

# \$10 Million Pay-TV Experiment Will Start Operation Next Week in Hartford, Conn.

By DAVID D. LEWIS  
 Washington—(AP)—One of the new trees growing in television's "vast wasteland" will bear fruit next week with the start of a \$10 million pay-TV experiment at Hartford, Conn.

Chairman Newton N. Minow of the Federal Communications Commission, who applied the "vast wasteland" tag to television shortly after taking office more than a year ago, views pay-TV as one possible road to greener pastures.

Minow says "most of television's problems stem from lack of competition." He believes expanded use of UHF (ultra high frequency) channels is the key to ending this deficiency.

One of the steps taken to broaden use of UHF, and open a new vista for the viewer, was FCC authorization for the first full-scale trial of pay television.

**Start Test**

RKO General, Inc., and Zenith Radio Corp. will start a three-year test of their "phonevision" system over Station WHCT, Channel 18 at Hartford on July 6.

Eventually, phonevision or some other pay-TV system may provide a golden harvest for both its promoters and the viewing public. But it will have a tough row to hoe in the early days.

Charles Wood, general manager of WHCT, said only about 200 decoders, devices to unscramble the mixed-up picture transmitted by the station, have been installed in homes so far.

John E. Pinto, an RKO general vice president heading up the test, estimates it will take about 100,000 customers to make the system break even. He hopes to have 4,000 by the end of 1962. Even if more subscribe, the backers are gambling their \$10 million investment on the long-range future.

That future might well depend on Hartford's acceptance of WHCT's bill of fare. The viewing menu will be distributed this week - along with the price list.

The general public can only gain from the choice, as the FCC views it.

But the experiment has a catch. That's the "pay" in "pay-TV." There is an initial \$10 installation fee for a decoder. The subscriber also must pay 75 cents a week rental on the device, which includes maintenance, and pay between 25 cents and \$3.50 - depending on the show - for the pleasure of tuning in WHCT.

These actually are token charges, compared to what the backers will spend. A decoder costs the producers about \$100.

Even with an anticipated audience of 4,000 homes, the operation will take heavy losses on top of this and the FCC could decide three years from now that "phonevision" does not belong in the communications orchard.

Thus far, court tests have upheld the FCC authorization for the experiment, over protests of theater owners in the Hartford area. But an appeal still is pending to the supreme court.

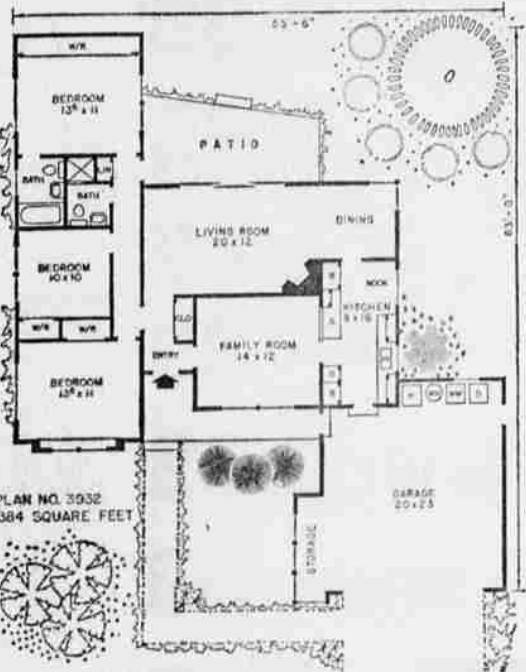
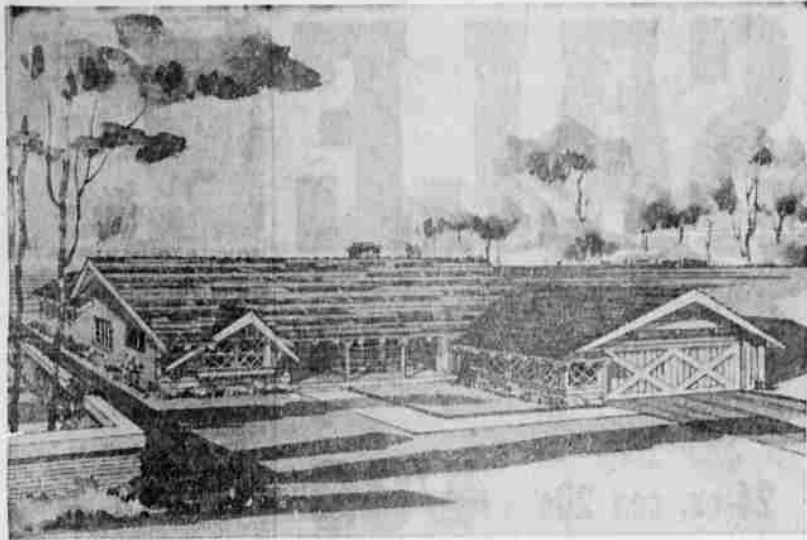
Manufacturers to equip all TV sets sold in interstate commerce to receive both UHF and VHF (very high frequency) signals. Most sets now receive only the 12 VHF channels (2-13), unless customers buy a special UHF tuner.

The House passed the bill and the Senate concurred, except to change the wording to require that the sets be "capable of adequately receiving" UHF signals. The FCC asked that the word "adequately" be inserted to clarify its authority to assure that UHF would get a trial.

A Senate commerce committee spokesman said the House was expected to accept the change.

Not entirely willing to let increased competition solve what it considers a serious need to improve program content, however, the commission is drafting a recommendation to Congress which is expected to ask limited power.

But, as one industry observer remarked: "Congressmen watch TV, too. Maybe they're tired of watching cowboys, detectives and so-called comedy."



