

KRNR

The Voice of The
Roseburg News-ReviewMBS
1490
On Your Dial

REMAINING HOURS TODAY

4:00—Fulton Lewis, Jr.
4:15—Music
4:30—Good News Program
4:45—Music
5:00—Music
5:15—Chandu, the Magician
5:30—Captain Midnight
5:45—Tom Mix
6:00—Gabriel Heatter
6:15—The Sports Page
6:30—Musical Interlude
6:45—State and Local News
7:00—Three-Quarter Time
7:15—Music
7:30—Bill Henry
7:45—The Sports Page
8:00—Music in the Modern Mood
8:15—Ry Gardner
8:30—Diary of Fate
8:45—Music You Remember
8:55—Incredible, But True

9:00—News
9:15—Fleetwood Lawton
9:30—Fulton Lewis, Jr.
9:45—Eventide Echoes
10:00—Dance Orchestra
10:15—Rhythm Rendezvous
10:30—News Summary
10:45—Rhythm Rendezvous
11:00—Sign Off

FRIDAY, NOV. 12, 1948
8:00—Sunrise Serenade
8:30—Farm Bulletin Board
8:45—Vagyn Patrol
9:00—News
9:15—Rise and Shine
9:30—State and Local News
9:45—Breakfast for Two
10:00—Eight o'Clock News
10:15—Music
10:30—Victor H. Lindahl
10:45—Wally's Coffee Time
11:00—H. Neighbor



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Class for Women
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Monday Nights
7:30 P. M.

Graded classes for children
of all ages in Tap, Hawaiian
and Acrobatic.

Sally Hilt, Instructor
ULAH RHODEN

Studio of Dance
Arts

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Across from News-Review

9:00—News
9:15—Gospel Singers
9:30—Man About Town
9:45—Musical Interlude
10:00—Shopper's Guide
10:15—Ladies First
10:30—Queen for a Day
10:45—Melody Matinee
11:00—Book of Bargains
11:15—Musical Menu
11:30—The Johnson Family
11:45—Sports Page of the Air
12:00—State and Local News
12:15—National News
12:30—Terminal Market Reports
1:00—Man on the Street
1:15—Traffic Safety
1:30—It's Requested
1:45—The Party Line
2:00—School Program
2:15—Music
2:30—Frank Hemmingsway
2:45—Passing Parade
3:00—Sports Page of the Air
3:15—Fulton Lewis, Jr.
3:30—Music
3:45—Church of the Nazarene
4:00—Melody Train
4:15—Chandu, the Magician
4:30—Captain Midnight
4:45—Tom Mix
5:00—The Magic Garden
5:15—Sports Page
5:30—Music
5:45—State and Local News
6:00—The Cisco Kid
6:15—Bill Henry and the News
6:30—Great Scenes from Great Plays
6:45—Leave It to the Girls
7:00—Ry Gardner
7:15—Manhattan Playhouse
7:30—Fleetwood Lawton
7:45—Fulton Lewis, Jr.
8:00—Henry J. Taylor
8:15—Dance Orchestra

FEAR TOURIST SLUMP

GENEVA — (AP) — The Swiss travel experts are not very happy about the prospects for the winter tourist season in Switzerland. At a recent meeting of agents of the Swiss Tourist Agency from all parts of the world, it was generally agreed that a great many travelers, for one reason or another, are going to stay away from Switzerland this winter.

This is no reflection on the fun and facilities available. The difficult international situation is one reason. Another, Swiss experts in the United States reported, is the failure of Switzerland to advertise enough. They said the prospective American guests were subjected to a "drumfire" of British and French propaganda, which had been quite successful.

North is placed at the top of maps not for any special reason, but simply because the custom has been followed for hundreds of years.

Giveaway Prince, Making More Than Truman, Fighting to Save His Shows

By HAL BOYLE

NEW YORK — (AP) — The crown prince of the radio giveaway shows passes out more than \$1,000,000 a year.

