

On the Air By ELEANOR WIESE

This is giant killing season on television as the networks warily introduce the first of the new crop of programs to the most powerful critics of all—the armchair critics on the home front.

In spite of their bravado in declaring that this season's shows are better than those offered in several years, the giants of the mass media field are inwardly quaking lest they may not have accurately anticipated audience tastes, the life and death factor in giant killing.

The relatively few shows finally broadcast in prime time each year are selected from hundreds of pilot projects hopefully submitted to the networks for approval. Deciding what shows to schedule is based to a great extent upon what type of program caught the viewer's eye the year before. For example, the immediate success of "The Beverly Hillbillies" has fostered another hillbilly show, "Petticoat Junction," and this season's "Outer Limits" will strive to duplicate the science fiction popularity of Rod Serling's "Twilight Zone." Some audiences apparently are enthralled by "The Eleventh Hour," with its psychological problems, and so ABC will try to match it with "The Breaking Point."

Giving an old successful format a new twist is another technique used by the networks in building new shows. Situation comedies seem eternally well-received, so this year Hazel, Lucy, Danny Thomas et al will be joined by "Grindl" (Imogene Coca), Bill Dana (as Jose Jimenez), and "Glynis."

Richard Boone's idea of a repertory theater group was endorsed by NBC only after Boone himself sold Reynolds Aluminum on the idea. Actually Reynolds was investing in the star — as are the sponsors of "The Judy Garland Show" and "The Danny Kaye Show" on CBS.

But the final verdict of what shows will live through the season or into next season is up to the tired father relaxing on the davenport after a hard day, or the exhausted mother taking a few minutes break in an easy chair. The deadliest opinion of all is the one expressed in writing and delivered via U. S. Mail. Then even the giants will listen.

TWENTIETH CENTURY, 6 p.m. Sunday, KBES-TV. The story of Al Smith, four-time governor of New York and unsuccessful presidential candidate in 1928.

MEET THE PRESS, 6 p.m. Sunday, KMED-TV. Gov. Nelson A. Rockefeller (R., N. Y.) is interviewed by newsmen.

DISCOVERY '63, 6:30 p.m. Sunday, KMED-TV. Host Frank Buxton shows how the Earth's atmosphere distorts our view of the stars in "The Strange World of Outer Space."

GRINDL, 8:30 p.m. Sunday, KMED-TV. "Love Is a Many-agnation and suspicions send her to 'The Gruesome Basement'" in search of her missing employer. Premiere.

SHOW OF THE WEEK, 10 p.m. Sunday, KMED-TV. Ed Begley stars in a story of revenge and the Irish Rebellion.

MOVIE, 7:30 p.m. Monday, KMED-TV. "Love Is a Many-Splendored Thing," the story of the love of a war correspondent for a beautiful Eurasian doctor, starring Jennifer Jones and William Holden. Season Premiere.

COMEDY HOUR, 9 p.m. Monday, KBES-TV. A music and comedy variety show with Danny Thomas, Raymond Burr, the McGuire sisters, Jack Benny and the Marquis Chimps.

BREAKING POINT, 10 p.m. Monday, KBES-TV. Co-stars Paul Richards and Eduard Frank portray directors of a psychiatric clinic in Los Angeles. Premiere.

BILLY GRAHAM, 10 p.m. Monday, KMED-TV. First of five daily broadcasts of Dr. Billy Graham's Los Angeles Crusade on the subject "The Last Frontier."

GREATEST SHOW ON EARTH, 9 p.m. Tuesday, KMED-TV. Against the background of the Ringling Bros.-Barnum and Bailey circus, circus boss Jack Palance handles lion tamers, roustabouts, aerial artists and other performers. Premiere.

FUGITIVE, 10 p.m. Tuesday, KMED-TV. This series follows the relentless hunt of a police lieutenant for a convicted (but innocent) murderer. David Jansen stars. Premiere.

STATION AGENT — Darrel G. Adams, son of Mr. and Mrs. Charles Roy Adams, Central Point, will be located in Indianapolis, Ind., as station agent for Delta Air Lines, according to Weaver Airline Personnel school, Kansas City, Mo. Adams a former Crater High school student, was attending the school in Kansas City when selected for the position.



County Teen-Agers Cost \$7.5 Million

How much of Jackson county's retail business is due to teen-age spending?

How large is their outlay for clothing, records, food, transistor radios, used cars, beauty supplies and the many other items that make up the teen-age market?

What it amounts to is best known to their parents, who have been busy outfitting them recently for the back-to-school trek.

On the basis of the latest information, the teen-age market in Jackson county comes to an estimated \$7,599,000 a year. The figure is arrived at

through studies and surveys made by the Department of Agriculture, the Bureau of Labor Statistics, the Gilbert Youth Research organization and others.

