#### The Listener Talks Back

### NBC Gives in; Listen to the Record!

By WILLIAM L. DOUDNA

At last, the National Broadcasting Co. has re lented: It will permit the use of transcriptions on network broadcasts. And it's about time. Until now, NBC has banned any recorded music or talk from its wires. The only exception has been sound effects. And at one time the network even insisted that all sound effects be "live"—that is, produced in a studio during a program's

time on the air.
Some fantastic things resulted. The sound effects men became butts of hundreds of jokes, most of them bad. The fantastic part of it was the fact that the sound effects were

part of it was the fact that the sound effects were good. The boys made some startling discoveries; that some sounds could be simulated in such a way that, by radio, they sounded more realistic than the real thing.

For example, fire. Rattling cellophane sounds like crackling flames.

But as radio grew and, in spite of its greatest critics, improved, the demands on the sound de-partment increased immeasurably. Writers learn-ed that sounds, or montages composed of series of

sounds, could help tell a story. They demanded such things as automobile wrecks—and they just about drove the sound effects men off their beams. Then the network relented, and permitted the use of actual sounds

One such recording has become a classic—an automobile crackup complete with breaking glass and a chilling scream. For a while, the writers overdid its use, and you could hear the same disc a couple of times a day. Now it's used infrequent-

The same ban once was in effect on all the The same ban once was in effect on all the nets—NBC was the last to hold out.

One time, many years ago, it looked like the net would have to drop the ban. There was a breadenst in honor of the birthday of Thomas A. Beisen. His first phenegraph record was (and is) in existence, and the preducers wanted to use it on the show. But the network (and I think it was NBC) said "No." So it wasn't broadcast.

One of the big factors in lifting the restriction was daylight saving time. Time differences resulted in considerable confusion, and last year the networks took a radical step. They decided to have stations operating on standard time record network shows and retroadcast them at the same network shows and retroadcast them at the same LOCAL time in summer as in winter. For example, "American Album of Familiar Music" was on the net at 9:30 p. m. eastern daylight time, which would be 7:30 p. m. in Madison—while the show had been heard on WIBA at 8:30 p. m. So WIBA recorded it, and put it on the air at 8:30 Madison time.

time. Time differences sometimes have resulted in double broadcasts of the same show. For instance, the "Supper Club" is on NBC twice a day—once at 6 p.m., again at 10 p.m. Madison time. Both broadcasts are "live." But NBC's change of heart may mean that the second show will be a recording of the first, and thus identical.

Still another factor was the decision of some major stars that they'd like to be able to be away from the studios on broadcast nights and that they'd like to be able to check their programs before going on the air. Result: Pre-broadcast recording, and transmission of the transcription over the whole network

over the whole network.

This of course permits editing of broadcasts—eliminating terrific "fluffs" or boners. That has been given as the reason for recording Groucho Marx's quiz show.

A contestant reportedly (I didn't hear it) pulled

a monumentally censorable error—which could have been removed via recording.

This also removes the danger of what happened on a recent "Take It or Leave It" show. on a recent "Take it or Leave it" show.
Garry Moore, advertising Eversharp, asked a contestant what she received when she entered the studio.
"A beautiful Parker pen," she replied.
And her name was Sheaffer.

### On the Records

## Spinning the Latest Popular Discs

By WILLIAM L. DOUDNA (State Jeurnal Music Relitor)

Today, let's listen to some of the better popular releases of recent weeks.

For example, you can get some excellent recordings of the current top tunes:

"A Little Bird Told Me," by Jeannette Davis and Jerry Wayne on Columbia and by Rose Murphy, the 'chi-chi" gal, on Victor.

Victor.
"Far Away Places," Dinah Shore for Columbia and Perry Como, with Henri Rene's orches-

Como, with henry neares orchestra, on Victor.

"Slow Boat to China," done by Freddy Martin's orchestra for Victor, Kay Kyser for Columbia, and Art Lund for MGM.

"Buttons and Bows," getting a real Western treatment by Gene Autry for Co-lumbia, which also issues Dinah Shore's version,

Victor offers Betty Rhodes, almost as good.
"Lavender Blue," another Dinah Shore topper,
with Sammy Kaye runner-up for Victor. "My Darling, My Darling," with Doris Day and Buddy Clark teaming up for Columbia.

