

Save this Magazine Section All Week

Editor's Note: The Herald and News has been 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.

KFLW

CBS & ABC 1430 KC
MARCH 1 - MARCH 7
SUNDAY

8:00 Church of the Air CBS
8:30 Assembly of God
9:00 News CBS
9:05 Charles Collingwood CBS
9:15 Howard K. Smith CBS
9:30 University Explorer CBS
9:45 The Older You Grow CBS
10:00 Voice of a Prophecy ABC
10:30 Trojan Digest CBS
11:00 News CBS
11:05 "Our Sunday Best"
12:00 News CBS
12:05 News Analysis CBS
12:10 Our Sunday Best
12:15 Salt Lake Tabernacle CBS
1:00 News CBS
1:05 Invitation to Learning CBS
2:00 News CBS
2:05 Old Fashioned Revival Hour ABC
2:35 Capitol Clockroom CBS
3:00 Hour of Decision ABC
3:30 Leading Question CBS
4:00 News CBS
4:05 Cleveland Orchestra
5:00 News CBS
5:05 Johnny Dollar CBS
5:30 Suspense CBS
5:35 News Analysis CBS
6:00 News CBS
6:05 Have Gun Will Travel CBS
6:30 Gunsmoke CBS
7:00 News CBS
7:05 News CBS
7:10 Mitch Miller CBS
7:15 News CBS
7:30 New York Philharmonic CBS
10:00 Richfield Reporter CBS
10:15 Face the Nation CBS

MONDAY

6:00 News CBS
6:05 Rise 'N' Shine
7:00 Breakfast Edition News
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 News CBS
8:05 Yours for a Happy Day
8:25 Shopping News
8:30 World News and Weather
8:35 Yours for a Happy Day Cont.
8:50 News CBS
8:55 Rusty Draper CBS
9:15 Breakfast Club ABC
9:30 News CBS
9:35 Right to Happiness CBS
9:45 Second Mrs. Burton CBS
10:00 "Money" Game
10:05 News CBS
10:10 Whispering Streets CBS
10:15 Couple Next Door CBS
10:30 Helen Trent CBS
10:45 Pat Buttram CBS
11:00 News - Noon Edition
11:15 Payless Sidewalk Show
12:30 Galen Drake CBS

Ex-GI Turns Impresario

PARIS (UPI) — Move over, S. Hurok. Look to your laurels, Billy Rose.

Jay K. Hoffman, a native New Yorker, has become one of the leading impresarios for young American concert artists in Europe.

And he's only 25 years old.

Hoffman's operation, called American Concert Artists in Europe, had its origins in Frankfurt, Germany, where Hoffman served with the Armed Forces Network, the radio station that broadcasts to U.S. forces in Europe.

Finding himself with free time, Cpl. Hoffman and an Army buddy, George Hurd of Buffalo, New York, presented the first European bilingual production of "The Diary of Anne Frank." The play utilized a German cast and English voice recordings.

Encouraged by the success of this production, Hoffman staged an "American night in the theater" for Americans in Frankfurt. He packed the Frankfurt Opera House.

In May, 1958, he came up with his idea for the ACAIE and took it with him to Paris after being discharged from the Army.

In Paris with his Swedish-born wife, Hoffman met young American singers and musicians who were trying to get a break in Europe.

Hoffman began handling their affairs, paid one-third of their publicity costs (formerly the artists had to pay for everything themselves). He rented space in Paris and London, and persuaded the French existentialist poet Jean Cocteau to design a poster — for free.

Hoffman's company made its debut in October with a concert in Paris by Seymour Bernstein, an American pianist. Next came a London concert featuring Charles Holland, a tenor, and Eleanor Fine, pianist.

1:00 News CBS
1:05 Arthur Godfrey CBS
2:00 News CBS
2:05 House Party CBS
2:30 Young Dr. Malone CBS
2:45 Ma Perkins CBS
3:00 News CBS
3:05 The Feminine Touch
3:30 Are Ya Listening?
4:00 News CBS
4:05 Are Ya Listening?
4:30 Basin Breakdown
5:00 Edward R. Murrow CBS
5:15 Basin Briefs
5:30 Tom Harmon CBS
5:45 Frank Goss CBS
5:55 Hometown News
6:00 News CBS
6:05 Music for Dining
7:00 Eric Sevareid CBS
7:05 Amos 'N' Andy CBS
7:30 Business News CBS
7:35 Answer Please CBS
7:45 Lowell Thomas CBS
7:55 Sports Time CBS
8:00 World News and Weather
8:05 Records for People Who Like Music
8:00 News CBS
8:05 Records for People Who Like Music
10:00 Richfield Reporter CBS
10:15 Records for People Who Like Music Cont.
11:00 World News and Weather
11:05 Records for People Who Like Music Cont.

