

# On the Air

By ELEANOR WIESE

According to the television networks, their ultimate objective is to offer the kind of programs the majority of the viewing audience wants to see. Apparently most of us want shows that help us escape from the problems of everyday living.

In the early days of TV, the cowboy helped us do this. Now it seems the horse is giving way to the horse laugh, especially as far as CBS programming for the fall of 1963 is concerned. Of 37 programs definitely set for prime viewing hours, 14 are comedies, 5 comedy-variety, and 5 panel shows - or about two-thirds of all the shows offered.

The remainder of the schedule includes but seven dramatic shows and three news-documentary types. The only cowboys who are men enough to stand up to the opposition are Matt Dillon and Gil Favor.

Judy Garland and Danny Kaye will be shooting holes in the opposition on a weekly basis with new variety hours. On NBC this trend to lighter entertainment isn't quite so pronounced, but they proudly announce the signing of Bob Hope and Imogene Coca for weekly fun shows. ABC's contribution to keeping things gay is the death of "The Untouchables" after four violent years.

**CONCERT HALL, 2 p.m.** Sunday K-SHA radio. Overture to Wagner's "Tannhauser"; Bach's Preludes and Fugues; Prokofiev's Concerto No. 1 in D Major; and Leonard Bernstein's "Fancy Free."  
**SPORTS SPECTACULAR, 2:30 p.m.** Sunday KBES-TV. The World's Figure Skating Championships from Cortina, Italy.

**ALL AMERICA WANTS TO KNOW, 3 p.m.** KBOY-AM and FM radio. United States Ambassador to the United Nations Adlai Stevenson and Russian U.N. Ambassador Mikolai Fedorenko are featured in "Can the U.N. Survive?" Also appearing are former U.N. Ambassador Henry Cabot Lodge, Ambassador Vasco Vieira Garin of Portugal and others.

**UPDATE, 5 p.m.** Sunday KBES-TV. News correspondent Robert Abernathy will summarize the differences and similarities of President Kennedy's New Frontier and President Roosevelt's New Deal.  
**TWENTIETH CENTURY, 6 p.m.** Sunday KBES-TV. Part two of "Franco's Spain" examines Spain's economic structure, the impact of American military and non-military aid on her economy, and the role of the Catholic church in her social structure.

**MEET THE PRESS, 6 p.m.** Sunday KBES-TV. Roswell L. Gilpatric, Deputy Secretary of Defense, will be interviewed.

**DISNEY'S WONDERFUL WORLD, 7:30 p.m.** Sunday KBES-TV. "The Horse with the Flying Tail." This story about a cow pony that leaves a New Mexico ranch and becomes one of America's greatest jumpers won a 1960 Academy Award as the best documentary feature.

**SHOW OF THE WEEK, 10 p.m.** Sunday KBES-TV. Shelley Berman is the subject of "Comedian," a behind-the-scenes, candid study of the serious business of making people laugh.

**CALENDAR, 9 a.m.** Monday KBES-TV. Guest experts throughout week will discuss such problems of rearing and educating children as factors important to healthy emotional formation, parental responsibility in education, and the effects that destructive forces in our society have on the family unit.

**FOCAL POINT, 9:30 a.m.** Monday KBES-TV. Guests include a clown from the Elk's Circus; Lloyd Halverson, whose art collection is on exhibit at Rogue Art Gallery; Cathy Fonken, Medford High art instructor, and six students, gold key scholastic art exhibit winners; and Talent

Federation of Women's Clubs representatives.

**CHET HUNTLEY REPORTING, 10:30 p.m.** Tuesday KBES-TV. The British system of narcotics control, in which addicts register as such and buy their drugs openly with prescriptions, will be studied.

**BOB HOPE, 9 p.m.** Wednesday KBES-TV. Bob Hope shares the spotlight with Frank Sinatra, Robert Goulet, Edie Adams, and Brenda Lee.

**HOLLYWOOD: THE GREAT STARS, 10 p.m.** Wednesday KBES-TV. This appraisal of the forces that make Hollywood stars, pictures the demand of press and public upon a star, the enduring "images" created by the movies and shows how the star system developed.