And this queer variety of wireless philanthropy pays Mark Goodson at the age of 33 more than the president of the United States gets. His net take is better than \$100,000. How much better is his own secret.

Goodson won a Phi Beta Kappa key at the University of California in 1937 for knowing the right answers. But today, his six-figure income comes from asking questions over the air.

He has six network quiz programs, and is probably the most successful young radio producer in the business. Among his shows are "Hit The Jackpot," "Time's Awardwin," "Winner Take All," and "Stop The Music."

But today Goodson's invisible realm, like the British empire, has its troubles. Comedian Fred Allen and the Federal Communications Commission are threatening to stop the music of his private cash register.

The FCC has under consideration rules to ban or regulate programs which "buy the audience" by inducing listeners to tune in chiefly in the hope of winning prizes.

Allen "flatters" Goodson. Allen is currently engaged in a one-man war on giveaway shows. He has posted \$5,000 bond to insure any of his listeners against the loss of any prize they might have won by listening to any rival program.

Goodson thinks Allen's campaign is only a reflection of the comedian's annoyance because "Stop The Music," aired over a competing network, knocked the funnyman out of a top Hooper rating last spring. The most recent Hooper poll, however, showed Allen again ahead of the musical quiz show.

"Frankly, I was flattered to have one of America's best comedians throwing rocks at us," said Goodson. "But we aren't going to throw any rocks back at him over the air."

"We feel that the man at the dial is the one who should decide what he listens to — not a comedian or a Federal Bureau."

He denies that "audience participation" shows — he dislikes the term "giveaways" — are only nuisance programs that attract morons.

"Audience participation shows are about the oldest thing in radio," he said, "but only about twelve percent of the network programs can be classed as this type."

Shows Are Defended. "They all aren't bad, and they all aren't successful. As many so-called giveaway shows have failed as have succeeded."

"It's my honest belief that quiz show audiences are considerably above the national average in intelligence and educational background."

"The shows are competitive and appeal to eager, competitive people. Most people realize they have perhaps only one chance in 20,000,000 to win a prize. They tune in for the excitement and entertainment — and I don't think entertainment has to be justified."

Goodson believes he will win what he calls his fight against "the Gollaths of the radio industry."

"The right to tune in is as free as the American ballot," he said. "We'll have quiz shows over the radio just as long as we have baseball or any other game."

Mark started as a kid actor but had planned to become a lawyer. Then he found there was more money in waiting for a radio audience to give the right

answer than a judge. I asked him what his father was. "A vegetarian," he said.

Society

HOME ECONOMICS CLUB HOLDS MEETING

The Home Economics Club of the Sutherlin meeting was held on Monday at the Grange Hall, in charge of the chairman, Mrs. Phreda Wahl. Roll call followed the Vice-chairman, Mrs. Ora Crittenden, Treasurer, Mrs. Stella French and Secretary, Mrs. Ellen Lisenberger, absent.

Under the order of business, discussions were heard concerning the plans for the Old Time Dance and committees were appointed.

Sunday, November 14th is the date set for Grange Sunday, to be held at the Christian Church with a basket dinner following the services at the Grange hall.

The Sutherlin Grange won 1st prize (radio), in the canning contest, which was judged at Pomona Grange for having the largest number of entries canned with Bernardine caps. Mrs. Nellie Peterson took first prize on tree fruit and berries. Mrs. Phreda Wahl, third prize on tree fruit and Mrs. Velma Brauning, second prize on jellies. These were members only from Sutherlin Grange, as there were many other prizes awarded to other members of the various Granges. Mrs. Nellie Peterson will be hostess for the next meeting of the H. E. Club on December 6.

