The Listener Talks Back

State Radio: It's Free and It's Enterprising

Every time the legislature meets, there's talk about the state's radio setup — its ownership and operation of broadcasting stations. Sometimes the talk is that and no more; sometimes it gets to the floor of assembly or senate.

This talk is about the expense of operating the stations, and their competition with free enterprise.

As for cost, this department has only one comment—and that's a question:
"Where can you buy education at a lower
per capita cost?"

As for competition: Let is be known at the outset that I believe in free enterprise-when it's free and when it's

The only competition the stations offer commercial stations is for listeners. They sell no time—they do not compete for the advertis-

ers' dollars.

It seems to me that those few commercial stations opposed to the state setup (and of course there are some) overlook three vital

One is their own lack of enterprise. If the state stations' programs are so good that they attract listeners from the commercial stations,

then it's obvious that the state stations must have something to offer the listeners that they can't get anywhere else.

Many acknowledge this by picking up state station broadcasts and putting them on their frequencies; this the state permits, with the proviso that the time can't be sold.

proviso that the time can't be sold.

Another is the educational value of the stations. What other stations provide their type of service? Or would? Or could?

The third is on-the-job training. Through

WHA, the University of Wisconsin gives a type of radio education to its students which approches the unique. One example is Ben Park, whose documentary series on WBBM last year won more awards of excellence than any single program on any station ever won before.

Of course there are things wrong with state Of course there are things wrong with state radio; but there are things wrong with commercial radio, too. The very fact they are commercial keeps some excellent programs off their schedules—as well as on them. A case in point is the Carnegie hall series on ABC—another is the "You and—" on CBS; neither in broadcast in the Madison listening area. Instead of being a threat to "free enterprise," the Wisconsin Radio council's stations are a help to it, a training ground for it, an incentive for its freedom and its enterprise.

On the Records

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Hear All the Lone Ranger's Theme

By WILLIAM L. DOUDNA State Journal Music Editor

In the past few months, the record companies have put out new editions of many familiar works of the so-called "classical" composers. Many of them are first-rate, and most of them should be in any basic library, particularly in those of families with children. Here are the

"William Tell" overture, Rossini, recorded by Andre Kostelanetz' orchestra (Columbia). An exciting performance. And the children really ought to hear ALL the "Lone Ranger's" theme COOP

for a change.
"Scheherazade" suite, Rimsky Korsakow, recorded by the Philadelphia orchestra under Eugene Ormandy (Columbia). If you want musical color, here it is. The orchestra plays brilliantly, and the recording is excel-

"Sadko." Rimsky - Korsakow, Symphony orchestra under Pierre Monteaux (Victor). This is a comparatively obscure tone poem, but a kaleidoscopic piece of music. Better known is the opera based on the same legend.

known is the opera based on the same legend. The introduction to the same composer's "The Golden Cockerel" completes the album.

"Wotan's Farewell' and "Magic Fire Music", Wagner, recorded by the 'New York Philharmonic-Symphony orchestra under Leopold Stokowski (Columbia). Magnificent music, although one misses the baritone voice, and done with Stokowski drama.

Stokowski drama.

"Drinking Song" and "Come, Dearest," from
"La Traviata," Verdi, recorded by Luigi Infantino, Adriana Guerrini, and others (Columbia).
This record is an excerpt from Columbia's album of the whole opera, designed to give wider

bum of the whole opera, designed to give wider acquaintance with Infantino's striking voice. It's a good idea, well carried out.

"Sleeping Beauty," Tschaikowsky, recorded by Stokowski and his own orchestra, organized especially for recording (Victor). The whole ballet takes four hours to perform, and that's a lot of listening. This condensation is on 12 sides, includes all the best-known parts, and has a fine foreword and explanatory text.

includes all the best-known parts, and has a line foreword and explanatory text.

"Concerto No. 1, in B Flat Minor, for Piano and Orchestra," Tschaikowsky, recorded by Oscar Levant and the Philadelphia orchestra under Eugene Ormandy (Columbia). Timely here because of Peter Paul Loyanich's performance last Sunday. A vigorous, vital playing.

From the Funwaves.

