



ALPHA OMEGA THETA RHO GIRLS . . . Officers holders for the first six months of 1953, from the left, Past President, Yvonne Conner, who will be warden at the state conference, scheduled for some time in June in Portland; President, Martha Beasley; and Connie Reeves, who was page at the 1952 state conference in Salem. All are from the Merrill chapter of Theta Theta Rho.

# Lone Woman Responsible In Large Part For Work Done To Promote TV Plan

By **HERB ALTSCHULL**  
WASHINGTON (AP) — Educational television, which makes its formal debut in two weeks, got its big push nearly four years ago from a lady lawyer named Frieda Henneck.  
She's been beating the bushes ever since, talking to people all over the country, stimulating interest in a cultural medium some say presents education with one of its greatest opportunities in history.  
Miss Henneck has been joined by an army of people who make it their business to get groups together in co-operative ventures aimed at the enlightenment of the public.  
You might say educational television was born on July 11, 1949, when the Federal Communications Commission announced it intended to overhaul the nation's TV facilities.  
That the FCC has done. And on May 4, Miss Henneck's goal reached fruition. Station KUHT begins operations in Houston, Tex., the world pioneer in educational television.  
"It has been a long, hard grind," Miss Henneck says. "And it will continue to be a long, hard grind. But I predict the greatest success for it. They can't stop it now."  
Back in 1949, when Miss Henneck made her original proposal, the instant reaction of hundreds of educators was one of sheer delight.  
They saw in television instruction a whole new approach to teaching. They pictured college degrees earned by stay-at-homes. They imagined the day when understanding would dispel ignorance and bring harmony between people and nations.  
So they set to work. Seven of the nation's major educational associations banded together to form the Joint Council on Educational Television.  
The Ford Foundation set up a fund for adult education and climbed on the bandwagon. In less than four years the foundation has contributed eight million dollars to educational TV.  
Civic groups became interested. So did industrialists, businessmen and state legislators. They teamed with schools, church and cultural leaders and began forming local commissions and co-operatives.  
At first the work moved slowly, painfully slowly. Even today there are many who despair of the future of educational TV because of a seeming lack of interest among millions of Americans.  
Miss Henneck says any lack of interest is the result of lack of information. "Wherever the public is informed," she says, "it always

# Hong Kong's Dance Halls Prove Full, Fun, Costly

HONG KONG (AP)—No young man of any nationality has any excuse for being lonely any night in almost any city in Southeast Asia.  
All the big towns in this area seem to have one thing in common, huge dance pavilions. And all the dance pavilions seem to have lots of good things in common, such as modern music and friendly waiters.  
After observing, with habitual restraint and dignity, the night life in Manila, Singapore, Bangkok, Jakarta, Saigon, Hanoi and Hong Kong, researchers give this account of their findings:  
There is little to choose between the dance halls of the several points visited. But there is much to choose from in each of them. Take, for instance, the taxi girls. They're almost all uniformly tiny. They're almost uniformly pretty and their shapes vary but little. They almost all cost the same to dance with. And few of them have much to say—except the Chinese.  
They are the best dancers, the fastest talkers and the dearest listeners. And they're the most aggressive.  
A fellow can be sitting by himself, thinking politics perhaps, minding his own business. Then

# Oregon Tax Figure Told

WASHINGTON (AP)—Oregon's part in the U. S. internal revenue collections for 1952 was \$485,797,287 out of the \$87.2 billion national total.  
Individual federal income and employment taxes in Oregon were up sharply in 1952 over 1951 the figures from the Treasury Department showed. Last year it was \$343,967,101, up from \$289,681,141 the year before.  
The state's U. S. corporation income and profits taxes totaled \$114,200,961, an increase from \$96,322,458.  
The total of taxes withheld from Oregonians for income, old age insurance and railroad retirement—the last is a two million dollar figure—was \$197,335,614.  
Retailers were the collecting agent for \$4,295,253 in taxes paid by Oregonians on furs—\$241,090; on luggage—\$703,900; on jewelry—\$2,112,111; and toilet preparations—\$1,328,153.  
Alcohol taxes are collected at the source so, the report points out, the tax figures do not reflect "the federal tax burden of the respective states" since the ultimate consumer foots the bill. But Oregon distillers, wine-makers, brewers, plus retail and wholesale dealers, paid \$5,168,448 in calendar 1952. The year before the figure was \$3,643,934. The tax rate was higher in 1952.