"Powder Your Face With Sunshine," another Day-Clark duet and another fine Sammy Kaye

"Galway Bay," which introduced Jane Pick-ens to Victor's list, and it's still the best of the lot.

"I've Get My Love to Keep Me Warm," with Les Brown heating it up still more for Colum-bia and Ray Noble keeping it cozy for Victor.

Unless I miss my guess, you're going to hear "Sunflower" so much in the next few weeks that it will get on your nerves. In the meantime, you can enjoy it on records by Frank Sinatra and several others. Here are some other popular discs worth

"Rosewood Spinet" and "I Got a Gal in Galveston," Sammy Kaye's orchestra with Don Cornell, the Kaydets, and choir. "Once in Love With Amy" and "You Was,"

Freddy Martin's orchestra with Mery Griffin and the Martin Men. (First side is a dandy, second isn't. The Day-Clark pairing is the best

"Tenement Symphony," by Tony Martin and the Skyrockets orchestra. This is a somewhat pretentious production, first heard in the Marx brothers picture "The Big Store." It was made in England, and was highly successful there, and may have considerable success here—largely because of Martin's voice.

because of Martin's voice.

"I'm a Lonely Little Petunia," the song popularized hereabouts by WIBA's Smiling Jim, done up brown by Arthur Godfrey, who doesn't do so well with "Little Guy," the flipover.

"I've Got You Under My Skin" and "That Old Black Magic," recorded by the "Masked Spooner" in a dreamy, whispered style that conceivably could hit the juke-box jackpot.

## Highlights of Today's Radio Broadcasts, Classified

Special Events

3:35 p. m.—French Gratitude (WISC): early Churchill writapitol, descriptions of other vents. capitol.

Religion 9 a. m. — Radio Pulpit Reed's Founders' Day address.

(WMAQ): "The Heart Has Eyes"

. Message of Igrael (WISC): Week (WIBA): Donald L. Cowan, Reserve Officers assn.; Atty. W. Week (WIBA): Donald L. Cowan, Reserve Officers assn.; Atty. W. C. Sachtjen; Atty. W. C. Sachtjen; Atty. Maurice B. Pasch; Prof. Scott M. Cutlip. 4:15 p. m. — Dr. John Schindler (WMAQ): "What the Church Expects of Its Laymen," Rep. W. H. Judd (R-Minn.), others . . . Hour of Faith (WISC): "What God Has Given."

Week (WIBA): Donald L. Cowan, Reserve Officers assn.; Atty. W. C. Sachtjen; Atty. Maurice B. Pasch; Prof. Scott M. Cutlip. 4:15 p. m. — Dr. John Schindler (WHA): "How to Live 100 Years—Happily."

Drama

12:30 p. m. "My Son and I"

12:30 p. m — Round Table (WMAQ): "National Resources, Progress, and Poverty." 2 p. m.—Encore (WHA): Philip

Faith (WISC): "What God Has iven."

12:30 p. m. "My Son and I" a p. m. — Helen Hayes (WBBM): story of youth stricken with heart allment."

12:30 p. m. "Magnificent Obsession." a p. m. — Helen Hayes (WBBM): in Tarkington's "The



BUNNE ROGERS

7:30 p. m. — NBC Theater
(WIBA): Irene Dunne in "The Magnificent Obsession."

8 p. m. — Pro Arta (WHA):

Aky-Korsakow.

2:30 p. m.—N. Y. PhilharmonicSymphony (WBM): "The Devil and Daniel Webster." Herrmann;
"Symphony No. 6," Theathakowsky: "La Cathedrale Engloute," Debussy. Plane Playhouse (WIBA): John (RN. Y.), guests.

Variety

3:30 p. m.—Skyway to the Stars

3 p. m. - Pro Arte (WHA):

of Faith (WISC): "What God Has Given."

11:30 s. m.—Ave Maria Hour (WBSC): at new time; "St. Irene.
2:30 p. m.—National Vespers (WIBA): "Tom Jones."
Worry."

10:30 s. m.—Reviewing the Habit of Worry.

