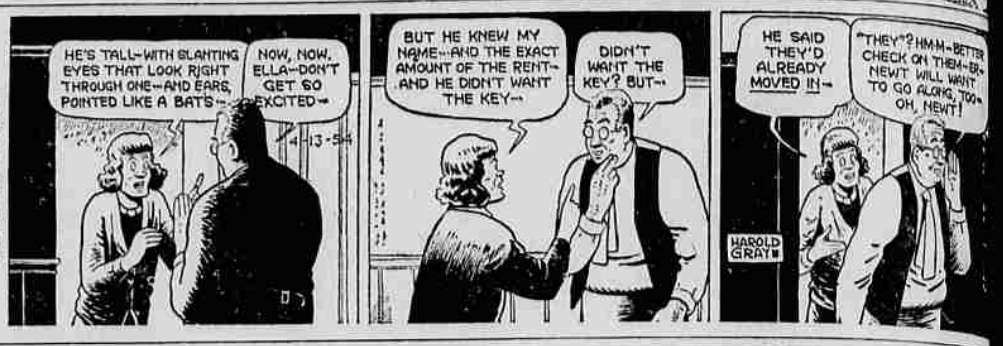
PRISCILLA'S POP

MARTHA WAYNE

GASOLINE ALLEY

ORPHAN ANNIE



FRECKLES

BUZ SAWYER

BOOTS

REX MORGAN

ALLEY OOP

BUGS BUNNY

BASIC CHANGE IN USIA GOAL

Voice of America Now Pleads For Understanding by Foreigners

WASHINGTON (NEA) — All Uncle Sam now asks is that foreigners try to understand Americans.

The government has given up spending money trying to get the rest of the world to love, or even like, Americans.

That's one of the basic changes in goals of the new U. S. Information Agency, which now combines under one roof the Voice of America, foreign library services, foreign news report, motion picture service and other propaganda programs. The whole thing is also completely independent of the State Department.

In earlier propaganda efforts there was emphasis on telling the world what fascinating people Americans are, how they all have bathrooms in their homes, drive big cars and eat fine foods.

MADE OTHERS JEALOUS

"All that did was make the rest of the world jealous of America's wealth and dislike Americans all the more, says a veteran VOA officials.

Theodore C. Streibert, the energetic, go-getting former radio executive who now heads USIA, says:

"Our basic purpose is to submit evidence to the people of other nations that the objectives and policies of the U. S. will advance their aspirations for freedom, progress and peace."

Streibert's streamlined program aims the messages to only select groups such as students, makes the end product appear to come from local sources and avoids blatant propaganda.

MEDIOCRE TALENT

An earlier program, for instance, set out to convince all Frenchmen that Americans were really cultured, artistic people. It consisted of sending droves of young U. S. singers, musicians and artists into all of the provinces.

These youngsters were eager and willing but they only succeeded in confirming French suspicion that the U. S. has a great quantity of mediocre artistic talent.

"FLOATING VOICE": Coast Guard cutter "Courier," anchored at the island of Rhodes, beams program to the Balkans, southern Russia and the Near East from balloon antenna.

Today better results are achieved by circulating favorable reviews and reports of the performances of top American stars appearing in France.

AUSTRIAN VERSION

USIA officials have learned that Europeans dislike being propagandized but are receptive to ideas which appear to come from local sources. An example is the very wide sale of the book "Darkness at Noon" by Arthur Koestler which has a strong anti-Communist message.

USIA officials aided an Austrian publisher in putting the book out there. It was bought and read by thousands of Austrians. Few of them would have opened it if translated American editions had been offered free on every corner.

Other pro-American, anti-Russian publications have been put out by French labor groups as a result of USIA help in the background. The movie end of the program is being handled in similar fashion with money spent to produce pro-American movies locally for release by regular commercial film distributors.

Streibert explains the new operations of the Voice of America:

"We concentrate three-quarters of our short-wave program to the Soviet orbit; the remaining 25 per cent is devoted to English language broadcasts. Our effort outside the Iron Curtain is through local stations and networks using programs which we produce locally. We have discontinued most of our entertainment programs and do not send any music over short-wave.