Television received some attention recently from Dave Garroway, on his NBC show. He told about an exciting telecast which he witnessed on a friend's set. It was a football game. The score was tied and one team was within two yards of a touchdown with only two min-utes playing time remaining. Sud-denly the set owner turned it offdenly the set owner "Wait a minute. over," Dave yelled. Wait till it's

His friend looked at him and aid, "What and get caught in that

Right after a Friday's "Ladies Be Seated" broadcast, on which she won the week's Granny Beshe won the week's Grainly Be-Bop contest, 75-year-old Mar-garet Haugan confided to Emco Tom Moore, "I was going to tell 'em 'I may be 75 but I can still shake a mean leg,' but I didn't think they'd let me say it on the

MAYOR LATRIVIA: Did you see the beautiful make-up kit I gave Fifi?
MOLLY McGEE: No, we didn't.
LaTRIVIA: Yes. We'd just had a slight misunderstanding and I was anxious to make her happy again.
FIBBER McGEE: What did you

say on the card? LaTRIVIA: "Let's." "Fibber McGee and Molly Show."

ALAN YOUNG: Say, 1 didn't know you were a fashion expert.

FLORENCE HALOP (Hotbreath Houlahan): Oh yes, I just designed a dress that's strapless, backless, topless, and sideless.

JIMMY DURANTE: What's it again.

"Gene Autry Show." ALAN YOUNG: Say, I didn't

Don replied that he once knew a musical grandfather. "One of his grandchildren picked up the violin, another the flute, and another the piano. Now, whenever they get together for an evening of music, grandpa picks up his coat and blows," said the Breakfast Club Man.

JOHNNY BOND: He was with a girl that works as a cook over at the Circle B Ranch. She's one of toes curled inward.

Solution

of Today's

Crossword

Puzzle

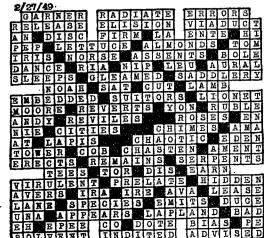
QUICK TAKES

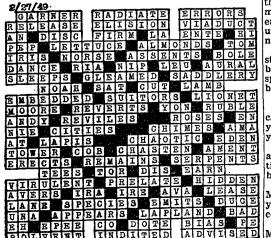
By Boer



"We're going to insist that Joe Cummiskey cover our league on 'inside of Sports'!"

To keep from dulling its claws.





Your Birthday

mine, and by twelve she's hungry again.

"Gene Autry Show."

MOLLY MGGE: I just happrod to think, we haven't been asked to a party by anyone since that saffair at the country club anyone and the show away from out.

MRS. COLMAN: Tuesday morning, Jack Benny volunteered to shovel all the snow away from out.

MRS. COLMAN: Tuesday mornshovel all the snow away from out.

RONALO COLMAN: Yes, you know that was shrewd of me, telling him I dropped a dime on out.

"Among the many thousands who yearly go to Chicago to the many thousands who yearly go to Chicago to the many thousands who yearly go to Chicago to the many thousands who yearly go to Chicago to the more manner of the Malkel Grandmember of the Muskel Grandmonther of America. She explosion matron who that the was a member of the Muskel Grandmonther of America. She explosion was known as the "Grand Chord," etc.

Don replied that he once knew as a member of the Muskel Grandmother of the Muskel Grandmoth

CITIZEN: "Because the last consumption.

It would be fatal for consumption.

CITIZEN: "Because the last consumption.

It would be fatal for consumption.

Remy Russen, who composes and conducts the music for the presentation of "Noon Wine."

NBC University theater, was called Henry threw himself into his work and they found her."

NBC University theater, was called the presentation of "Noon Wine."

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NBC University theater, was called the presentation of "Noon Wine." and they found her."

WIFE: Burlingame, I remember before we were married you used to catch me in your arms.

HUSBAND: Yeah. Now I catch you in my pockets.

To keep from dulling its claws.

become entrenched.
You have a high sense of duty, especially toward those you love. Be sure that they are worthy of the personal sacrifices that you ome entrenched make for their happiness. An early marriage to someone who understands your rather complex nature can bring exceptional joy.

To find what the stars have in

store for tomorrow, select your birthday star and read the corresponding paragraph. Let your birthday star be your daily guide.

Monday, February 28

PISCES (Feb. 20-Mar. 21)—This

can be a really important day in your life. See that you know what you want and go out after it.

ARIES (Mar. 22-Apr. 20)—Take advantage of a good turn in the tide of your personal as well as business affairs.

business affairs.

TAURUS (Apr. 21-May 21) —
Morning is especially good for all
your efforts but when afternoon
comes, be a little more cautious.

