

Music-Hater Stumps Ray

Every Tuesday morning, a young man at radio station KERG takes a big breath, picks up his tape recorder, and goes out the door to face the world and ask questions.

He is Wendy Ray, and he talks to people about music. He knocks on doors, and once having gained entrance to someone's home, plugs his recorder into the wall

Ray Will Visit SU on Tuesday

Wendy Ray of KERG will be in the fishbowl of the Student Union Tuesday from 9 to 11 a.m. recording comments and requests by students to be used on his 7:30 program Tuesday. The show, "Your Music," is broadcast weekly.

socket and proceeds with his musical education—to the delight of a lot of listeners.

He also sets up shop in the banks and stores, asking the customers to give their musical views.

In the six months that he has been doing the show, he has been stumped only once. One lady told him that she didn't like any kind of music and she thought that we would be better off without it. Needless to say, he folded his tent and stole off into the desert in search of other interviewees.

VIEW FROM HERE

1927 to Be Relived On 'Where Were You'

By Tom Brown
Radio and TV Editor

This week on Channel 13 gives promise to be interesting, with "Where Were You" asking the question which could have only academic interest to most students: "Where were you on Oct. 13, 1927."

It seems that the guest of the program knows where she was, and that she had a great influence on the ticker tapes in Wall street on that day.

Among the scenes presented will be Garbo's first kiss by John Gilbert in "Flesh and the Devil," Charles Lindbergh's Atlantic flight, Janet Gaynor's "Academy award for her performance in "Seventh Heaven," and Babe Ruth's \$70,000 contract for one year's service with the Yankees. All these things happened in 1927, and should lend much color to the program.

Hope, Durante on Show

On the "Chevvy Show" Tuesday night at 8, Betty Hutton's guest will be Bob Hope, replacing Sophie Tucker, who is ill in Winnetka. James Durante, of the protruding proboscis, also will put in an appearance on this program, which has made such a hit so far this season.

At 10 Tuesday evening, "Playwrights 56," the new dramatic series which is gathering so many bouquets, will present a drama based on Ernest Hemingway's "The Battler," starring Paul Newman as the punch-

drunk fighter, an ex-champ who through the years has picked up such physical defects as cauliflower ears, a flattened nose, and other deformities.

Make-up Took Hour

It took seven NBC make-up men an hour and ten minutes to get Newman into make-up for the show. From the sound of the thing, Frankenstein's monster would look good beside him. Appearing with Newman are Dewey Martin and Phyllis Kirk.

Wednesday at 4 p.m. on "Guest Book," Beverly Brunton will introduce Dr. A. L. Strand, president of Oregon State college, in an interview which will highlight the Charter Day celebration at Oregon State. At 6:45 p.m. on Wednesday, Bob Anderson plays host to U. of O. Webfoot's Assistant Coach Jack Roche and tackles John Raventos and Harry Johnson. They will discuss the Arizona game and next Saturday's game with Idaho.

Mickey Mouse Highlights

Wednesday at 7:30 p.m. "Disneyland" will present that star of stars, Mickey Mouse. The show will highlight the little fellow's career, presenting such sterling performances as "Jack and the Beanstalk." Other adventures will recall unforgettable experiences in "Adventures of Mickey Mouse."

Thursday at 6:30 p.m. another of the panel discussion groups will argue the pros and cons of the proposed new Lane County Courthouse. At 8 p.m. on Thursday, "You Bet Your Life" presents Groucho, who recently told one of his contestants—a girl, what else?—that he was glad to hear she was studying civil defense because "most girls don't put up a 'civil' defense at all—they kick, bit and scream."

Kefauver to Appear

Of special interest to the politically minded, Senator Estes Kefauver will make his first television interview appearance since his round-the-world trip on Drew Pearson's news program Saturday night at 6:45.

Sunday evening at 5:30 Charles D. Byrne, who was, until his retirement July 1, Chancellor of the Oregon state system of higher education, will continue his twice-monthly series, "Now You Know." His special guest that evening will be Arther Einarsen, biologist on the staff of Oregon State college and a member of the United States Fish and Wildlife Service. Einarsen will explain the functions of that service and his duties on the program.

Don't forget "Meet the Press" at 6 p.m. Sunday and the "Colgate Variety" hour at 8.

"World of Music" Presents Classics

Music is in the air every night at 9, on KERG, when "A World of Music" presents symphonic music.