FACTUAL PROGRAMS

"Our most effective broadcasts are factual news programs without propaganda overtones. We have new, million-watt stations in Munich, the Philiipnes and Okinawa. The Munich transmitter is on the same wave length as the most powerful station in Moscow and its operation has driven the Soviet station's transmissions back to about 200 miles from Moscow. And if the Russians try to jam it they jam their own station as well."

When the agency was separated from the State Department, fear was expressed that top foreign policy would be slow getting into the propaganda works, but policy actually gets out through USIA channels faster than it ever did before.

MORALE SHATTERED

Restoring morale in the agency, shattered by Congressional probes and boners which held the agency up to public ridicule, has been one of Streibert's prime objectives.

Streibert has cut personnel about 30 per cent to the present force of about 9,300 persons. The House Appropriations Committee has recommended spending $75,814,000 for this program next year, $13,000,000 less than Streibert had asked. But he hopes the money will be restored.

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DR. JORDAN SAYS:

Pleurisy Affects Tissue Which Lines the Lungs

Pleurisy probably should not be classified among the common diseases of mankind, but it is not exactly rare either, and no one who has ever suffered from pleurisy can ever forget it.

The name comes from "pleura" which is a tissue lining the lungs. The pleura lies not only between the chest wall and the lungs, but also extends between the lobes of the lungs. It is inflammation of this lining and the symptoms which are caused thereby which is called pleurisy.

Acute pleurisy begins with a great deal of pain. Pain may be felt anywhere around the chest but is most common in front and low down. A dry and painful cough is common. In addition, a deep breath also makes the pain worse. Fever is likely to be present.

When the doctor listens over the painful area with his stethoscope, he can usually hear a rubbing sound made by the inflamed pleura underneath. When this rub is present the diagnosis is established. An X-ray also often helps to make the diagnosis.

The treatment is difficult. The underlying cause must be searched out and treated if possible. Bed rest during this acute stage is essential. Hot or cold applications and pain-killing drugs may be needed to bring some relief. One form of treatment is to strap the painful side with a wide piece of adhesive tape which prevents some of the chest movements which produce the distress.

Fluid quite often accumulates in the space between the pleura and the chest wall. This is another difficult condition, but may be less painful than the dry variety. Usually the fluid can be drawn out through a needle. If not caused by tuberculosis, this may be sufficient to bring relief after two or three treatments.

Besides acute pleurisy there is a chronic dry pleurisy and chronic pleurisy with accumulation of fluid. Either of these may start gradually or can follow an acute attack. The chronic or dry pleurisy may drag on for weeks or months and be accompanied by a good deal of pain. If it lasts too long, the lung itself may be injured.

TV Schedule

KOIN-TV—CHANNEL 6

This schedule is compiled in advance by KOIN-TV is subject to change without notice.

TUESDAY, APRIL 13

6:00 PM Mr. Weatherman
6:05 PM Sportscene
6:10 PM News Parade
6:15 PM Adventures of Capt. Hartz
6:30 PM Doug Edwards News
6:45 PM Jo Stafford Show
7:00 PM Range Rider
7:30 PM Hollywood Music Hall
8:00 PM Where's Raymond
8:30 PM Red Skelton
9:00 PM Captured
9:30 PM Suspense
10:00 PM Danger
10:30 PM Make Room for Daddy
11:00 PM Showtime on Six

WEDNESDAY, APRIL 14

10:00 Variety Time
10:30 Secret Storm
10:45 Brighter Day
11:00 KOIN Kitchen
11:30 Linkletter's Houseparty
11:45 Editor's Desk
11:55 Mr. Weatherman
12:00 The Big Payoff
12:30 Bob Crosby Show
1:00 Love of Life
1:15 Search for Tomorrow
1:30 Guiding Light
1:45 Valiant Lady
2:00 Double or Nothing
2:30 Strike It Rich
3:00 Garry Moore Show
3:30 Armchair Theatre
4:30 Mr. Moon
4:45 Barker Bill's Cartoon Show
5:00 Saddle Pals
5:30 Kit Carson