Discussion

10:30 s. m.—Reviewing Stand (WKOW): "Should We Worry (WENR): "The Prodigal Son."

(WENR): "The Prodigal Son."

(WISC): at new time; "St. Irene.
2:30 p. m.—University Theater (WIBA): "Tom Jones."
(WIBA): "Tom Jones."

(WISC): walter Huston in "Ah, Wilderness," with Skippy Homeler.

Discussion

10:30 s. m.—Reviewing Stand (WKOW): "Should We Worry (WENR): "The Prodigal Son."

(WENR): Marie Rondahl, Oregon soprano; Frank Gamboni, Wilsc): Walter Huston in "Ah, Wilderness," with Skippy Homeler.

Documentary

About Heart Disease?"

About Heart Disease?

About Heart Obseasion."

By Disease (WHA):

By Disease

one," "Malaguena," Schubert's

"Ave Maria."

10 s. m.—Fine Arts Quartet
(WISC): "Quartet in A Minor,"
Schubert.

1 p. m. — Symphonette
(WBBM): Leonard Rose, cello,
and John Wummer, flute, soloints; "Serenade," Title; "Fingal's
Cave" overture," Mendelssohn;
"Scheherazade" excerpts, Rimsky-Korsakow.

2 p. m.—N. Y. Dam.

