Constant Viewer In Midst Of Reliving The TV Past

By CYNTHIA LOWRY

NEW YORK (AP) — Constant Viewer, if his television habits are rigid, is now in the midst of a 13-week period of reliving his past.

For every hour of new material he glimpses on his home screen, he'll see 90 minutes of repeated film and television shows.

And new material this summer primarily means people playing parlor games or answering quiz questions before a camera.

Oft-told tales add up to the magnificent total of about 45 hours a week—out of the total of 75 hours of prime network time on the combined three big networks. The odds are 3-2 that if you tune in your favorite channel at a favorite time you'll see something you have seen before.

This situation makes for some unhappiness in spite of network efforts to promote the summer reruns as the cream of last season's crop returned only because of the viewers' demands. But the TV repeat is considered one of broadcasting's facts of life.

"It is an industry problem rather than a network problem," says ABC's program head Tom Moore. "It is necessary to amortize the cost of a program over a 52-week period so there must be repeats when tune-in is low."

Thus it is the usual practice to make 26 or 39 films in a series and then cut costs by showing 13 or even 26 of the shows a second time to reduce the average cost per program. July and August are considered ideal times for shoving in repeats because, as Moore explains, "there is a variance of one third in the TV audience." (Translation: one third of the audience is missing in the vacation months)

Industry executives have all sorts of surveys, reports and analyses to explain why everybody in the audience loves a repeat or rerun, and they pooh-ooh any suggestion there could be a better way to handle the problem.

"Shows which have run through the summer," says one executive, "have shown no appreciable advantage in the fall. It has been shown repeatedly that a show which has had reruns does not suffer the following year."

Privately, however, TV officials fret considerably about audience discontent over the rerun situation. They spend the winter months building up listener loyalties to shows. Then in the hot weather months their audience is practically forced onto other channels.

Why not replace the show with repeats from another night and another hour, and perhaps hit a new audience?

"Sponsors," says a network executive. "The sponsors don't want to. They want complete identification with a show, so they would rather keep a show on repeat than bring in something temporary."

Marilyn Monroe Back In Filmland

HOLLYWOOD (AP) — Marilyn Monroe is back in town. That's her in the sheath.

She showed the Hollywood press corps what the style does for her—and vice versa—at a reception yesterday.

Marilyn returned to Hollywood from New York earlier yesterday to perform in a film about the 1920s. It's called "Some Like it Hot."

She said she was so sure director-writer Billy Wilder would do well by her that she agreed to star without reading the script. She has another reason for trusting Wilder, though. She will get 15 per cent of the movie's take.

NO RUSH

DUNSMUIR — No particular rush to cash in on extended unemployment relief benefits was experienced by the California Department of Employment office here, Mrs. Nancy Fawcett, assistant manager, said today.

Bell's Hardware
Martin Senour
3000
Outside
White
Paint
"OUR VERY BEST"
4.49 gal.
Bell's HARDWARE
528 Main

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SENSATIONAL 3-PC. SOLID HARDWOOD
BEDROOM SET
Big 6-drawer double dresser with mirror, bookcase headboard with rails and footboard and matching nite stand. Save $50.00.
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HAFTER FURNITURE
Corner 9th and Klamath Avenue

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ALL DRIVERS NEED SUN GLASSES AS STANDARD SAFETY EQUIPMENT!
Glare Can Kill!
A Central Point driver, apparently blinded temporarily by the setting sun, was one of the victims of the southern Oregon tragedy, as his car ...
Proper Sun Glasses are not a luxury but a MUST for safe drivers. Glare causes general fatigue, adversely affects your reflexes, makes it difficult to judge passing distances. DON'T TAKE CHANCES—IF YOU DRIVE, combat deadly glare with scientifically fitted glasses. We can supply them for either daytime or night-time use.
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COLUMBIAN OPTICAL CO.
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*Drs. Omar J. Noles and Don R. Hayler Sr.

Here's Character List Of One Of Washington's Zaniest Shows In Years

WASHINGTON (AP) — First there is the House subcommittee on legislative oversight. Then there is Bernard Goldfine. Each has a staff.

The resulting conflict has turned into one of the zaniest shows Washington has had in years.

Here's a cast of characters that may, or may not, help you keep up with what's going on.

Bernard Goldfine—a millionaire textile manufacturer. Rightly or wrongly, he has acquired a reputation as a man who is handy with a gift, especially for those who might be in a position to help him when he deals with the government.

Goldfine was born in Russia 67 years ago. Although he has been in this country for 59 years, has hobnobbed with the very best people, and has lived at the very best address (72 Beacon St., Chestnut Hill, Boston), he still fractures the English language wonderfully.

