STAR GAZER

By CLAY R. POLLAN

ARIES MAR. 22 – APR. 20: 2-17-24-36 38-44-82-83

TAURUS APR. 21 – MAY 21: 21-25-35-51 56-58-68

GEMINI MAY 22 – JUNE 22: 11-13-16-55 62-73-76

CANCER JUNE 23 – JULY 23: 19-26-30-42 65-78-87-89

LEO JULY 24 – AUG. 23: 10-12-31-49 57-66-79-85

VIRGO AUG. 24 – SEPT. 22: 6-18-27-32 63-72-86-90

LIBRA SEPT. 23 – OCT. 23: 04-37-41-46 50-59-75

SCORPIO OCT. 24 – NOV. 22: 20-29-40-45 64-67-74

SAGITTARIUS NOV. 23 – DEC. 22: 15-33-48-52 60-77-81-88

CAPRICORN DEC. 23 – JAN. 20: 1-23-47-61 69-70-80-84

AQUARIUS JAN. 21 – FEB. 19: 4-7-8-43 53-54-71

PISCES FEB. 20 – MAR. 21: 3-5-9-14 22-28-39

Your Daily Activity Guide According to the Stars.

To develop message for Tuesday, read words corresponding to numbers of your Zodiac birth sign.

1 You	31 A	61 In
2 Productive	32 Out	62 Now
3 Do	33 Early	63 Of
4 There	34 Good	64 Success
5 Not	35 Into	65 Things
6 Get	36 Health-	66 For
7 Are	37 Things	67 And
8 Ticklish	38 Building	68 Act
9 Be	39 Judgment	69 High
10 This	40 Could	70 Good
11 You	41 Of	71 Faced
12 Is	42 Side	72 The
13 May	43 Problems	73 Be
14 Hasty	44 Exercises	74 Popularity
15 The	45 Bring	75 You
16 Face	46 Life	76 Prepared
17 Day	47 Be	77 The
18 Essential	48 Bird	78 Could
19 Look	49 Fine	79 Making
20 Unusual	50 Come	80 Humor
21 Look	51 Matters	81 Ripe
22 In	52 Always	82 Building
23 Will	53 To	83 Repairing
24 For	54 Be	84 Today
25 Carefully	55 Temptations	85 Gains
26 At	56 Before	86 Way
27 Tasks	57 Day	87 Be
28 Your	58 You	88 Berries
29 Ideas	59 To	89 Worse
30 Bright	60 Gets	90 Early

Good — Adverse — Neutral 12/17

RADIO PROGRAMS – MONDAY

Programs listed below are received from the radio stations and the Mail Tribune assumes no responsibility except to make such changes as are supplied

KYJC – 1230 kc	KMED – 1440 kc	KWIN – 1400 kc
4:00—Music Box	NBC News	Car Tunes Fulton Lewis Jr*
4:15—Story Hour	Car Tunes	Hemingway News*
4:30—Bulletins-Godfrey Show	Car Tunes	Telo-Test*
4:45—Arthur Godfrey Show*	Man on the Go*	Sam Hayes*
5:00—Edward R Murrow**	News	One For The Road
5:15—Eventide	Car Tunes	One For The Road
5:30—Tom Harmon**	Weather, Car Tunes	One For The Road
5:45—Frank Goss**	Orval Anderson*	One for the Road-Spts.
6:00—Edward P. Morgan*	NBC News* Music*	Music for Dining
6:15—Lowell Thomas**	Hi-Fi Hour	News
6:30—Sports-Amos-Andy**	Hi-Fi Hour	Sports Preview
6:45—Amos & Andy**	One Man's Family*	KWIN Karavan - News*
7:00—News**	NBC News*	KWIN Karavan
7:15—Master of Melody**	Music for Haters*	KWIN Karavan
7:30—Robert Q. Lewis**	News of the World*	Sports* KWIN Karavan
7:45—Robert Q. Lewis**	Life and the World*	KWIN Karavan
8:00—Herman-Draper**	NBC News* Groucho*	Medford Hi-Rhythm
8:15—Rusty Draper Show**	You Bet Your Life*	Medford Hi-Rhythm
8:30—World Tonight**	Nightline*	Medford Hi-Rhythm
8:45—World-Sevareid-Weath.*	Nightline*	Medford Hi-Rhythm
9:00—News**	News*	News*
9:15—Saclant-NATO**	Nightline*	KWIN Karavan
9:30—Turntable Terrace	Nightline*	KWIN Karavan
9:45—Turntable Terrace	Nightline*	KWIN Karavan
10:00—World News Beat	Richfield Reporter*	True Detective Myst.*
10:15—Turntable Terrace	Nightbeat	True Detective Myst.*
10:30—Turntable Terrace	Nightbeat	Lives of Harry Lime*
10:45—Turntable-News	Nightbeat	Lives of Harry Lime*
11:00—Sign Off	Sign Off	News—KWIN Karavan

