:05 Jimmy's Junction  
4:15 Hemingway - DLBS  
4:30 Gabriel Heatter - MBS  
4:35 Jimmy's Junction  
5:00 News - MBS  
5:05 Jimmy's Junction  
5:30 Bill Stern Sports - MBS  
5:35 Jimmy's Junction  
5:45 Chevron Headline News - DLBS  
6:00 Edw. P. Morgan News - DLBS  
6:15 World of Sports  
6:30 First Federal News  
6:45 Fulton Lewis Jr. - MBS  
7:00 News - MBS  
7:05 Capital Assignment - MBS  
7:30 News - MBS  
7:35 The World Today - MBS  
8:00 News - MBS  
8:05 The Bob Inch Show  
8:30 News - MBS  
8:35 The Bob Inch Show  
9:00 News - MBS  
9:05 The Bob Inch Show  
10:00 10:00 P.M. Headlines  
10:05 The Bob Inch Show  
11:00 News and Weather Report  
11:05 The Bob Inch Show  
12:00 Sign Off

6:00 Edw. P. Morgan News - MBS  
6:15 World of Sports  
6:30 First Federal News  
6:45 Fulton Lewis Jr. - MBS  
7:00 News - MBS  
7:05 Capital Assignment - MBS  
7:30 News - MBS  
7:35 The World Today - MBS  
8:00 News Headlines  
8:05 The Bob Inch Show  
8:30 News - MBS  
8:35 The Bob Inch Show  
9:00 News Headlines  
9:05 The Bob Inch Show  
9:30 News - MBS  
9:35 The Bob Inch Show  
10:00 10:00 P.M. Headlines  
10:05 The Bob Inch Show  
11:00 News and Weather Report  
11:05 The Bob Inch Show  
12:00 Sign Off

## TUESDAY

6:00 News - MBS  
6:15 KFJ Eye Opener  
6:30 News - MBS  
6:35 KFJ Eye Opener  
6:50 Sports Report  
7:00 Hemingway - DLBS  
7:15 Today's Best Buys  
7:30 News - MBS  
7:35 Bill Stern Sportsreel - MBS  
7:40 KFJ's Sports Mike  
7:45 Local Morning News  
8:00 Cliff Engle News - DLBS  
8:15 Jones Boy's Show  
8:30 News - MBS  
8:35 Jones Boy's Show  
9:00 News - MBS  
9:05 Jones Boy's Show  
9:30 News - MBS  
9:35 Jones Boy's Show  
10:00 Ten O'Clock News - DLBS  
10:15 Tello Test - DLBS  
10:30 Visit To LaPointe's  
10:45 Carnation Milk Time  
11:00 News - MBS  
11:05 The Wayne Loecke Show  
11:30 News - MBS  
11:35 The Wayne Loecke Show  
12:00 News - MBS  
12:05 Town and Country Time  
12:15 Local Noon News  
12:30 Bill McSpadden's Show  
1:00 News - MBS  
1:05 Bill McSpadden's Show  
1:30 News - MBS  
1:35 Bill McSpadden's Show  
2:00 News - MBS  
2:05 Bill McSpadden's Show  
2:30 News - MBS  
2:35 Bill McSpadden's Show  
3:00 News - MBS  
3:05 Jimmy's Junction  
3:30 News - MBS  
3:35 Jimmy's Junction  
4:00 News and Weather  
4:05 Jimmy's Junction  
4:15 Hemingway - DLBS  
4:30 Gabriel Heatter - MBS  
4:35 Jimmy's Junction  
5:00 News - MBS  
5:05 Jimmy's Junction  
5:30 Bill Stern Sports - MBS  
5:35 Jimmy's Junction  
5:45 Chevron Headline News - DLBS  
6:00 Edw. P. Morgan News - DLBS  
6:15 World of Sports  
6:30 First Federal News  
6:45 Fulton Lewis Jr. - MBS  
7:00 News - MBS  
7:05 Capital Assignment - MBS  
7:30 News - MBS  
7:35 The World Today - MBS  
8:00 News - MBS  
8:05 The Bob Inch Show  
8:30 News - MBS  
8:35 The Bob Inch Show  
9:00 News - MBS  
9:05 The Bob Inch Show  
10:00 10:00 P.M. Headlines  
10:05 The Bob Inch Show  
11:00 News and Weather Report  
11:05 The Bob Inch Show  
12:00 Sign Off

