

TELE-VIEWS

Radio-Television

By DAVE BLACKMER

Television launched and supported largely by radio in its early years, now is standing on its own feet and paying its own way.

A license to operate a TV station no longer is, as many in the industry expressed it only three or four years ago, "a license to lose money."

At the same time, television has not taken as big a bite out of the hand that fed it as many had feared. Radio broadcasting still is taking in as many dollars as before, although showing less profit.

Many of the TV stations now going on the air break even or show a profit almost from the start, in contrast to the hardy pioneers who spent money like water.

In 1949, for instance, 98 TV stations and the video networks lost more than 25 million dollars. The Federal Commission in a preliminary report estimates TV broadcasting showed a net income in 1952 of 54 1/2 million dollars, before federal income taxes. Of the 108 stations on the air the full year, only 14 lost money.

The biggest factor in the changed situation is the tremendous increase in the number of sets in the hands of the public—From less than 122,220 at the start of 1949 to an estimated 22 million now.

That, in turn, was due to more and improved programs, and to sets with bigger picture at lower prices. Five years ago you had to pay about \$375 for a set with a picture tube 10 inches across. A vastly better set with a 17-inch picture tube now can be bought for \$200 or less.

Radio broadcasting has continued to increase its dollar volume of business, but has had to split it among more stations. Its revenue from local programs and spot commercials had showed a slow but steady decline.

YOURS FOR THE TELEVIEWING (TUESDAY)

Kate Smith Show at 1. The Easter Lily, by Brice Howard starring Berry Kroeger.

Betty Furness at 2. John Robert Powers, country's outstanding authority on feminine pulchritude, will be guest. Matinee Theater at 3. "It could Happen to You." Alan Baxter, Andrea Leeds.

Fireside Theater at 9. "A Man of Peace." Ralph Faulkner and Glase Lohman. Famous fencing master is taunted by student who thinks the old man is too cowardly to fight a championship match.

Circle Theater at 9:30. "The Checkerboard Heart." Betty von Furstenberg, comedy of rebellious lovers.

Ken Murray Show at 10. Leslie Caron as guest at "Hollywood and Vine."

American Forum of the Air at 10:30. "Federal or State Tideland Ownership," debate by Estes Kefauver (D., Tenn.) and Russel B. Long (D., La.).

My Little Margie at 11. "Stock Control." Vern's gift of 100 shares of stock in his daughter proves to be the controlling factor in an important business deal.

Nite Owl Theater at 11:30. "Frisco Waterfront." Ben Lyon, Rod LaRogue.

Milk Price Differential Rapped by Merchants

Portland (AP)—The Portland milk price differential—one cent off on two-quart purchases—which is to go in effect April 16, was criticized Monday by the Oregon Food Merchants Association.

Howard McNulty, secretary of the 1,000-member organization, said that stores which grant the differential will have to cut their margin of profit from the present 2 cents to 1 1/2 cents.

The differential, which would permit stores to sell two quarts of milk for one cent less than dairies charge for delivery, was approved last week by the State Board of Agriculture.

McNulty said the differential should have come out of the distributors' margin. Distributors, he said, could make it up with more efficient distribution practices. But he said this plan was opposed by "interests that want home delivery subsidized at the expense of store sales."

He also criticized the board's decision to ask the Legislature for a milk control law amendment to restore the board's power to restrict distribution licenses. The Supreme Court recently said the board was acting illegally in making such restrictions.

The amendment which the board is seeking would "greatly increase the alarming trend toward monopoly" in the milk business, McNulty said.

Burglar, 100, Dies in Home For Old Folk
Leeds, England (AP)—Robert Woolridge, 100, retired burglar, died in an old people's home Tuesday.

He said on his 100th birthday last month he spent 53 years in all the major jails in Britain and the United States.

He last appeared before a court when he was 94 on a charge of attempted burglary. He was let off on account of his age, and finally decided that crime does not pay.

