

Communications Industry Tiff Will Make Each Side Stronger

By ELMER C. WALZER
UPI Financial Editor

New York—(UPI)—There's a big battle going on in the communications industry between a big millionaire corporation and a giant billionaire, the biggest company in the world.

It's a unique battle because neither side will be annihilated. And each side will emerge from the fight bigger than ever before.

The contestants are the one-third billion dollar Western Union Telegraph company and the near \$18 billion

American Telephone & Telegraph company.

The plum is the private wire system of American corporations which are widely decentralized and in need of intercommunications.

Each side has wire setups. Each has electronic equipment. Each is seeking new business and doing a big selling job.

Western Union, before it entered the fray, automated itself with the latest in electronic communications, thereby knocking out many a tradition of old-time messenger boys, the roller-skating girls who ran the telegrams in message headquarters, the dot-dash, tick-tick of telegraph instruments, and the lean and hungry looking telegraph operator at the railroad stations.

Nearly all the communications now are teleprinter circuits. A reperforator, new marvel of the electronics age, makes copies of messages where needed.

Buzzers are Gone
Western Union has done away with the buzzers which

used to call messenger boys. It has sold thousands of desk-fax sets which provide telegraph communications for many companies.

There still are some telegrams—even singing telegrams. Here Western Union uses its competitor's teleprinter for delivery.

Western Union is driving for the private wire systems. Robert E. Dirkes, assistant vice president of the company and an inventor of note, has designed many systems for industry to link its many branch offices.

2,000 Private Systems
Dirkes notes WU operates some 2,000 private wire systems involving three million miles of circuits, sending billions of words a year and providing WU with some \$40 million in revenue. And all this in addition to regular telegraph lines plus 35,000 desk fax devices.

American Telephone's long lines department has 5,868,760 miles of circuits for 5,527 services to industry in teleprinter service.

The field still is a broad one and both the giant communications units are fighting for it.

Western Union has just placed in service the first part of what will be a 25,000-mile network of private wires for International Business Machines Corp.

This one links 150 IBM offices and plants coast-to-coast. A second section is scheduled for Dec. 15. In full operation, the system will serve IBM plants, headquarters, and 245 laboratories, offices and parts centers in the U.S. and Canada.

Air Force Link
The company is completing a U.S. Air Force private wire network linking all Air Force bases. The domestic part of the installation will be completed this year and the foreign next year.

The AF domestic network includes 200,000 miles of circuits, linking 200 Air Force points, and is capable of handling 2.5 billion words annually.

Western Union facilities also link up 473 General Electric offices and plants in a nationwide system; United Airlines offices; Blue Cross offices; Sheraton Corp. offices; Clark Equipment offices and plants; a group of 200 nationwide banks; several insurance company units, and some brokerage houses.

Own Accounting System
The company has automated its own accounting system, using its IDP (integrated data processing) system. This processes payrolls, inventories and other data. It also is operating IDP systems for private corporations.

Western Union's vast wire systems are linking up widely decentralized American business companies for more efficient operation of their various functions and providing means of data processing for more efficient bookkeeping.



LEAVING CONFERENCE with President Eisenhower at Newport, R. I., Sherman Adams is grim-faced as he heads for Washington, from where he announced his resignation as White House assistant, outgrowth of accepting gifts.

Unpredictable Antics of Arthur Godfrey Missed In New Variety Program

By WILLIAM EWALD
UPI Correspondent

New York—(UPI)—Arthur Godfrey returned to nighttime TV Tuesday with a kind

of iceberg variety show—only one-eighth of Godfrey's new CBS-TV show was visible above the surface.

Godfrey's new CBS-TV show submerges the old

William Ewald Godfrey in a sea of production. As production goes, it isn't bad: Peggy King, a dish, dished out a couple of songs; the Axidentals attacked "June Is Bustin' Out All Over" with fair gusto; Jackie Cooper stopped in to chin and sing and drum—and all of it had a sort of tacky gloss.

Just Another Show
But its trouble was it was just another variety show. Godfrey's forte has always been his casual impudence, his off-the-cuffiness. He has always been a barefoot boy with chic, a tousled slickster of an entertainer—salesman who operated with one foot in your door and the other in his mouth.

