

Let the Viewers Decide

Among the long list of propositions which California voters will find on their general election ballot next November will be one by which one segment of an industry hopes to outlaw another which threatens to provide competition.

It will be a neat trick, if it is pulled off, and might easily lead to some side effects among other industries.

At issue will be an initiative proposition to repeal state laws which permit pay or subscription television. The initiative campaign is reportedly well heeled, and its war chest is getting fatter daily with contributions from the anti-pay-television forces throughout the nation.

Leading the fight against subscription television are the theater owners and exhibitors, who see the pay television promise of first-run movies, Broadway plays, and leading sports attractions as a threat to their businesses.

They have been joined by the three major television networks whose presidents have claimed that pay television would strip all of today's top television shows from the sponsored into the pay field.

But subscription television is here. It opened Friday night in areas of West Los Angeles and offered as a weekend fare the home games of the Dodgers against the Chicago Cubs, including today's double header; a Broadway play, a visit to a New York supper club, a ballet filmed in Amsterdam, and others.

The argument will wax hot between now and November, and it is almost completely predictable that the cry of Pay TV or Free TV will be among the top issues debated during the campaign weeks.

Be that as it may, we feel that Californians should be spared the bother. The place to settle arguments with a competitor is not on a state election ballot but at the market place.

Wouldn't it be strange if General Motors could get a measure on the ballot outlawing other forms of vehicular travel?

Perhaps, on the other hand, the plan has some merit. We can name a few forms of competition which pose a threat to us. Perhaps we should get up an initiative petition.

Let's see, we will ask that theaters be barred from showing any advertising films or slides, or showing any news scenes; we'll demand that the television stations be barred from sending advertising and news into the nation's homes; we could . . . oh, we could think of a number of things.

We're going to start first thing Monday morning and perhaps by midweek we can have a new initiative for Californians to sign.

A Staggering Handicap

A handicapped child is not necessarily found in an iron lung or a wheel chair. He may show no outward sign of a handicap at all. For his handicap is not outward but inward, not physical but mental—mental retardation.

Thus reports the American Medical Association. And in a lengthy article is quotes leading authorities to show the extent of the problem. Indeed, says one physician, "In terms of magnitude mental retardation is the most handicapping of all childhood disorders."

The simple figures are staggering. There are some 5.5 million mentally retarded children and adults in America, and about 126,000 babies are born each year who will be retarded. And these are only the recognized cases—there are many more who have not been identified as retarded for one reason or another.

The AMA has called together experts in all phases of the problem to seek ways of speeding up nationwide medical mobilization against retardation. All branches of medicine are involved—psychiatry, pediatrics, neurology, general practice. Experts in these fields will be working in alliance with a whole spectrum of federal, state, local and voluntary agencies, bulwarked by nationwide construction and expansion of care facilities.

It has taken time to reach this point. Many developments were involved—including the fact that it has taken centuries to dispel the general notion that a retarded youngster somehow represents a shameful stigma. Now the battle against the retardation problem moves toward a climax.

Morning Report:

This is our fighting season. It's no time for Fidel Castro—or anybody else—to make peace overtures.

The Republicans are at war with the Democrats and also fighting each other—with almost equal fervor. The Democrats will have some internal squabbles at their convention next month—and any offensive spirit not siphoned off among themselves will be let loose at the Republicans. Both parties will be calling for attacks—against any target, at home or abroad, that shows its head. You don't call the faithful to a political war with orders to hold their fire.

No, if Fidel really wants peace, he'd better wait until the votes are counted in November.

Abe Mellinkoff

Here's My Ticket

I FIGURE THIS WILL TAKE ME TO WASHINGTON



USC Professor Says

Emotions, Not Issues, Decide U.S. Elections

Emotions rather than issues have decided even the most historically hysterical of America's presidential elections and the pattern will be unchanged in the fall, says Dr. Russell L. Caldwell, University of Southern California history professor.

The advent of radio, and particularly TV, made it necessary for presidential candidates to become great campaigners, something they had formerly left to professional orators, he said.

TV will dictate more and more who a party's candidate will be, the USC professor forecast.

