

First Image Flashed on Television Screen In New York 30 Years Ago Today

By WILLIAM EWALD, United Press Correspondent
New York — (U.P.) — Thirty years ago this Sunday the image of Edna May Horner a telephone operator in Washington flickered onto a TV screen in Manhattan. In her best telephone voice, she said:

Hoover in Washington. He wants to speak to you."
The date was April 7, 1927. The time—about 2:30 in the afternoon. The event—the first public intercity telecast in history. Labeled "Demonstration" The Bell Telephone labs, responsible for the transmission,

did not refer to it as a "telecast." The program for the day—distributed in New York and Washington—was labeled simply, a "demonstration."

Whatever its name, it was a whingdinger. It startled Herbert Hoover, then secretary of commerce in the Coolidge administration. From the Bell labs at Whippany, N. J., the program also featured a male comic and a female monologist—the first performance ever to star on TV. It had been a long time in the making. Back in 1924, the Bell labs had succeeded in transmitting a still picture from Cleveland to New York. Early in 1925, Dr. Herbert Ives, then director of electro-optical research at Bell, outlined a research program.

Live Image
By the end of 1925, Bell technicians had succeeded in transmitting a moving picture within a room. Early in 1926, a "live" image was sent from one room to another. A couple of weeks before April 7, 1927, the men at Bell ran some test runs between New York and Washington.

When April 7 rolled around Hoover, some newsmen and Bell officials settled themselves in what had once been a funeral parlor in the capital. It is now a flower shop. In Manhattan, newsmen and officials gathered in the Bell Building at 463 West st. At 2:15, Walter Gifford, president of the A T & T, spoke to the Manhattan gathering. There were also brief speeches in Manhattan by Frank Jewett, president of the Bell labs, and Dr. Ives.

Soon Miss Horner (now Mrs. Marcus Pugh, a housewife in Washington), working through telephone lines, came through with Hoover. "It is a matter of just pride to have a part in this historic occasion . . ." began Hoover.

Two Screens
His image was projected onto two screens in New York—one, two by three inches; the other, about two by three feet. The small image was well-defined, the large one, a little unclear.

After Hoover's address, other officials breathed briefly into the apparatus. Then Whippany began transmitting—this time, by radio. An "A. Dolan" rendered a comic bit in brogue and another bit in blackface. A Mrs. H. A. Frederick of Mountain Lakes, N. J., whose husband worked for Bell, delivered a humorous talk. Dolan is now dead; Mrs. Frederick still lives in Mountain Lakes.

It lasted about one hour in all. Newspapers the next day pronounced it a success. After the demonstration, reporters asked Gifford what lay ahead for the



LOCAL CHEESE—Out-of-town representatives of the Oregon June dairy month committee, who visited Medford Thursday, saw samples of various kinds of cheese produced in the Rogue River valley. Shown above, left to right, are Vince Smith, Jackson county June Dairy month chairman, Reed Garrison, of Echo Springs dairy, Eugene, and Oscar Hagg, dairy marketing specialist from Oregon State college. The three men, along with other local members of the organization, met at the Jackson hotel Thursday morning to lay plans for the 1957 June Dairy month festival. The Cheese was produced at the Rogue River Valley creamery in Central Point.

News About Books From the Library

Awards for two outstanding children's books published in 1956 have been announced by Mrs. Charlemae Rollins, chairman of the Children's Library association committee for the American Library association.

The Newbery medal, awarded for each year's most distinguished contribution to American literature for children, is to be given Virginia Sorensen for "Miracles on Maple Hill." This family story tells of the miracles that happened during a year from one sugaring time to the next—not only miracles of nature and the changing seasons but the family's drawing together again in happiness.

Winner of the Caldecott medal, for contributing to the most distinguished American picture book for children, is Marc Simont, illustrator of "A Tree Is Nice," by Janice May Udry. The author points out the many enjoyments that a tree provides "for shade, beauty, usefulness, for climbing and playing."

Runners-up for this year's Newbery award were "Old Yeller," by F. B. Gipson; "House of Sixty Fathers," by M. DeJong; "Corn Grows Ripe," by D. Rhoads, and "Black Fox of

Lorne" by M. DeAngel. Contenders for the Caldecott award included "Mr. Penny's Racehorse," by M. H. Ets, illustrated by the author, and "Lion," by W. P. DuBois, illustrated by the author.

All books mentioned may be obtained through any agency of the Jackson county library from the Medford public library.

Bend Editor Gets City Service Award

Bend — (U.P.)—Phil F. Brogan, Oregon science writer and associate editor of the Bend Bulletin, was named 1957 recipient of Bend's city service award Friday night at a banquet.