RADIO PROGRAMS – TUESDAY

KYJC – 1230 kc	KMED – 1440 kc	KWIN – 1400 kc
6:00—News of America**	Wake Up to Music	KWIN's Sunrise News
6:15—Yawn Patrol	Wake Up to Music	KWIN Chuckwagon
6:30—Yawn Patrol	Wake Up to Music	KWIN Chuckwagon
6:45—Yawn Patrol	First News	KWIN Chuckwagon
7:00—World News Roundup*	Wake Up to Music	Hemingway News*
7:15—Cecil Brown*	Weather-News*	Breakfast Gang*
7:30—Tom MacLeod-Sports	Rogue Valley Beeper	Sunrise Serenade
7:45—Harry Babbitt**	Weather-News*	Sunrise Serenade
8:00—Variety-Weather	NBC News* Hear!	Cliff Ingle News*
8:15—Frank Goss**	Hear!	KWIN Koffee Klatch
8:30—Breakfast Tunes	Hear!	KWIN Koffee Klatch
8:45—Howard Miller Show**	Hear! Visit	Woman's World
9:00—Lost Pets	News,* Swap-Sell	Time To Remember
9:15—Breakfast Club*	Hear!	Serenade in Blue
9:30—Breakfast Club*	Hear!	Holiday Premiere
9:45—Breakfast Club*	Hear! News	Holiday Premiere
10:00—Music Box	NBC News* Hear!	Newspaper of The Air*
10:15—Trading Post	Hear!	Telo-Test*
10:30—Name Your Neigbhor	NBC Bandstand*	Tops in Pops
10:45—Road of Life**	NBC Bandstand*	Tops in Pops
11:00—CBS Newscast**	NBC News* Bandstand*	News*
11:15—Second Mrs. Burton**	NBC Bandstand*	Queen for A Day*
11:30—Strike It Rich**	NBC Bandstand*	Queen for A Day*
11:45—Pat Buttram**	NBC Bandstand*	Queen for A Day*
12:00—Paul Harvey*	News	News
12:15—News-Music-Weather	Weather Report	Western Roundup Time
12:30—Houseparty**	Lunchtime News	Western Roundup Time
12:45—Houseparty**	His Majesty the Baby	Western Roundup Time
1:00—Arthur Godfrey**	NBC News* House Party	Western Roundup Time
1:15—Arthur Godfrey**	KMED House Party	Western Roundup Time
1:30—Arthur Godfrey**	KMED House Party	Western Roundup Time
1:45—Arthur Godfrey**	KMED House Party	Western Roundup Time
2:00—Arthur Godfrey**	NBC News* Listen	Where the Records Spin
2:15—Arthur Godfrey**	Listen	Where the Records Spin
2:30—Musical Mixmaster	Listen!	Where the Records Spin
2:45—Musical Mixmaster	Listen!	Where the Records Spin
3:00—Backstage Wife**	News* 5 Star*	Holiday Premiere
3:15—Helen Trent**	Five Star Matinee*	Holiday Premiere
3:30—Nora Drake**	News True Story*	Where the Records Spin
3:45—Music Box	My True Story*	Where the Records Spin
4:00—Music Box	NBC News* Car Tunes	Fulton-Lewis Jr*
4:15—Story Hour	Car Tunes	Hemingway News*
4:30—Bulletins-Godfrey Show	Car Tunes	Telo-Test*
4:45—Arthur Godfrey Show**	Man on the Go*	Sam Hayes News*
5:00—Edward R. Murrow**	NBC News* Lcl News	One For The Road
5:15—Eventide	Car Tunes	One For The Road
5:30—Tom Harmon**	Weather, Car Tunes	One For The Road
5:45—Frank Goss**	Orval Anderson	One for the Road-Spts.
6:00—Edward P. Morgan*	NBC News*	Music for Dining
6:15—Lowell Thomas**	Hi-Fi Hour	News
6:30—Sports-Amos-Andy**	Hi-Fi Music	Music for Dining
6:45—Amos & Andy**	One Man's Family*	Music for Dining
7:00—News**	NBC News*	KWIN Karavan
7:15—Masters of Melody**	Treasury of Music*	Coke Time*
7:30—Robert Q Lewis**	News of the World*	KWIN Karavan
7:45—Robert Q Lewis**	Life and the World*	KWIN Karavan—News*
8:00—Herman-Draper**	NBC News* Gildy*	Talent Teen Time
8:15—Rusty Draper Show**	Gildersleeve*	Talent Teen Time
8:30—World Tonight**	Night Line*	Talent Teen Time
8:45—World-Sevareid-Weath*	Night Line*	Talent Teen Time
9:00—CBS News**	NBC News*	News*
9:15—Centenary Singers**	Nightline*	KWIN Karavan
9:30—Turntable Terrace	Nightline*	KWIN Karavan
9:45—Turntable Terrace	Nightline*	KWIN Karavan
10:00—World News Beat	Richfield Reporter*	News—KWIN Karavan
10:15—Turntable Terrace	Nightbeat	Treasury Agent*
10:30—Turntable Terrace	Nightbeat	Scarlet Pimpernel*
10:45—Turntable-News	Nightbeat	Scarlet Pimpernel*
11:00—Sign Off	Sign Off	News—KWIN Karavan