TUESDAY

6:00 News CBS
6:05 Rise 'N' Shine
7:00 Breakfast Edition News
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 News CBS
8:05 Yours for a Happy Day
8:25 Shopping News
8:30 World News and Weather
8:35 Yours for a Happy Day Cont.
8:50 News CBS
8:55 Rusty Draper CBS
9:15 Breakfast Club ABC
9:30 News CBS
9:35 Right to Happiness CBS
9:45 Second Mrs. Burton CBS
10:00 "Money" Game
10:05 News CBS
10:10 Whispering Streets CBS
10:15 Couple Next Door CBS
10:30 Helen Trent CBS
10:45 Pat Buttram CBS
11:00 News - Noon Edition
11:15 Payless Sidewalk Show
12:30 Galen Drake CBS

WEDNESDAY

6:00 News CBS
6:05 Rise 'N' Shine
7:00 Breakfast Edition News
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 News CBS
8:05 Yours for a Happy Day
8:25 Shopping News
8:30 World News and Weather
8:35 Yours for a Happy Day Cont.
8:50 News CBS
8:55 Rusty Draper CBS
9:15 Breakfast Club ABC
9:30 News CBS
9:35 Right to Happiness CBS
9:45 Second Mrs. Burton CBS
10:00 "Money" Game
10:05 News CBS
10:10 Whispering Streets CBS
10:15 Couple Next Door CBS
10:30 Helen Trent CBS
10:45 Pat Buttram CBS
11:00 News - Noon Edition
11:15 Payless Sidewalk Show
12:30 Galen Drake CBS

THURSDAY

6:00 News CBS
6:05 Rise 'N' Shine
7:00 Breakfast Edition News
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 News CBS
8:05 Yours for a Happy Day
8:25 Shopping News
8:30 World News and Weather
8:35 Yours for a Happy Day Cont.
8:50 News CBS
8:55 Rusty Draper CBS
9:15 Breakfast Club ABC
9:30 News CBS
9:35 Right to Happiness CBS
9:45 Second Mrs. Burton CBS
10:00 "Money" Game
10:05 News CBS
10:10 Whispering Streets CBS
10:15 Couple Next Door CBS
10:30 Helen Trent CBS
10:45 Pat Buttram CBS
11:00 News - Noon Edition
11:15 Payless Sidewalk Show
12:30 Galen Drake CBS

11:00 World News and Weather
11:05 Records for People Who Like Music Cont.
12:00 Sign Off

6:00 News CBS
6:05 Rise 'N' Shine
7:00 Breakfast Edition News
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 News CBS
8:05 Yours for a Happy Day
8:25 Shopping News
8:30 World News and Weather
8:35 Yours for a Happy Day Cont.
8:50 News CBS
8:55 Rusty Draper CBS
9:15 Breakfast Club ABC
9:30 News CBS
9:35 Right to Happiness CBS
9:45 Second Mrs. Burton CBS
10:00 "Money" Game
10:05 News CBS
10:10 Whispering Streets CBS
10:15 Couple Next Door CBS
10:30 Helen Trent CBS
10:45 Pat Buttram CBS
11:00 News - Noon Edition
11:15 Payless Sidewalk Show
12:30 Galen Drake CBS

FRIDAY

6:00 News CBS
6:05 Rise 'N' Shine
7:00 Breakfast Edition News
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 News CBS
8:05 Yours for a Happy Day
8:25 Shopping News
8:30 World News and Weather
8:35 Yours for a Happy Day Cont.
8:50 News CBS
8:55 Rusty Draper CBS
9:15 Breakfast Club ABC
9:30 News CBS
9:35 Right to Happiness CBS
9:45 Second Mrs. Burton CBS
10:00 "Money" Game
10:05 News CBS
10:10 Whispering Streets CBS
10:15 Couple Next Door CBS
10:30 Helen Trent CBS
10:45 Pat Buttram CBS
11:00 News - Noon Edition
11:15 Payless Sidewalk Show
12:30 Galen Drake CBS

SATURDAY

6:00 News CBS
6:05 Rise 'N' Shine
7:00 News - Breakfast Edition
7:15 Weathercast
7:20 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Changing Times CBS
8:00 News CBS
8:05 County agent
8:15 Rise 'N' Shine
8:30 Steve Lawrence Show CBS
9:00 News CBS
9:05 Nan Around the House CBS
9:30 Magazine Newsweek
9:35 Basin Breakdown
10:30 Metropolitan Opera CBS "Die Meistersinger"
11:00 News CBS
11:05 "Money" Game
11:30 The Legislature and Your Schools
11:45 News CBS
11:55 Great Decisions at 1800
12:00 News CBS
12:35 Program Notes
1:45 Words of Life
2:00 News CBS
2:15 Basin Briefs
2:30 Tom Harmon CBS

5:45 Frank Goss CBS
5:55 Hometown News
6:00 News CBS
6:05 Music for Dining
6:55 Sports Time CBS
7:05 News Analysis CBS
7:10 Saturday High Dance Party

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8:00 Basketball — KUHS vs. Crater
10:00 World News and Weather
10:05 Records for People Who Like Music Cont.
11:00 World News and Weather
11:05 Records for People Who Like Music
12:00 Sign Off

BACKACHE!
By Dr. C. W. Davis
A recent advertisement of a pharmaceutical supply house started with this question: "What's back of your backache?"
The chiropractor would simply answer, "Your back, of course."
Chiropractors are spinal specialists. Through the aid of their skilled research workers in neurology, balance and tension control techniques, and with especially designed x-ray equipment have found new and modern ways of correcting the cause of backache.
Whether you need advice regarding posture, your bed, special shoes, the use of helpful exercise, or skillful manipulation or adjustments your chiropractor is best able to help you. He will correct the cause of your backache and give you relief. Try Chiropractic for your health.
This is one of a series of Chiropractic educational advertisements appearing in this paper through the courtesy of Dr. C. W. Davis, D.C., N.D., 134 N. 3rd St., Klamath Falls, Oregon, TU 4-6033.