"The candidate must be a personality and be able to communicate this by his voice," Dr. Caldwell observed. "He must have a corps of brilliant speech writers, platform presence, be able to speak well, and have an image. A soft-spoken candidate will not have much of a chance. Nor is a good debater going to win just by being a good debater. Neither side dares

put up a weak or quiet candidate.

"We are passing by the day when state governors can be used as presidential candidates. It will take a United States Senator or some one on the national scene because we are in international affairs up to our ears. The situation is too critical to nominate anyone who has not been exposed to world affairs.

"And yet experience is not the biggest thing although Vice President Nixon kept talking about it continually in the campaign four years ago. Lincoln did not have much experience. He had only one term in Congress and a term or two in the Illinois legislature, but historians rate him as our No. 1 president, even over Washington, although I personally would reverse the order."

Our system of nominating conventions is really one of our most undemocratic processes, the USC historian said. "The professionals run the conventions, and a hand-

ful of people pick the delegates. I think we should rebel against this system some day."

Although he agreed that historians should stick to a study of the past and not forecast events, Dr. Caldwell predicted that Senator Goldwater would be the Republican nominee because he had the delegates pledge and they are "religiously fervent" in their support.

If Goldwater were not a Westerner, his running mate might well be Gov. Mark Hatfield of Oregon, the USC professor said. Selection of Congressman William Miller of New York gives geographical balance.

President Johnson will choose either Attorney General Robert Kennedy, Sen. Hubert Humphrey of Minnesota, or Peace Corps Director Sargent Shriver as his vice presidential candidate, the USC professor thought.

Goldwater will be a skillful and exceedingly tough campaigner, and has good platform presence, Dr. Caldwell said.

TRAVEL by Stan Delaplane

Check Prices on Winter Cruises in the Pacific

"We are planning a ship cruise in the Pacific (if we can afford it). Would appreciate any information on how to start."

Better shop the prices first. (Travel agents have the comparative prices.) Then there's the question of time and space — Pacific cruise ships are booked full in summer season. The winter cruise to the South Pacific needs advance reservations, too. If you can plan a year ahead, I think you do better.

You could look into freighters — though I only know one travel agent who specializes in this special kind of travel. Freighters are usually limited to 12 passengers. Not much social life but maybe more relaxed.

"How many cigarettes are we allowed to take into England and France? How much do they cost in Europe?"

Two cartons into England. Five into France. American brands cost \$7 a carton in England, \$5 in France, \$1 a package in Greece. Stock up on airplanes at free port rates between countries.

On American lines, you may have to ask the steward. But European airlines run a cart of cigarettes, liquor and perfume down the aisle. If you are going to buy, get a seat near the front. Or they may have sold out your brand by the time they reach your seat.

"We will be in Mexico but wonder about mosquitoes as I am very allergic to insect bites."

You could get a repellent like "6-12." Both in spray can and rub-on stick. However this is just steak sauce to those little biting flies on the Caribbean coast. You can't see them and they go right through screens, netting and repellent.

If you are going to the coast, stay on a hill and as far from the water as you can. Buy a bug bomb and spray your room morning and evening.

"We would like any shopping advice for good buys in Europe . . ."

These are getting harder to find. On a lot of imports, the prices are just about as good here at home. And since Europe exports the best, we often get better quality. For example, cashmere sweaters now are only a dollar or so less in England than here.

Still good buys are: Swiss watches in Switzerland; French perfume in France; Italian shoes and gloves in Italy. Generally, Japanese cameras, binoculars and radios are better buys in the U.S. than the German makes bought in Germany.

You can reduce prices further in France and Italy by using traveler's checks. And ASKING for a discount. (Not always. But often enough that it's worthwhile to ask. Most tourist shops have a markup to take care of this. Just ask: "Is there a discount for traveler's checks? For Cash? For personal checks?" They usually find one.)

"How do we get to see the changing of the Guard at the Palace in London? Is there a charge?"

No charge — be the Queen's guest. The front page of the London telephone directory has a number for a recorded list of the day's events — including time of the Guard change. (As I remember it's ASK 9211. But look it up to be sure.)

There are usually some good service numbers in the front of all phone directories. Paris has several. London phones will give you a wake up call. You find some odd listings in newspaper classified pages in Europe—Paris papers run a free message service for people on vacations.