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11:15 a.m.—Freedom Rides
12:00 p.m.—The Big Payoff
12:30 p.m.—Welcome Traveler
1:00 p.m.—Kate Smith
2:00 p.m.—Betty Furness
2:15 p.m.—Arthur Godfrey
2:30 p.m.—Strike It Rich
3:00 p.m.—Matinee Theater
4:15 p.m.—Search for Tomorrow
4:30 p.m.—Love of Life
5:00 p.m.—Howdy Doody
5:30 p.m.—Nanna the Sams
6:00 p.m.—Doris Edwards
6:45 p.m.—Time for Beany
7:00 p.m.—Two for the Money
7:30 p.m.—Dinah Shore
7:45 p.m.—News Caravan
8:00 p.m.—Texas Theatre
8:30 p.m.—Circle Theater
9:00 p.m.—Alan Young
10:30 p.m.—Scott Music Hall
11:00 p.m.—My Little Margie
11:30 p.m.—Nite Owl Theater
12:15 p.m.—(Approx.) Sign Off

WEDNESDAY
11:45 a.m.—Garry Moore
12:00 p.m.—The Big Payoff
12:30 p.m.—Welcome Traveler
1:00 p.m.—Kate Smith
2:00 p.m.—Double or Nothing
2:30 p.m.—Strike It Rich
3:00 p.m.—Matinee Theater
4:15 p.m.—Search for Tomorrow
4:30 p.m.—Love of Life
5:00 p.m.—Howdy Doody
5:30 p.m.—Tools of the Trade
6:00 p.m.—Nanna the Sams
6:30 p.m.—Doris Edwards
6:45 p.m.—Time for Beany
7:00 p.m.—Flavia
7:45 p.m.—News Caravan
8:00 p.m.—Hollywood Opening Night
8:30 p.m.—Arthur Godfrey
9:00 p.m.—I Married Joan
9:30 p.m.—The 15 Year Life
10:00 p.m.—Kraft Theater
11:30 p.m.—March of Time
12:15 p.m.—(Approx.) Sign Off

Four Suspects All Released

Burbank, Calif. (AP)—Four men arrested for questioning in connection with the murder of Mrs. Mabel Monahan last March 9 were released yesterday because of insufficient evidence.

They were Solly Davis, 46, W. A. Upshaw, 34, former aides of gambler Mickey Cohen; and Baxter Shorter, 43, and W. J. Allan, 37.

A fifth man, John P. Wilde, 50, also a former Cohen aide, was released Saturday.

The five were arrested last Thursday.

Cop's Wife Just Didn't Understand

Texas City, Tex. (AP)—Mrs. John Allen, 23, woke up yesterday and found a strange 20-month-old baby in bed with her.

A few minutes later her husband, a night policeman, arrived home and explained to his astounded wife he had found the baby wandering on the street half asleep so he brought it home and put it in bed for the night.

DROUGHT IN CHINA
Tokyo (AP)—Vast areas of China, Manchuria and Inner Mongolia are in the grip of a severe drought, the Communists' Peiping radio said Monday.

Rump Session

Legislators Lamponed At Third House Session

Oregon's legislators saw themselves lamponed Monday night by lobbyists in a "Third House rump session" held in the House chamber.

Ex-State Sen. Cortis Stringer, Albany, playing the role of Gov. Paul L. Patterson, gave the opening message to the mythical lawmakers. He promised to "clean up the mess" left by ex-Gov. Douglas McKay, and asked for passage of a law to stop sex conversion.

Then a huge blonde, named Christine and played by Bill Hedlund, the oil company lobbyist, entered, announcing her arrival from Denmark.

In falsetto and bass, Christine sang "Am I or Am I Not." The director of Oregon Technical Institute, played by State

FOR THE LOCAL CHAMPION

Hey, Derbyists—Here's the first place plaque YOU can win in Salem's 1953 Soap Box Derby July 12 if you get busy now and get that racer built. It is one of the prizes that go to the Salem champion in addition to the trip to the All-American Derby in Akron and a chance at one of five college scholarship prizes. This is the T. H. Keating plaque awarded by the general manager of the Chevrolet Motor Division of General Motors. "Old Number Seven," the Original Soap Box Derby racing car, is featured in miniature atop a shining world. The Salem champ's name will be engraved on the bottom panel.

