

notes to the editor

(Ed. note: The following letter, which has not been printed previously because of space limitations, was written concerning Emerald editorial comment (in the Tuesday, Feb. 17, issue) on the Riverside county fair and national date festival):

LETTER TO THE EDITOR

HUMOR? I'll be kind enough to express your sentiments in advance! You were going to say, "If you like it so well, why don't you leave?"

Have you ever had the opportunity to analyze the literature that ordinarily accompanies a festival or pageant? If so, you might have been so kind to California as to use only the space required to enter the lovely picture of Miss Rose Zena Latta and save your wasted words of witticism.

As for Rosie, she shows much more talent (and I'm confident of much support in this statement) than does your writing — and mine! She must have received a very worthwhile education at U of O to realize where to gain the utmost enjoyment from life.

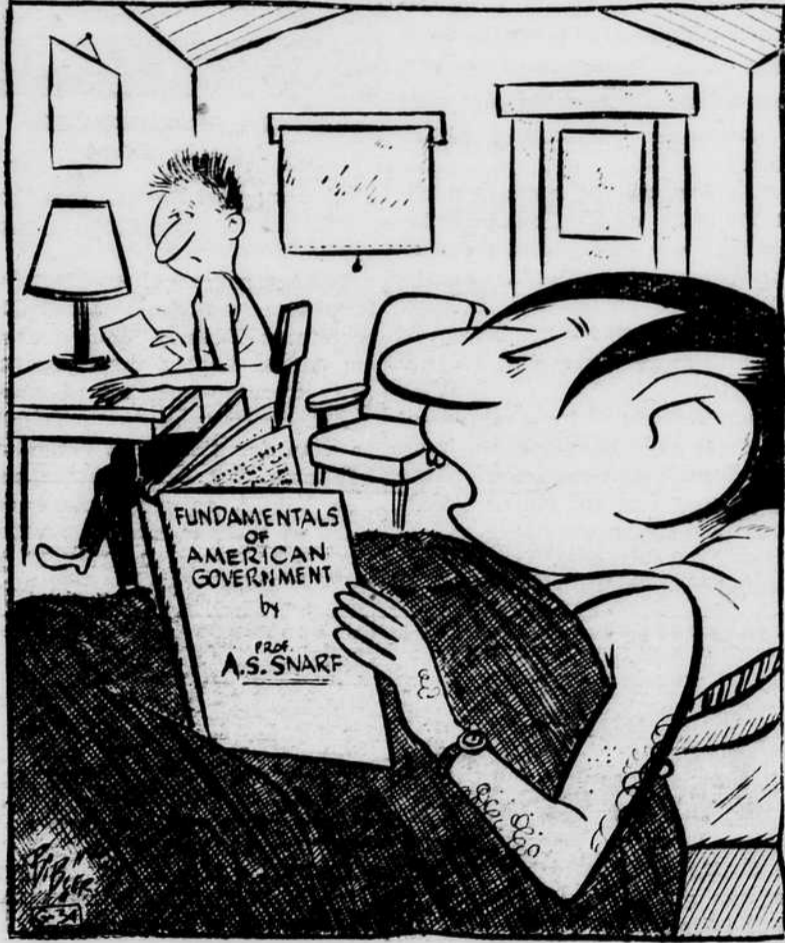
I am not standing in defense of California as a whole (not hole), but will certainly put a stamp of non-fiction on the descriptive captions you have forwarded to the Emerald readers. As for your ad-libs, they might be more suitably arranged, such as: ("She studied music under Professor H. Gelhausen)—(we can hear the Alpha Gams screaming now)—(aren't they all?)—(it starts tomorrow)—(just wait till we tell

Southern Pacific about this)". To continue with the issue,—yes, Indio is that town being square in the middle of a land of winter sunshine and rare and scenic beauty, etc. We can expound on our own Oregon as well; the scenic wonders of the great Northwest are within but a day's driving distance on any three wagon trains intersecting Eugene, which is right square (did I say something wrong?) in the middle of miles and miles of nothing but miles. Do you realize that it is impossible for a lover of the ski trails to enjoy a couple of trips down the mountain and a refreshing dip in the Pacific the same day! In Oregon that is! For Riverside residents you ski in the a.m., swim in the afternoon, and dance to your favorite NAME band that evening; all of this by driving a shorter distance than to get to the ski trails or the beach in Oregon.