After the meeting closed, delicious refreshments were served by the hostess, Mrs. Phreda Wahl to the following members: Mrs. Etta Shamp, Mrs. Lizzie Gleason, Mrs. Velma Brauning, Mrs. Marjorie Sheets, Mrs. Bertha Sanders, Mrs. Nellie Peterson, Mrs. Florence Cook, Mrs. Velma Brauning and the following guests:

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Cover Charge Saturday Only

George Shamp, Jay Ritcher and Douglas Sanders.

GOLDENWEDS FETED

Mr. and Mrs. Melvin Jensen and their children of Reedsport spent the weekend at the family home near Cushman with Mr. Jensen's parents, who celebrated their golden wedding anniversary Sunday.

Married in Minnesota 50 years ago, Mr. and Mrs. M. C. Jensen have resided on the Siuslaw River for almost 48 years. More than 150 guests were visitors at the Jensen home Sunday, a surprise guest being Mr. Jensen's sister, Mrs. A. C. Knutsen, of Warren, Minn.

All four of the Jensen children were present, including Melvin Jensen, Reedsport; Edward Jensen, Cushman; Lawrence Jensen, Mapleton, and Mrs. A. W. Svendsen, Portland.

BEAR DEFIES BULLETS

GRAND JUNCTION, Colo. — (AP) — Frank Bernard came back from a deer hunting trip with a tall bear story—and the bear to prove it. The bruin he'd shot weighed about 650 pounds and was seven feet long.

Bernard said the big animal was only 30 feet away when he fired his first shot, the bullet striking the bear in the nose. The bear charged, paying no attention to a second bullet drilling into its side. Another hunter then shot the bear in the foot, turning it to one side, and Bernard's third shot broke its leg, ending its enraged rush.

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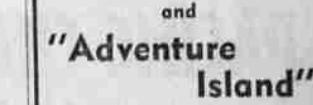
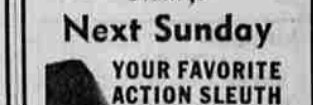
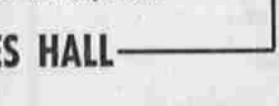
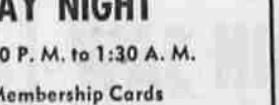
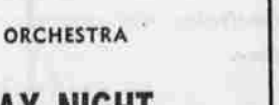
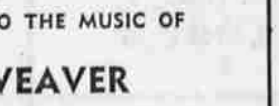
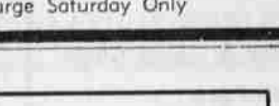
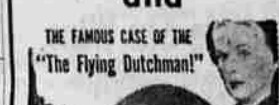
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Without bath \$4.00 per day

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- | | | |
|-------|----------------------------------|-----------|
| 10.40 | Dominion Waffle Iron | 5.77 |
| 98c | Wrisley Bath Crystals 3 lbs. | 53c |
| 2.49 | Men's Lunch Kit with Pint Bottle | 1.59 |
| 10c | Christmas Gift Wrap | 5c |
| 15c | Tinsel Garland | 7c; 3/20c |
| 1.53 | Painters' Turpentine 1 gal. | 99c |
| 10c | Downy Soft Toilet Tissue | 5c; 6/29c |
| 23c | Tops Soap Powder 24 oz. | 5c |

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Men's Sets

2.25

Contains Yardley After Shave Lotion and a Yardley Shave Bowl with soap.
Yardley After Shave Talc 1.00
Yardley Men's Cologne 1.65

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Contains Perfume, Eau de Cologne, and Face Powder.
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Shulton's "Old Spice"

MEN'S SET

3.80

"Old Spice" Shaving Lotion 1.00
"Old Spice" Men's Talc 75c
"Old Spice" Shaving Stick 75c

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- | | | |
|-----|----------------|-----|
| 35c | Vicks | 33c |
| 35c | Mentholatum | 33c |
| 50c | Musterole | 43c |
| 60c | Red Pepper Rub | 49c |
| 25c | 4-Way | 21c |
| 35c | Minit Rub | 33c |

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... WHO GAVE YOU
"THE KILLERS" and
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