## WEDNESDAY

6:00 News - MBS  
6:15 KFJ Eye Opener  
6:30 News - MBS  
6:35 KFJ Eye Opener  
6:50 Sports Report  
7:00 Hemingway - DLBS  
7:15 Today's Best Buys  
7:30 News - MBS  
7:35 Bill Stern Sportsreel - MBS  
7:40 KFJ's Sports Mike  
7:45 Local Morning News  
8:00 Cliff Engle News - DLBS  
8:15 Jones Boy's Show  
8:30 News - MBS  
8:35 Jones Boy's Show  
9:00 News - MBS  
9:05 Jones Boy's Show  
9:30 News - MBS  
9:35 Jones Boy's Show  
10:00 Ten O'Clock News - DLBS  
10:15 Tello Test - DLBS  
10:30 A Visit To LaPointe's  
10:45 Carnation Milk Time

11:00 News - MBS  
11:05 The Wayne Loecke Show  
11:30 News - MBS  
11:35 The Wayne Loecke Show  
12:00 News - MBS  
12:05 Town and Country Time  
12:15 Local Noon News  
12:30 Bill McSpadden's Show  
1:00 News - MBS  
1:05 Bill McSpadden's Show  
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1:35 Bill McSpadden's Show  
2:00 News - MBS  
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2:35 Bill McSpadden's Show  
3:00 News - MBS  
3:05 Jimmy's Junction  
3:30 News - MBS  
3:35 Jimmy's Junction  
4:00 News and Weather  
4:05 Jimmy's Junction  
4:15 Hemingway - DLBS  
4:30 Gabriel Heatter - MBS  
4:35 Jimmy's Junction  
5:00 News - MBS  
5:05 Jimmy's Junction  
5:30 Bill Stern Sports News - MBS  
5:35 Jimmy's Junction  
5:45 Chevron Headline News - MBS  
6:00 Edw. P. Morgan News - MBS  
6:15 World of Sports  
6:30 First Federal News  
6:45 Fulton Lewis Jr. - MBS  
7:00 News - MBS  
7:05 Capital Assignment - MBS  
7:30 News - MBS  
7:35 The World Today - MBS  
8:00 Klamath Sports Album  
8:15 The Bob Inch Show  
8:30 News - MBS  
8:35 The Bob Inch Show  
9:00 News - MBS  
9:05 The Bob Inch Show  
9:30 News - MBS  
9:35 The Bob Inch Show  
10:00 10:00 P.M. Headlines  
10:05 The Bob Inch Show  
11:00 News and Weather  
11:05 The Bob Inch Show  
12:00 Sign Off

## THURSDAY

6:00 News - MBS  
6:15 KFJ Eye Opener  
6:30 News - MBS  
6:35 KFJ Eye Opener  
6:50 Sports Report  
7:00 Hemingway - DLBS  
7:15 Today's Best Buys  
7:30 News - MBS  
7:35 Bill Stern Sportsreel - MBS  
7:40 KFJ's Sports Mike  
7:45 Local Morning News  
8:00 Cliff Engle News - DLBS  
8:15 Jones Boy's Show  
8:30 News - MBS  
8:35 Jones Boy's Show  
9:00 News - MBS  
9:05 Jones Boy's Show  
9:30 News - MBS  
9:35 Jones Boy's Show  
10:00 Ten O'Clock News - DLBS  
10:15 Tello Test - DLBS  
10:30 J Music  
10:45 Carnation Milk Time  
11:00 News - MBS  
11:05 Wayne Loecke Show  
11:30 News - MBS  
11:35 The Wayne Loecke Show  
12:00 News - MBS  
12:05 Town and Country Time  
12:15 Local Noon News  
12:30 Bill McSpadden's Show  
1:00 News - MBS  
1:05 Bill McSpadden's Show  
1:30 News - MBS  
1:35 Bill McSpadden's Show  
2:00 News - MBS  
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2:30 News - MBS  
2:35 Bill McSpadden's Show  
3:00 News - MBS  
3:05 Jimmy's Junction  
3:30 News - MBS  
3:35 Jimmy's Junction  
4:00 News and Weather Report  
4:05 Jimmy's Junction  
4:15 Hemingway - DLBS  
4:30 Gabriel Heatter - MBS  
4:35 Jimmy's Junction  
5:00 News - MBS  
5:05 Jimmy's Junction  
5:30 Bill Stern Sports News - MBS  
5:35 Jimmy's Junction  
5:45 Chevron Headline News - DLBS  
6:00 Edw. P. Morgan News - MBS  
6:15 World of Sports  
6:30 First Federal News  
6:45 Fulton Lewis Jr. - MBS  
7:00 News - MBS  
7:05 Capital Assignment - MBS  
7:30 News - MBS  
7:35 The World Today - MBS  
8:00 News - MBS  
8:05 The Bob Inch Show  
8:30 News - MBS  
8:35 The Bob Inch Show  
9:00 News - MBS  
9:05 The Bob Inch Show  
9:30 News - MBS  
9:35 The Bob Inch Show  
10:00 10:00 P.M. Headlines  
10:05 The Bob Inch Show  
11:00 News and Weather Report  
11:05 The Bob Inch Show  
12:00 Sign Off