Amount Spent Annually
They show that nearly \$11 billion is spent annually by the nation's teen-agers.

As a result, they are being courted as never before by retail merchants and manufacturers, who come out with frequent changes of fashion to lure this clothes-conscious group.

With costs as they are at present, it takes about \$800 a year, on the average, to support a 13-year-old child, the figures show.

The amount climbs to \$965 at age 15, goes to \$920 at age 17 and to \$855 at 19, not counting college expenses.

At the midpoint, which is at 16½, it averages \$905 a year.

Local Estimate
This median cost, applied to Jackson county, with its teenage population of 8,397, as last reported by the Census Bureau, gives \$7,599,000 as the estimated amount that is spent on them per year.

For the individual teen-ager, according to the Department of Agriculture, the biggest item is food, which averages \$450 a year. Another \$275 or so goes

for clothes and the remainder for housing, medical care, sport, entertainment and miscellaneous expenditures.

All in all, the teen-age market has become an economic force and, in addition, the fastest-growing one in the nation.

The latest figures reveal that the number of teen-agers is increasing at 3½ times the rate of the rest of the population, reflecting the high birth rate that followed the last war.

The expectation is, as a result that Jackson county's teen-age population in 1965 will be 30 per cent above the 1960 total.

BLM Sells Two Tracts of Timber

Two parcels of timber containing 13,358,000 board feet were sold at oral auction by the Medford district, bureau of land management last week.

The first parcel of 5,547,000 board feet located in Klamath county was purchased by Kogap manufacturing company, Medford, at the appraised price of \$94,194.75.

Crater Plywood, Inc., Rogue River, was awarded the second parcel of 7,811,000 board feet in Josephine county at the appraised price of \$162,797. There were no other qualified bidders for either parcel.

A third parcel on Burnt Peak in the Elk drainage was withdrawn for further evaluation.

The regular monthly district timber sale will be held Oct. 10 at the timber sale room, Armory dr.

13TH CHILD BORN
PORTLAND (UPI)—Mr. and Mrs. C. N. Custer of Portland became parents Friday — Friday the 13th — of a 7 pound 1 ounce daughter. It was their 13th child.

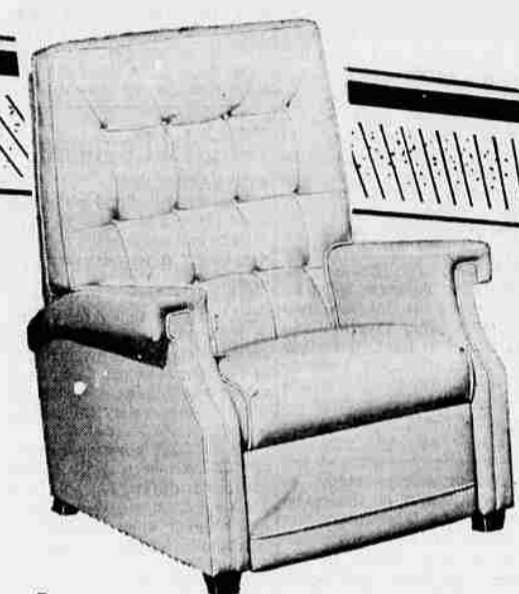
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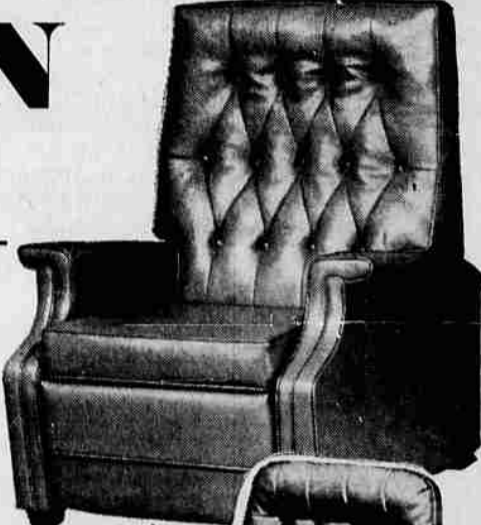


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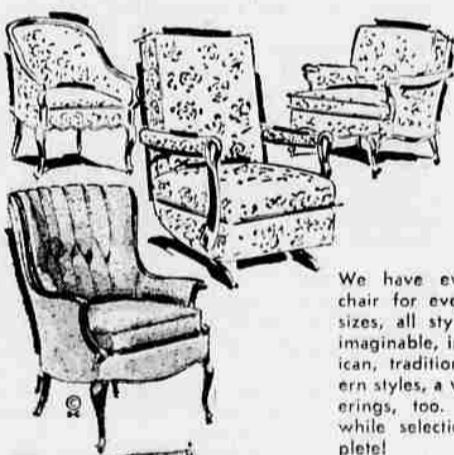
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