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TELEVISION PROBLEMS

By Charles V. Stanton

Lifting the construction freeze on television stations by the Federal Communications Commission doubtless will lead to much impatience on the part of the public to get programs originated in their own localities immediately.

Because of the high hills surrounding Douglas County towns, it probably will be difficult to pick up TV signals except from local facilities. While a channel has been allocated to Roseburg, it may be several years before a station is in operation.

Investment capital for TV stations will seek first the largest possible outlets. Money probably will be easy to obtain in large metropolitan areas, despite the history to date of heavy financial losses in the industry. Installation investment in smaller communities, except where subsidized for educational purposes, probably will be much slower than in the big cities.

Television doubtless will find solution to its problems. Currently, however, it is failing in the impact expected from it.

Latest reports are that advertisers are disappointed. Many contracts are being canceled. Some of the big shows are going off the screen.

"Live" television shows are exceedingly expensive. They must have costly talent, stage effects, etc., while air time is high-priced. Many advertisers, it is reported, are finding that TV programs are not yielding returns comparative with other forms of advertising media in proportion to cost.

FINANCING METHODS DEVELOPING

Installation of a television station is far more expensive than is involved in a radio station. Operation costs also are much greater. It requires many high-salaried technicians to operate equipment. Therefore, high charges must be made for advertising time.

Networks are growing. Tie-ups with the motion picture industry are developing. A market has been created for educational and human interest film from amateur photographers. The volume and variety of programming material is growing. But production expense still remains the major problem.

We have no doubt that American ingenuity eventually will find a way to produce TV profits. Private enterprise has a way of making its activities pay if given a free hand. TV should be no exception.

Several experiments are in progress. One is the television theater. Another is wired television.

The theater profits from admission charges. Wired television pipes selected programs into the home and monthly bills are presented for the service.

But the public doubtless will demand video programs, paid for by advertisers and distributed free, as is done with radio.

BETTER PROGRAMMING DEMANDED

Television has been proven exceedingly popular for certain uses. Particularly is this true with regard to sports events, on-the-spot news coverage of special events, and educational features. But promoters of sports are objecting to TV broadcasts because of their effect on attendance. Special events coverage is expensive and has no financial returns.

Some studies show that, after the novelty wears off, adult audiences tend to drift away from television. It is failing to hold public attention. But the kiddies remain faithful.

This indicates that the television industry has much re-research still remaining to be accomplished in the field of audience reaction and improvement in programming to retain adult viewers. The forthcoming political campaign doubtless will be carefully studied for television results, as the screen will play an important part in this year's election. Surveys should reveal much data to aid in future programming.

But, all in all, television in the smaller towns, especially, does not promise profitable operation in the immediate future. Investors may expect to lose considerable money before they can enter profits on the black side of the ledger.

We anticipate that TV will eventually prove itself a paying enterprise, but many problems remain to be solved before that day arrives. In the meantime, the public probably will become very impatient with delays.

It All Depends on Which Way You're Looking



Fulton Lewis Jr.



(Copyright, 1951, King Features Syndicate, Inc.)

WASHINGTON — The Senate Judiciary Committee can perform a notable service for the American people when it calls Federal Judge James P. McGranery before it to consider his nomination as Attorney General of the United States.

Senator Pat McCarran, Nevada Democrat who is chairman of the Judiciary Committee and not notably pro-McGranery, has indicated that the notorious Amerasia case will again be explored.

To begin with, the senator should once and for all gag Judge McGranery, and any Justice Department officials called as witnesses, with the truth concerning the nature of the almost 2,000 government documents stolen by Communists and their playmates who were involved in the Amerasia case.

Judge McGranery, who was assistant to the attorney general in 1945 when the FBI arrested John S. Service and five others, has insisted since that date that the stolen documents were innocuous parcels of disconnected newspaper clippings containing no threat to the nation's security.

James M. McInerney, assistant attorney general in charge of the criminal division, Department of Justice, is another law enforcement officer who has maintained that the stolen papers were a mess of postage.

During his appearance before the Tydings whitewash investigation of Reds in the State Department, McInerney had this to say: "I would say that with respect to all of these documents, that they were of innocuous, very innocuous character. If I would estimate that 1 percent of them related to our national defense, that would be about right. They had to do with very minor political and economic matters in the Far East, and I say that, having been chief of the internal security section of the Department all during the war, I handled all the espionage cases for the Department and these things impressed me as being a little above the level of teacup gossip in the Far East."

