

Begining On Pay TV

Pay television is going to have an impact on the entertainment business that is only now being realized.

Its effect on our personal lives—our leisure habits, our pleasure budgets—eventually is almost bound to be greater than the change accomplished by commercial TV.

Subscription television, as the Federal Communications Commission likes to have it called, is almost definitely here to stay, although it's getting off to a much smaller start than had been hoped for it.

SUBSCRIBERS are charged a \$10 installation fee for a signal decoder, plus a 75 cent monthly rental (the latter being waived until Oct. 1).

Programs will be variously priced, mostly about \$1. Specials may cost up to \$3.50, but John Pinto, RKO-General vicepresident in charge of the Phonevision project, says "We'll rarely go over \$2."

The joint RKO-Zenith Radio Corp. planning for the test called for a base of 300 subscribers. "Variety," however, reports that it is anticipated that "the parlor payees will be much less than that."

Nevertheless, Pinto confidently predicts that decoders will be placed in 4000 to 5000 homes this year.

RKO has \$10 million to spend on the three-year trial. Thomas F. O'Neil, president of RKO General, has said: "We expect to lose a great deal of money in seeing the project through."

The loss is being taken, of course, in anticipation of huge eventual profits. If the Hartford trial is anywhere near as successful as a similar venture in the small Toronto suburb with the improbable name of Etobicoke, RKO plans to spread its web rapidly to other metropolitan centers.

With less than 1 per cent of the nation's television sets wired for subscription, the pay-to-see people could outbid sponsored television networks at every stand in the entertainment market. And that would mean a rapid siphoning off of commercial viewers and eventually the end of sponsored television as we know it.

PERHAPS the toughest opposition to pay TV has come, logically enough, from the existing commercial broadcasters. But they are now evidencing a readiness to move into the field. Any other course would be playing ostrich.

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IT WOULD probably also mean the end of theatre exhibition of motion pictures, for pay TV will have an insatiable appetite for film. It probably will mean a shot-in-the-arm for the legitimate theatre, which will have its audience magnified a thousandfold.

What it will mean for the average set-holder can only be hazarded at this time. Certainly greater choice of entertainment. But better entertainment? Not necessarily, if the history of the movies, of radio, and of free television tells us anything at all.—E.R.R.

Let's Put It This Way—The Last Administration Achieved A Scientific Breakthrough In Alchemy

Letters to the Editor must bear the name and address of the writer, although under certain circumstances the use of a pen name or initial for publication is permissible.

Step Toward Communism To the Editor: I was shocked to learn, over the radio yesterday, that the United States Supreme Court has outlawed praying in the schools.

What's our country coming to anyway? This is surely a great step toward Communism. It is actually violating the laws of the Constitution.

The first amendment guarantees us five freedoms: Freedom of speech, assembly, press, religion, and freedom of petition.

Can we honestly call it freedom of religion when children and teachers cannot acknowledge the Lord in school?

Another such example occurred at Christmas time. In California, children were not allowed to sing Christmas Carols in school.

I will be a freshman at Crater High next fall, and if a Bible class were being offered I would not hesitate to enroll.

It surely would strengthen our nation today if more time were spent in prayer. Vickie Farrell 55 Fifth St. Central Point, Ore.

Tries His Will Power To the Editor: ("I used my God given will power." Sunday, June 10—Mr. Ring) My partner tried his own will power in battling the "Destroyer," cigarettes, and his experience is worthy of relating; also it was so like my own up to a certain point.

I chided him for smoking so heavy and told him my experience; how I had, narrowly, escaped death and had failed in my own strength to overcome the habit, but that Jesus had taken the craving away in a single night when I sought His help in prayer.

Bill seemed annoyed at my frailty and declared that he could quit them at any time he so desired. He was smoking at the time and flipped away the tag with the words "Now I'm quit." I reserved comment and decided to watch.

On his next visit, three weeks later, he was not smoking. Mentally, I gave him a pat on the back and acknowledged that he had something that I never did possess. On his next visit, some three months had passed, he came smoking. I challenged him at once.

"Bill," I said, "You have not quit smoking." "Now look, Jim, I did quit, didn't I?" was his rejoinder and query. "You are not quit," I hastened to inform him.

"Well," he said, "I got with a bunch last night and one of 'em said, 'Have a cig, Bill.' I took it, but I can quit any time."

After a short while Bill decided he wanted to become a Christian. He could not imagine Christ smoking a cigarette so he decided to quit smoking. He had the battle of his life.

