

Future Television Sets to Throw Pictures On Wall--With Third Dimension Optional

By EYE STARR
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If you had ventured to suggest back in 1947 that within ten years an obscure night club comic named Milton Berle, a red haired RKO actress named Lucille Ball and an unknown radio announcer named Arthur Godfrey would become three of the nation's wealthiest and most popular citizens simply because their moving images could be seen on a glass screen in your living room you'd have been taken bodily to the nearest head doctor for a thorough examination.

So with that little object lesson firmly in mind let's take a free-wheeling look into the year 1965. Your TV set, to begin with, will be no bigger than a good sized handbag and not much heavier. It will be in the nature of a projector, throwing a picture on your

living room wall or a screen in any size you may want from two feet square to ten feet square.

If you wish it will throw as many as three pictures on the wall simultaneously, side by side, so that three people can watch three different channels. Small speakers with a range of only a few feet or individual headsets will provide the sound. The set will, of course, be controlled remotely from wherever you happen to be sitting.

There will be approximately 80,000,000 such sets in use. Seventy-five per cent of them will be color sets. Sixty per cent of all programs will be in color.

Flick a switch and the picture will become third dimensional—but you will still need special glasses. Not even modern science can change the human eye. If the entire family wants to watch the same show, the sound will be stereophonic.

Pay as you see TV will be a commonplace reality but restricted to major sports events, first run movies and educational TV.

Educational TV will be a major industry in itself, affording top quality high school, college and vocational courses at prices everyone can afford.

Television will be international in scope. News, features, political events and entertainment will be world-wide in scope on a 24-hour basis. It will be impossible for a dictator to get a foothold in any country, for TV will be there ahead of him to show him up for what he is. No demagogue can make a rabble-rousing speech in a living room and get away with it.

They are also talking about piping pay as you see TV into a string of apartment houses around the country housing some 35,000 apartments or maybe 5,000 people, the buildings being owned by the Metropolitan Life Insurance Company. They are talking about charging each tenant a \$50 installation fee so he can have the added privilege of paying for a lot of shows he can't get for free. They are also talking about getting Broadway plays, first run movies

and athletic events. I don't believe a word of it.

Fifty dollars is a lot of money to pay for an installation of toll TV, especially when that's only the beginning. And free TV, in my way of thinking, has done a pretty good job of offering up just about the best there is in the way of entertainment. This coming season, for instance, the viewer will be getting, quite for free, such people as Frank Sinatra, Edward R. Murrow, Dinah Shore, Lucille Ball and Desi Arnaz, the World Series, at least one heavyweight championship fight, enough Westerns to keep the most avid fan satisfied, a whole passel of really excellent 60- and 90-minute dramatic shows (which are snagging more and more top movie stars), a number of good quiz shows, plenty of vaudeville (Allen and Sullivan), opera from the NBC Opera Theatre—you name it, TV has it in one degree or another.

Pay TV has been an issue since 1949. I've listened to all the arguments, seen all the systems read all the propaganda. But no one has yet convinced me that pay TV in any form can come up with enough outstanding programming on a regularly scheduled basis to make it worth my laying out the cash. Furthermore, every once in a while I like to get out of the house and go to a first run movie or a good play or a ball game. And if I'm going to pay cash to see a ball game then I want to see it at the park where I can see everything. If I'm going to pay to see a stage play, then I want to be in the theater where I can be a part of that vital entity known as the audience. And with most major movies being made in wide screen processes these days, I want to see them on their nice wide screens.

I understand the Brooklyn Dodgers have a pay TV deal with Skliron whereby, when and if the Dodgers move to Los Angeles,

subscribers can watch the games in their living rooms for \$1 a game. It's not going to work, boys. The citizens of Los Angeles have been getting Pacific Coast League games for free these many seasons now. They have also been getting a weekly major league game, and this season two of them. For a quarter, yes; for \$1, no. Lower your sights, gentlemen. Pay TV just isn't the panacea everybody seems to think it's going to be. The American citizen is a very cagey animal when it comes to parting with a buck.