GEMINI (May 22-June 22) —
Make an early start this morning and you can gather full rewards

Madison

Discussion



FARLEY

1480 ke

News Organ Tones Coffee Concerts Sunday Morning Music Time: News

Mossage of Israel Southern-

Southernaires
Fine Arts
Quartet
Hour of
Faith
Geo. Putnam
For'n Repor
Ave Maria
Hour

Am. Almanad Editor at Ho Serenade Serenade

This Week Around World Mister Presidens

Plano
Playhouse
Bride of Wee
Mercy Errand
In Focus
Dick Todd
Memory
Book

Drew Poers News Navy Band

Pat Novak for Hire Curt

Ourt Messey

Stop the Music
Stop the Music
Stop the Music

W. Winchell
Journal
Theater
Guild

O'SULLIVAN

1310 kc. News: Organis Organist Guest Star For Veterans News Bound

News Roundup Story to Order Capital Cathedra Sacred Hears

Bacred Rears
Devotions
Pet Corner
Pet Corner
Bethel Lutheran
Church
Unitarian Society
Curtain Call
Curtain
Call
News
First
Compregational
Church

* Joey Tantillo
News
* Healt
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* Heart

Heart Association
University
Theater
University
Theater
One Man's
Family

The Quis Klds News: Living —1949

News Memory Lane Ozme and Harriet

Horace Heidt Phil Harris and Alice Paye

Theater
Manhattan
Merry-Go-Round
Album of
Familiar Music
Take It or
Loave It
Who Said
That?
Nave

News
Clifton Utley
Days
Garroway
Journal News
Beasley Smith

Jane Pickens Robert Merrill

Religion

8:38 a. m.—World Day of Prayer (WKOW): Dr. Roy Zimmer and Mrs. L. W. Pettersen, speakers; Robert Tottingham, soloist.

9 a. m.—R a d i o Pulpit (WKOW): "Our Housing Problem—Rent Control;" Fred Huebenthal, realtor; M. M. Myer, CIO; Tighe Woods, housing expeditor. 12 m.—America United (WMAQ): "Should Congress Adopt an Effective Housing Program?" panel includes Rep. A. J. Biemiller (D-Wis.).

11:30 a. m.—Ave Maria Hour (WISC): "St. Catherine of Genoa."

2:30 p. m.—National Vespers (WENR): "Strength Out of Weakness."

5 p. m.—C a tholic Hour (WMAQ): "The Love That Walts for You."

(WBBM): word picture of Winston Churchill.

10:30 a. m.—Reviewing Stand (WKOW): "Our Housing Problem—Rent Control;" Fred Huebenthal, realtor; M. M. Myer, CIO; Tighe Woods, housing expeditor. 12 m.—America United (WMAQ): "Should Congress Adopt an Effective Housing Program?" panel includes Rep. A. J. Biemiller (D-Wis.).

12:30 p. m.—Round Table (WMAQ): "Should We Adopt New Labor Legislation?"; Sen. R. A. Taft (R-O.), Sen. Paul Douglas (D-IL), Prof. Charles Gregory.

2 p. m.—Encore (WHA): "Prejudice, the Intangible Enemy," Atty. Gen. Thomas Fairchild.

Drama 11:30 s. m. — Eternal Light (WMAQ): "Lizzie and the Whiskers," story of doctor and a tiny 1:30 p. m. - University Theater

> land. 5:30 p. m. — Greatest Story (WENR): a story of Noah and young Raphael. 8 p. m.—Helen Hayes (WBBM):

Francis.

1070 ke

Offee
Concert
Concert
News; Coffee
Concert
Christ for
Wisconsin
Day of Prayer
Rev. C'Hair
Radio Bible
Class
Voice of
Prophecy
News: Andre

News; Andre Kostelanets Reviewing Stand

ews farmony Hi'wa

old Fashioned Revival Hour

Lutheran Hour Juvenile

Story
Ray Block
Show
Quick as
a Flash

Roy Rogers

Nick Carter

The Falcon Mayor of the Town

The Shadow Smoke Rings

Classical
Hour
Classical
Hour
Sylvan Levin
Opera Concert
Chorus
News
Musicale



LAUGHTON MORGAN

3:35 p. m. — Living — 1949 (WIBA): "The House That Jack Didn't Build."

(WIBA): Maureen O'Sullivan in "The Heart of Midlothian."
3 p. m. — House of Mystery (WKOW): adventure on accursed

780 kc.
Press News
Charlot Wheels
Carolina
Calling
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News of We Salt Lake City Choir Trinity Choir

Church
of the Air
Invitation
to Learning

to Learning
News
News
Newsmakers
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Red

Music Festival You Are There New York Philh.-Symph. New York Philh.-Symph.