He told me that at times he felt like killing some one. His wife suffered, during the battle, about as much misery as did Bill. He was hard to get along with. She would purchase cigarettes, pipes, tobacco and papers, and place them in convenient spots within the cabin. He would take them out and grind them to bits in the dirt or throw them in the river.



COMMUNICATIONS

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British Liberal Leader Talking About Forming New Government If Party Wins

By PHIL NEWSOM UPI Foreign News Analyst

In Great Britain these days, Liberal party leader Jo Grimmond is talking happily about forming a government if his party wins 200 seats in the House of Commons in the next general elections.

But since 1959, the Conservatives are estimated to have lost 17 per cent of the vote, much of it to the resurgent Liberals.

The Liberal surge is not explainable by any very clearly outlined program presented to British voters. The program consists mainly of a contention that whatever the government is doing, they can do better, and that the Conservatives are old and tired, unable to provide dynamic leadership.

Primarily, British observers say, the Liberal appeal seems to consist of a desire for new faces. Hope for Split At any rate, the Liberal gains have encouraged Gaitskell and his fellow Laborites to hope for a split vote and Labor's return to power.

At present Macmillan is hammering on two themes—Britain's prosperity and low unemployment, and the fruits to be gained by entry into the European Common Market.

This is an event still by no means certain and so far has not proved itself a sufficiently glamorous issue to fire British voters with any wild enthusiasm.

The attitude of the voters toward rising food costs under the common market and the future of Britain's relations with the commonwealth remains a Macmillan stumbling block.

Strictly Personal

By Sydney J. Harris (c) Field Enterprises Inc.

THE CREATIVE MIND Perhaps the most famous illustrated figures in the world are the characters from "Alice in Wonderland" and "Through the Looking-Glass."

Nobody can imagine the Lewis Carroll books without seeing in his mind the pictures of the Mad Hatter, the White Knight, the Red Queen and the rest of that immortal crew.

Yet, when the books were being published, Carroll objected violently to the marvelous sketches that had been drawn by Tenniel; he felt that the pictures were contrary to the spirit of the books.

Tenniel produced 92 drawings, of which Carroll liked only one. The author and the artist agreed on Humpty Dumpty, and that was all. Fortunately, for us, the publisher insisted on keeping Tenniel over the author's objections.

In the same way, Dickens and Cruikshank disagreed bitterly about the illustrations for the former's novels. After "Oliver Twist," Cruikshank refused to do another book by Dickens. And of the frontispiece picture to "Dombey and Son," Dickens wrote:

"I cannot say what pain and vexation it is to be so utterly misrepresented. I would cheerfully have given a hundred pounds to have kept this illustration out of the book."

Likewise, the collaboration between Gilbert and Sullivan was a mutually unhappy one, worsening through the years. Sullivan felt that his music deserved more lofty lyrics, and Gilbert felt that his wit and style were cramped by Sullivan's melodies.

Eventually, each found another collaborator more to his taste—but not to anyone else's. Without each other, both Gilbert and Sullivan were dismal failures in the operetta field. Only their collaborative ventures are still played and remembered.

The creative mind is a passionately individualistic one. It does not work well in tandem. Writers object to their illustrators. Playwrights curse directors and actors. Composers feel traduced by conductors and their orchestras. Painters resent everybody else, including members of their own "school."

It is well for us to understand that this is not a matter of vanity or egocentricity. It is, rather, a narrow focus of vision which enables the artist to create in his arduous task. A creative man who is not single-tracked about his work cannot meet its rigorous demands. To be broadminded, to see all sides, to accept the spirit of compromise, may be a political and social virtue, but it is artistic suicide. The artist's total self-involvement is the price we have to pay for his talent.

GOP Could Improve Its Position By Rallying Stockholders of U.S.

By LYLE C. WILSON United Press International

Washington—(UPI)—The Republican party might improve its minority position in the United States if the party leadership had the wit and the ability to rally the faceless millions of American stockholders.

There are as many or more owners of corporate securities in the United States as there are members of organized labor. The First National City Bank of New York reports that there are 9.6 million registered stockholders of the 100 largest U.S. manufacturing corporations. General Motors stockholders number 887,000.

The faceless millions who have put their money in job-making U.S. industry have another thing in common. They are subject to a system of double taxation by the U.S. government that is not imposed on others.