Whether you liked Godfrey or not, it was a fascinating business watching him just to find out what the heck he was going to do or say next. Godfrey, the old Godfrey, was unpredictable. It's obvious CBS-TV is trying to iron out that unpredictability. But I, for one, will miss it.

'Harvey' Leads
The Channel Swim: CBS-TV's "Harvey" racked up a 28.9 Trendex over its 90 minutes, outdrawing its opposition by a sizable amount.

NBC-TV's "Alcoa Theater" notched a 14.8 and "Suspicion" a 12.5. ABC-TV's "Polka Party" was swamped under with a 7.1.

CBS-TV's Ed Sullivan will film shows in Tokyo and Hawaii this season.

TO HONOR ADMIRAL

Manila—(UPI)—The Philippines Defense Department said today it will confer the Philippines Legion of Honor degree of commander Oct. 1 on Vice Adm. Wallace Beakley, commander of the U.S. 7th Fleet.

DOCTORS SENTENCED

Vienna—(UPI)—Three Hungarian physicians have been sentenced to suspended prison terms for accepting extra money from patients in addition to their state salaries, the Hungarian newspaper Esti Hirnap reported today.

CENTRAL POINT Lodge Holds Meeting

Central Point—The September meeting of the Mt. Pitt Rebekah Lodge was held Wednesday, Sept. 17. Mrs. Hester Engle was a visitor. Mrs. Engle has recently moved to Central Point from Midvale, Idaho.

Reports concerning the health of three members of the Odd Fellows and Rebekahs were made during the meeting. John Foster was reported to be in the Sacred Heart hospital recuperating from surgery. Mrs. Helene McDowell was reported to be suffering from a heart condition. Ellsworth Robison, who is improved, is now home from the hospital.

A double wedding shower was given for Mrs. Vernon Story and Mrs. Bill Flannery. Mrs. Story is the former Miss Janice Paxton and Mrs. Flannery is the former Miss Dorinda Glenn. Both girls were married in August.

On the decorating committee for the shower were Mrs. Martin Johnson, Mrs. James Beiter and Mrs. Winona Williams. Hostesses were Mrs. John Robison, Mrs. James VanderSteen and Mrs. Delbert Mongold.

The FL Club members were honored by the Noble Grand. Twelve were present. Members having birthdays in August and September were honored. They were Mrs. John Kime and Mrs. Vernon Story, and Mrs. Harold Wilson, Mrs. Annadale Bohannon and Mrs. L. D. Hayes.

Plans were made to hold a rummage sale Oct. 1, in the Feh building in Medford. A request was made to members to gather rummage and take it to the Lodge hall or to the Feh building. Those needing someone to pick up the material are asked to call Mrs. James VanderSteen at SP 2-8471 or Mrs. John Kime at SP 2-4345. Plans were completed to attend Kerby's Friendship night Sept. 24. An invitation was received from Etna Lodge of Grants Pass to attend their Friendship night Oct. 13.

Hostesses for the Rebekahs October meeting will be Mrs. LaMulle Farrar, Mrs. Pat McNew and Mrs. Norma Taylor. On the program committee are Mrs. Bill Flannery and Mrs. Harold Wilson.

The Crater Grandmothers club members attended a dessert luncheon and meeting, Sept. 15, at the home of Mrs. Sadie Cyphers of Sams Valley. Cohostesses were Mrs. Royal Greenman Sr., and Mrs. George Rainey.

MAIL TRIBUNE, Medford, Ore., Wednesday, September 24, 1958 3

Johnson is the assistant advisor of the club. Also on the trip were Mrs. Larry Starks, Mrs. Bob Booth, Mrs. Chuck La Cosse and son, Richard, Lee Starks and Wayne Wyatt.

Mr. and Mrs. Walter Miller and children moved to Central Point a week ago from Pomona, Calif. The Millers, who are former residents, moved back to their home on Snowy Butte rd.

Mr. and Mrs. Harold Leffler of Alhambra, Calif., are parents of twin boys born Sept. 15. The babies, who weighed four pounds, 13 ounces and five pounds, six ounces, have been named Thomas Dean and Timothy Dwayne. The Lefflers are former residents of the valley. Mrs. Bessie Williams, the twins' great grandmother lives in Central Point. The maternal grandparents are Mr. and Mrs. Ortha Turner of Eagle Point and the paternal grandparents are Mr. and Mrs. Floyd Leffler of Alhambra.