NBC's "Tonight" one evening last week, brought viewers a most refreshing and entertaining show from a night club in Hollywood where the unique, offbeat and unusual is the rule rather than the exception. Paul Coates did his usual fine job of presenting the talent which brought to light Lory White, who has a blues type voice and plenty of savoir-faire. The Lester Horton Dancers in a "Caribbean Cruise" number, to the music of Al Escobar and his Orchestra, probably fired off another Calypsonian. After the telecast, we all sat around and talked about shows and such. Paul came up with some new names of thespians to stand in front of a recording microphone. Keele Brasselle, Robert Taylor, Peter Lawford, Sal Mineo, Charlton Heston and Mamie Van Doren are but a few. Lordy me, I almost forgot Hugh O'Brien. Add these to those actor-singers who are now established with hit records, like Tab Hunter, Robert Mitchum, Jerry Lewis, Fess Parker and Grace Kelly just to name a few, you will readily understand why song writers can practically write their own contract.

Johnny Desmond, the singer who turned thespian for "Escape from San Quentin," a Columbia movie, then told us he was originally signed to act, "no singing," said producer Sam Katzman. But while working on a scene which had to do with a prison honor camp there was a logical spot where a song would add a great deal to the story. So Johnny wrote the tune himself, will not only sing it in the picture but he'll also record it for Coral. The tune is called "Lonely Lament."

"Good song," Johnny Grant, a leading disc jockey, chimed, "sort of a High Noon type ditty. Should rate good company. By the way, have you heard about the new quiz show for movie stars?" Johnny ad-libbed. "It's called 'You Bet Your Wife'."

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Premier Sunday Cross-Word Puzzle

HORIZONTAL		VERTICAL	
1—Move with a jerk	50—Appellation of dignity	1—Become inkblot	40—Garden plant
5—Gather great quantity of	51—Gait	2—Moon	41—Examination
10—On left side (naut.)	52—Saline solution	3—Nacreous	42—Full of plant food-getters
15—Bour substance	53—Bend forward and downward	4—Girl's name	44—Delicate butterfly
19—Invisible emanation	55—Vital force	5—Arrow poison	45—Revolving devices
20—Biblical name	56—Measure of Thailand	6—Intended	47—Important
21—Part by violence	57—Part of football show	7—French curate	48—Kitchen utensil
22—Unaccompanied	58—Disperse	8—Salt	52—Scorch with words
23—Matchless	59—Nothing	9—Eater of a fatty acid	53—Chide
25—Choice	61—Of a main channel	10—Mien	54—Reader
27—Guided	63—Full of chimney dirt	11—By	57—Top line of mountain
28—Without (Latin)	64—Book of New Testament	12—Once again	58—Sage
29—Simian	66—The remainder	13—Prepare for use again	59—Flowers used for perfume
31—Ready for reaping	67—Decorative slab	14—Mining tool	62—Age
32—Balloon basket	68—Liquefy by heat	15—English rural festival	63—East Indian xylophone
33—Acclaim	69—Meal	16—Accordion-like instrument	64—Adult males
35—Small leaf below ray	72—King of Judea	17—Peruvian Indian	65—Godde
37—Eat a little of	73—Vileness	18—Game animal	67—of fruitful soil
39—Kitchen tool	77—Fury	24—Little island	68—Phase
41—Farm vehicle	78—Sculptured male figure as support	26—Printing term	69—Amendment
43—Closer	80—Runs swiftly	30—Length of a step	70—Blot out
46—Broad necktie	81—Book by H. Rider Haggard	34—Cut by striking	71—Relating to devastation
47—Frame of parallel bars		35—Wild goose	72—Devastation
48—Cleaning utensil		36—A fish	73—Of a silver-white metal
		38—Terminal appendage	
		39—Son of Ishmael	
		123—Boid	

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(Solution on page 4)

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