Philh.-Sympa,
New York
Philh.-Sympa,
Skyway to
the Star
Festival
of Song
Broadway
ya My Bosk
Family Hour
of Stars
Spike
Jones Show

Jack Benny Amos 'n

News Paul Gibeom

U. N. in Action Cee Davidson Cee Davidson Dance Orchestra

SUNDAY

WIBU

Organ Tones

Serenado News Ev. Lutheran Church

Bible Fellowship

Sunday
Farm Hour
Toby and
Chore Boys
Toby and
Chore Boys
Toby and
Chore Boys
Sunday
Sol
Waits Time
Songsters

Songsters
 Watertown Parade Bing Sings New Rhythm

New Enrythm
Teen
Stage
Dance Music
Radio Farade
Band of Welk
Music
Friendly Music
Latest Music
News
Old
Timers
Jamboree
Old
Timers
Jambore
Dr. Michaelson
Dr. Michaelson

Dance Time Here's to Vets Proudly We Hail

Fellowsh Music Center

10 s. m. — Fine Arts Quartet (WISC): "Quartet in A Minor," Vaughan Williams. 1 p. m. — Festival of Music (WEBM): with Walter Hendi, young Raphael.

8 p. m.—Helen Hayes (WBBM): with Walter Hendl, planist; first movement of Tschair and her daughter, Mary MacArkowsky's first plano concerto, thur, in "The Damask Cheek," "Martha" overture, "Merry Widwith Katharine Raht and Arlene Francis.

(WGN): Ann Bollinger, Norman d'Amour."

"Pagliacci" intermezzo (on WKOW at 9 p. m.) 3 p. m.—Pro Arte (WHA): "Quartet No. 2," Schoenberg.

4 p. m. — Festival of Song (WBBM): "Strike Up the Band," "Beautiful Lady," Pale Hands." 4:15 p. m. — Elvita Clementi 8:20 p. m. - Theater Guild (WISC): Charles Laughton and Jessica Tandy in "Payment De-4:15 p. m. — Elvita Clementi (WHA): recital in Wisconsin Union theater.

4:30 p. m. — Robert Merrill (WIBA): and Boston "Pops;" "Rio Rita," "Minuet for Strings," "Sweet Little Jesus Boy," "Hora Staccato," "Begin the Beguine," "Marche Slave," "Credo" from "Otello." **Documentary**

WENR-WLS

Church
News
Land Use
Fine Arts Quarter
Hour of
Faith
Reading
the Funnies
Turnabouts
News
Am. Almanac
Edward Weeks
Amateur
Hour
Amateur
Hour
Mister
Freeddens
Harrison Wood
Honeydryamers
National
Vespers
Future of U.S.
J. Thompson
Auditions
Sunday
With
Wood
Bunday
Wo

With You

Paul Harvey Handyman Guide Playbouse Playbouse

News Prankie Masters Pine Arts Quartes

News; Ch Hour Children's

Children

8 p. m. — Merry-Go-Bound (WIBA): "Cruising Down the River," "Galway Bay," "Hold Me."

3:30 p. m. — Opera Auditions (WENR): Mary Davenport,

Massachusetts contralto; Lois Hunt, Philadelphia soprano; Frank Gamboni, Brooklyn bari-

Hour Revival Hour Ramblines

News Inter'ting Facts Reviewing Stand

Yews Live a New Life Lutheran

Lutheran
Hour
William Shirer
John B. Kennedy
Radio Warblers
News
Mutual Opera
Concert
Rohand Engle
Career Girl
Juvenile

, O≥

House of Mystery Detective Story

Cartes

WMAQ

670 kg.

News Roundup
Story to Order
Reading
the Comics
National Radio
Pulpit
Redio Farade
Religion in News

Canary Pet Show Eternal Light

Chicago Round Table

Jane
Pickens
Robert
Merrill
Catholic
Hour
Ozzie and
Harries

Fre



1 p. m. — Hear & Association (WIBA): Jo Stafford, Gordon MacRae, Starlighters, Paul Wes-2 p. m.—N. Y. PhilharmonicSymphony (WBBM): Bruno Walter, conductor; Beethovens first
and third symphonies . . . Piano
Playhouse (WISC): Earl Wild,
Calvin Jackson, guests.

