

Save This Magazine Section All Week

Weekly Television Schedules

KHSL-TV

CHANNEL 12
CHICO, CALIFORNIA
NOVEMBER 8 - NOVEMBER 14
SUNDAY

12:45 Pro Football Highlights
1:15 Football Kickoff
1:30 Football Game: 49ers And Rams
4:00 Football Roundup
4:15 Filmfare
4:30 This Is The Life
5:30 There Is A Telling
6:00 Small World
6:30 20th Century
7:00 Lassie
7:30 I've Got A Secret
8:00 Ed Sullivan
9:00 G. E. Theater
9:30 Alfred Hitchcock
10:00 Jack Benny
10:30 What's My Line
11:00 Sunday News Special
11:15 Sunday Theater

MONDAY

5:00 Morning Playhouse
5:30 On The Go
6:00 I Love Lucy
6:30 Chico State
11:00 Love Of Life
11:30 Search For Tomorrow
11:45 Guiding Light
12:00 News
12:05 High Noon at 12
1:30 As The World Turns
2:00 For Better Or Worse
2:30 House Party
3:00 Millionaire
3:30 Verdict Is Yours
4:00 Industry On Parade
4:15 Secret Storm
4:30 The Life Of Riley
5:00 Goldie's Gang
5:30 Cisco Kid
6:00 Jerry Bowen
6:15 Doug Edwards News
6:30 Rendezvous
7:00 Four Just Men
7:30 Mosqueroade Party
8:00 The Texan
8:30 Father Knows Best
9:00 Danny Thomas
9:30 Ann Sothern
10:00 Hennessey
10:30 June Allison
11:00 Star Playhouse

TUESDAY

5:00 Morning Playhouse
5:30 On The Go
6:00 I Love Lucy
6:30 Chico State
11:00 Love Of Life
11:30 Search For Tomorrow
11:45 Guiding Light
12:00 News
12:05 High Noon at 12
1:30 As The World Turns
2:00 For Better Or Worse
2:30 House Party
3:00 Millionaire
3:30 Verdict Is Yours
4:00 Industry On Parade
4:15 Secret Storm
4:30 The Life Of Riley
5:00 Goldie's Gang
5:30 Investments For Tomorrow
6:00 Valley Headline News
6:15 Doug Edwards News
6:30 Behind Closed Doors
7:00 Seven League Boots
7:30 Manhunt
8:00 Lawman
8:30 Dobie Gillis
9:00 Tightrope
9:30 Red Skelton
10:00 Garry Moore
11:00 Star Playhouse

WEDNESDAY

5:00 Morning Playhouse
5:30 On The Go
6:00 I Love Lucy
6:30 Chico State
11:00 Love Of Life
11:30 Search For Tomorrow
11:45 Guiding Light
12:00 News
12:05 High Noon at 12
1:30 As The World Turns
2:00 For Better Or Worse
2:30 House Party
3:00 Millionaire
3:30 Verdict Is Yours
4:00 Industry On Parade
4:15 Secret Storm
4:30 The Life Of Riley
5:00 Goldie's Gang
5:30 Jeff's Collie
6:00 Valley Headline News
6:15 Doug Edwards News
6:30 Annie Oakley
7:00 Wednesday Night Fights
7:45 Sportscope
8:00 Glencannon
8:30 Men Into Space
9:00 Millionaire
9:30 Hawaiian Eye
10:30 Mike Hammer
11:00 Star Playhouse

THURSDAY

5:00 Morning Playhouse
5:30 On The Go
6:00 I Love Lucy
6:30 Chico State
11:00 Love Of Life
11:30 Search For Tomorrow
11:45 Guiding Light
12:00 News
12:05 High Noon at 12
1:30 As The World Turns
2:00 For Better Or Worse
2:30 House Party
3:00 Millionaire
3:30 Verdict Is Yours
4:00 Industry On Parade
4:15 Secret Storm
4:30 The Life Of Riley
5:00 Huckleberry Hound
5:30 Cisco Kid
6:00 Valley Headline News

LOUIS IN 27 TITLE FIGHTS

NEW YORK (UPI) — Of the 101 recognized heavyweight championship fights that have been held since 1882, Joe Louis boxed in 27 of them. He won 26, losing only to Ezzard Charles in a comeback attempt in 1936.

KVIP-TV

REDDING, CALIFORNIA
NOVEMBER 8 - NOVEMBER 14

SUNDAY

11:00 Basketball: Cincinnati at Philadelphia
1:30 Championship Bridge
2:00 Reiter Derby
3:00 Meet The Press
3:30 Christian Science Program
4:15 20th Century Fox Theater
5:30 Time: Present
6:00 Adventures In Paradise
7:00 Riverboat
8:00 Maverick
9:00 Chevy Chase — Color
10:00 Loretta Young
10:30 Milton Berle Show
11:30 Wrestling From Chicago
12:30 Late News And Sign Off

MONDAY

11:30 It Could Be You
12:00 Queen For A Day
12:30 Love That Bob
1:00 Music Bingo
1:30 From These Roots
2:00 Day In Court
2:30 Gale Storm Show
3:00 Beat The Clock
3:30 Who Do You Trust
4:00 American Bandstand
5:00 Popeye And Friends
5:30 Rin Tin Tin
6:00 Newsbeat Northstate
6:15 Huntley-Brinkley Report
6:30 San Francisco Beat
7:00 Luck Up
7:30 Shirley Temple
8:30 Bob Hope Show
9:30 Bat Masterson
10:00 Steve Allen Show — Color
11:00 Western Action Hour
12:00 Late News And Sign Off