**TELEPHONE HOUR, 10 p.m.** Wednesday KBES-TV. Guest performers include: Leontyne Price, Metropolitan Opera soprano; Erica Morini, concert violinist; Carol Lawrence, singer and dancer; and Steve Lawrence and Eydie Gorme, popular singers.

## Gift to Willamette Includes Stock of Holding Company

The irrevocable will gift to Willamette university of 52 per cent ownership of the Rogue Valley Country club by Glenn L. Jackson, Medford, applies to stock owned by the Golf Holding company, Jackson explained here Friday.

It is 52 per cent of that stock and 100 per cent ownership of the recently added nine holes in the golf course that Jackson is willing the university.

The club house and its facilities, including dining room and bar, are being purchased under an existing contract by the Golf Club, which is composed of social and playing members of the Rogue Valley Country club.

When this contract is completed the building and its facilities will be operated separately from the land. The land, which will be under control of the Willamette university, will provide the university with perpetual income since members using the golf course will pay rent for the privilege, Jackson explained.

Jackson has held the stock, included in the will, since 1930. He obtained the stock during the depression when he reorganized and developed the present Rogue Valley Country club.

The Golf Holding company owns and operates the land, the buildings and all facilities at this time.

## Local Unit to Help GP in Convention

Medford Barracks 540, Veterans of World War I, will assist the Grants Pass Barracks in preparing for the state convention to be held there June 5, 6, 7 and 8.

The local barracks decided to help at a meeting of the Barracks recently.

Visitors at the meeting were Harry Dayton of Riddle, a past district commander, and Herman W. Helm of Ashland, current district inspector.

The department of Oregon, VWWI, was organized in 1954. The membership has grown to 6,000. Any veteran of World War I, who served during the period between April 6, 1917, and Nov. 11, 1918, with an honorable discharge, is eligible for membership.

Anyone interested in joining the Medford Barracks may contact Albert F. Frank Johnson, 640 Oakdale dr., Medford, telephone 773-5746 for additional information.

# Cooper Mill at Shasta Prepares Lead Pencil Stock

By J. O. McKINNEY

Mt. Shasta - Why Johnny can't read, or is it write, seems to be one of the questions bothering minds of educators today.

One thing sure, neither deficiency can be blamed to scarcity, nor expensive prohibitions of lead pencils. They can be bought in many sizes, colors, and other differing characteristics.

They do all have one thing in common. They are inexpensive.

Martin Cooper, Mt. Shasta sawmill owner, compares the prices of lead pencils to chewing gum. He says neither have ever advanced in price to keep step with other commodities, which includes postage stamps.

A stick of gum, and a lead pencil stay within the reach of school kids whose elephant coin receptacle takes no particular beating to supply. Why this is so, Cooper states, is because manufacturers hew to the line to keep these essential commodities within reach.

Taking into consideration this rock-bottom selling price, one can see that a board foot of cedar lumber will supply material for many lead pencils. The Cooper Mill at Mt. Shasta annually saws 8 million board feet of incense cedar, the bulk of which goes into lead pencils.

Throwing light on why this essential industry is confined to a few mills in northern California and southern Oregon, Cooper said Mother Nature has taken a firm stand in this zoning operation. Incense cedar has proven



VIEW OF MILL—Cooper's mill at Mt. Shasta is shown above. The mill annually supplies about 8 million board feet of incense cedar for lead pencil manufacturers in the country.

conclusively it is the best material to use. It has proven, too, that the small field of northern California and southern Oregon is the only place it will grow.

Growing in a restricted locality, and with no particular reforestation methods now being utilized to promote new growths of cedar, the supply will undoubtedly be exhausted some day.

When that day comes, ball pens will become even more numerous than they are now. The familiar unpainted cedar stick through which graphite runs, and with a tip of rubber protruding from the top end, many disappear from the American scene.