This point could be carried into a lengthy, typical war between the states, but after hearing the comments voiced by many Californians today I'm satisfied that you have done sufficient harm to yourself. So, with stone-bruised, tar and feathered body, I hope soon to emerge into the land of my choice from one of the occasional Oregon rainstorms that escapes its boundaries and dampens our soil to the extent of 5 inches per year. SARCASM?

Thank you,
Bill Owen
U of O Representative,
Riverside Chamber of Commerce

So Late in the Term?



"No, I'm not studying it—I use it to go to sleep by."

Oregon Daily EMERALD

The OREGON DAILY EMERALD published Monday through Friday during the college year except Jan. 5; Feb. 23; Mar. 2, 9, 10 and 11; Mar. 13 through 30; June 1, 2 and 3 by the Student Publications Board of the University of Oregon. Entered as second class matter at the post office, Eugene, Oregon. Subscription rates: \$5 per school year; \$2 per term.

Opinions expressed on the editorial page are those of the writer and do not pretend to represent the opinions of the ASUO or of the University. Editorials are written by the editor and the members of the editorial staff.

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Special Report on: Japan

Close on the heels of Portland, Tokyo, the world's third largest city with a total population of 7 million, has come down in black and white in the "International Who's Who of TV Cities."

Now on the air are broadcasts by the Japan Broadcasting corporation, the Japanese counterpart of BBC, which started full-fledged broadcasting Feb. 1, after over two years of test broadcasting.

The 82-meter (269 foot) tower grafted on the seven-story JBC building in downtown Tokyo is broadcasting a four hour program each day for the enjoyment of men on the street, shopping crowds in department stores and customers of taverns, bars and coffee shops.

At present, private TV-set ownership is limited to but a few well-heeled viewers with the price of receivers being prohibitively high for the average citizen.

On window sale are three types of Japanese-manufactured TV sets, including seven inch, 12 inch and 17 inch screens.

The 17 inch screen, which is the minimum by American standards, is the maximum made by Japanese manufacturers and is selling

Written for the Emerald by Yasuo Kurata, Japanese newsman now studying at the University on a government scholarship under the auspices of the Institute of International Education. In Japan, Mr. Kurata worked for Reuters, worldwide British news agency, and the Associated Press.

at nearly \$800. The high cost is due to the necessity of using imported tubes.

Two commercial TV stations which have already been licensed by the Japan Electric Wave Control board, the Japanese counterpart of FCC, will soon start broadcasting in Tokyo areas in competition with the semi-official JBC.

The three stations are in a close technical tie-up with American television circles: RCA transmitters are said to be going over big with them.

Meanwhile, the JBC is set to push up its five-year television network program designed to web every major city throughout Japan by 1957. Studio expansion is already under way for this purpose and other facility expansion plans are reportedly afoot.

The quinquennial plan also envisages a viewership build-up of 800,000 through positive advertising efforts centering around free TV showings at various public places.

Indicative of its public nature, the present JBC broadcasts are giving more emphasis on news reports and cultural programs (53 percent) than music and other entertainment shows (47 percent).

The budding commercial stations, on the other hand, are to be operated on the ad-financing basis and are, therefore, most likely to take their cue from American TV stations in terms of programming.

Newspapers and magazines are now putting out tons of words on possible effects of the "television era" upon the people's social life—a phenomenon which we experienced a few months ago in the Portland area.

Japan's mountainous terrain is said to be fit for establishing nationwide telecasting hook-ups and therefore video circles are rather hopeful of an early completion of the planned network stretch-out.

Radio Review

Radio Quizzes Thrill, Not Educate

by Don Collin

One of the fine dramatic shiws recently making its radio debut is "On Stage with Cathy and Elliott Lewis" (KERG, 8:30 p.m. Wednesday). This is a polished production from start to finish and gives continuing assurance that radio can present dramatic productions.



