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Educational Sound Pictures Developing Rapidly As Aid In Modern Teaching Plans

(This is one of a series of articles prepared by Roseburg Public Schools personnel outlining purposes and objectives of several facets of the school system)

Confucius said "One picture is worth a thousand words." The educational sound film has developed rapidly in the last few years as a teaching aid. Outstanding educators in this country and abroad are saying that this type film is the most important aid to

learning that the world has seen since the invention of the printing press.

Our armed forces, during World War II, with the life or death necessity of training millions of men quickly and thoroughly used audio-visual materials on a huge scale. It was found that by using sound films, and other audio-visual aids, students would learn up to 35 percent more in a given time and would remember facts up to 35 percent longer.

Today teachers and educational leaders everywhere recognize that the educational sound film, when properly presented, is an efficient modern aid to teaching and learning.

Roseburg teachers, recognizing these values, are using the educational sound film as one of many teaching aids in their daily classroom programs.

To April 1 of this school year, they used 576 films which have been shown 4,438 times and a pupil participation of 244,536 has been recorded.

Of these totals, the elementary schools have used 148 films which have been shown a total of 1,343 times with a recorded student participation of 107,571.

The junior high has used 126 films with 1,205 showings and a record of 54,647 students participating, while at the senior high 302 films have been used with 1,390 showings and 52,318 students participating.

The sound film with all of its advantages is not an end in itself. It is but one of the many instructional aids which the forward looking teacher uses to provide better learning situations for the children of the schools.

Dr. Robert M. Hutchins, while chancellor of the University of Chicago, had this to say about the educational film in August 1947: "The educational film can do more than any other medium to establish peace. It can be made to speak any language. It can carry its message to anybody anywhere who can see and hear. It has a force, impact, and power which no other medium can command. It is not too much to say that the widespread distribution of educational films might do more than any other single thing to unite the world and save us from destruction."

Baby Smothers While Mother Enjoys Shortcake

DALLAS (AP) — While Mrs. Jean Hall was enjoying a Mother's Day dinner in her honor with her husband and six of her children, her 3-month-old baby Phillip smothered to death in the next room.

After dinner the father, Henry, discovered the baby lying face down on a feather pillow. He and a fire department inhalator team were unable to revive it.

"We heard the baby wake up and my wife wanted to leave the table to tend it," he said. "We all made her stay and finish her strawberry shortcake because it was Mother's Day."

Glide Honors List Reported

By MRS. ARTHUR SELBY
The list of honor students at Glide High School for the second semester has been reported by Principal David White.

First honors for students with grades averaging 87 per cent or better went to: Charles Ferguson, junior; Pat Hatfield, sophomore; and Helen Taylor and Allen Smith, freshmen. No seniors made this honor list.

Listed for second-class honors (grades 82 to 86 per cent) were: Donna Bond, Robert Franks, Neil Celler, Henry Hurlbut, Grant McCormack, Don Hill, Ann Meracle, Pauline Magness, Dorothy Ballou and Barbara Morgan, seniors; Duke Bevens, Jackie Biss and Ted Gamble, juniors; David Shrum, James Kinyon, Shirley Manske, Melvin Trammel, Eugene Polley and Lucinda McCord, sophomores; Doris Moberg, Dick Smith, Ronnie Dell, Lorene Baldozier, Carol Dennie, Coralyne Collison, Sue Waddell, Garry Wagner and Ronald Shanafelt, freshmen.

Visit Eyans
Mrs. James S. Evans' house guests this week are her uncle, Ira A. Long, of Seattle, Wash., and her cousin, Arthur Long, of Arlington, Wash. Arthur Long will remain to be employed at the Glide mill.

Mr. and Mrs. Jack Lambright of Deadwood, motored the 151 miles to Idleyd Park to spend Mother's Day with their son-in-law and daughter, Mr. and Mrs. Bud Watts, and family.

Mrs. Ruth Miner of Fortuna, Calif., spent Mother's Day week-end visiting her son and daughter-in-law, Mr. and Mrs. James Dalziel.

Mr. and Mrs. George Kuykendall and family have moved from Lit-

Dien Bien Phu Fall Leaves Unchanged Arms For France

WASHINGTON (AP) — The fall of Dien Bien Phu will leave unchanged the American program of military assistance to the French Union and Associated States in Indochina, a Pentagon spokesman said.

The sea and air shipments of equipment and supplies and the assistance of aircraft technicians to keep flying the planes turned over to the free forces in Indochina by the United States will continue, the spokesman said.

There was no disposition to minimize the effect if the fall of the fortress should prove a forerunner to the loss of all Indochina. The latter, Adm. Arthur W. Radford, chairman of the Joint Chiefs of Staff, said recently, could be "a prelude to the loss of all Southeast Asia."

The gap in the free world's defense perimeter then would extend from the Chinese Nationalist refuge on Formosa far to the westward near Pakistan. Although some individual states in Southeast Asia might continue to lean toward the West, they would be surrounded by other states either nervously neutral or definitely under Red control.