McGranery, who was greased in his federal judgeship by the then Attorney General Tom Clark, was McInerney's boss. He first established the fiction that nothing of importance was stolen from secret government files. In one instance he told a congressional committee:

"I went back to check up to see how we stood with some of the things you gentlemen talked about, principally this bombing paper that seems to be stressed. On the one hand it could be said that it is a very innocuous thing. The paper, itself, is not an original. It seems to have been taken from a number of sources of periodicals, navy periodicals that perhaps were restricted."

Two of the six arrested in the Amerasia case were freed following light fines. Four others were never taken to court. Throughout the legal proceedings constant references were made to the grand jury and the court that the thieves were petty. It was, in fact, a chorus of belittlement with occasional refrains that filching secret documents from government files was a commonplace practice

includes items from correspondents such as verse and also clippings of the older poems familiar to most of us. Elinor Henry Brown sent some clippings of this column to her-hence her letter. (Thanks, Mrs. Stickney)

In the Day's News

(Continued from Page One)

Bolivar (pronounced See-MONE Bo-LEE-var). Bolivar was the South American George Washington. He delivered South America from the Spaniards as Washington delivered what is now the United States from the British. Like Washington, he came of a wealthy and prominent family. Like Washington, he was an ardent patriot. Like Washington, he was both soldier and statesman.

Like Washington's in our country, Bolivar's name is honored and his memory is loved throughout South America. You see statues and pictures of him everywhere. Our Revolution began in 1776. Bolivar's began in 1810.

Washington, you see, was the inspiration for Bolivar. The revolution headed by Washington WORKED. Upon the foundation provided by him and the other Founding Fathers, we have built the greatest democracy since the world began. Our people are not only the freest since the beginning of time but the BEST PROVIDED FOR. We are the envy of all the earth.

Bolivar's revolution failed. At best, throughout South America, it is only a hollow shell. At its worst (in Argentina) it is a modern demagogic despotism. The liberty Bolivar and his followers bought with blood has become only a hallowed memory.

Why the diff'rence? This, I think, is it: In the United States of America (which began with the 13 original colonies) the tradition of a UNITED PEOPLE endured for well over a century. It is true that among us in that golden century or more, there were employers and there were workers. There were big capitalists and there were little capitalists. There were townpeople and there were farmers. There were property owners and there were non-property owners.

But IN THE MAIN we were all AMERICANS. It is true that in the in-between years we had our economic and to some extent our social differences. But we had the good, sound, basic common sense not to carry these difference into the ELECTION YEARS. When elections came around, we voted not as employer-Americans or labor-Americans or farmer-Americans or property-owning-Americans or non-property-owning-Americans but as STRAIGHT Americans.

In South America, it was different. The South Americans split early into classes — into PRESURE GROUPS. They voted as such. Their pressure group learned quickly the trick of using FORCE when they couldn't prevail by democratic methods.

Democracy FAILED in South America—in spite of Bolivar.

Here in the United States of America, a startling change is creeping up on us. We, too, are splitting into pressure groups. We are beginning to VOTE AS SUCH.

In Washington the other day, our President seized private property without specific warrant of law and against the express provision of our constitution that private property SHALL NOT be seized without due process of law.

In South America, that has been going on for a long, LONG time. Here we are just beginning to learn the trick of it.

The pity of it is that too few of us condemn it as a dangerous principle. Too many of us DEFEND IT AS POLITICAL EXPEDIENCY.

Unless we change our ways, unless we can learn again the precious habit of voting as Americans and not as members of cliques or classes or selfish pressure groups, I fear we shall in time go down the road that South America has traveled. This is the lesson of Bolivar.

Society

SUTHERLIN LADY LIONS HAVE POTLUCK SUPPER AND BUSINESS MEET

The Sutherlin Lady Lions met Tuesday evening at the home of Mrs. Bud Holm on Southside Terrace for a delightful potluck 7:30 o'clock dinner followed by a short business session.

A Country Auction was held with Mrs. Lloyd Wood and Mrs. C. A. Petherick as hostesses. Bouquets of camellias, daffodils and primroses were used about the rooms with the Easter motif being carried out in the table decorations.

The business meeting was called to order by the president, Mrs. Holm.

