

PP&L to Sponsor Career Seminar For Teen-Agers

Pacific Power and Light company has announced it will again sponsor an engineering career seminar for teenage boys as part of the 1963 Junior Engineer's and Scientists' Summer Institute June 9 to 22 at Oregon State University, Corvallis.

Noting that more high school age boys need to learn of the education and training requirements for useful technical and management careers in industry, D. R. McClung, president of Pacific Power, said the company will hold the seminar for JESSI enrollees June 13 at the company's general office and at the Oregon Museum of Science and Industry in Portland. The PP&L official said the nation needs the full use of all the brain power its young men and women can develop and the seminar session with the electric utility's engineering and research groups is designed to help the boys visualize future career possibilities.

McClung said every industry shares with the electric industry a need for competently trained young people. He said an acute shortage of engineering personnel is threatened unless more boys and girls now in high schools are inspired to seek professional engineering as a career.

Parents of boys with aptitudes for science and mathematics were urged to encourage enrollment of their sons in the non-profit JESSI at OSU. The university faculty members conduct a series of orientation classes in nearly 20 fields of science and technology.

A similar guidance curriculum for girls is offered by JESSI June 16-29 at Willamette university in Salem. In Washington state, boys can enroll at Washington State university at Pullman, Wash. June 16-29.

On the Air

By ELEANOR WIESE

Many viewers and critics keep insisting that television's true artistry and creativity is best expressed in the commercials and to see original, aesthetically superior TV, viewers had better sit through the commercial and duck out for another sandwich when the cowboy kisses his horse.

On the other hand, just as many viewers and critics find commercials irritating, monotonous, misleading and in poor taste.

In truth, for every outstanding commercial shown, there is a poor one soon after. For example the delightful scene of a little boy wandering through the woods singing and eating a certain cookie is offset by the one which gets my current vote for poorest commercial which infers that gray in a woman's hair prevents her husband from sending her flowers or asking her to dance.

The Federal Trade Commission has taken strong action on misleading commercials. The most recent claims to be scrutinized and ordered changed were those made by a large national firm concerning aspirin. The FTC also keeps a close eye on offensive commercials.

On the positive side, the Hollywood Advertising Club for the third year has sponsored an international competition to find the world's best television and radio advertising.

Last year 1,648 entries were received, including 160 television and radio commercials from 14 countries outside the United States.

Judging panels of prominent industry executives rate entries on effectiveness; evidence of ingenuity or creativity; believability and memorability; taste, honesty and propriety; and overall presentation of the idea.

The advertising industry hopes that by focusing attention on commercial use of the two broadcast media and by giving proper credit to those

who have used it well, continued improvement in radio and television advertising will result.

SPORTS SPECTACULAR, 2:30 p.m. Sunday KBES-TV. A game between the United States and the U.S.S.R. is highlighted in the World's Amateur Ice Hockey Championships from Stockholm, Sweden.

WILD KINGDOM, 3:30 p.m. Sunday KMED-TV. The yearly migration of the fur seal to the Pribilof Islands in the Bering Sea is studied.

OPERATION ABOLITION; OPERATION CORRECTION, 5 p.m. Sunday KMED-TV. These two films present contrasting viewpoints of the San Francisco riots during the House Un-American Activities Committee hearings. The VFW presents "Operation Abolition" and the American Civil Liberties Union "Operation Correction."

TWENTIETH CENTURY, 6 p.m. Sunday KBES-TV. The camera pictures a day in the life of a young Fordham university graduate, now a Rhodes Scholar at England's Oxford university.

MEET THE PRESS, 6 p.m. Sunday KMED-TV. Rep. Jowh W. Byrnes (R-Wis.), ranking Republican member of the House Ways and Means committee, which will largely determine the fate of the President's tax proposals, will be interviewed.

DISNEY'S WONDERFUL WORLD, 7:30 p.m. Sunday KMED-TV. Part 1 of Robert Louis Stevenson's classic adventure story, "Kidnapped," with James MacArthur and Peter Finch, filmed in Scotland.

ED SULLIVAN, 8 p.m. Sunday KBES-TV. Sid Caesar and members of the original Broadway cast will offer two scenes from his hit musical comedy "Little Me" and Paul Anka will sing a musical medley.

STARLIGHT CONCERT, 8 p.m. Sunday KBOY-FM radio. Leonard Bernstein is highlighted conducting his own compositions and others. Featured: selections from "Wonderful Town" and "West Side Story"; Robert Schumann's Symphony No. 3; and the Dave Brubeck Quartet with the New York Philharmonic in "Dialogues for Jazz and Orchestra."

DINAH SHORE, 10 p.m. Sunday KMED-TV. Dinah is hostess of Metropolitan Opera soprano Joan Sutherland and song stylist Ella Fitzgerald for a concert that includes "torch" songs and a salute to St. Patrick's Day.

MOVIE, 11:15 p.m. Sunday KBES-TV. Fred Astaire and Rita Hayworth star in "You'll Never Get Rich," an excellent musical comedy with some fine dancing.