"We will be visiting in Tahiti. Is it true there is no tipping to anybody?"

That's the old Tahitian hospitality. No tips. I must say this is sometimes violated by Ugly Americans.

But I also noticed there are some Ugly Tahitians working as porters at the airport. Mine looked pretty wistful when I didn't tip. I had an idea I could have forced a few francs on him. . . . a good, typical rest-

aurant off the tourist track in London?" Try The King's Head and Eight Bells. Tell the taxi driver it's near the Albert Bridge in Chelsea overlooking the Thames. Elegant pub type.

OUR MAN by Arthur Hoppe

He Finds Rare Conventioneer

Oh, my fellow ace newsmen are going to turn purple with envy. For I scored a historic exclusive at the GOP Convention. Yes sir, I found a human being who listened to the speeches.

I don't, of course, mean the dramatic speeches which electrified the convention. Like the welcoming address by the Mayor of Daly City. I'm sure several people listened to these. I mean the routine speeches by a host of people you never heard of — speeches which take up 92 per cent of any convention's time.

Someone, I said to myself, must listen to these speeches. And with high resolve I set forth on the convention floor to find him. Op one aisle and down the next. But the delegates were doing what delegates always do at a convention — chatting, reading the papers, scratching their necks and otherwise having fun.

At long last, I spied a middle-aged delegate staring intently at the speaker on the platform, mouth agape. Success! But after snapping my fingers several times in front of his face, it became clear he was merely catatonic.

Footsore and defeated, I climbed to the gallery and slumped into a seat just as it was announced that "Mrs. Scott will now read the agricultural indictment of the Democratic Party." I asked my neighbor for a match.

"Shhh!" he said. "I'm listening." Listening! I observed him closely. He was gazing at the rostrum, one hand cupped to his ear, an unnatural glitter of interest in his eye. Yes, there could be no question about it, he was listening!

All evening, I clung grimly by him, afraid he would vanish like a will-o'-the-wisp. And five hours later, when the last speech ended, he leaned back with a sigh of great contentment.

"What a glorious occasion," he said. "Do you realize Valley Forge received 17 mentions? And our precious heritage was cherished 32 times? Moreover, never in my memory has the Communist tide been stemmed by seven speakers in a row, two of them left-handed. This has truly been an evening to remember."

He likened political speeches? "They are all I live for," he said. "Since my retirement from the Hammer & Tong Boiler Factory, I have attended all conventions of both major parties, gluttonously devouring every word and peroration. Oh, the happiness it's brought me."

A richly rewarding avocation, I said. But how did he occupy his idle moments? "Self-flagellation," he said, "with a Chinese cymbal. But frankly, if you are a purist, it doesn't approach the real thing."

Well, I suppose my fellow ace newsmen will jealously try to hoot down my exclusive, claiming that no such dedicated masochist exists. "Unbelievable," they will sniff.

Unbelievable! Would they have us believe then that our two major parties, in whose hands the fate of all of us lies, devote 92 per cent of their time to giving speeches to which absolutely no one listens? Now, I ask you, who'd believe that?

Opinions of Others

Major cities throughout the nation today are faced with parking problems. Thus, shopping centers and other big business is making an exodus to the suburban areas. Shopping centers are able to offer virtually unlimited free parking and it's surprising what this can do to the small businessman, who, in order to keep his volume, is forced to stay open longer hours, resulting in higher overhead. That's when the value of promotion and advertising is fully realized.

—Dickinson (N.D.) Press.

The federal government of this great country maintains academies for training young men for Army, Navy, Air Force, and Coast Guard. How about one to train diplomats? That is the field in which we always seem to lose the most battles.—Willamina (Ore.) Times.

It is said that folks in Russia take only one bath a year . . . Evidently this is propaganda designed to attract American youngsters toward communism.

—Glenwood (Iowa) Opinion-Tribune

Although the supporters of federal medical care social security for the aged were challenged two years ago to find one elderly person needing and seeking hospital care to whom it was denied because of poverty, they have yet to supply the name and address of a single one, according to the Chamber of Commerce of the United States. It suggests that the real issue is not whether the aged are receiving the hospital care they need, but whether the present system of providing care will be replaced by a compulsory federal system.

Helena (Mont.) Citizen.