Christie Captured Near Scene of Six Murders

London (AP)—John Reginald Christie, Britain's most hunted man, was taken quietly by police Tuesday for questioning about the grisly Notting Hill murder house strangling of six women and perhaps more.

A crowd of 200 quickly gathered outside the police station in suburban Putney where Christie was escorted. Scotland Yard officers hurriedly were called to direct the questioning.

Soap Box Race Films at Dallas Sure This Time

Dallas — It's "Off again, on again" with the soap box derby in Dallas, explains Russ Sanderlin, soap box derby chairman of the Junior Chamber of Commerce.

With a blush coloring his face Sanderlin extends his apologies to all those who attended Friday's meeting at the Chamber of Commerce rooms.

It seems that the program never developed, it had been arranged for next Friday instead of last Friday. Definite assurances are given that next Friday, April 3, all will be in readiness.

Films of last years derby will be shown, and representatives of business firms sponsoring entries will be there. The meeting will be held at 5 p.m. and all interested persons, entrants and their parents are urged to attend. It is planned to hold the meeting at the Chamber of Commerce rooms in Dallas City Hall.

Candy Clerk Admits Killing

New York (AP)—Federal agents said today a pretty German war bride found working at a movie theater candy counter here has confessed to the "kiss of death" slaying of her husband February 2 at Niles, Calif.

FBI men arrested Hildegard Garni Pelton, 32, last night and prepared to return her to California to stand trial for murder. She said she readily admitted pumping nine bullets into her ex-GI husband, William Thomas Pelton, 26, and leaving his body in an automobile near Niles.

Mrs. Pelton told the FBI she hitch-hiked across the country after the slaying and had been working for several weeks at the candy concession in a Broadway theater and living in a midtown Manhattan hotel.

Pelton's bullet-punctured body draped with a red loop rug, was found propped against the door of his car February 2 on a country road outside Niles. There was a lipstick impression of a kiss on his forehead.

Circuit Judge Frank J. Longergan, Portland, former speaker of the House, played the part of Speaker Rudie Wilhelm, Jr.

At the end, the Third House gave Gov. Patterson a cribbage board.

Happiness Lies In Thinking

Happiness is here and always available to everyone, Theodore Wallach of Chicago told a large audience last night in a Christian Science lecture.

The key to happiness is spiritual understanding, he said. He described this understanding as the consistent recognition of man's relationship to God which blesses and heals.

Mr. Wallach spoke under sponsorship of First Church of Christ, Scientist in the Senior High School Auditorium where Mrs. Marjorie Chambers introduced him. His subject was "Christian Science: The Key to Happiness."

One finds happiness by finding out the truth about himself, his real nature and character — but this truth is far different from external appearances, he said.

Mr. Wallach said the ordinary material view of man and the universe is being doubted today by many natural scientists and physicists. Some of them now conclude that matter is not the basic substance of all things, and that everything is basically mental.

Christian Science goes even further, he said. It holds that consciousness is fundamental — that by bringing our thinking into line with the basic laws governing the universe, God's spiritual laws, we can bring good into our experience and overcome evil. That brings happiness.

The lecturer stressed that these basic laws are divine laws—laws making available unlimited good to man, and expressing the unchanging divine Principle, the origin or cause of all things. He said Principle is another name for God or the divine Mind.

As set forth by Mr. Wallach, man in his true nature and character expresses this Principle and its laws. It is by correcting one's thinking accordingly that one can remove evil traits, bring to light his true immortal selfhood, and thus attain happiness.

Explaining how happiness can be found according to Christian Science, Mr. Wallach indicated the method is by systematic and persistent correction of individual thought to bring it into line with divine Truth.

This involves rejecting as fraudulent such thoughts as fear, selfishness, discouragement, resentment — replacing them with Godlike thoughts and qualities such as love, unselfishness, courage and generosity.

Lasting happiness comes from obedience to well-defined spiritual law, according to Mr. Wallach. "There is a Principle of happiness and existence which you can apply in your own experience," he told the audience. "This Principle is the divine Mind, God."

"Happiness is the natural, reasonable effect of spiritual understanding," he said.

