



Did you ever sit down, alone, in the quiet of the evening, and ask yourself: "What, really, do I believe? What is my basic philosophy? My credo?"

It may sound easy. However you may discover that it's easier to list the things you don't believe in.

In general, we believe in the Golden Rule, in Democracy, and a Supreme Being. But what, specifically, do they mean to you, as an individual? How do they affect the things you do, and say? What are your fears, desires, hopes?

Those questions, and others, were raised by four business and professional men at a luncheon in Philadelphia, nearly three years ago. Two of them were Edward R. Murrow, and Edward P. Morgan, of CBS.

Out of this discussion of spiritual values came one of radio's outstanding contributions to philosophy: "THIS I BELIEVE", a five-minute series which will begin on KERG Jan. 28.

An invited guest appears each day, with Murrow voicing a brief introduction and acknowledgement. But what a successful man or woman, regardless of religion, race or color—tells his personal philosophy.

"THIS I BELIEVE" is privately financed, rejects commercial sponsorship. Among the guests will be citizens of the Eugene area... perhaps one every two weeks. KERG Manager, L. W. Trommlitz, has compiled a list of 26 persons, who will be invited to participate this year.

First the guest writes a script, submits it to CBS. Then a recording is made locally, and the tape sent to Murrow for the introduction.

"We want the thoughtful, carefully conceived, personal basic beliefs of people... what they have personally learned of relative values," Murrow says. "We do not want dogma or editorializing or finger-pointing at the listener."

For example, this excerpt from the philosophy of Helen Keller, one of the first to appear on the series which began nearly a year ago:

"When I think of the suffering and famine, and the continued slaughter of men, my spirit bleeds, but the thought comes to me that, like the little deaf, dumb and blind child I once was, mankind is growing out of the darkness of ignorance and hate into the light of a brighter day."

A ROSE: "THIS I BELIEVE." A THORN: Disbelief.



TOSSY SPIVAKOVSKY
Violinist
PIERRE MONTEUX
Conductor
San Francisco Symphony Orchestra
Academic Festival Overture
Suits in B Minor (Sol.) . . . Bach
Violin Concerto in D Major: 1st Movement . . . Brahms
Symphony in D Minor (Sol.) . . . Franck
Program subject to possible change
Sun. 8:30 p.m. KUGN
Jan. 13, 1952 590 on your dial
STANDARD OIL CO. OF CALIFORNIA

MIKE HIGHLIGHTS

Lane County has part interest in Radio Reporter, Dave Hoss, of Salem. Hoss has moved from the Korea war theatre to Europe, where he operates with a roving mike and plans to interview Lane County servicemen with General Ike's army on the continent. Hoss's show will begin Jan. 27 on KORE (8:30 p. m.) Parents who wish to have the KORE and KSLM reporter contact their boys who have been asked to contact the radio station sponsor.

The Mario Lanza show, which has been heard Monday evenings, moves to Friday night Jan. 25, and will be heard at 6 p. m. Pacific time (KGW).

The Golden Gate Quartet will be guests on the Peggy Lee show Tuesday night (KERG-CBS 9:45). Thursday night, bandleader Ray Anthony will make a guest appearance.

What's the funniest thing that ever happened to you? There's a cash prize of \$1,000 waiting for the lucky person who submits the best letter this week. There will be more details of the contest Tuesday night on "People Are Funny" (KERG-CBS 7 p. m.)

Soloist on The Standard Hour this Sunday will be the brilliant violinist, Tossy Spivakovsky. Following concert tours in Europe, Australia and New Zealand, Spivakovsky came to the U. S. He has held the position of concertmaster for three seasons with the Cleveland Symphony Orchestra. Pierre Monteux will conduct the San Francisco Symphony Orchestra in the broadcast which will originate in San Francisco's War Memorial Opera House (KUGN, 8:30 p. m.).

"The People Act" began officially last week on the Columbia Broadcasting System. KERG listeners to the first performance telephoned appreciation for the fine show. The second in the series will be held Sunday, starting at 7:05 p. m. This week's program will present the dramatic tape-recorded facts of Arlington, Virginia's post war campaign to modernize its school system.

A burning desire by an American doctor, Robert Bronson, to avenge the World War II death of his brother during an air raid by a German bomber, and the unexpected opportunity to realize that revenge form the basis for the weekly drama "The Big Hand" this Monday (KUGN-ABC, 8 p. m.).

The "Theatre Guild On The Air," this week will star Dorothy McGuire in "Look to the Mountain" on Sunday (KGW-NBC 5:30 p. m.). The story is based on LeGrand Cannon's exciting novel of the early 1700's.

Adrian Gendot's "The Man From

Earth's Tides Are Measured

CINCINNATI, O.—(U.P.)—Every one knows about the moon causing tides on the seashore but at Xavier University here a California scientist has been measuring tides on the earth.

Dr. John T. Pettit, research associate at the University of California at Los Angeles, says the earth responds to the attractions of the sun and moon just as the sea does.

Under the attractions of the sun and the moon, the earth changes, or heaves, as much as 11-inches a day. The doctor said that at any given time a part of the earth's surface resembles the bulge in a squeezed balloon.