FOCAL POINT, 9:30 a.m. Monday KMED-TV. Mrs. Hachenberg of the Josephine County Association for Retarded Children will discuss pending legislation of benefit to retarded children; Mrs. Zwick, dean of girls at Ashland Senior High, and two students will explain her experimental seminar in humanitarianism; the Welcome Wagon style show will be described by Mrs. Hazel Schieslerstein.

MOVIE, 7:30 p.m. Monday KMED-TV. Sophia Loren, Alan Ladd and Clifton Webb star in "Boy on a Dolphin," an adventure drama filmed in Greece.

ARTHUR GODFREY LOVES ANIMALS, 8:30 p.m. Monday KBES-TV. Godfrey will pay a humorous and musical tribute to our animal friends as members in good standing of society. Guests include Shari Lewis, Burr Tillstrom, Mel Blanc and their animal puppet and cartoon creations.

Battle Over Control of State Education Board Is Set Aside

By United Press International

The battle over who controls the state board of education, ruling body for California's secondary and elementary schools, was set aside by the Legislature as too hot to handle for the present.

The dispute, which has sparked more comment than the proposed \$3.7 billion 1963 budget, was passed to an interim committee for a study that could last two years.

The heart of the dispute is whether the voter-elected superintendent of public instruction has the final word in education policy or the governor-appointed state board of education.

Voiced for Years

The question has been voiced for years, but it reached shouting proportions only recently when Dr. Max Rafferty, the superintendent, defied the board on a question of purchasing textbooks.

Both the Assembly and the Senate decided the dispute, which in the end may be settled by the electorate if not the state supreme court, needed a lengthy, detailed study.

The Assembly sidetracked for a longer look two resolutions-one that would allow the state board to choose the superintendent, and another that would allow the voters to choose the board members who in turn would select the superintendent.

The Senate simply decided the whole question of the relationship between the superintendent and the board should be given a between-sessions study.

Elsewhere, there were these developments:

Steps Into Dispute

The White House stepped into the threatened strike of railway clerks of the Southern Pacific Railway whose walkout could tie up trains in seven western states.

Both sides agreed to President Kennedy's suggestion that the dispute which has reached several deadlocks should be placed before a three-man team of arbitrators for a binding settlement.

Negotiators for SP and the Brotherhood of Railway Clerks were in the process of ironing out which issues in the dispute would be handed the arbitrators for settlement.

The agreement to allow binding arbitration did not come smoothly. National union president George Harrison approved it against the advice of SP unit president James Weaver. The walkout has been threatened since Feb. 6 over the replacement of jobs by automation.

Kroeger—A superior court jury in San Francisco convicted Iva Kroeger, who interrupted testimony several times with shrill outbursts, and her husband, Ralph, of

first degree murder. But a sanity trial was scheduled for Mrs. Kroeger, who pleaded innocent and innocent by reason of insanity.

The Kroeger's were convicted of the strangulation slayings of an elderly invalid and his ex-wife, whose bodies were buried in the basement of their home in San Francisco. Mrs. Kroeger's attorney said he was studying medical reports which might show she suffers from a congenital disease which damaged her brain.

Sailors—An outbreak of five cases of spinal meningitis which killed one sailor prompted authorities to slap a quarantine on more than 12,000 personnel of the Naval Training Center in San Diego. But the quarantine was lifted late last week after the second outbreak to be reported

at the center in less than a year. James S. Hale, 22, Osborne, Kansas, died of the disease four hours after reporting to Balboa Naval hospital.

Kidnap—A Los Angeles policeman was kidnaped from a downtown street and shot to death in a lonely field near Bakersfield, moments before his police partner escaped the gunman when a cloud dimmed a bright moon. Gregory U. Powell, 29, and Jimmy Lee Smith, 32, charged with the kidnap slaying, have both accused the other of firing the bullet that killed Ian J. Campbell, 31, father of two daughters. His companion, Karl Hettinger, who ran across the field to escape, was among 2,000 persons who attend the funeral for Powell at Forest Lawn Memorial park.

Tregoff—A fourth trial for convicted murderer Carole Tregoff was turned down by the appellate court in Los Angeles, but there were indications the matter might go to the state supreme court.

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Local Delegation To Attend Meeting

A large delegation from Medford is expected to participate in the annual conference of the Oregon Social Welfare Association March 25 and 26 in Portland, at which James R. McKay, executive director of New Hampshire's Division on Alcoholism, will conduct an institute, according to Mrs. Alice H. Collins, coordinator of institutes for the annual meeting.

Dr. Rose C. Thomas, professor of social work at the graduate school, Portland State college, will conduct the other institute on family life.

McKay also will speak to the conference at the noon session Monday, March 25, when the growing problem of alcoholism will be discussed.

David Kuhns, member of the nominating committee of the association, indicated that many from Medford would be participating in the conference to take advantage of the institutes.

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