"We must cultivate a whole new outlook on existence based on spiritual values," said Mr. Wallach. By this means it is possible to develop the capacity, which he termed "spiritual sense," to recognize and know the presence, power, law and goodness of God.

With this spiritual sense, one is enabled to "reject a material sense of existence, to nullify every unlovely, ungodlike characteristic, trait, and desire, to blot out fear and all the falsely educated beliefs in the reality of disease," he said.

France and Canada Seek Trade Balance

Ottawa (AP)—France and Canada have agreed to set up a committee of experts to seek a "satisfactory balance of trade" between the two countries.

Formation of the committee was announced last night in a communique after a day of talks here by Canadian officials and a French delegation headed by Premier Rene Mayer.

NEW ENVOY TO RUSSIA WITH FAMILY



Charles E. Bohlen and Mrs. Bohlen sit with their children in the home of Mrs. George Thayer, Mrs. Bohlen's mother, in suburban Bryn Mawr near Philadelphia after Bohlen was confirmed by the senate as ambassador to Russia. The children are Charles E., Jr., 6; Avis, 13; and Celestine, 3. (AP Wirephoto)

Really, Scientists Know What They're Talking About

By J. HUGH FRUETT
Astronomer, Extension Division, Oregon Higher Education System

One of the perplexing problems confronting the present writer is how to deal kindly with the occasional correspondent who considers the astronomer as all wrong and that one who has had very little study in science and mathematics has discovered the solution to the universal mysteries.

The late Dr. E. B. Frost, the noted astronomer of Yerkes observatory, told how at the close of one of his public lectures a woman was heard to say, "I don't believe a word of it! They just don't know a thing about it!"

Few today take this extreme attitude. Multitudes who have had little opportunity to study the intricate methods used in determining the distances, motions, temperatures, and masses of the heavenly bodies, nevertheless believe that the scientific discoveries are worthy of respect.

Popular articles can state only the final conclusions and must omit the involved mathematical calculations employed. Trained investigators are in agreement on the methods used and believe that anyone with equal opportunity would reach the same conclusions had he the ability and willingness to go through the years of severe mental stress needed to master the subject involved.

The mind of man has devised ingenious ways for inducing nature to divulge her mysteries. The Greek Aristarchus in the third century B. C. studied out a method for calculating the distance to the moon by measuring the angle between the sun and the moon when the latter seemed just half illuminated.

About the same time Aretos thenes in Egypt determined fairly accurately the distance around the earth by measuring the moon shadow of a post on the same day that at Syene, 800 miles farther south, the noon sun shone entirely to the bottom of a deep well.

Today, the distances to the nearer celestial bodies are measured by the trigonometrical method employed by surveyors in determining the distance to a far-away hill without going there. Far greater distances are calculated by the variation periods of the Cepheid variable stars, by dynamical methods and the spectroscopic intensities.

The spectroscopic, that analyzer of light, tells us there are hydrogen, iron, calcium, and many other elements in the sun and stars. It tells us that a certain very remote star is approaching us at ten miles per second; that a galaxy is receding at 1000 miles per second. Gravitational methods enable us to weigh the massive Jupiter.

An unassuming but truly scholarly woman once remarked to me: "The immensity and order of the great universe are overwhelming wonders. But more wonderful still is the mind of man, which has discovered and comprehended these seemingly unfathomable secrets of nature."

Rather than ridicule the findings of those who "are toiling upwards in the night," some of us prefer the reverent attitude of the great Kepler, who exclaimed, "O God, I am thinking thy thoughts after thee."

Wildlife Service Asks for Funds

Washington (AP)—The Fish and Wildlife Service wants more money for its Oregon and Washington hatchery operations.

Increases for eight hatcheries in the two states are proposed in a breakdown supplied by the service of the House Appropriations Committee.

In addition to operational increases, the service has asked funds for the following maintenance work:

Entiat, \$3,600, to repair and replace domestic water supply lines and repaint residences; Leavenworth, \$5,300, to repair furnace in residence and drill new well for hatchery; Winthrop, \$1,900, to repair dam, dike, fish rack and residences; and Yakima, \$1,500, to rebuild gantry crane at Sunnyside stream.

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