The role of Goldfine has changed as time has crept along. Originally he presented himself as a big-hearted immigrant boy who liked to do things for people — hence the gifts to Sherman Adams, President Eisenhower's No. 1 White House man.

Then, under questioning, he became the cagey businessman, able to survive in the harsh textile field, but still a babe in the fiscal woods. "Paper work" is the way Goldfine described his seemingly tangled business dealings.

Finally, over the long weekend, he has emerged in the role of a victim, his or his employes' conversations presumably picked up by a microphone planted in the next hotel room, his papers burgled.

Baron I. Shacklette—a committee investigator until he was ousted yesterday. He planted the microphone because, he said, he was trying to find out who—if anyone — was tapping the telephone of his boss, Rep. Oren Harris (D-Ark), the oversight committee chairman.

Now 48, Shacklette has spent 18 years as a federal investigator, has gumshoed his way up to his present $16,300-a-year post.

To tap a telephone, and disclose conversations heard thereby, is considered by most legal experts to be a crime. To eavesdrop, including electronically, is considered by most experts to be legally blameless but horribly embarrassing, if caught.

"I guess all of us are imprudent at some time," Shacklette said.

Jack Lotto — a newspaperman turned public relations expert, who joined the Goldfine team over the weekend.

The microphone was found next to his room, and he announced the burglary.

A former International News Service man, out of work when INS was taken over by United Press, the 36-year-old Lotto has called himself a "general investigative reporter."

In digging up prize-winning stories, Lotto has posed as a policeman, a thief, an FBI man and an undertaker.

Oren Harris — The 54-year-old pride of El Dorado, Ark., a congressman for 18 years. The chairmanship of an investigating committee can buck a man into the headlines, but it can be a very rough ride.

Harris, the trim athletic type, has stuck on through one of the roughest rides of all. He has made no attempt to minimize the strange turn of events.

"The integrity of the subcommittee is at stake," he said grimly.

The cast is much larger, of course.

Roger Robb, the ever-smiling, ever-alert head of the Goldfine legal staff.

Robert W. Lishman, the quiet, pipe-smoking, businesslike committee lawyer.

Mildred Paperman, Goldfine's bookkeeper-secretary who says her room was burglarized. Her testimony will be needed if the committee ever is to figure out her employer's financial transactions.

Oh, yes, the purpose of all this.

Despite the sideshow, it's deadly serious: to find out if undue pressure is brought on regulatory agencies whose yes or no can mean millions to a businessman.

But whether the subcommittee ever will get back on the main track now, nobody knows.

Oregon Bank Records Gain

Deposit totals of $794,390,100, a gain of more than 42 million dollars a year ago, were reported by First National Bank of Oregon in response to the call by the comptroller of the currency for statements of condition as of June 23, according to C. B. Stephenson, president of the statewide banking system.

Figures released by the Klamath Falls and South Sixth Street branches of First National reveal that on June 23 deposits at the branches were $18,607,483 and loans were $14,112,083.

Released at the same time were comparable totals for the two branches for the June call for statements one year ago. On that date, deposits were $18,656,886 and loans totaled $15,800,571.

Figures released by the Merrill branches of First National reveal that on June 23 deposits at the branch were $2,156,765 and loans were $1,355,474. Comparable totals for the branch for a year ago show that on that date, deposits were $2,158,093 and loans totaled $1,452,479.

The 77 offices of First National reported loans of $381,588,628 in the June 23 call, Stephenson said. This is a decline of $35,001,790 over the total reported one year ago, and $598,102 less than the March 4 call by the comptroller. Deposits have increased $17,951,792 throughout the system since that date, Stephenson added.

Soviets Level Old Charges

LONDON (AP)—A Moscow radio commentator today charged that flights of American H-bombers toward the Soviet borders are keeping the world "practically on the brink of war."

The broadcast renewed a charge which the Soviets pressed unsuccessfully in the U. N. Security Council three months ago. The purpose apparently was to make some propaganda capital out of the flight of an unarmed U. S. Air Force cargo plane which strayed over Soviet Armenia June 27 and was shot down by Soviet jet fighters.

Charging that American war planes make frequent "provocative flights toward Soviet borders," commentator Andreyev said: "We could say we had to send our bombers toward the U.S. borders, and we would have a perfect right to do that to ensure our security. There might be a clash between atomic squadrons in the air and an atomic war would be touched off."

The broadcast asserted that "in spite of the provocations by the U. S. air command, our military planes are not flying in the direction of the U. S. A." But he said that an American pilot might break under the "terrible strain" of piloting a jet bomber and release a bomb near the Soviet borders.

"The result is that the world is really practically on the brink of war," the commentary declared.