The fluctuation is due to changes in gravity, which varies according to the earth's distance from the sun and the moon.

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Weathermen Do Guess a Little

CHERRY POINT, N.C.—(U.P.)—Weather experts at the Marine Corps air station here admit that they use "one per cent guesswork" along with their charts and mechanical recordings to forecast the weather.

Although a part of the national weather system, the local unit's main interest lies in aviation. The unit must provide weather clearance for flights of all squadrons from the huge air station here. It also gives personal briefings to cross-country fliers.

When the weather is reported bad over the pilot's planned route, the forecaster will try to suggest

"THE PEOPLE ACT"

Hear democracy solve their own problems
Hear the voices and of reality itself...
Hear unforgettable

7:05 P.M.
TONIGHT
AND EVERY SUNDAY

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Radio Programs - Sunday, Jan. 13, 1952

Program listings are prepared by the radio stations

LBS 1280	KERG 1280	CBS KORE 1450	MBS KUGN 590	ABC KASH 1600	Local KOAC 550	State KGW 620	NBC KOIN 970	CBS KWA
7:00 Church of the air	7:00 Church of the air	7:00 Church of the air	7:00 Church of the air	7:00 Church of the air	7:00 Church of the air	7:00 Church of the air	7:00 Church of the air	7:00 Church of the air
7:15 Church of the air	7:15 Church of the air	7:15 Church of the air	7:15 Church of the air	7:15 Church of the air	7:15 Church of the air	7:15 Church of the air	7:15 Church of the air	7:15 Church of the air
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7:45 Church of the air	7:45 Church of the air	7:45 Church of the air	7:45 Church of the air	7:45 Church of the air	7:45 Church of the air	7:45 Church of the air	7:45 Church of the air	7:45 Church of the air
8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir	8:00 Salt Lake Choir
8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir	8:15 Salt Lake Choir
8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir	8:30 Salt Lake Choir
8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir	8:45 Salt Lake Choir
9:00 People's platform	9:00 People's platform	9:00 People's platform	9:00 People's platform	9:00 People's platform	9:00 People's platform	9:00 People's platform	9:00 People's platform	9:00 People's platform
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10:00 String Serenade	10:00 String Serenade	10:00 String Serenade	10:00 String Serenade	10:00 String Serenade	10:00 String Serenade	10:00 String Serenade	10:00 String Serenade	10:00 String Serenade
10:15 String Serenade	10:15 String Serenade	10:15 String Serenade	10:15 String Serenade	10:15 String Serenade	10:15 String Serenade	10:15 String Serenade	10:15 String Serenade	10:15 String Serenade
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11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail	11:00 Proudly We Hail
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12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic	12:00 NY Philharmonic
12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic	12:15 NY Philharmonic
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1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart	1:00 J. Stewart
1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart	1:15 J. Stewart
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1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart	1:45 J. Stewart
2:00 Music You Want	2:00 Music You Want	2:00 Music You Want	2:00 Music You Want	2:00 Music You Want	2:00 Music You Want	2:00 Music You Want	2:00 Music You Want	2:00 Music You Want
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3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma	3:00 My Friend, Irma
3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma	3:15 My Friend, Irma
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3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma	3:45 My Friend, Irma
4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny	4:00 Jack Benny
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5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen	5:00 Edgar Bergen
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6:45 Candellite	6:45 Candellite	6:45 Candellite	6:45 Candellite	6:45 Candellite	6:45 Candellite	6:45 Candellite	6:45 Candellite	6:45 Candellite
7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News	7:00 Bob Trout News
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8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks	8:00 Our Miss Brooks
8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks	8:15 Our Miss Brooks
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9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen	9:00 Edgar Bergen
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9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen	9:45 Edgar Bergen
10:00 World News	10:00 World News	10:00 World News	10:00 World News	10:00 World News	10:00 World News	10:00 World News	10:00 World News	10:00 World News
10:15 World News	10:15 World News	10:15 World News	10:15 World News	10:15 World News	10:15 World News	10:15 World News	10:15 World News	10:15 World News
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10:45 World News	10:45 World News	10:45 World News	10:45 World News	10:45 World News	10:45 World News	10:45 World News	10:45 World News	10:45 World News
11:00 Chicago News	11:00 Chicago News	11:00 Chicago News	11:00 Chicago News	11:00 Chicago News	11:00 Chicago News	11:00 Chicago News	11:00 Chicago News	11:00 Chicago News
11:15 Chicago News	11:15 Chicago News	11:15 Chicago News	11:15 Chicago News	11:15 Chicago News	11:15 Chicago News	11:15 Chicago News	11:15 Chicago News	11:15 Chicago News
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11:45 Chicago News	11:45 Chicago News	11:45 Chicago News	11:45 Chicago News	11:45 Chicago News	11:45 Chicago News	11:45 Chicago News	11:45 Chicago News	11:45 Chicago News
12:00 Sign Off	12:00 Sign Off	12:00 Sign Off	12:00 Sign Off	12:00 Sign Off	12:00 Sign Off	12:00 Sign Off	12:00 Sign Off	12:00 Sign Off

Radio Programs - Monday, Jan. 14, 1952