The award, sponsored by the Fraternal Order of Eagles, was presented to Brogan by Lawrence Leahy, Wenatchee, Wash., Eagles international president.

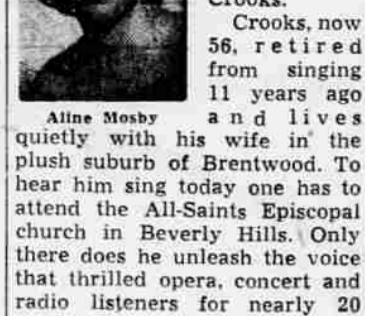
The award was in recognition of Brogan's interpretation of the earth sciences and local and state activities. He is chairman of the Oregon Geographic Board and Pacific Northwest director of the American Meteor Society.

THIS IS BETTER?
Forcalquier, France — (U.P.) — A correctional tribunal fined five members of Pierre Poujade's anti-tax party Friday for failure to pay their income taxes.

Around Hollywood

By ALINE MOSBY, United Press Correspondent

Hollywood — (U.P.) — Opera stars who do stripteases in night clubs brought a groan today of "great letdown to the public" from one of the greatest tenors of the century, Richard Crooks.



Crooks, now 56, retired from singing 11 years ago and lives quietly with his wife in the plush suburb of Brentwood. To hear him sing today one has to attend the All-Saints Episcopal church in Beverly Hills. Only there does he unleash the voice that thrilled opera, concert and radio listeners for nearly 20 years.

Situation Shocking
"To see a singer step into a night club! I remember how disappointed I was when Mme.

Schuman Heink toured with vaudeville. Can you feature Melba or Flagstad or Caruso singing at Las Vegas?" exclaimed Crooks as he basked in the sunshine on the patio of his home.

"I know it's their own business, and that they do it for money, but I don't think a night club is the proper completion for a career," he commented. "I think singers, at the end of their careers, owe it to the public to teach young singers."

After a decade at the Met, Crooks became a fixture on the NBC "Firestone Hour" on radio for 13 years. He retired in 1945 because of failing health. Four years ago he and his wife, wed for 31 years, moved here from Pennsylvania.

Activities Numerous
Crooks is an example of a man who, though retired, leads an even busier and useful life. He's served on the boards of the Los Angeles Civic Light Opera, Hollywood Bowl and Los Angeles Symphony, and is determined that this area will become "the music center of the world," despite cries that Los Angeles is a cultural sewer where residents care only about orange juice and movie stars.

He also launched a one-man campaign to gently steer young singers away from the fat money in TV and night clubs and into opera. He judges numerous auditions for beginners seeking scholarships. Next October Crooks and another retired opera star, Lotte Lehman, launch the first southwest auditions for the Met in nearby Santa Barbara.

Murdock's selection was announced Saturday by Dr. John M. Swarthout of Oregon State college, chairman of the committee chosen by Neuberger to name the winner of the post.

Neuberger established the intern program to enable young persons interested in public life to have an opportunity to observe the workings of government in Washington.

Murdock will begin his assignment Sept. 1.

Klamath Falls Youth To Serve on Staff

Portland — (U.P.) — Thomas L. Murdock of Klamath Falls, a political science senior at Willamette university, has been selected to serve for a year as research intern on the Washington staff of Sen. Richard L. Neuberger (D-Ore.)

Murdock's selection was announced Saturday by Dr. John M. Swarthout of Oregon State college, chairman of the committee chosen by Neuberger to name the winner of the post.

Neuberger established the intern program to enable young persons interested in public life to have an opportunity to observe the workings of government in Washington.

Murdock will begin his assignment Sept. 1.

Federal Dam Starts Producing Own Power

The Dalles — (U.P.) — The \$260 million federal dam project here began producing power for its own consumption Friday.

The first of two 3,000-kilowatt units for local use was hooked up and a second one of the same capacity will start producing power early this week.

The first two of the large 78,000-kilowatt main generating units are scheduled to be ready in November.

Ultimate capacity of The Dalles dam is 1,119,000 kilowatts for the 14 main generators and two fishway generators.

Construction of Hotel May Start in Summer

Portland — (U.P.) — Building is expected to start "in the late spring or early summer" on the new Sheraton hotel in the Lloyd tract on the east side of the Willamette river, according to an announcement made Friday.

Fred S. Kummer, Sheraton vice president of engineering, said bids were being received now. Earlier a late summer or early fall starting date was indicated for the five million dollar "highway hotel."

The 300-room structure will have eight stories and will be named the Sheraton.