## FRIDAY

6:00 News - MBS  
6:15 KFJ Eye Opener  
6:30 News - MBS  
6:35 KFJ Eye Opener  
6:50 Sports Report  
7:00 Hemingway - DLBS  
7:15 Today's Best Buys  
7:30 News - MBS  
7:35 Bill Stern Sportsreel - MBS  
7:40 KFJ's Sports Mike  
7:45 Local Morning News  
8:00 Cliff Engle News - DLBS  
8:15 Jones Boy's Show  
8:30 News - MBS  
8:35 Jones Boy's Show  
9:00 News - MBS  
9:05 Jones Boy's Show  
9:30 News - MBS  
9:35 Jones Boy's Show  
10:00 Ten O'Clock News - DLBS  
10:15 Tello Test - DLBS  
10:30 Visit To LaPointe's  
10:45 Carnation Milk Time  
11:00 The Wayne Loecke Show  
11:30 News - MBS  
11:35 The Wayne Loecke Show  
12:00 News - MBS  
12:05 Town and Country Time  
12:15 Local Noon News  
12:30 Bill McSpadden's Show  
1:00 News - MBS  
1:05 Bill McSpadden's Show  
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1:35 Bill McSpadden's Show  
2:00 News - MBS  
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2:30 News - MBS  
2:35 Bill McSpadden's Show  
3:00 News - MBS

3:05 Jimmy's Junction  
3:30 News - MBS  
3:35 Jimmy's Junction  
4:00 News Summary  
4:05 Jimmy's Junction  
4:15 Hemingway - DLBS  
4:30 Gabriel Heatter MBS  
4:35 Jimmy's Junction  
5:00 News - MBS  
5:05 Jimmy's Junction  
5:30 Bill Stern Sports News - MBS  
5:35 Jimmy's Junction  
5:45 Chevron Headline News - DLBS  
6:00 Edw. P. Morgan News - DLBS  
6:15 World of Sports  
6:30 First Federal News  
6:45 Fulton Lewis Jr. - MBS  
7:00 News - MBS  
7:05 Capital Assignment - MBS  
7:30 News - MBS  
7:35 The World Today MBS  
8:00 News MBS  
8:05 The Bob Inch Show  
8:30 News MBS  
8:35 The Bob Inch Show  
9:00 News - MBS  
9:05 The Bob Inch Show  
9:30 News - MBS  
9:35 The Bob Inch Show  
10:00 10 p.m. Headlines  
10:05 The Bob Inch Show  
10:30 News MBS  
10:35 The Bob Inch Show  
11:00 News & Weather Report  
11:05 The Bob Inch Show  
12:00 Sign Off

## SATURDAY

6:00 News - MBS  
6:15 KFJ Eye Opener  
6:30 News - MBS  
6:35 Game Commission  
6:50 Sports Report  
7:00 News - MBS  
7:05 KFJ Eye Opener  
7:15 Today's Best Buys  
7:30 News - MBS  
7:35 KFJ's Sports Mike  
7:45 Local News  
8:00 The Dugan & Mest Show  
8:05 J's Morning Show  
8:30 Sports News - MBS  
8:35 The Dugan & Mest Show  
9:00 News - MBS  
9:05 J's Morning Show