Whether there is continued fighting in Indochina or a truce, as is now proposed by the French, the United States intends to maintain its air and sea strength in the general Far East area—ready to

the River to the Nolan Apartments at Idleyd Park.

Mrs. Mildred Young arrived at her Circle H ranch Saturday after a week spent at Dallas, Texas, at the end of the Sport and Travel Show. Mrs. Young will conclude a lease on her ranch on the North Umpqua, returning Tuesday to Rocky Point Lodge near Polson, Mont., which she owns and operates.

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restrictions on dissemination of restricted atomic information with new clauses which Cole said could mean criminal prosecution of newsmen for reporting data they believe to be restricted, regardless of who gave them the information.

The committee opens public hearings today on sections of the bill to allow private operation of nuclear facilities as a means of encouraging the development of peacetime power.

J. D. Luntz, editor of Nucleonics magazine, was listed as the lead-off witness. The magazine recently concluded a survey of industries interested in peacetime power.

Deployed in the Far East—Korea, Japan, Okinawa and the Philippines—are about 20 wings of the Air Force. These currently include three medium bomb outfits, now equipped with piston-engined B29s, but which, under a unit rotation plan announced over the weekend, eventually will be replaced by B47 jet bombers. Also in the Far East Air Force are eight fighter wings, two light bomb wings, a tactical reconnaissance wing and half a dozen troop carrier wings.

**Congress To Act
On Giving Away
Atomic Secrets**

WASHINGTON (AP) — Rep. W. Sterling Cole (R-NY) predicted Monday that Congress will approve President Eisenhower's proposals to exchange more atomic information with allies and to give private industry a go-ahead in developing peacetime power.

Cole, chairman of the Senate House Atomic Energy Committee, said in an interview he has heard of no strong opposition to a comprehensive bill now before Congress carrying out the President's program. Cole added a belief there is time for action during this session.

The measure also would tighten

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How do you like your coffee?

Hot! Warm! Cool! Iced! Black! With cream! With sugar!

A million different people would have a million different answers. But probably they would all be thinking... "I'd enjoy my coffee more if it only cost me less."

We can't help but agree with that.

But we do have a few thoughts about coffee quality and about coffee prices. Will you spare a couple of minutes to read them?

A cup of good coffee!

There are three essential elements to a cup of good coffee... aroma, flavor and strength. And it takes just so much coffee with each cup of water to obtain the right balance of all three qualities.

Some coffee roasters claim you can get 60-70—or more cups from a pound of coffee. Of course you can. You can get 100 cups if you don't care how the coffee tastes, and are satisfied with just a brown-colored cup of hot water.

But, believing as we do in how a cup of good coffee should taste, we recommend the standard of measurement approved by The Coffee Brewing Institute, Inc. (2 level tablespoons of coffee to each 6-oz. cup of water).

Even at present prices, coffee made this way at home costs only about 3 cents a cup. And what else served in the American home gives so much satisfaction—to so many people—at such little cost—as a cup of good coffee!

Coffee quality and coffee prices!

The price you have to pay for coffee today concerns us just as it does you. But the cost of green coffee is the largest single factor in determining the price at which roasted coffee can be sold. And that cost is something over which we have no control. There is no coffee grown in the Continental United States. It all has to be imported at prices that have been established in a world-wide market.

We believe (and certainly hope) that coffee prices will be lower when Brazil, the largest coffee-growing country, recovers from the crop damage brought about by frost last July, and when all of the Latin American countries, from which most of our green coffee comes, are again producing enough to

meet the increasing world demand. We don't know how soon this will be. No one really knows.

In the meantime, we have to keep on paying the going price for the carefully selected green coffees that we must buy for our blend in order to maintain the traditional uniformity and high quality of Hills Bros. Coffee.

Never in the 76 years since our company started in business have we even considered lowering our standards... "giving a little less" just to sell at a lower price. That isn't the way we operate. Good coffee is the only thing that Hills Bros. know how to live with.

Considering the price you have to pay for any kind of coffee today, coffee-quality becomes more important than ever. If you have used Hills Bros. Coffee, you know what we are talking about. If you haven't—there is a pleasant surprise awaiting you.

Our new product coming

During the past few years, many people have been attracted by the convenience of Instant Coffee. Perhaps some have wondered why Hills Bros. didn't have a product of this type.

We could have offered you an Instant Coffee at any time during the last 20 years. But we have continued our research and development since 1934 because we were determined that when we put our name on Instant Coffee it would combine real coffee-quality with coffee-convenience.

Now, we can announce that before this year is out, you will begin to see our new Instant Hills Bros. Coffee on your grocer's shelf. It will be the Instant Coffee of superior quality. In your cup, it will not only look like coffee—but taste like coffee, with all its "lingering goodness." It will "Take the work out of wonderful coffee." It will guarantee you "Good Taste... No Work... No Waste."*

The best there is in coffee

Our business is "coffee exclusively," and the achieving of perfection in coffee-quality is our basic objective. That is why we can promise you that in both kinds of Hills Bros. Coffee—our ground coffee in vacuum-packed cans, and our new Instant Coffee soon to come—Hills Bros. will always give you the best there is in coffee.



Hills Bros Coffee, Inc.

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