



**THE UNIVERSITY ON THE AIRWAYS . . .**  
Mrs. Marvin Krenk and Kenneth Wood, shown at a studio microphone in the extension building, are directors of University-produced radio programs over Station KOAC.—Photo by Ted Bush.

# Radio Wins Struggle

## Two Decade Battle Finds Radio Strong With Eye to Future

From 1922 to 1945 is the saga of radio on the U. of O. campus. Sometimes it burst into gaudy, nation-wide prominence, and sometimes fizzled out into only city-wide scope, but nevertheless it has persistently reared its head on the campus scenes for 23 years.

Station KORE was the first public outlet for University talent and the school of journalism stole the march on the rest of the campus with weekly news broadcasts by members of Dean Eric Allen's senior editing class. The broadcasts continued more or less spasmodically until 1934 when they were abruptly halted through an "agreement of the broadcasting service, Associated press, and United Press." Despite the edict, similar broadcasts have continued through the years. The present counterpart of the old news broadcasting program is the University Journal which contents itself with interesting and unusual facts and happenings in Oregon.

### Variety in Names

At various times in its rather spotty history, the program has suffered many name-changes—it was once known as the "Neighborhood News" program—but like the Jordan, it rolls on, turned out each year by a different senior editing class.

The big thing in broadcasting around 1934 was the "Emerald-

of-the-Air" series. Living organizations on the campus competed with each other to present talent on the show, and were awarded prizes (and the chance to reappear) for producing the best. Competition was keen, and

top ranking talent was often obtained for the program which went out from the old KORE studios over the Metropolitan store on Willamette street. UO Station

For several years the rather vain hope that Oregon would get an extension radio station of its own to compete with the "Cow College" with 5 or 6 hours a day of its own time over KOAC, was the main news of the day, and in 1935 the thing looked all set with KOAC manager Luke Roberts (now program director for KOIN) putting in several good words for the idea. Unfortunately, the scheme fell through for quite a while because of lack of funds. Plans had been made for studios in Friendly hall with members of the speech division directing radio activities.

Roberts, who apparently wouldn't give up, finally installed a low cost remote control system at Oregon to arouse interest in the installation of a full-time system, but despite the very successful one month's trial, Roberts was doomed to defeat by the same old bugaboo, insufficient funds.

Transportation Costs  
Meanwhile, Oregon students and

faculty members made the trip to Corvallis by bus each time they were scheduled to appear on KOAC, and since the state paid traveling expenses, about \$3000 a year was spent on transporting available talent to available broadcasting facilities. Incidentally, the professors were paid nothing for their time given.

In 1937, Oregon hit the national ether waves when NBC broadcast a program from the campus over a nation-wide hookup. The show went on at 6 p.m. January 27, 1937 with a full orchestra conducted by Rex Underwood, and two soloists, Hal Young, tenor, an instructor in voice at the school of music, and Dorothy Louise Johnson, violinist, a student at the school. The show was relayed to Portland over a private wire, and was broadcast from there. Living organizations were urged to have an early supper and to arrive at the broadcast in time to "furnish applause."

Thirty-seven was a big year in radio at Oregon, for in that same year, on September 26, the University was one of about ten colleges who were invited to appear on the Pontiac "Varsity Show" also over NBC. Among those contributing to the show were Rex Underwood, John Stehn, Dr. C. Valentine Boyer, and ASUO prexy Barney Hall.

KORE inaugurated the first permanent direct campus station in 1938 with studios in the Music

building, George Hopkins was featured on the first broadcast in an informal piano methods lesson.

### Remote Control

During the summer of '38, a permanent Eugene-Corvallis line was put through, and KOAC installed remote control facilities in the fall. A full 18-program schedule was instituted which made a six-day broadcasting week for UO radio actors, actresses, and musicians.

Another highlight of the year was a news commentators' contest with Boake Carter and Lowell Thomas as judges. A field of nearly 200 was narrowed down to 10 finalists, and the finalists to two men who were given regular posts as news broadcasters.

The judges were so impressed by the quality of work done by one of the girls that they asked for a

special spot for her. The contest was sponsored by a cigarette firm, and money, money, money was the result for the winners.

In 1940 the studio was moved to its present location in the extension building. The new studio was described as "one of the best on the coast," and then consisted of a single broadcasting studio and control room.

### Marvin Krenk

An innovation of 1942 was a series of broadcasts presented by the radio workshop classes under the direction of Marvin Krenk, instructor in speech, who is now overseas. The group presented original plays as well as adaptations of well-known classics, and made a terrific hit.

Bringing the radio field more or less up to date, for the past four years Kenneth Scott Wood has

(Please turn to page seven)



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