3:20 p. m.—Skyway to the Stars (WBBM): Skitch Henderson

WHA and WHA-FM

	WIBA	WISC	WKOW	WIBU	WBBM	WENR-WLS	WGN	WMAQ	SUNDAY	
7:00 7:15 7:30 7:45	1316 kc. News; Organist Organist Guest Star	News Organ Tones Coffee	Coffee Concert News; Coffee	1240 kc. News; Marches Farm Service Farm	780 kc. Press News Chariot Wheels Carolina Calling	Silent Silent Silent	720 ke. Revival Hour Revival	Silent Silent Silent	9:30 Devotional Music 9:30 Symphony Hall 10:35 News Works of Music 11:30 Masterworks of Music 11:36 News and Westpher	
8:00 8:15 8:30 8:45	For Veterans News Boundup Story to Order Capital Cathedral Sacred Hears	Concerts  Sunday  Morning  Music  Time: Rews	Concert Christ for Wisconsin Sun. Strings Ray. O'Hair	Froite Musical Clock Musical Clock	News of World Salt Lake City Choir Trinity Choir	Silent News; Children's Hour Children's Hour	Ramblings With Bill Evang: News	Story to Order Reading	10.00 0 1 10 50	
9:00 9:15 9:30 9:45	Devotions Per Corner Bethel Lutheren Church	Mossage of Israel Southern- aires	Radio Bible Class Voice of Prophecy	Organ Tones Organ Tones	Ohurch of the Air Invitation to Learning	Little Brown Church News	Radio Bible Class Voice of Prophes	National Radio Pulpis Radio Parado Religion in Reve	1:30 News and Weather 1:44 Veteran Wants be Enow 3:00 Enoors 3:00 Fro Arts 4:00 Choir Arts 4:00 Choir Arts 5:00 Consert Airs 5:00 Consert Airs 5:01 Conton proven	
10:00 10:15 10:30 10:45	Unitarian Society Ourtain Cali Ourtain Cali	Fine Arts Quartet Hour of Faith	News: Andre Kostelanetz Beviewing Stand	Seremade News Fy. Lytherne Church	News Newsmakers U. S. Army Flighlights	And Use Fine Aris Quartet Row of Faith	News Interving Pasts Reviewing Stand	Destination Presdom Discussion Bob Bouston		
11:00 11:15 11:39 11:45	News First Congregational Church	Geo. Putnam For'n Reporter Ave Maria Hour	Christ Prostur- terian Church	Bible Fellowship • Music Center	Serenade Sarenade Public Service Piano Parade	Reading the Funnies Turnsbouts News	News Ben Sweetland Lutheran Hour	News Cansay Pos Show Sternal Light	\$15 London Forms  **Market Composer Forms  **Of Dinner Fundam  **Of Composer Reur  10:45 Night Music (p. 11)	
12:00 12:15 12:30 12:45	Joey Tantillo News Hello Wisconsin U. W. Band	Am. Almanad Editor at Home News Symphoneste	Wm. La Shirer David Bose News Harmony Ellways	Farm Hour Toby and Chore Boys	News: Music Show Tunes My Son and I	Am. Almanae Edward Weeks Amateur Hour	William Shirer John B. Kennedy Radio Warblers News	HOUNG Table	WFOW	
1:00 1:15 1:39 1:45	Voices Down the Wind University Theater	This Week Around World Mister President	Old Fashioned Revival Hour	Toby and Chore Boys • Music Jewel Box	Music Festival You Are There	Amateur Hour Mister President	Mutual Opera Concert Eohand Engle Career Girl	Boy Boout Week University Theater	SUPAN Sunday Morning York	
2:00 2:15 2:36 2:45	Theater One Man's Family	Plano Playhouse Bride of Week Mercy Errand	Lutheran Hour Juvenile Jury	Sunday Songs Walts Time Cld Timers Songsters	New York PhilhSymph. New York PhilhSymph.	Harrison Wood Honeydreamers National Vespers	Jury Jury Dress Up Quis	University Theater One Many Family	9:30 Polks Time 9:30 Sing Cowboy Sing 10:30 Show Tunes 10:30 Navy Band 10:35 Parry Come Sings	
3:00 3:15 3:30 3:45	The Quin Kids News: French Train	• In Focus • Dick Todd • Memory Book	House of Mystery Detective Story	Watertown Parade Bing Sings New Rhythm	New York PhilhSymph. Skyway to the Stars	Future of V. S. J. Thompson Metropolitan Auditions	House of Mystery Detective Story	1949	10:00 Show Tunes 10:30 Navy Band 10:35 Parry Como Sines 11:00 Bashford Methodist Church 12:00 Package of New Records 12:15 Memory Time 12:30 Piano Land 12:35 Piano Land	
4:00 4:15 4:30 4:45	Becurity Week Robers Merrill	• Sunday with You • Quiet Please	Ray Block Show Quick as a Flesh	Teen Stage Dance Music Radio Parade	Festival of Song Strike It Rich	Sunday With You Quiet Please	The Shadow Quick As a Flash	Jane Pickens Robert Verzill	1:15 Smooth Music Time	
5:00 5:15 5:30 5:45	• News • Memory Lane • Orms and Harriet	Drew Pearson News News Navy Band Voice of Army	Roy Rogers Nick Carter	Band of Wetk Music Friendly Music Latest Music	Pamily Hour of Stars Spike Jones Show	Drew Pearson Headlines Greatest Story Ever Told	Boy Rosers Show Nick Carter	Catholic Hour Orate and Harriet	1:30 Variety show 1:45 Musical Menu 2:00 Trio 2:15 Songs to Remember 2:30 Badger Home Polis 3:00 Its Dance Time	
6:60 6:15 8:30 6:45	* Horace Heidt * Phil Harris and Alice Faye	Pat Novak for Hire Curt Massey	The Falcon Mayor of the Town	News Old Timers Jamboree	Jack Benny Amos 'n' Andy	Go For The House Curt Mamey	The Falcon Mayor of the Town	Horace Heids Phil Harris and Alice Faye	4:00 Korntopia 4:30 Your New Home 4:45 Parade of Bands	
7:00 7:15 7:30 7:45	Allen NBC Theater	Stop the Music Stop the Music	The Shadow Smoke Rings	Old Timers' Jambore Dr. Michaelson	Adventures of Sam Spade Lum and Abner	Stop the Music Stop the Music	Mediation Board Smoke Rings	Fred Allen. Show NBC Theater	5:00 Piano Land 5:15 Later Than You Think 5:30 Ken Griffin 5:45 News 6:00 Musical Menu	
8:00 8:15 8:30 8:45	Manhattan Merry-Go-Round Album of Familiar Music	W. Winchell Journal Theater Guild	Classical Hour Classical Hour	Dance Time Here's to Vets Proudly We Hail	Theater Theater Our Miss Brooks	Waiter Winchell Louella Parsons Theater Guild	Under Arrest Jimmy Fidler J. B. Kennedy	Manhattan Merry-Go-B'nd Album of Familiar Music		
9:00 9:15 9:36 9:45	Take It or Leave It Who Said That?	Theater Guild Musical Motto News	Sylvan Levin Opera Concers Don Wright Chorus	Old Time Religion Orystal Lake Floata Time Silent	Life With Luigi It Pays to Be Ignorant	Theater Guild Jimmie Fidler Here's to Vets	Stars of Tomorrow Don Wright Chorus	Take It or Leave It Who Said That?	7:00 Organ Mules 7:15 Bing Crosby 7:30 Andre Kostelanets 7:45 Farm Hour 8:00 Tunes to Remember 8:18 Here's to Veterana 8:30 Paradise Jale Trio 9:45 Pance Band Parade 9:45 News	
10:00 10:15 10:30 10:45	News Clifton Utley Dave Garroway	George Reeds Thoughts Dance Orchestrs	News Musicale Madison Musicale: News	Silent Silent Silent	Paul Gibson Peoples Platform	Paul Harvey Handyman Guide Plano Playhouse	News of Week	Clifton Utley Report to People Dave Garroway	HE WANTED TO KNOW	
11:00 11:15 11:30 11:45	News: B. Smith Beasley Smith Surprise Serenade; News	News; Barclay Allen Dance Music Dance; News	Dance Orchestra Dance Orchestra Dance Orchestra Orchestra; News	Silent Silent Silent Silent	U. N. in Action Cee Davidson Cee Davidson Dance Orchestra	News Frankie Masters Fine Arts Quartes	Handyman Guide Lawrence Welk Eddy Howard: News	News Contrasts Surprise Seranade	ST. PAUL— (U.P) —James Mc- Vey, 78; never had been drunk in his life. He wanted to know what it was like, he told the	
	* Starred programs are also carried on corresponding FM stations FM channels:  WIBA-FM 191.5 M. WWCF (WIBU) 94.9 M. WISC-FM . 98.9 M.   erly man a 10-day susj									