Use Your Talent — Make Time Count —

Give yourself the most beautiful figure possible. Develop your hidden beauty with instruction in cosmetic application, fashion, grooming, modeling, etiquette, speech and conversation, hair styling, self-improvement and personality development.

Visit, Phone, Write for Free Self-Evaluation Analysis

NANCY TAYLOR CHARM COURSE
40 North Riverside Phone SP 3-6408

Gassy?

3 Times Faster Relief
Certified laboratory tests prove BELL-ANS tablets neutralize 3 times as much stomach acidity in one minute as many leading digestive tablets. Set BELL-ANS today for the fastest known relief. 25¢ at drugists. Send postal to BELL-ANS, Orangeburg, N. Y. for liberal free sample.

JUST ARRIVED!

"dips"

get yours, just **\$7.95**

Pettie Dels

as seen in Miss magazine...

Pick's SHOES

112 East Main
Next door to Robinson Bros. We give 5&H GREEN STAMPS

SOFTIE WITH THE FUN-LOVIN' SOLE...
You'll fly thru' the comin' term on feet so light! Unlined suede, tapered toes, brass eyelets, colors luscious! Red, camel, black on natural rib crepe, white on red.

Don't Miss Hearing

FLOYD BRESEE

and His Evangelistic Company

MEDFORD ARMORY

Beginning Saturday Night, Sept. 27, 7:30 pm

PEOPLE WITH *Hope...*

...allies from tomorrow with an omnibus here...
...without hope. Yet, other allies here find a hope that is radiant beyond belief! What makes the difference?

When you travel EAST travel BEST

travel Domeliner CITY OF PORTLAND

UNION PACIFIC Railroad

Relax and refresh in the scenic Dome Lounge
Delicious Dome Diner meals at reasonable prices
Full length reclining coach seats at no extra charge
Ask about money-saving Family Fares

R. D. TOOMEY, General Traffic Agent
207 Medical Center Bldg., Medford, Ore.
SP 3-5388

SHOP McLains

8 NORTH CENTRAL

For • **Finer Merchandise** • **Lower Prices**

Prices Effective Today Thru September 28

\$3.00 Perfume Bath Foam 10-oz. **97¢**

Buffered Aspirin bottle of 100 — reg. 98c, now **57¢**

Schick Electric Razor Specials

CUSTOM SCHICK RAZOR reg. 28.95, limited stock **\$17.25**

SCHICK "25" reg. \$29.50, limited stock **\$17.75**

Aspirin 5 gr. U.S.P. bottle of 24 **9¢**

Vigran M buy 100 for **\$3.98** and get 30 day **Trial Size FREE**

Tintex Dyes regular 25c pkg. Now **2 for 25¢**

Ladies Travel Kit \$2.00 value, now **\$1.47**

Plastic bag with hair brush, hand brush, tooth brush, etc. — 7 pieces

DeVilbiss Steam Vaporizer Reg. \$3.95 now **\$2.87**

Shuts off automatically. Guaranteed.

Nylon Combs reg. 25c **2 for 39¢** reg. 15c **2 for 23¢**

SAVE ON BABY NEEDS

Playtex Diapers **1/4 OFF**

Baby Travel Kit \$2.00 value **\$1.49**

Includes baby oil, powder, lotion, soap, wash cloth and plastic carrying case.

1/3 OFF on LEATHER GOODS

Men's and ladies billfolds, coin purses and clutch bags

Helena Rubenstein Spray Cologne \$3.50 value for **\$1.00**

Discontinued style bottles.

Prescription SERVICE

We are dedicated to serving you with these four watchwords: KNOWLEDGE, ACCURACY, SPEED, AND COURTESY.

Double Northern Stamps on Prescriptions

DOROTHY GRAY SPECIALS

Medicated Scrub Set, all for... \$2.85

Includes medicated soap, refining lotion and blemish cream. Real medicated help for skins troubled with pimples of acne and blackheads.

Satura buy the **\$3.50** and get a **Trial Jar Free** Money Back Guarantee

A complete moisturizing treatment cream. 3 ways more effective.

WE GIVE Northern Stamps

Open Weekdays — 8:30 A.M. to 10:30 P.M.
Sundays — 10:00 A.M. to 10:00 P.M.

FREE DELIVERY Phone SP 2-7113