*ABC **CBS *NBC *MBS

KBOY — 730 KC

Tuesday

7:30—Sign-on news
7:35—Music for Birds
8:00—Music 'Til Noon; Weather on hour; News on half-hour; 10 a.m., Bargain Roundup.
12:00—Weather—Ranch Time
12:15—Portland Market—Music
12:30—N. W. Market
12:45—Spins & Needles Music; Weather on hour; News on half-hour; 2:30 Bargain Roundup.
3:45—Rick's Requests
4:00—Weather—Requests
4:15—Rick's Requests
4:30—News—Requests
4:45—Sign off

TELEVISION PROGRAMS

The following TV broadcast log is printed as a free public service for the Mail Tribune's readers and TV viewers.. Schedule changes are printed as provided by the TV stations, and the Mail Tribune cannot accept responsibility for errors or omissions.

KBES-TV (Channel 5)

MONDAY

4:00—Feminine Fancies
4:30—Garden, Farm & Home
4:45—Search for Tomorrow
5:00—TV Question Box
5:15—Joe Palooka
5:45—Johnny Lusk
6:00—Your TV Weatherman
6:05—News
6:15—Doug Edwards
6:30—Boots and Saddles
7:00—Burns & Allen
7:30—Talent Scouts
8:00—Danny Thomas
8:30—December Bride
9:00—Studio One
10:00—Knowledge
10:30—News
10:35—Your News
11:05—Sign Off

TUESDAY

11:40—Devotions
11:50—Cartoon
11:55—News
12:00—Big Payoff
12:30—Verdict Is Yours
1:00—Brighter Day
1:15—Secret Storm
1:30—Edge of Night
2:00—Garry Moore
2:30—Godfrey Time
3:30—Strike It Rich
4:00—Feminine Fancies
4:30—Video Scope
4:45—Search for Tomorrow
5:00—Medford Schools
5:30—Cartoon Time
6:00—Your TV Weatherman
6:05—News
6:15—Doug Edwards
6:30—Name That Tune
7:00—Phil Silvers
7:30—Whirlybirds
8:00—To Tell the Truth
8:30—Red Skelton
9:00—$64,000 Question
9:30—Trackdown
10:00—I Spy
10:30—News
10:35—Championship Bowling
11:35—Sign Off

KOTI-TV (Channel 2)

MONDAY

4:00—Feminine Fancies
4:30—Uncle Bill
5:00—Klamath Extension
5:15—Joe Palooka
5:45—Come in, School
6:15—Doug Edwards
6:30—Boots and Saddles
7:00—Burns & Allen
7:30—Talent Scouts
8:00—Danny Thomas
8:30—December Bride
9:00—Studio One
10:00—TV Adventures in Knowledge
10:30—News

