

Pay-as-You-See Television Gets Support as Battle Grows Hotter

Editor's note: This is the first of five dispatches on the issue of free TV versus toll TV. Today—what is the controversy all about?

By WILLIAM EWALD
United Press Correspondent
New York — Your TV set is the booty at stake in the fiercest struggle in the history of the electronic mezzanine.

The issue: fee TV versus free TV. The questions: are you satisfied with the shows you see now on TV? If not, would you be willing to pay to see programs without commercials? How much would you be willing to pay — as much as 50 cents or a dollar for a good movie or Broadway play?

That battle is getting hotter. The networks are very much against toll TV. The backers of pay TV, a highly vocal group, are pressing hard for it. The advocates of free TV say pay TV is a betrayal of the 40 million set owners who bought their machines believing that free entertainment would be provided and advertisers would carry the pay load.

Commercial TV
They say commercial TV

stuffs you now with such goodies as Perry Como, movies, Gary Moore, athletic events, Lawrence Welk, opera, "Peter Pan" and Cleo the talking basket hound. You get all these free. Why pay?

The advocates of pay TV (also called toll TV, subscription TV, jukebox TV, loot-down-the-chute TV, slot machine TV or turnstile TV, depending upon your point of view) say both. They say there is nothing free about free TV — that you help pay for shows every time you shell out for a pack of cigarettes or a bottle of tired blood elixir.

What's more, say toll TVers, you would like to see good first run movies and sock stage shows like South Pacific, but that advertisers can't afford them. They say some of you would like a fatter diet of opera, ballet, comedy, drama and educational programs, but the economics of broadcasting rule this out.

FCC Permits
Toll TVers can bring their product into your home in two ways — by air or by wire. The airwaves are the cheapest way, but the Federal Communications

Commission must grant permission to toll TV firms to use the air. The FCC has been dragging its heels on the matter, but there is hope that a decision may be forthcoming on Sept. 17.

Wiring a city for TV (just like a city is wired for telephone service) is expensive, but no FCC okay is needed — just permission from the city itself. One toll spokesman has estimated it would cost \$12 million to wire the city of Los Angeles, a heady investment.

One city in this nation — Bartlesville, Okla. — already is being wired for pay TV. Interestingly enough, a chain of movie theaters is backing the venture. One official connected with the enterprise estimates that some Bartlesville homes will be ready for pay-in-the-parlor TV by early fall. For \$9.50, toll TVers will get a chance to see 30 uninterrupted movies a month.

If the venture is successful, 35 other cities in the Southwest may be wired for toll TV by the same theater chain.

Your town may be the next one to have to make a choice.

The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors.

Theresa K.—Mother has gotten involved with a man. Mrs. D. M.—I'm afraid of being a burden on the children.

Theresa K.—I can't figure out what to do about my mother, who is a widow in her 50s. My brother and I were married not long after our father died and we both asked her to come live with us. She refused to do this, saying she wanted to be independent.

Recently she came to me saying she had gotten "involved" with a man of her own age who just won't let her alone. She says she was so lonely she got involved in an affair before she realized what kind of a man he was. Now she sees they are unwise in every way, but he refuses to give her up.

I repeated by invitation to come live with me and my husband, but Mother says she does not want to interfere in our lives. I am really worried about her safety.

Mrs. D. M.—This man has made threats against me and my family and I don't want to bring any trouble to my children. I told him I am willing to be friends, but that's all. He just ignores this and keeps chasing after me.

This man is so jealous it is really frightening. If I say I am going to be at a friend's house, he calls up to check up on me. This becomes very embarrassing. He always asks me why I

don't take him to visit my friends and I can't tell him it's because he embarrasses me by not dressing or acting right. I had really hoped to meet someone I could marry so I would not be a burden on the children. This man is willing to marry me, but he is so peculiar I don't think I could live with him.

The Council: Mrs. D.M.'s fear of being a burden on her children and her involvement in a strange relationship with a man who persecutes her seem to be different aspects of the same picture. She is so dependent, so afraid of being alone, she tries not to admit it but flings herself desperately at the first person who wants her—regardless of whether or not she wants him.