## Plans Progress For Pear Parade

Floated entry blanks for the 1963 Pear Blossom Festival will be available at the Medford Chamber of Commerce office after March 15, the committee announced following Thursday's meeting.

This year's theme is "Pears on Parade" and the committee voted at the Thursday meeting to reverse the route of the parade, which now is tentatively scheduled to assemble in or near the Medford Shopping Center and proceed west on Main st.

Entry blanks for the King and Queen contest will be mailed to business, club or

organization, wishing to enter a contestant.

The rules and regulations for floats will be the same as last year. Entries may be made by any community, individual, business, service club or fraternal group, any division of government, church, school or any combination of these groupings.

Persons wishing additional information regarding the king and queen contest are advised to call Bill Dugan, festival president, at 772-2849, or Mrs. John Mansfield at 773-1967.

## Court to Inspect Road for Surfacing

The Jackson county court, with County Engineer Robert J. Carstensen, will inspect Scenic ave. Monday for possible surfacing under the roads department budget, it was decided Friday.

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## STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars. To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES	1-23-47-61	1 Allow	31 The	61 Reveal	SEPT. 23
APR. 23	69-70-80-84	2 None	32 Judgment	62 Inters	OCT. 23
Taurus	1-23-47-61	3 If	33 It	63 And	NOV. 23
APR. 21	2-17-24-26	4 Open	34 Inspiring	64 Lightly	4-7-8-43
MAY 21	28-44-82-85	5 You	35 Heavy	65 Decides	53-54-71
GEMINI	1-23-47-61	6 Detr	36 Consult	66 Social	NOV. 21
APR. 21	10-12-31-49	7 Your	37 Semcon	67 And	DEC. 21
JUNE 21	27-28-79-83	8 Ever	38 You	68 Words	71-72-35-51
CANCER	1-23-47-61	9 See	39 Analogize	69 Their	56-58-63
MAY 21	10-12-31-49	10 Jan	40 Yourself	70 Thoughts	NOV. 21
JULY 21	27-28-79-83	11 Feel	41 Lits	71 The	DEC. 21
LION	1-23-47-61	12 To	42 One	72 Someone	71-72-35-51
APR. 21	10-12-31-49	13 Chamber	43 You're	73 The	56-58-63
AUG. 21	19-26-30-42	14 You	44 About	74 Best	NOV. 21
LIBRA	1-23-47-61	15 Get	45 Eat	75 Heights	DEC. 21
MAY 21	10-12-31-49	16 And	46 You	76 Picture	71-72-35-51
SCORPIO	1-23-47-61	17 Ways	47 To	77 Have	56-58-63
JULY 21	10-12-31-49	18 To	48 Of	78 Are	NOV. 21
SEP. 21	1-23-47-61	19 Personal	49 Fun	79 Adventurous	DEC. 21
OCT. 21	1-23-47-61	20 Keep	50 To	80 And	71-72-35-51
NOV. 21	1-23-47-61	21 Watch	51 In	81 A	56-58-63
DEC. 21	1-23-47-61	22 Been	52 Your	82 Confidential	NOV. 21
JAN. 21	1-23-47-61	23 Others	53 Object	83 Matter	FEB. 19
FEB. 19	1-23-47-61	24 To	54 Cl	84 Decisions	20-29-40-46
MAR. 19	1-23-47-61	25 Temper	55 Companion	85 Day	64-67-74
APR. 19	1-23-47-61	26 Wilful	56 And	86 In	NOV. 21
MAY 19	1-23-47-61	27 Good	57 It's	87 Pleasant	71-72-35-51
JUNE 19	1-23-47-61	28 Wrong	58 Hand	88 Showman	56-58-63
JULY 19	1-23-47-61	29 To	59 Greater	89 Satisfied	NOV. 21
AUG. 19	1-23-47-61	30 And	60 Care	90 Authority	71-72-35-51
SEPT. 19	1-23-47-61	31 Good	61 Advance	91 No	NOV. 21
OCT. 19	1-23-47-61	32 Neutral	62 Neutral	92 No	71-72-35-51