Monday night will bring a symphonic version of Gershwin's "Porgy and Bess," featuring the New York Philharmonic Orchestra.

Tuesday night, Chopin's Les Sylphides Ballet will be played. A melodic tribute to Rome and Italy will be presented Thursday, and on Friday, the "Magic of Johan Strauss."

Saturday will bring "Mood for Love," and Sunday, Dorothy Kirsten and Richard Tucker will sing some of the "Great Love Duets."

ABC Format Starts at 7:30 Wednesday Night

"LISTEN, LISTEN, LISTEN," says ABC-KASH. And it might be a new experience.

Starting Wednesday night at 7:30, the new ABC format will appear. The program has a resemblance to NBC's Monitor in that the evening is broken up into five half four periods, each of which has six five-minute segments.

Listeners may expect everything from super science, with space rockets, to the supernatural, featuring an attempted interview with a ghost.

New sounds, new music, new news, and predictions about the world of tomorrow will come out of your radio each week night from now on. From 7:30 to 8 each night "Events of the Day" will bring a half hour of news commentary and on-the-spot reports of news as it happened or is happening. From 8 to 8:30

p.m. "The World and You" will bring a representation of the salient principles and beliefs of the modern world to the listener, in an effort to make the world more understandable to him.

"Your Better Tomorrow" from 8:30 to 9 p.m. will bring a preview of things to come, and reports about what the future holds for America.

"The Sound Mirror" from 9 to 9:30 p.m. will present the world of sounds that have been recorded from nature, music, industry, and electronics.

"Off Beat," from 9:30 to 10 p.m. will bring more news and stories behind the news, human interest tales with a tear or a smile.

As a teaser for Wednesday night, it will present the sailing of the U. S. United States from New York harbor, and take the listener to a champagne party before the ship sails.

ADVERTISEMENT



On Campus

with Max Shulman

(Author of "Barefoot Boy With Cheek," etc.)

ADVENTURES IN SOCIAL SCIENCE: NO. 1

"The proper study of mankind is man," said Geoffrey Chaucer in his immortal *Casey at the Bat*, and I couldn't agree more. In these tangled times it is particularly proper to study man—how he lives, how he functions, how he works. Accordingly, this column, normally devoted to slapdash waggery, will from time to time turn a serious eye on the social sciences.

In making these occasional departures, I have the hearty approval of the makers of Philip Morris Cigarettes, whose interest is not only in promoting the pleasure of young Americans by providing them with a gentle cigarette, carelessly blended of vintage tobaccos, grown with loving care and harvested with tender mercy, then cured with compassionate patience and rolled into firm, tasty cylinders and brought to you in king size or regular, wrapped in fetching packages of lively crimson and pristine white, at prices that wreak no havoc on the most stringent of budgets; but who are equally concerned with broadening the minds and extending the intellectual vistas of every college man and every college woman.

I, for one, am not unmoved by this great-heartedness in the makers of Philip Morris, and though I know it is considered chic these days to disparage one's employer, I shall not. Indeed, I shall cry "Huzzah!" for the makers of Philip Morris. I shall cry "Huzzah!" and "Bon appetit!" and "Stout Fellows!"

But I digress. For our first lesson in social science, let us turn to the study of economics, often called the queen of the social sciences. (Sociology is the king of the social sciences. Advertising is the jack.) Economics breaks down into two broad general classifications: 1) coins; 2) folding money. But before taking up these technical aspects, let us survey briefly the history of economics.

Economics was discovered by the Englishman, Adam Smith. He published his theories in 1778, but everybody giggled so hard that Smith, blushing hotly, gave up the whole thing and went into the tough drop business with his brother.

For long years after that, economics lay neglected while the world busied itself with other things, like the birth of Victor Hugo, the last days of Pompeii, and the Bunny Hug.

Then one day while flying a kite during a thunderstorm, the American Henry George (also called Thorstein Veblen) discovered the law of diminishing returns, and then, boy, the fat was in the fire! Before you could say "knife," the Industrial Revolution was on! Mechanization and steam power resulted in prodigies of production. For example, a Welsh artisan named Dylan Sigafos before the Industrial Revolution used to make horseshoes by hand at the rate of four a day. After the Industrial Revolution, with the aid of a steam engine, Sigafos was able to make entire horses.



And so it went—factories rising from the plains, cities burgeoning around the factories, transport and commerce keeping pace—until today, thanks to economics, we have smog, depressions, and economics textbooks at \$5.50.