SUNDAY

# From the Funwaves

Luigi: Is a little early for supper.
Jimmy: No, boss, I mean what's doing?
Luigi: Jimmy, please . . . . sometimes I don't know which one

of us is foreigner.

—"Life with Luigi" Auntie: Roland Jessup? Why, he's built more stars than any pro-ducer on Broadway. He even

Amsterdam: struction job! Boy, what a con--"Morey Amsterdam Show"

Squire: Well, read what it says on the posters: "Only 2 minutes from the heart of downtown Pine Ridge!" Lum: Two minutes? Why byjet propulsion? Squire: No — by telephone.

-''Lum 'n' Abner.'

**JUICK TAKES** 

Gordon: He wouldn't stay in one

-"Eddie Cantor Show"



JUDY CANOVA

Verna Felton: According to statistics, women who have nothing to do with men live longer.

aven't had a full night's sleep ince your mother got here?

Jane: Oh, that's just mental.

Ace: All right, then, I think I ven't had a full night's sleep ince your mother got here.

—"Mr. Ace and Jane"

—"Mr. Ace and Jane"

—"Mr. Ace and Jane"

—"Mr. Ace and Jane"

—"Arthur Godfrey: Ravell being inc guitar?

Godfrey: You can't dance with anything that looks like a guitar.

Godfrey: You can't? You just anything that looks like a guitar.

Godfrey: You can't? You just anything that looks like a guitar.

Godfrey: Arthur Godfrey Show"

Earry Von Zell: Cook, give us ur report on the turkey.

Bert (Russian) Gordon: At 1

Brocks: I never realized how

By Baer

Jimmy: What's on the fire,—and at 1:30 I salted him in the pupils can't answer questions beden.

Luigi: You smell smoke, Jimber of the cause their teeth are chattering.

Davis: That must be awful.

Young people have such loud to your room, I can pick up the turkey?

Jimmy: I mean what's cooking?

Luigi: Is a little early for such and the cooking?

Cordon: He wouldn't stay in one left the pupils can't answer questions because their teeth are chattering.

Davis: That must be awful.

Young people have such loud to your room, I can pick up teeth.