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J. M. OTTER, Vice president and general manager, Refrigeration Division of Philco corporation, and A. J. Rosebraugh, Sales Manager, attend the departure of a direct factory shipment of a full carload of new 1953 Philco refrigerators and freezers to Merit's here in Klamath Falls. Complete showing of the new Philco line is scheduled for this week, according to M. Smith, head of the local firm.

backed educational television."  
Informing the public is the work of another big organization, the National Citizens Committee for Educational Television. With a budget of a half million dollars, this committee has been at work daily.  
Franklin Dunham, chief of the Radio-Television Division of the U. S. Office of Education, says the major reason for the excitement about TV education lies in the challenge it presents to educators who will be able to teach by sight, not by ear, and thus more readily touch the emotions of the public.  
While the first full-scale educational TV station has not yet begun operations, educational TV programs have appeared on commercial stations, sponsored by advertisers in some cases.  
There is, for instance, "Ding Dong School," the highly regarded pre-kindergarten program from Chicago. There are panel shows like "Meet the Press" and "American Forum of the Air." And there are the variety programs like "Omnibus," the Ford Foundation show which presents weekly an assortment of educational vignettes.  
The school district of Philadelphia has been airing an extensive series of educational telecasts on commercial stations in that city for several years. Similar programs have been put on in other cities.  
Last winter, when a strike of janitors closed most of Baltimore's schools, instructors took to the TV studios to do their teaching. The reaction was varied and indefinite.  
John H. Fischer, superintendent of schools, took a survey and came up with the report that TV (1) has a definite place in modern education and (2) has its limits.  
Fischer pointed out "there is no opportunity for the children at home to ask questions of the TV teacher." But he noted too: "The impact of immediacy, seeing the thing as it happens, is a powerful force."  
The closure shut is one of TV's greatest offerings to education.  
Perhaps the most ambitious educational TV series has been put on in Cleveland, where Western Reserve University has been offering TV courses for credit since September, 1951.  
Station WEWS has turned over its facilities to the university from 9 to 9:30 a. m. Anyone may watch the telecasts, of course, but those taking the courses for credit must pay standard tuition fees, buy the books that go with the course, do required reading and take a final examination.  
The first course Western Reserve offered was in psychology. It was a big success. Other courses offered later have met with just as much favorable public reaction.  
The toughest problems the educational TV people have faced in their work to date have been raising money and acquiring the talent and scientific know-how to compete with commercial TV stations.  
The FCC has held out 242 channels exclusively for educational TV. But applications for channels have come from only 25 bidders.  
Getting the money to operate a noncommercial educational station has been a slow process and sometimes it has presented what seem to be insurmountable barriers.  
Bills are before state legislatures seeking appropriations for state-financed educational TV stations.  
There have been damaging blows to educational TV in some states. In New York, for instance, the chances for state action were badly hurt by an adverse report from a special commission named by Gov. Thomas E. Dewey after the State Board of Regents proposed a 10-station state-wide network.  
The commission decided in a 10-5 vote that a state educational TV network was neither "necessary" nor "desirable."  
Educators and newspapers let fly with bitter criticism. The New York Times called the commission report an "uncredible document." Columnist John Crosby of the New York Herald-Tribune said it was "politically inspired and wildly inaccurate."  
In Massachusetts, the Legislature cut funds for a proposed educational TV survey from \$100,000 to \$25,000, but private foundations have offered \$500,000 for a station in Boston.  
The Ford Foundation has pledged to support applications from 27 communities by putting up one-third of the construction costs in each case.  
Most of the money, however, has come from private sources. In Detroit, for example, an educational TV foundation has been formed.  
Business and industry leaders cultural institutions to set up annual cultural institutions to set up a corporation which plans to act as the directing force for the city's educational TV outlet.  
The foundation has collected \$75,000 in pledges and is now pounding the streets in an effort to get a similar amount from the general public.  
Similar activity is afoot elsewhere. The Citizens Committee says that in addition to the 25 applications already filed with the FCC, moves are under way to bring educational TV channels to 127 other cities. Citizens and educators are busy raising money in 78 of those 127 cities, the committee said.  
The cities in which applications have been made for educational TV channels are Los Angeles, San Francisco; Bridgeport, Conn.; Hartford, Conn.; Norwich, Conn.; Washington, D. C.; Miami, Fla.; New Brunswick, N. J.; New York, N. Y.; Buffalo, N. Y.; Binghamton, N. Y.; Rochester, N. Y.; Syracuse, N. Y.; Utica, N. Y.; Columbus, Miss.; Birmingham, Ala.; Houston, Tex.; Milwaukee, Wis.; Oklahoma City, Okla.; and Portland, Ore.  
Nine applications have been made from educational institutions from commercial channels. These are Atlanta, South Bend, Ind.; New Orleans, East Lansing, Mich.; Columbia, Mo.; St. Louis, Mo.; Memphis, and Port Arthur, Texas.  
PORTLAND (AP)—It is about a million dollars to operate city services in the next year, department heads say Friday in budgets submitted to City Council. The total was \$27,130. Revenue is expected \$13,035,575.

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