Because her husband's death and the marriage of her two children came close in time, Mrs. D. M. is naturally going through a very difficult adjustment to a new life. Loneliness is, of course, her big problem. She should recognize this and set about to work things out in a practical manner.

More than a new husband, Mrs. D. M. needs a circle of friends and interests. She needs to share things with others of her age. Theresa should recognize that having her mother live with her won't solve everything. It may or may not be practical as a living arrangement, but beyond that, Mrs. D. M. should be encouraged to go among people and find a pattern of living for herself that will make it unnecessary for her to cling to her children or to just any man who happens to present himself.

The problem of getting rid of the man in this case is probably not as difficult as it may seem. He has not been treated firmly up to this point. Mrs. D. M. has perhaps enjoyed his threats and jealousy just a bit. If she really means it, she will tell him to take himself off in a manner that means business. If he is still troublesome, it's a case for the police.

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Monday, August 19, 1957

MEDFORD (OREGON) MAIL TRIBUNE—FIVE

HILTS

Several Visitors Listed

Hilts — Visitors at the home of Mr. and Mrs. Evan Maupin recently were Mr. and Mrs. John McCully of Malin, Ore., and Mr. and Mrs. George Chamberlain and daughter, Susan, of Klamath Falls.

Week end visitors at the homes of Mr. and Mrs. J. R. Smith and family and Mr. and Mrs. R. Smith and family were Mr. and Mrs. Beason Evensizer of Rogue River.

Mr. and Mrs. Italo Marin and son, Frankie, made several trips to Central Point last week to the home of her parents, Mr. and Mrs. L. D. Boath, where they visited an uncle and aunt, Mr. and Mrs. Lee McCorkle, and children of Cherryville, Kan. Also visiting at the Boath home were Mrs. Marin's grandmother, Mrs. Hollis Lester, and her son-in-law and daughter, Mr. and Mrs. William Bryant, of Mossy Rock, Wash.

Mr. and Mrs. Evan Maupin

attended funeral service for Maupin's brother-in-law, Michael McAuliffe, a farmer in the Malin area on Friday. Interment was in Merrill, Ore.

Mr. and Mrs. Vern Burns and children left Saturday morning for Riverside, Calif., where Burns will be guest pastor, for the Rev. Donald Burns, while he is on a two-week vacation.

Duane Fields of Central Point is spending the week at the home of his uncle and aunt, Mr. and Mrs. Italo Marin, and son, Frankie.

Mr. and Mrs. Art Blanchard and son, James, returned Friday after a three weeks vacation. They visited at Fort Francis, Ontario, Canada at the home of Mrs. Blanchard's parents and in International Falls, Minn., with a sister-in-law.

Ingrid Bergman Says Goodbye to Daughter

Copenhagen, Denmark — Ingrid Bergman said goodbye to her daughter, Jenny Ann Lindstrom and ended their first reunion in six years.

Jenny Ann, 18, flew to Stockholm to rejoin her father, Dr. Peter Lindstrom, barely 45 minutes after she and her actress-mother arrived here from Rome.

Miss Bergman planned to stay for two or three days with her aunt, Mrs. Vita Ell. Jenny was en route to the United States where she is a student at the University of Colorado.

Ingrid refused to answer questions at the airport and said only she would be visiting her aunt. She agreed to pose for photographers, though sadness was written on her face.



SEEKING TO OUST Negro family which bought home in Levittown, Pa., mob gathers outside headquarters of Veterans of Foreign Wars post. William Myers, his wife Daisy and three children are first Negroes to purchase home in subdivision. (International)

Strauss Testimony Is Released Sunday

Washington — Chairman Lewis L. Strauss of the Atomic Energy commission has told Congress there is greater radiation danger in a luminous dial wristwatch than from all atomic test fall-out to date.

Taking a swing at critics of nuclear tests, he said that a "campaign— if one is inclined to campaign — against luminous wristwatches" would be "more beneficial to humanity than a campaign against the tests."

Strauss, whose testimony July 10 before a House appropriations committee was released Sunday night, also said: —Russia is not "anywhere near the position that we are in the development of atomic energy." If Soviet power approached that of the United States, he said, "they would demonstrate it for the propaganda benefit."