3 p. m.—Para Ann.

Mackae, Starlighters, Faul Weston orchestra.
3:30 p. m.—Skyway (WBBM):
Edward R. Murrow, guest.
4 p. m.—Jane Pickems (WIBA):
with Paul Winchell and "Jerry
Mahoney." 5:30 p. m. - Spike Jenes

(WBBM); and Hildegarde.
7 p. m.—Fred Alien (WIBA);
and Henry Morgan.
10:30 p. m. — Dave Garroway
(WIBA); and Evelyn Knight.

Quiz 9 p. m. — Take or Leave It (WIBA): in Berlin. 9:30 p. m.—Who Said That? (WIBA): James A. Farley, Al Capp, H. V. Kaltenborn.



HILDEGARDE

TAFT WHA and WHA-FM WHA and WHA-F
970 Kc.—83.7 Me.
SUDAY
A. M.
9.00 Devoticonal Music
9.55 News
10.00 Symphony Mail
10.05 News
11.00 Masterworks of Music
11.00 Masterworks of Music
11.00 Masterworks of Music
11.00 Masterworks of Music
11.00 News and Weather
12.00 Sunday Musicals
13.0 News and Weather
13.0 News and Weather
13.0 Proof.
13 10:30 News 10:45 Night Music (to 11)

WFOW 104.9 Megacycles
SUNDAY
SUNDAY
SUNDAY
SUNDAY Megacycles

12:15 Memory Time
12:30 Piano Land
12:45 News
1:00 Luncheon Music
1:15 Smooth Music Time
1:30 Variety Show
1:45 Musical Menu nos to Rememi ne Music Shop 's Dance Time mateur Show orntopia our New Home arade of Bands Plano Land later Than You Think Cen Griffin Ken Griffin
News
Musical Menu
Organ Music
Bing Crosby
Farm Hour
Tunes to Remember
Here's to Veterans
Package of New Ree
Peradiag Izle The
Dance Band Parada
News 9:45 News 10:00 Moonlight Moods

> Classified Radio Highlights Are a Daily Feature of The State Journal

Nick
Carter
The
The
Mayor of.
Malce Faye
Fred Alien
Show
MBC
Theater
Manhattan
Merry-Go-And
Album of.
Mahorry-Go-And
Album of.
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Take It

or Leave Man
Chirace
Take * Take it or Leave it development of the control of News
Musicale
Madison
Musicale: News
Dance Orchestra
Dance Orchestra
Orchestra: News *Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM . . 101.5 M. WWCF (WIBU) . . 94.9 M. WISC-FM 98.9 M.

for all your efforts.

CANCER (June 25-July 23)-A fine day. Distant news may call upon you to make an important To Aid Drive Consider a change of residence.

For Crippled

Top Radio Stars

LEO (July 24-Aug. 28)—Concern yourself with public affairs and anticipate success. Marriage plans will develop well, too.

Eleven radio stars with high Hooper ratings have transcribed two brief Easter Seal messages for two brief Easter Seal messages for Every opportunity may be made to count for a great deal. Let nothing escape your attention.

TIBBA (Sept. 22) — the National Society for Crippled Children and Adults to be distributed to more than 1,000 state and local societies for use on local societies.

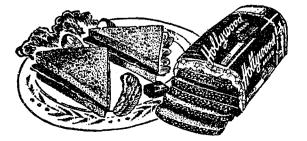
nothing escape your attention.

I.BRA (Sept. 23-Oct. 23)—Advertising and promotion can bring excellent results right now. Contact "the boss"; get what you want.

SCORPIO (Oct. 24-Nov. 22) —

Morning hours are excellent for St. Patrick's day and closes Easter

Hollywood Tastier



The distinctive, nut-like flavor of Hollywood Bread will give your Lenten meals a new deliciousness. Hollywood Bread's unique blend of specially selected

flavor to your Lenten sandwiches. Golden-brown Hollywood Bread is baked without shortening and no fats are added. Baked FOR YOU Exclusively by HEILMAN BAKING CO. * * * * * * * * * * * * * * * * * *

water-free vegetable flours combine to give a luxurious

Rennebohm

Duble Value Sale! Luscious Dorothy Gray

Lipsticks

The smooth-textured Dorothy Gray lipstick that stays on so well . . . lends your lips such a flattering, satiny



Wonderful Colors

Ripe Cherries South American Portrait Pink

Right Red

Limited Time Only