APRIL SALE 20% OFF Outdoor Furniture

Barbecues & Incinerators
ORDER NOW FOR MAY DELIVERY
Small Deposit Holds Your Purchase

Display Items at Special Prices (WHILE THEY LAST)

Reg.	Item	30% off Sale
\$49.95	Folding Redwood Set	\$34.95
\$21.60	Redwood Coffee Table	\$14.95
\$68.95	Round Redwood Set, seat 6	\$48.95
\$99.95	Round Redwood Set, seat 8	\$74.95
\$29.95	Redwood Club Chair, w/pad	\$19.95
\$11.95	Aluminum Folding Chair	\$8.45
\$14.70	Aluminum Folding Chair	\$9.95
\$32.00	Fldng Aluminum web Chaise	\$22.50
\$19.95	Fldng Aluminum web Chaise	\$13.95
\$7.00	8-Ft. Umbrella	\$39.95
\$32.95	7-Ft. Umbrella	\$23.95
\$34.95	Incinerators	\$24.95

MOORE Outdoor Supply
816 S. Riverside Phone: 2-5458

JIM'S MEATS

838 W. McAndrews Rd.
Phone 3-1666
All Meats Are Inspected

TOP QUALITY LOCKER MEATS CUT - WRAPPED

CHOICE BEEF

1/2 or Whole	39¢ lb.
BEEF	49¢ lb.
Hind QUARTER	49¢ lb.
Front QUARTER	35¢ lb.
Family Budget ORDER, 24 lbs.	\$10.00

Improve Your Home With **PAINT!**

GLIDDEN PAINTS and VARNISHES will increase the value of your home . . . fine finishes that protect and beautify at the same time. Choose the paint that does the MOST for your home—choose Glidden!

Glidden

FRAKE & SMITH
PAINT & WALLPAPER
Artist Supplies — Custom Picture Framing
315 EAST MAIN PHONE 2-4564

It's Today's **BEST BALER BUY!**

FORD 250 HAY BALER

Farmers everywhere know about the gentle way the Ford 250 handles hay . . . about its fast, positive feeding, and sure, dependable tying. They know, too, about the big capacity it provides for its size . . . and that it is available in PTO or engine models. In addition to all this, there are now many new reasons why the Ford 250 is the ideal baler for the family farm!

You Now Get All These Advantages:

- Strongly built, compactly designed.
- Low leaf loss—they're in the bale.
- Slip clutch protection.
- Positive, gentle sweep fork feed.
- Short hay travel from windrow to bale.
- Over-running clutch in PTO drive.
- Easy to operate, easy to service.

... plus many more!

COME IN TODAY AND GET THE FULL STORY

LOW DOWN PAYMENT buys a new FORD BALER . . . Convenient Terms, Tool

FORD Implements are Warranted for 6 Months

DEAVER TRACTOR
AND IMPLEMENT COMPANY
"Your Ford Tractor Dealer Since 1941" 634 No. Central Phone 2-6425

4-H CLUB NEWS

Timber Wolves
The Timber Wolves forestry club of Gold Hill met Sunday, March 31, and went on a hike up Willow creek. Members identified sugar pine, incense cedar, western red cedar, white fir, douglas fir, madrone, black oak, white oak, white alder and Oregon grape.

When it started to rain, members built a fire and ate candy bars brought by David Hixson, Danny Kane, Murl Flennner, Kevin Elbert, David Hixson, Mark and Gregg Schmidt. Ralph Hixson is leader. Next meeting will be held Friday, April 12, at the Hixson home. Gregg Schmidt, Reporter

Paul Satko Suffers Fatal Heart Attack
Tacoma — (U.P.)—Paul Satko, who made headlines in the 1940's when he took his family from Tacoma to Alaska in a home-made boat, died here Friday. He was 68.

Satko took his wife and seven children to the territory in an odd-shaped 40-foot boat he called the "Ark." The trip took 56 days. Satko died from a heart attack.

William Langley Trial Slated to Start Tuesday
Portland — (U.P.)—Trial of District Attorney William Langley on a misdemeanor charge of neglect of duty Friday was assigned to the court of Circuit Judge Frank J. Lonergan.

The trial tentatively is scheduled to open next Tuesday.

START SAVING NOW

OK MARKET
1202 North Riverside
OPEN EVERY NIGHT TIL MIDNIGHT

Special Low Price!

\$99⁵⁰ 52 Gallon Size WESTINGHOUSE ELECTRIC WATER HEATER

LIMITED TIME OFFER! Buy Now and Save

- ★ Gives constant supply of 150-degree water with minimum use of current!
- ★ So good, it carries a 10-year Protection Policy!
- ★ Just install it and forget it!
- ★ All sizes in Deluxe Round or Table-Top Models.

YOU CAN BE SURE...IF IT'S Westinghouse

TROWBRIDGE & FLYNN ELECTRIC COMPANY
214 WEST MAIN STREET PHONE 2-5211