The makers of Philip Morris, who bring you this column, are no economists, but they do understand supply and demand. You demand gentle smoking pleasure; we supply the cigarette that has it—Philip Morris, of course!

KVAL-TV

Channel 13 — Eugene

Weekly Program Schedule

MONDAY—

2:45 p.m.—Matinee
4:00—Guest Book
4:30—Big Roundup
5:00—Pinky Lee
5:30—For Your Information
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Stop, Look and Listen
6:15—Little Rascals
6:30—Break the Bank
7:00—Rin-Tin-Tin
7:30—Surprise Theatre
8:00—Grand Ole Opry
8:30—Badge 714
9:00—Where Were You?
9:30—Robert Montgomery
10:30—The Eugene Scene
10:40—The Hunter.

TUESDAY—

2:45 p.m.—Matinee
4:00—Four o'Clock Date
4:30—Big Roundup
5:00—Pinky Lee
5:30—Paul Killiam Show
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—For Your Information
6:15—The Little Rascals
6:30—Better Schools
6:45—Patti Page
7:00—Jungle Jim
7:30—The Falcon
8:00—Milton Berle
9:00—Firehouse Theatre
9:30—The Star and the Story
10:00—Playwrights '56
11:00—Famous Playhouse.

WEDNESDAY—

2:45—Matinee
4:00—Guest Book
4:30—Big Roundup
5:00—Pinky Lee
5:30—Paul Killiam Show
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Wild Bill Hickok
6:30—Industry On Parade
6:45—Webfoot Feats
7:00—I Led Three Lives
7:30—Disneyland
8:30—Life of Riley
9:00—Science Fiction Theatre
9:30—Sherlock Holmes
10:00—Race to the Rose Bowl
11:00—Famous Playhouse

THURSDAY—

2:45—Matinee
4:00—Four o'Clock Date
4:30—Big Roundup
5:00—Pinky Lee
5:30—Paul Killiam Show
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Ann's Oakley
6:30—Panel: Lane County Courthouse
6:45—Patti Page
7:00—Western Marshal
7:30—Amos 'n' Andy
8:00—You Bet Your Life
8:30—Waterfront
9:00—Dragnet
9:30—Ford Theatre
10:00—Paris Precinct
10:30—The Gun Corner
10:35—Channel 13 Theatre (Sweethearts of Sigma Chi)

FRIDAY—

2:45—Matinee
4:00—Roy Rogers
4:30—Big Roundup
5:00—Pinky Lee
5:30—Birthday Party Time
5:45—The News
5:50—Sports Headlines
5:55—Weather Report
6:00—Cavalade of Sports
6:45—Piano-Organ Punch
7:00—The Great Gildersleeve
7:30—Let's Go Fishing
7:45—Sportsman's Club
8:00—City Detective
8:30—Cross-Roads
9:00—Frank Leahy Football Forecast
9:15—Road to Adventure
9:30—Highway Patrol
10:00—Justice
10:30—Wrestling
11:30—Spotlight On Suspense

SATURDAY—

10:00—Pressbox Preview
10:15—NCAA Football, Iowa at Michigan
3:30—Stars of Western Range
4:30—Saturday Matinee
5:30—Hollywood Wrestling
6:30—For Your Information
6:45—Drew Pearson
7:00—Lawrence Welk
8:00—Grand Ole Opry
9:00—People Are Funny
9:30—His Honor Homer Bell
10:00—George Gobel
10:30—Your Hit Parade
11:00—Request Playhouse.

SUNDAY—

2:00—Rams vs. Bears
5:00—Christian Science Heals
5:15—Stop, Look and Listen
5:30—Now You Know
6:00—Meet the Press
6:30—Industry On Parade
6:45—Surprise Theatre
7:00—It's a Great Life
7:30—Life with Elizabeth
8:00—Variety Hour
9:00—The Whistler
9:30—Four Star Playhouse
10:00—Loretta Young Show
10:30—Sunday Show Time.

Listening In ... On KWAX

Monday

6:03 Dinner Hour Serenade
6:45 News 'till Now
7:00 Place the Platter
7:30 Let's Sing America
8:00 University Hour
9:00 KWAXworks
10:55 Final Edition
11:00 SIGN OFF

KWAX operates on 91.1 Mgs FM and 900 KCs AM in Straub, Carson and Earl halls.