TUESDAY

11:10—Cartoons
11:40—Chaplain's Corner
11:50—Cartoons
11:55—News
12:00—Big Payoff
12:30—Verdict Is Yours
1:00—Brighter Day
1:30—Truth or Consequences
2:00—Gary Moore Show
2:30—Arthur Godfrey
3:30—Strike It Rich
4:00—Feminine Fancies
4:30—Uncle Bill Show
4:45—Search for Tomorrow
5:00—PTA
5:15—Choral Group
5:30—Tech Talks
6:00—News & Weather
6:15—Doug Edwards
6:30—Name That Tune
7:00—Phil Silvers
7:30—Whirlybirds
8:00—To Tell the Truth
8:30—Red Skelton
9:00—$64,000 Question
9:30—Trackdown
10:00—I Spy
10:30—News
10:35—Championship Bowling

Dead Line on Classified Ads: 5:30 p.m. for following day, except 10 a.m. for Monday; for Sunday, noon Saturday.

Comment . . . TELEVISION and RADIO

By John Crosby

SAMPLE OF ONE

The leading scientists of their day were absolutely convinced the world was flat. The outstanding medieval minds spent a lifetime trying to figure out how many fairies could dance on the head of a pin, and today we have people, who seem outwardly sane, who believe in John Crosby ratings.

In the current issue of "The Saturday Evening Post" is an article on ratings in which this statement occurs: "It is thoroughly valid scientifically to project a small sample nationally if the sampling points are distributed properly."

Never has there been greater hogwash than that statement. And the man who said it is Lester Frankel, professor of statistics at New York University.

Ratings are idiotic. Only idiots would pay the slightest attention to them and here a whole industry is based on them. For instance, from "People Today": "The gap between the two services — Trendex and ARB — on the Como show for the same period of time would be enough to frighten TV stars off the air. Trendex shows 30.3, ARB 45.8. Error? Twelve million viewers."

Yet a billion-dollar industry is based on ratings. I have only a few quarrels with ratings. In the first place, I doubt that a thousand people are representative of the United States (in spite of that professor at NYU). In the second place — even if all this was remotely accurate, which is extremely doubtful, I think ratings are hopelessly immoral.

Up in Hornell, N.Y., thank the dear Lord, somebody is finally suing Nielsen. The Hornell Broadcasting Corporation is suing Nielsen for $50,000 because their station, WLEA, was told that they had half the business of a rival station, WWHG. They protested. Nielsen would not tell them how big a sample they had taken (Nielsen samples less than 1,000 people for 171,000,000 Americans so their Hornell sample is probably one phone call. But as that NYU professor of statistics says, it is valid scientifically).

Nielsen came out with a rating which hurt the company's business. The station tried and tried to get some idea where the figures came from. Nielsen wouldn't tell. The station takes its own surveys. It calls 1,000 people around Hornell, a sample which is larger than Nielsen takes for the whole country, and it discovered that it had exactly twice the coverage that Nielsen said it had. This, in spite of that NYU professor of statistics, who said that the size of the sample makes no difference.

The complaint charges: "No survey was made by the defendant A. C. Nielsen Company in December, 1956; no accurate survey was made in December, 1956, or at any other time" . . .

Said Charles D. Henderson, president of Hornell Broadcasting Corporation: "The system of rating with all its mathematical uncertainties has grown to such an extent that broadcasting chains, the acts appearing on them and the sponsors are virtually at the mercy of these surveys. It is conceivable that if this practice continues without proper safeguards that a virtual monopoly may be established which could become monstrously destructive to the broadcasting business."

The normal newspaper procedure would be to call the A. C. Nielsen Company and say: "You're getting sued. What's your side of the story?" But following the Nielsen system I didn't have to. I just screamed across the city room to a copy boy: "Who do you suppose is right in this litigation?"

"The other guy," he screamed back.

Well, it's a small sample but I have the word of that NYU professor that, projecting that small sample, it represents 171,000,000 of you guys.