Andreyev noted his government's release Monday of the nine American airmen downed in Armenia but said the "question of U. S. planes flying along the Soviet boundaries is still on the order of the day." The American plane was en route from Germany via Turkey to Iran and Pakistan.

Court Records

KLAMATH FALLS MUNICIPAL COURT

Calvin H. Hightower, drunk, $25 or 12½ days.

Benjamin R. Vargas, drunk, $25 or 12½ days.

Shirley Black Jr., drunk, $25 or 12½ days.

Clifford A. Wilson, drunk, $25 or 12½ days.

KLAMATH COUNTY DISTRICT COURT

Earl Gene Miller, no operator's license, dismissed upon motion of district attorney.

Wayne Kenneth Lovingston, exceeding daily bag limit, $25 bail forfeited.

Thomas [illegible], violation basic rule, $7.

Horace [illegible] Hurd, violation basic rule, dismissed.

Richard Wayne Williams, violation basic rule, $7.50.

Jack Norman Clevinger, combination overload, $29 bail forfeited.

Bob L. McGuire, combination overload, $25 bail forfeited.

Robert Edwin Loscombe, fail yield right of way to pedestrian, $7.50 bail forfeited.

Frank Michel Quertele, combination overload, $83 bail forfeited.

James Louis Fuiche, improper muffler, $5.

Chester Lloyd Bowman, violation basic rule, $10.

Elmer Jackson Wilkett, improper muffler, 10 days county jail, committed.

Elmer Jackson Wilkett, one headlight, 10 days county jail, committed to run consecutively with above case.

Paul Andy Williams, vagrancy, four months and $100 fine and costs or 47½ days in lieu of fine, committed.

Frank Brewer Desjardins, drunk on public highway, $35 bail forfeited.

Marvin Elmer Tollhagen, drunk on public highway, $36 or 13 days in lieu of fine, committed.

"DENNIS THE MENACE"

"SEE? THEY DON'T *MAKE* THE HORSE THAT I CAN'T RIDE!"

Ernie Ford's Discs Said Beacon Amid Rock 'n' Roll

By BOB THOMAS

HOLLYWOOD (AP)—Amid the rock 'n' roll and show tunes on the best selling list, one record album stands out like a beacon. It is Tennessee Ernie Ford's "Nearer the Cross."

No stomping beat. No sophisticated lyrics. Just solid, old-fashioned hymns sung with simple reverence.

There's another Ford album among the best sellers. It's called "Hymns," and it has been on the list for 78 weeks, a phenomenal record.

Ernie isn't smug about these achievements, but he's certainly happy. They are the result of a steady campaign of his to bring hymns to the mass audience.

"As long as I've been in show business—and that's not very long — I've been trying to promote hymns," he remarked. "It seemed to me that here was a great form of expression that was being overlooked.

"I don't mean it merely for religious purposes. I just felt that it was a crime to overlook these wonderful melodies and the fine messages they convey.

"You just don't know what a battle I had putting them over. When I tried to sing hymns on my TV show, they told me, 'You just can't do it. You can't take your audience when they're 'way up there and bring them 'way down.'

"Why, that was ridiculous to me. How can you bring an audience down with a hymn? The very nature of hymns is to uplift."

When he finally won his point, the TV minds came up with a big production number to accompany his hymn. Singers and dancers all over the place.

"Now let's just cut out all this gingerbread and just sing the hymn," Ernie declared.

That's the way it was presented, and he continues to do his hymns in a simple manner. The response has been enormous, he said. Viewers are effusive in their praise; many send him stacks of hymn books, even torn-out copies of their favorite hymns.

He's of the opinion that folks should do more hymn singing at home. And he feels the urge is there. He reported about a visit to meet his big auto bosses: "It was a very fancy party, and what did they want to do? Sit around the piano and sing old hymns."

Heads Up Now Not Lookout

DEROIT (AP) — It's no longer just a question of "look before you cross the street" for pedestrians here. Now it's "heads up."

On June 24, a 20-foot cornice section fell from a store building on busy Woodward Avenue, killing one woman and injuring two shoppers. Another cornice section elsewhere in the business district toppled June 30. Last Sunday a tile decoration fell, narrowly missing State Sen. Charles S. Blondy. No one was hurt in the last two accidents.

Chief Building Inspector Charles S. Allen has ordered a crackdown on aging cornices. More than 100 removal notices have been sent out and the notices are backed up with stiff fines.

Money Woes Beat Singer Who Outfought Luck

HOLLYWOOD (UPI) — Songstress Mae Williams, who outfought polio but hasn't had a chance with Lady Luck, makes a command appearance today —in bankruptcy court.