Dividend Taxation Corporation income is taxed as such at 52 per cent, whereas after that part of it distributed as dividends is taxed again as income to the stockholder. This unorganized minority of American citizens takes it on the chin in this way for lack of political power to do otherwise.

As an organized minority of 15 million or so voters, they probably could do better. Stockholders are among the savers, the citizens who do not spend as much as they earn, but who bank or invest their surplus, large or small. It is their money that pro-

vides for expanded production in plant and tool facilities, the whole adding up to jobs. Double taxation of these savers may be right and politically profitable, but the savers are not required to like it. Properly organized, they might stop it. Properly organized as voting conservatives, they might help lick the Democratic left wing political coalition born 30 years ago as the New Deal.

Profit Minor Item These savers seem not to be overpaid for their investment. The First National City Bank in its current news letter broke down the expenditures of the 100 largest U.S. manufacturers. Their gross receipts were nearly \$138 billion. Profit was about 6 per cent.

Their greatest expenditure was \$3.7 per cent of the gross for goods and services, the next, 26.7 per cent for wages, salaries and employee benefits. Federal, state, local and foreign taxes absorbed 8.4 per cent of the gross, the federal income tax alone taking 3.8 per cent, or \$5.2 billion.

The stockholder-owners did not do as well as the federal tax collector. The 100 manufacturers paid out in dividends 3.7 per cent of the gross, approximately \$5.1 billion. The bank estimates there are more stockholders than workers in these corporations.

Nickle a Head If stockholders could be organized and be taxed five cents a month for a political fund as some union members are taxed, the owner bloc would become a political powerhouse. No such is likely, of course. But there is no other multi-million category of voters lying around loose for the conservative leaders to cultivate.

They might borrow some words from Australia's Prime Minister Robert G. Menzies who said: "I have a respect for the rights of the top dog and no use for the foolish doctrine of equality between the frugal and the improvident."

The idea that the top dog's rights deserve respect equal to that accorded the rights of all others seems to be fair and reasonable. Menzies was not talking of privileges.

Today & Tomorrow

By Walter Lippmann (c) New York Herald Tribune Syndicate

A NON-DEBATE We have now had the first round of the debate on economic policy: the President's speech at Yale and Gen. Eisenhower's speech at the Republican Congressional fund-raising dinner. Is it, one wonders, possible in a campaign year to have a serious debate? For it is evident from the General's speech that he does not intend to be drawn into the kind of debate which the President asked for at Yale. The General is not going to debate the theory of the balanced budget in relation to recovery, recession, and growth, and he will not engage himself in the search for a policy, approved by all, which might rescue the Administration from the trouble it is in.

Does this mean that it is Utopian to think that in a democracy like ours a great national problem can be debated seriously and responsibly for the purpose of deciding the issues and arriving at a consensus? I do not think it is Utopian, even in a campaign year. For the President has the necessary power to bring about a constructive debate. But he cannot bring it about by expounding a theory which may or may not be discussed. He can bring it about by posing an issue which has to be decided, by taking a position which can be opposed or approved, but cannot be ignored.

THE President's speech at Yale would be the opening round of a great debate if it were followed by a program of legislation and administrative action to carry out its ideas. Without the program it is merely an overture, something to be played while the audience are finding their seats. The besetting vice of popular debate is that it runs so quickly to passionate generalities and emotional rhetoric, and the only remedy for the vice is to make the issue sharp, concrete, and decisive. Thus the Yale speech would be an effective overture to a specific program, let us say, to cut taxes this summer thereby increasing the budgetary deficit. But without some such concrete proposal the speech can be ignored as Gen. Eisenhower ignored it.

There is a certain truth in Gen. Eisenhower's charge that the Administration is "floundering." The truth is that the Administration has not yet taken the decision which would constitute a program for prolonging the recovery, postponing recession, and promoting the rate of growth. The Administration is waiting to see how sluggish is the economy. It is struggling to reconcile the domestic need for an expansionary policy with the international threat to the position of the dollar.

In other words, it is waiting to see. Until it believes it knows how to combine an expansionary deficit in the domestic budget with a constructive deficit in the balance of payments, the Administration, because it does not know all the answers, will be floundering.

THERE is an old saying that to govern is to choose, and the President will have the debate he wants only when he has made the choice which give him a program. If, for example, he were to decide to ask for a tax cut this summer, the country will have something more significant to talk about than just how much Republican businessmen love and how much they hate the President and his family.