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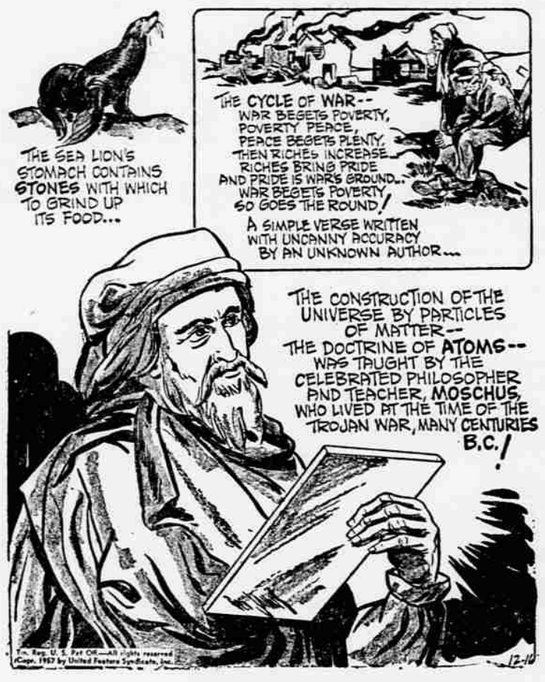
Strange As It Seems by ELSIE HIX



CROSSWORD PUZZLE

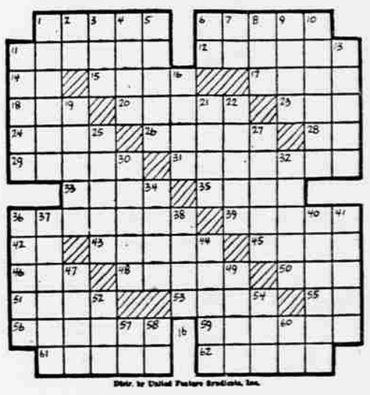
Answer to Saturday's Puzzle

ACROSS

1—Carols
6—Collect
11—One invested with vicarious authority
12—Trade
14—Teutonic deity
15—Twist
17—Additional
18—Pose for portrait
20—Goes by water
23—Writing implement
24—Biblical weed
26—Dinnerware
28—A state (abbr.)
29—Incline
31—Comes into view
33—Mental image
35—Security
36—Yields
39—Jumps
42—Three-toed sloth
43—Playthings
45—Break suddenly
46—Possessive pronoun
48—Laughing
50—Expire
51—Vessel
53—By birth
55—Sun god
56—Weirder
59—Surprise
61—Leases
62—Spirited horse

DOWN

1—Continued story
2—King of Bashan
3—Openwork fabric
4—South African antelopes
5—Strip of leather
6—Hebrew month
7—Parent (colloq.)
8—Weapon
9—Cease
10—Calm
11—Remains at ease
13—Tears
16—River in Africa
19—Spoor
21—Young sheep
22—Pilfer
25—Finished
27—Iroquoian Indians
30—Singing voice
32—Organ of the body
34—King of the Huns
36—Lift
37—Conjunction
38—Thick slice
40—Coupled
41—Lance
44—Inundates
47—Father
49—Jog
52—Metal fastener
54—Compass point
57—Latin conjunction
58—Rupees (abbr.)
60—Prefix: down



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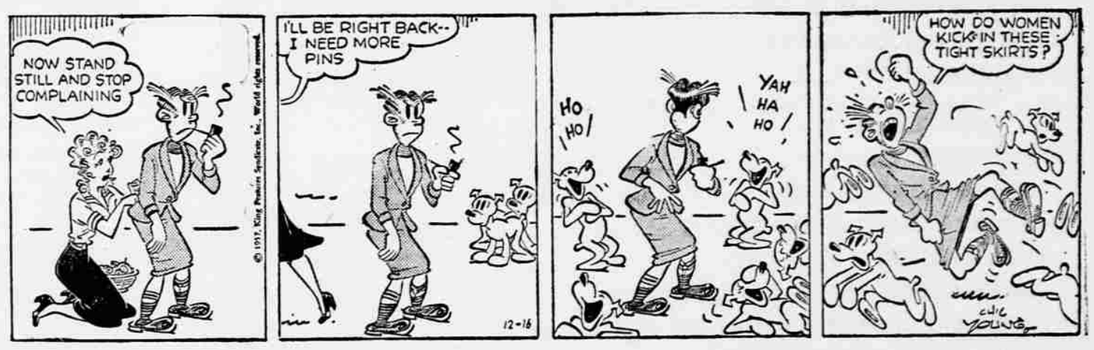

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