Brooks: Yes, sometimes my room

"Our Miss Brooks"

Brooks: Yes, sometimes my room sounds like a dice-game on a tin roofi -"Our Miss Brooks"

that means with this new tax pro-gram, that anybody with an income is gonna be in the middle."
—"Herb Shriner Time"

about 20 turkeys left. I'm sellin' about 20 turkeys left. I'm seinn'
'em for 60 cents a pound.
Gracie Allen: Well, I guess I'll
have to pay it. My husband insists on turkey, but it seems high.
Farmer: It costs money to feed

an old gobbler.

Gracie: Yes, especially when he insists on turkey.
—"Burns and Allen Show"

Guest: I've brought a girl singer Ace: Jane, do you realize I Judy Canova: Women who have aven't had a full night's sleep not here?

Tame: Oh that's just mental.

to do with men live longer.

Judy Canova: Women who have Her name is Nitza Du Pree. She nothing to do with men con't live used to be part of a dance act called Nitza and Ravell.

Godfrey: Ravell being the gui-

A recent "Welcome Travelers" lock I took him out of the oven bad conditions were at school until visitor. Henry "Duke" Reichert, 1 salted him in the kitchen. At this past week. Why, my room is who described himself as being 5 I salted him in the living room so cold and drafty that half my from "L.A., where the snow flies," told Tommy Bartlett, emcee of the ABC program, that he was traveling home after visiting his sister-in-law. "She lives in Alliance, O. Her name's Bombaugh," Mr.

Reichert volunteered.
"How'd she ever get a name like that?" asked Tommy.

Mr. Reichert, a-la-Titus Moody
snapped back, "Married the guy.
He had it."

Kingfish: Dey don't call 'em jockeys, dey calls 'em gentlemen Andy: Whut's de diff'ence? Kingfish: When a gentleman rider promises to throw a race, he

keeps his word! -"Amos 'n' Andy' Rochester: I'm only going 12 miles an hour, boss.

Jack: Don't give me that. What

oes the speedometer say? Rochester: "Made in 1899." —"Jack Benny Program." Bob Hawk asked a contestant on his quiz if he had any pets at home.

"I have a parrot," was the reply Hawk asked if the parrot talked This is an underworld parret," said the fellow. "He won't talk!" Boynton: Will you have lunch

Brooks: I'd love to, Mr. Boynton. Boynton: And Miss Brooks, please don't even bring your purse with you to the school cafeteria. It only embarrasses me when you try to pay your own check.

Brooks: All right, Mr. Boynton.

Irma: Gosh, I've never seen room like this. What period is it? Kropotkin: This room stinquesperiod? -"Our Miss Brooks" -"My Friend Irma"

Amsterdam: Why shouldn't I ask for a raise? Do you think I'm a moron? A fool? An idiot? Durante in buying a car from him. Durante asked how fast it goes.

Nick: I don't know, but I bet Durante asked how fast it goes. "It says in the papers that they wanta raise the taxes startin" with you fit in there some place."

"Morey Amsterdam Show" three hundred biliboards an hour."



KICKERNICK'S new pantie with garter tabs. "Quotes" hold you firmly with just, enough control to keep you sleek and smooth. Made of wonderful ElastA-Q that stretches and

> Sizes 9-11-13-15-17 or 22-24-26-28-30 (waist) Colors: Yellow, white,

Burdick & Murray Co.

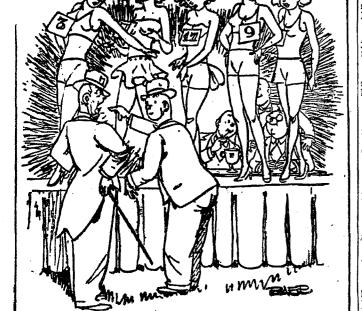
On the Square at State St.



wonderfully effective

Bathe daily with Dial - and you'll always be "nice to be close to." For Dial removes skin bacteria that cause perspiration odor. Dial is guaranteed to keep you fresh round the clock! And mildness? Dial is so gentle, so kind-you couldn't give your complexion finer beauty care. In short, Dial is your perfect choice - for bath as a for complexion as a for the whole family





"Lar the last time\_this is not the 'Take a Number' show!"

springs back without rubber.

Washes easily and wears for ages.

blue, tea rose, black. Sizes 9 to 15, \$2.95 Size 17, \$3.50 Matching "Quotes" Bra, \$1.95