To have the confidence of the opposition is a rare thing. It cannot be had by pleading for it. It can be had, I suppose, only when the conditions arise, when events are favorable, and when the party in power has enough humility about itself and enough magnanimity about its adversary. If that is approximately correct, the President will best re-establish a certain confidence—one must not expect miracles in a two-party system—by stimulating business, in spite of his critics, and by continuing to treat Gen. Eisenhower with unrequited magnanimity.

Open House Slated At Finance Office Open house will be held in the new offices of Pacific Finance corporation Thursday, June 28, from 5:15 to 7:30 p.m., according to W. W. Randsman, manager.

The new offices are located at 130 South Central ave. The old location was 18 South Central ave.

Furnishings in the office represent an entirely new concept in credit office facilities. Randsman added that the corporation has more than 40 offices in the United States and Canada.

Noted Builder of Skyscrapers Dies

Purchase, N.Y.—(UPI)—Erwin S. Wolfson, 60, noted skyscraper builder, died at his home here Tuesday of cancer.

Wolfson, chairman of the Board of Diesel Construction Co., one of the country's largest building firms, was largely responsible for the 59-story Pan American building now under construction behind New York City's Grand Central terminal.

A native of Cincinnati, Wolfson came to New York in 1926 and 10 years later joined the firm he eventually was to head.

He had numerous skyscraper projects in other cities, notably the \$100 million Gateway Center office complex in Chicago.

Wolfson is survived by his wife, a son John, and a daughter, Jane.

Flight o' Time

Medford and Jackson County History from the files of The Mail Tribune 10, 20, 30, 40 and 50 years ago.

10 YEARS AGO

June 27, 1952 (Friday) Civil Aeronautics board sets hearings on proposed air service between Medford and Klamath Falls.

Another banded pigeon is found by a Medford resident and has been placed with one found at Merrick's Motor Inn earlier.

20 YEARS AGO

June 27, 1942 (Saturday) Fire of undetermined origin destroys gymnasium of St. Mary's school.

From Arthur Perry's "Ye Smudge Pot" column: "The Fourth of July next week will be 'safe and sane.' Its safety and sanity is apt to be lone some with the rest of the world everything else but."

30 YEARS AGO

June 27, 1932 (Monday) General migration of Medford residents to beaches and mountains reported as no special Fourth of July observance planned here.

H. Chandler Egan, Medford golfer, defeats Eddie Hogan, 4 and 3, in Portland to win Pacific Northwest Golf association championship.

40 YEARS AGO

June 27, 1922 (Tuesday) Southern Pacific's "Fourth of July special train will operate between Grants Pass and Ashland, stopping at all way points."

Several large grass and brush fires reported in Table Rock and Ashland areas; no forest fires "despite extremely dry and hazardous conditions."

50 YEARS AGO

June 27, 1912 (Thursday) First of expected 7,000 members of Elks lodge start passing through Medford by train en route to national Elks convention in Portland.

Medford resident uses shotgun to drive off man who is throwing rocks at his dog.

What's Your I.Q.?

Nine or ten correct is superior; seven or eight is excellent; five or six is good.

- 1. Correct the following: "If anyone thinks so, they are mistaken."
2. How many parts of speech are in the English language?
3. Was Jim Thorpe a noted boxer, movie star, athlete or Federal officer?
4. Complete the proverb: "Marriages are made..."
5. What are gobbers?
6. Who crossed through what body of water, in Biblical times, pursued by chariots?
7. What is the minimum age for eligibility to the office of President of the U.S.?
8. Did the Boer war take place before, or after, the American War Between the States?
9. "Spud" is a nickname for what vegetable?
10. Bright lights used for theatrical purposes were known as...
11. ... is mischievous.
12. ... is a...
13. ... is...
14. ... is...
15. ... is...
16. ... is...
17. ... is...
18. ... is...
19. ... is...
20. ... is...

Try and Stop Me

By BENNETT CERF

HAROLD ROSS, founder of the New Yorker Magazine, received a letter one morning from a famous short story writer. Engraved on the letter head were not only the author's name and address but laudatory quotes from summaries of the writer's work.

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From the notebooks of George Heister: A modder is a person with an interstiferic complex. . . . Nothing so needs reforming as other peoples' habits. . . . Prudence is one of our greatest time-savers. It enables us to form opinions without bothering to find out the facts. . . . I never saw an athletic girl who thought she was strong enough to do any work in the kitchen. . . . The best thing about the future in these times is that it only comes one day at a time. . . . Men are like flies. They go when unattended.

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