9:30 News - MBS  
9:35 J's Morning Show  
10:00 News - MBS  
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11:00 News - MBS  
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12:00 News - MBS  
12:05 J's Afternoon Show  
12:30 News - MBS  
12:35 J's Afternoon Show  
1:00 News - MBS  
1:05 J's Afternoon Show  
1:30 News - MBS  
1:35 J's Afternoon Show  
2:00 News - MBS  
2:05 J's Afternoon Show  
2:30 Sports News - MBS  
2:35 J's Afternoon Show  
3:00 News - MBS  
3:05 J's Afternoon Show  
3:30 News - MBS  
3:35 J's Afternoon Show  
4:00 News - MBS  
4:05 J's Afternoon Show  
4:30 News Summary  
4:35 J's Afternoon Show  
5:00 News - MBS  
5:05 The Big Decision - MBS  
5:30 Sports News - MBS  
5:35 Wheel of Chance - MBS  
6:00 News Summary  
6:15 World of Sports  
6:30 News - MBS  
6:35 Today In The Northwest  
6:45 News and Views in Aviation  
7:00 Word of Life - MBS  
7:30 News - MBS  
8:00 News Headlines  
8:05 The Bob Inch Show  
8:30 News - MBS  
8:35 The Bob Inch Show  
9:00 News Headlines  
9:05 The Bob Inch Show  
9:30 News - MBS  
9:35 The Bob Inch Show  
10:00 News Headlines  
10:05 The Bob Inch Show  
11:00 News & Weather Report  
11:05 The Bob Inch Show  
11:30 News & Weather Report  
9:00 News - MBS  
9:05 J's Morning Show  
12:00 Sign Off

# Phony Price Tag War Opens; Enlists Aid Of Bargain Hunters In Nation

WASHINGTON (UPI) - Millions of American consumers are being played for suckers by a fictitious pricing racket that appeals to bargain hunters.

The Federal Trade Commission, the Better Business Bureau, and the Advertising Federation of America are working hard to stamp out the racket. But they won't get far until individual consumers wise up to tricks that are being played on them.

There are many different gimmicks, say FTC officials, but they all are aimed at the same end: Making you think a product is being offered at a "marked-down," "sacrifice" or "bargain" price, when it actually is selling at a normal retail price with full markup.

This simple rule will keep a shopper from falling into any of these traps: Buy on the basis of the "now" price, and ignore all claims about the "former" price, the "regular" price, or the "suggested price." One of the most widespread forms of price trickery is called "pre-ticketing." The price tag clearly says \$9.95, but the product is advertised for \$4.95. Sometimes this reflects a genuine bargain—the store has marked down a slow-moving item for clearance. But it also can mean that the retail price was \$4.95 all along, and the \$9.95 ticket was stuck on simply to make the shopper think she is getting a bargain.

Some shoppers have become cynical about "mark-downs" that are documented only by the retailer store's own price tags. So refinements have been introduced in pre-ticketing. The sophisticated approach now is to have the phony "regular" price emblazoned on the package by the manufacturer.

Sometimes this kind of "cooperation" between manufacturer and merchant is carried even further, with the consumer as the victim. Recently, the FTC charged a firm in New York with putting \$1.95 price tags on hosiery and advertising this price in nationally-circulated magazines. Small quantities of the stockings actually were sold in retail stores at \$1.53 a pair. Then the manufacturer sharply reduced its wholesale price and aided the cooperating retail stores in putting on huge "half-price sales." The stockings sold like hot cakes at 99 cents a pair — to women who had "seen them advertised at \$1.95.

"Protecting the public from spurious bargains like these has become one of our major concerns," said Harry A. Babcock, executive director of the FTC.

"Unless we can bring an end to this trickery, the day will come when reputable merchants, in order to survive, will be forced to the same tactics. The result would be that consumers would lose confidence in all price advertising."

Babcock said more than 30 per cent of the orders issued by the FTC in the past year have been aimed at phony price claims. The commission is preparing to issue a new eight-point guide to industry on what kinds of price claims are illegal.

It is hoped that this spelling out of the rules will have a salutary effect on essentially honest manufacturers and retailers who are tempted to join the phony pricing racket on the theory that "everybody's doing it."

The FTC's biggest hope for stamping out the racket lies in educating consumers to do a little old-fashioned shopping before buying "bargains" marked down from fictitious "regular" prices.

"There will always be hucksters," said Earl W. Kintner, FTC general counsel. "But a more sophisticated public will reduce their profits."

# Woman, 72, Takes Trip

BEN LOMOND, Calif. (UPI)—A 72-year-old woman, who believes that "people get it in their heads they are too old to do things," has just completed an 8,000-mile camping trip to Alaska.

Mrs. Etta Konigshofer, who intends to live another 30 years, made the trip in a Volkswagen Microbus equipped with running water and electricity. "Everywhere people were amazed that I traveled alone," she said. "But alone is a wonderful word. There was no reason for me to be afraid. Who would harm an old woman?" During the three-month trip to Alaska Mrs. Konigshofer camped at open-air campsites along the way. She said the expedition cost her only \$142 plus gas.

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