Only three years ago, the 36-year-old blonde singing star began a comeback on the TV show "This Is Your Life."

"Today," she told United Press International, "the only articles of any value I have left, ironically, are a charm bracelet and a big gold horseshoe I got on "This Is Your Life.'"

Mae's appearance before Federal Bankruptcy Referee Howard V. Calverley and her creditors marks the rock-bottom point of a career thwarted at every critical juncture by a stroke of bad luck.

"It really began to hit me in June of 1950, when I caught polio," she said. "I was on my way from New York to Miami with Janis Paige, who I was coaching for her opening at a club.

"Somewhere on the trip I got it. It paralyzed my whole left side. The doctors said I would never walk again."

However, she fought, and by December of the same year she thought she was ready for a comeback.

"I opened at the Copacabana in New York with Danny Thomas on Dec. 4. The next day I collapsed. The doctors said it was a relapse, and I couldn't get out of bed for 2 1-2 months."

By June, 1951, however, she was pronounced cured, and she began to fight her way back again.

"For more than two years," she said, "it was a two-week engagement here and another one there. There was no fun. After the show, it was right home and to bed, like a prison.

"I felt like a baseball player with a sore arm — play for a while, then put on the jacket and keep warm."

In 1954, she got a break. She got her own show on a Los Angeles television station. It was called "Breakthrough," and she sang and told stories of persons who conquered seemingly unconquerable problems.

Then, 30 days before she was expected to go network, it happened. She fell down a flight of stairs, fractured two vertebrae and broke three ribs.

"They told me again I would never be able to walk, and this time they were right for four months," she said. "But I beat it."

She started singing again around Los Angeles, and then came the "This Is Your Life" show—and another comeback.

It started with a nationwide tour for the Sister Kenny Foundation "to make people stop feeling complacent about polio because of the Salk vaccine."

Then it happened again.

"When I came back," she said, "I found my manager had taken every penny I had. I had to sell my home in the San Fernando Valley.

"I took a plunge into the nightclub business in Burbank, Calif. I was a trusting soul and became a partner on a verbal basis. I sang, waited on tables and even cooked. But I learned later the place was too far in debt even before I sank my money in. It folded, and I had nothing left.

"I took a job in Honolulu. But my father had a heart attack, and I had to come back and take care of him."

Finally, in 1956, she landed a job at $50 a week on Los Angeles television. It was her own show, but she worked at the minimum scale.

Even this venture was ill-fated. A company with whom she had made some TV films said she was still under contract.

"The station dropped me because of litigation," she said. "Then every place I worked — nightclubs, record companies — my salary was attached. The case hasn't come to court. For the first time, I'm giving up. I'm broke."

June Rainfall More Than Norm

Rainfall in June was considerably higher than average, the Bureau of Reclamation reported today.

Precipitation for the month amounted to 3.09 inches, far higher than the .68 inch recorded in June, 1957, and also much higher than normal June rain of .86 inch average.

Total rainfall since October 1 is 18.58 inches, which compares with a norm for the period of 12.36 inches.

It was also cooler in June this year than last. The bureau reports a mean monthly temperature for the month of 59.3 degrees, versus 62.3 degrees for June, 1957. Mean monthly temperature for June, considering all records, is 59.9 degrees.

The highest temperature last month was 87 on the 17th, 21st and 22nd. Lowest was 32 degrees on the 30th, the bureau reported.

ENDS TONIGHT!
SHASTA DRIVE-IN TU 2-3535
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the Ambassador's Daughter CinemaScope
OLIVIA de HAVILLAND • JOHN FORSYTHE • MYRNA LOY
Feature At 8:00 & 10:35
Tomorrow! ALL NEW!!!
BIGGEST Double Horror-Science Show on 1 Program!
GIANT FROM THE UNKNOWN and Half monster! She Demons

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TOWER TU-4-8484
DOORS OPEN 6:30 P. M.
THURSDAY!
LUSTY STORY OF THE BIRTH OF THE BLUES!
ST. LOUIS BLUES
VISTAVISION
STARRING NAT "KING" COLE
EARTHA KITT • PEARL BAILEY
ELLA FITZGERALD • CAB CALLOWAY
— and —
The Green-Eyed Blonde

KIRK DOUGLAS · TONY CURTIS ERNEST BORGNINE · JANET LEIGH

The Vikings
In Horizon-Spanning TECHNIRAMA And Magnificent TECHNICOLOR!
Actually Filmed Amid The Ice-Capped Fjords Of Norway And The Sea-Lashed Cliffs Of Brittany!
ESQUIRE TU-4-4567
DOORS OPEN 6:30 P. M.
Starts TODAY!
Feature Tonite At 7:12 - 9:32