Miss Peggy Conagahn of Sydney, Australia, a house guest of Mrs. Lyle Smith, gave a very interesting talk on her experiences on coming over from Australia by boat, and told how Australia differs from the United States.

The country auction netted \$73.20. Members and guests enjoying the evening were: Mrs. William Crowell and guest, Mrs. C. J. Rielman; Mrs. Frank McCord and guest, Mrs. Douglas Second; Mrs. Fayette Thompson and guest, Mrs. O. L. Torrey; Mrs. Claude Kesner and guest, Mrs. D. B. Kesner; Mrs. Bud Holm and guest, Mrs. Everett Owens; Mrs. H. K. Halverson Jr. and guest, Mrs. Milhard Magnus of Roseburg; Mrs. Robert Hansen and guest, Mrs. John Chase; Mrs. Clifford Hein and guest, Mrs. Carl Chriss; Mrs. Charlie Swartz and guest, Mrs. Ellen Hitch of California; Mrs. Lyle Smith and guest, Miss Peggy Conagahn of Sydney, Australia; Mrs. John Buchanan and guest, Mrs. Orville Smith; Mrs. Ed Barnes and guest, Mrs. William Baird; Mrs. Ed Murren and guest, Mrs. Morris Mullins; Mrs. Earl Thatcher and guest, Mrs. Dorcas Hoagland; Mrs. Oliver Eggleston and guest, Mrs. Isadore Groleau; Mrs. G. Bower and guest, Mrs. Becker; Mrs. Jerry Kabler; Mrs. Paul Thompson and Mrs. Bill Martin.

Roseburg guests were: Mrs. Bruce Hetrick, president of Roseburg Lady Lions; Mrs. Glen Clute, Mrs. Frank Purdy, Mrs. Manning and Mrs. Turner.

GARDEN VALLEY GARDEN CLUB PLANS APRIL MEET

There will be a meeting of the Garden Valley Garden Club April 23 at two o'clock at the home of Mrs. Emmitt Walters on Lower Garden Valley Road.

All members are urged to attend.

GARDEN VALLEY PTA TO MEET APRIL 24

The Garden Valley Parent Teachers Association will meet in regular session April 24 at the Garden Valley School. The meeting begins at 7:30 p.m.

All parents are urged to attend.

STUDY GROUP OF WSCS TO MEET AT HOME OF MRS. EARL BLEILE

The Study Group of the Women's Society of Christian Service of the First Methodist Church will meet at the home of Mrs. Earl Bleile, 1218 Corey, for a covered dish luncheon tomorrow.

Members are requested to bring table service.

Mrs. J. M. Boyles will continue the discussion on the Book of Acts.

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COUNTRY CLUB WOMEN TO MEET TOMORROW

The Women of the Country Club will meet Thursday, April 17 for a 12:30 noon luncheon. Contract bridge play will begin at one o'clock.

All members are urged to attend.

CAMAS VALLEY GRANGE HAS REGULAR SESSION

Camas Valley Grange held a regular business meeting Tuesday, April 8, in the second grade room of the Camas Valley meeting place, the gymnasium, was under repair.

The first and second degree officers were voted on also. Officers were given to Mr. and Mrs. George Cunningham. State officers were voted on also. The lecturer's program, a skill by Mrs. Guy Moore and Mrs. Charles Crouch about an employment agency and a prospective worker, was enjoyable.

The building report was made by Master Lee Wilson, in place of the building Chairman, Jim Combs. The committee has decided to put down a wood floor in the building. The report on the well is that it is down about 80 feet and will draw about 100 gallons per hour.

The Home Economics Club announced a Pie Social, April 26, at the Camas Valley Hall, to benefit the fire truck fund for maintenance. The Boy Scout benefit dance for April 12 was also announced.

The Patrons voted to return to an 8 p.m. beginning time for meetings, instead of 7:30, as it had been during the winter. Mrs. Crouch, lecturer, announced the next social night of the Grange will be a Hobo Party, with a prize for the best costume, and specialty acts by individuals and groups. Social nights are the fourth Tuesday of each month.

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ALPHA CHI CHAPTER TO HAVE PIN CEREMONY

Alpha Chi Chapter, Epsilon Sigma Alpha will meet at 7:30 p.m. Thursday, at the home of Mrs. Ronald Oilar, 221 Terrace Avenue. Mrs. Don Starmer and Mrs. Kelley Hobday will hostess. A jewel pin ceremony will be held. All members are cordially invited to attend.

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