—The Russians demonstrated a reactor at Geneva in 1955, which, "compared with what we had then on the atomic submarine Nautilus was a model T Ford by comparison."

—U. S. scientists have developed "prototypes of weapons in which the radioactive fallout is reduced as against previous weapons by as much as 96 per cent." In four or five years "it should be possible to clean up weapons of radioactive fallout completely."

MOST INCREDIBLE!
Burton-on-Trent, England — A gas board inspector investigating a customer's complaint put his leak indicator on the floor where the smell of gas was the strongest. Then he struck a match to read his indicator. "It was an incredible thing to do," said district gas board director, L. Foster, after the resulting blaze had been extinguished, "but the inspector has some personal worries."

Adult Westerns, Situation Comedies To Be Principal Staples on Fall TV

By WILLIAM EWALD
United Press Correspondent
New York — You'll see a lot of adult westerns on TV this fall, but not many adult easterns.

Hollywood has won the battle as origination point for TV shows. As a result, most of your TV fare will be on film this season with westerns and situation comedies the principal staples.

Of the 112 evening shows definitely tentatively set a Madison ave. phrase meaning: "If there are any more changes we'll just slit our throats" on the three networks, only 41 will be live. And only 27 shows on the nighttime roster will be beamed out of Manhattan.

Adult westerns (those are the ones in which the cowboy is smarter than the horse) comprise the bulk of the new shows. There'll be 10 new oaters along with seven old ones. ABC-TV will stable six of the newcomers — "Colt .45," "Maverick," "Sugarfoot," "Tombstone Territory," "Zorro" and "The Real McCoys."

CBS-TV is chipping in with "Have Gun, Will Travel," and NBC-TV will slot "Restless Gun," "The Californians" and "Wagon Train," one-hour epic.

Situation comedies will account for 19 of the fall berths, five of them new entries. You'll continue to see such oldies as "Burns and Allen," "Life of Riley," "December Bride," and "Father Knows Best." You can also expect to gild the new "Eve Arden Show," "Bachelor Father," "Leave it to Beaver" and "Dick and the Duchess" on CBS-TV. NBC-TV is touting "Sally" with Joan Caulfield.

There'll be a clutch of new musicals this autumn with ABC-TV unveiling our fronted by Frank Sinatra, Pat Boone, Patricia Munsel and Guy Mitchell. CBS-TV's musical effort is the 60-minute "Big Record" with Patti Page and NBC-TV is packaging shows helmed by Gisele Mackenzie and Rosie Clooney.

Bright Business Outlook Is Forecast

New York — A bright business outlook has been forecast for the rest of the year by the National Industrial Conference board.

The board said most of 205 industrial firms surveyed were optimistic about new orders and dollar billings. The most optimistic were manufacturers of electrical industrial equipment, hardware, general industrial machinery instruments, control and apparatus, non-ferrous metals and office equipment.

Some slack was predicted in steel, however.



APPEARING IN CHICAGO COURT, Mrs. Jane Gehrke, 13, and husband, Carl, 18, hear judge indicate he plans to return her to custody of parents. They were married in Mississippi. Picture was made as case began. (International)



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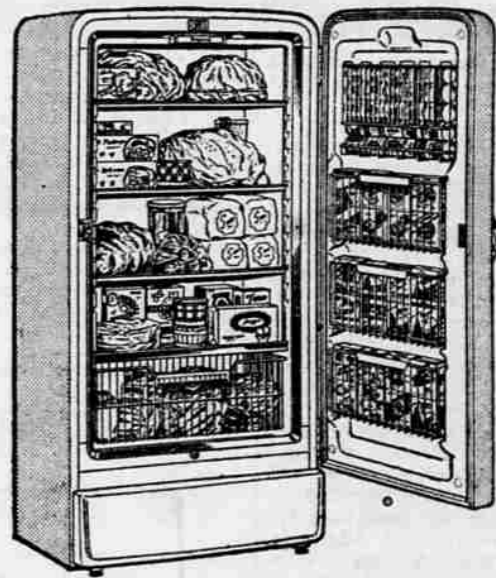
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