TUESDAY

11:00 Let's Speak Spanish
11:30 It Could Be You
12:00 Queen For A Day
12:30 Love That Bob
1:00 Music Bingo
1:30 From These Roots
2:00 Day In Court
2:30 Gale Storm Show
3:00 Beat The Clock
3:30 Who Do You Trust
4:00 American Bandstand
5:00 Robinhood
5:30 Rin Tin Tin
6:00 Newsbeat Northstate
6:15 Huntley-Brinkley Report
6:30 Highway Patrol
7:00 Shotgun Slade
7:30 Sugarfoot
8:30 Wyatt Earp
9:00 Rifleman

WEDNESDAY

11:30 It Could Be You
12:00 Queen For A Day
12:30 Love That Bob
1:00 Music Bingo
1:30 From These Roots
2:00 Day In Court
2:30 Gale Storm Show
3:00 Beat The Clock
3:30 Who Do You Trust
4:00 American Bandstand
5:00 Popeye And His Friends
5:30 My Friend Flicka
6:00 Newsbeat Northstate
6:15 Huntley-Brinkley Report
6:30 Law Of The Plainsman
7:00 Donna Reed Show
7:30 Wagon Train
8:30 Price Is Right — Color
9:00 Perry Como — Color
10:00 Shubert Alley
11:00 New Movie Show — Color
12:30 Late News And Sign Off

THURSDAY

11:00 Let's Speak Spanish
11:30 It Could Be You
12:00 Queen For A Day
12:30 Love That Bob
1:00 Music Bingo
1:30 From These Roots
2:00 Day In Court
2:30 Gale Storm Show
3:00 Beat The Clock
3:30 Who Do You Trust
4:00 American Bandstand
5:00 Ruff And Reddy
5:30 My Friend Flicka
6:00 Newsbeat Northstate
6:15 Huntley-Brinkley Report
6:30 Harbor Command
7:00 Sea Hunt
7:30 Walt Disney Presents

FRIDAY

11:30 It Could Be You
12:00 Queen For A Day
12:30 Love That Bob
1:00 Music Bingo
1:30 From These Roots
2:00 Day In Court
2:30 Gale Storm Show
3:00 Beat The Clock
3:30 Who Do You Trust
4:00 American Bandstand
5:00 Cartoons
5:30 Rin Tin Tin
6:00 Newsbeat Northstate
6:15 Huntley-Brinkley Report
6:30 Whirlybirds
7:00 Shubert Alley
8:00 Tales Of The Vikings
9:00 Art Carney Show — Color
10:00 Unintentional
11:00 Adventure Theater
12:30 Late News And Sign Off

SATURDAY

12:00 Sergeant Preston
12:30 Stage 7
2:00 4-Star Playhouse
4:00 Championship Bowling
5:00 Star 7 Theater
6:15 Dan Smoot Report
6:30 People Are Funny
7:00 Gale Storm Show
7:30 Bonanza — Color
8:30 Leave It To Beaver
9:00 The Deputy
9:30 The Alaskans
10:30 The Rebel
11:00 Wichita Town
11:30 Late Show
12:30 Late News And Sign Off

Cost Of High Living Strain On The Budget

By LOUIS CASSELS

WASHINGTON (UPI) — It's the cost of high living—even more than the high cost of living—that puts a strain on family budgets these days.

That diagnosis of America's pocketbook pains comes from Dr. Ewan Clague, Commissioner of Labor Statistics in the Labor Department, the custodian of the government's famous Consumer Price Index.

The index has gone up about 25 per cent in the past decade. But the average family's actual outlay for food, clothing, housing, entertainment and other items has gone up more than 50 per cent in the same period.

"In other words," Clague said in an interview, "less than half of the increase in living costs which the average family has experienced since 1949 can be blamed on higher prices. The rest comes from higher living standards."

Clague explained that the Consumer Price Index, which erroneously has been nicknamed the "living cost index," does not attempt to measure changes in living standards. It simply measures month-to-month fluctuations in the retail prices of certain standard items that nearly every family buys.

For example, if beefsteak goes up from 69 to 79 cents a pound, that fact will be registered in the index. But if a family that used to eat steak once a week begins eating steak twice a week, that won't show.

Today's better—but expensive—living is due partly to the increase in home ownership. Only 40 per cent of America's families owned their own homes a decade ago, but about 60 per cent do so today.

But even if you buy a house on which the monthly mortgage payments are roughly equivalent to what you have been paying in rent

as many families try to do—the extra costs of taxes, utilities, appliances, tools, repairs, and improvements almost certainly will bring a sizable jump in your total outlay for shelter.

The mass movement to the suburbs also has brought substantial boosts in transportation cost.

Food budgets are higher, too—not merely because some prices have increased, but also because the average family is eating more expensive foods.

Many foods which housewives used to wash, peel, shell, shuck and cook at home now come in neat "ready-to-serve" packages. The store-bought processing is convenient—but you pay plenty for it.

Government statistics also indicate the average American has a greater variety of clothing in his wardrobe today; he takes more and better vacations; his home is much more sumptuously fitted with television sets, washing machines, freezers and other gadgets than a decade ago.

Try this picture out on your own family. Does it describe what's happened to your living standards in the past 10 years?

If so, Clague said, you can quit wondering where your money goes.

You're living it up—just like the rest of us.

SAFE AT HOME

NEW YORK (UPI)—Youngsters playing sandlot baseball can now run for home plate instead of the hills if they accidentally break a window, according to Frank C. Russell, president of a Columbus, Ohio, window-making firm.

Russell said his firm guarantees free replacement, provided the youth carries a card from a Rusco dealer. About 500,000 of the cards are being handed out free this year, he said.

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