## This Week's Ranch and Modern Home

Here is an exciting example of what can be accomplished in a small square footage with a properly designed floor plan and exterior.

In most homes the family room must also serve as both a formal and informal eating area. This problem has been eliminated in this design by providing a dining alcove as part of the living room and a nook for family meals in the kitchen.

There is a partial opening between the family room and kitchen so that the entire area can be enjoyed as one huge room and yet enough separation to provide privacy when necessary. The adjacency of the living room, dining, family room and kitchen offers one generous size entertaining facility, or parents can entertain in the living room while children or teenagers enjoy the freedom of the family room-kitchen.

**Direct Access**

From the kitchen, there is direct access to the over sized garage. Here there is extra storage room plus space for the furnace, water heater and laundry facilities. These appliances are easier to use and service in this location and there is no chance of damage to the house in case a leak should develop in either the water heater or washer. Doors lead from the garage to the side yard and to the covered front porch.

The quiet wing containing the bedrooms is separated from the remainder of the home by the hall. The master bedroom offers comfort without clutter. It has the luxury of a private bath plus an abundant amount of wardrobe storage.

The family bath backs up to the master bath to secure an economical plumbing installation.

**Reached From Bedroom.**

The rear patio can be reached from the bedroom hall or through the wide sliding glass doors opening from the living room. You will find a close relation between indoor and out when large glass areas are used. Such installations invite nature indoors, and conversely, extend inside dimensions to outdoor living.

The beauty of this rustic ranch exterior has been increased by the use of the low gabled bay window at the front of the bedroom wing to break up the monotony of a straight, eave line. Especially note how the diamond pane windows in the offset at the corner of the garage plus the garage door design complements the remainder of the exterior.

Complete working drawings for this plan can be purchased at a cost of \$7.50 for the first set and \$5 for each additional set when ordered at the same time. This plan will be available at these prices until Nov. 1. Please allow two to three weeks for delivery. If the above home does not entirely meet with your approval, a new name plan book, Ranch and Modern Homes, can be purchased for \$2. Send all orders for either plans or books to: Hawthax Estes, post office box 4047, Northridge, Calif.

## Six Vehicle Accidents Are Reported in City

Six non-injury vehicle accidents were reported in Medford during a three-day period from Friday to Sunday, according to city police. Three drivers were cited, police said.

Two drivers were cited as a result of a three-car, rear-end collision about 8:50 p.m. Friday at Central ave. and Fifth st. Drivers involved were Kenneth Gerald Helton, 22, Central Point, Richard Phillip Mann, 28, of 1003 Whitman ave., and James Stanley Smith, 17, Ashland. Helton was cited for violation of basic rule, and for having an expired operator's license. Mann was cited for not having an operator's license in his possession.

A car registered by Betty Gertrude Wyman, 434 Berrydale ave., was damaged about 8:30 a.m. while it was parked in the lot at Sacred Heart hospital when it was struck by a vehicle operated by Alice Schader Caschler, 61, of 1905 East Main st.

Vehicles operated by Wayne Melvin Carson, 20, of 3055 Delta Waters rd., and John Lee Callahan, 28, of 2708 Ruth dr., collided about 4:15 p.m. Saturday at Oakdale ave. and Eighth st. Carson was cited for failure to yield the right of way, police said.

A parking meter was struck and damaged about 6:30 p.m. Sunday by a vehicle operated by Glenn Frederic Schneider, 1403 East Main st. The accident occurred on Riverside

ave. between Main and Eighth sts.

In a second accident Sunday, vehicles operated by Leroy Yeaman, 42, Squillo, Wash., and Max Darrell Nicholson, 39, of 1223 Bens line, collided about 9:40 p.m. on North Riverside ave between Edwards and Alice sts.

Leslie Alden Wilson, 819 South Central ave., reported to city police that his vehicle which was parked in front of 17 South Riverside ave., was struck and damaged about 10:15 p.m. Sunday by an unknown vehicle.

**COMMISSIONED**

Robert H. Heitmanek, son of Mr. and Mrs. Jerry Heitmanek, 555 Fairview st., Ashland, recently was commissioned a Naval ensign according to Chief Ed Haskkins, Navy recruiter here.

Ensign Heitmanek received his commission during graduation ceremonies at the Navy's Officer Candidate school in Newport, R. I.

Heitmanek is a 1961 entomology graduate of Oregon State university.

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## Cambridge Students Expected to Arrive

Three students from Cambridge university, England, are expected to arrive this week in the valley to spend the next 10 weeks through an international project of the Junior Chamber of Commerce.

The Medford chapter of the organization is sponsoring the students who will stay in valley homes.

They are Chris Robinson, a student in economics at Pembroke college, Cambridge, who will be employed at Bear Creek orchards; Peter Shortell, a law student at Clare college, Cambridge, who will work at the Reter Fruit company; and David Lankester, a law student, also at Clare college. He will be employed at the Mt. Pitt company.

This is the second year the Medford Junior Chamber of Commerce has participated in the plan to bring foreign students to this country for the summer.

## Churches Cooperate To Try To Increase Christian Influence

Nashville, Tenn.—(AP)—A new Protestant cooperative movement has been launched in the south.

It is called the United Southern Christian fellowship, sponsored by the Methodist church and the Presbyterian church, U. S. (Southern). The Fellowship will employ program directors and grant funds to try to increase the influence of Christianity on students at public-supported Negro colleges and universities in the south.

short of licensing, over networks.

These recommendations, growing out of the FCC's network programming hearings early this year, will face tough sledding in congressional hearings.

But, as one industry observer remarked: "Congressmen watch TV, too. Maybe they're tired of watching cowboys, detectives and so-called comedy."

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