Directed by "Suspense's" Elliott Lewis, it stars Lewis and his wife, individually superb, excellent as a team. They have a well chosen supporting cast with a backdrop of original music for the original and adapted radio scripts.

Following the Lewis' at 9 p.m. on KUGN is Groucho Marx, a half-hour of wit and humor spread among money and questions. Remember Groucho? He "kept his door open" and "wished he was seventy again" when he stayed in Carson last term.

Groucho also gave an assembly address in which he justified the existence of his program for its educational value, e.g., "who is buried in Grant's tomb?" By last week the policy had changed. "We want each of our contestants to win as much as possible, that's why we're in business." This time Marx is certainly right. (Give it away—it's deductible!)

After the war, quiz shows with cash awards sprung up like chlorophyll products. But then some enterpriser sold manufacturers the idea that the name of their product put on a national net was worth more than the cost of the stuff, so the commodity jackpots started.

A couple of things resulted from this. First, value of prizes zoomed up like the inflationary scores on pin ball machines. It seemed as though the program with the biggest valued loot would have the highest "Hooper." It became a race to accumulate the biggest pile of junk to give away.

Secondly, the immediate (although temporary) interest of the listeners drove competing programs off the air. The effects of both are still with us. The \$64 question is peanuts.

"Stop the Music" died but it killed Fred Allen first.

Radio quizzes build an emotionalism to go with the fortunes that hinge on each question. "Will you repeat your answer? Oh, I'm awfully sorry..." It all rests on a tingling sensation that you may be asked a question and a crisp, tense air is constructed during the questioning.

It would seem then that radio quizzes are not to educate but to thrill the audience with unfamiliar sums of money. No quiz program is educational but some demand more intelligence or quick thinking to haul off the loot "Break the Bank" (KASH, daily at 9:30 a.m.) still offers high cash prizes but it's not easy to carry it away. "Two for the Money" (KUGN, Tuesday at 7 p.m.) is a show that will pay high to the quick thinker.

Marx has the money and wit, but others do too—none have education.

I suppose 15 or 20 years from now when congress will be looking for people that are

against radio, money or questions, they'll drag this out and ask "Why did you write this?" Then a year or so later they again ask "Why did you write this?" A comparison for the two testimonies will probably be grounds for perjury.

Marx brings us to 9:30 p.m., sophomore girl's hour of freedom. See you at "Mac's" if you get the ID.

KASH adds "Town Meeting" this Tuesday at 8 p.m. . . . The net had been cutting pretty heavily into Studio Party so KASH has replaced it with non-request "Tops Pops." This will eliminate repetition of the same platters each night as well as a lot of credits, i.e. from him to her and her to him.

On the Fort Lewis excursion the Phi Beta's were treated to all the food they could eat, but had to sign for each meal. The gals usually signed their name, but one alert MP expanded form to age, address, phone, married or single.

The College Crowd

Campus Headlines Elsewhere

By Rae Thomas

A 72 year old grandmother of ten children recently enrolled for the winter quarter at Michigan State. She plans to follow in the footsteps of her five children, all of whom obtained degrees from MSC.

Brigham Young university signed a contract with Les Brown for the services of his band for its two-night Junior Prom. Bids for the affair are \$4 per couple—a "low charge," according to their paper.

Parking violators at San Diego State college don't have an easy time. Students receiving tickets for parking violations are banned from using campus parking facilities the following semester. Also, they must appear before the dean of men within 48 hours after receiving the citation. Faculty members who get tickets must appear before the college presi-

dent, who handles the situation "at his discretion."

Teheran University in Iran recently recognized the power of mass student opinion when its law school students went on strike. The students walked out for several days when the law school admitted only 250 out of 1500 applicants. The university gave in and the acceptance quota was upped to 800.

An aeronautical engineering senior at University of Oklahoma had the campus agog recently with a home-made "flying saucer." The 30-inch contraption was intended to prove that such airborne vehicles are possible.

Take-off time was to be at the dedication ceremonies of the new aeronautical engineering building. A crowd of over 900 watched while the disc rose about two feet—and cracked up.

The inventor plans to add two more engines and try again.