The Listener Talks Back

Can NBC Match CBS's \$50,000?

By WILLIAM L. DOUDNA (State Journal Radio Editor) (State Jeernal Radio Reliter)

The Netional Broadcasting Co.'s apparent belief that giant give-away shows aren't worth the money has been backed up by its programming. NBC had been reported all set to start the biggest prize jackpot in history. Then Columbia upped one of its current weekly giveaways to a minimum of \$50,000. And no more had been heard of the NBC idea at this writing.

It looks like the NBC report is out the window, however. One rumor said the new show was to take over the Sunday spot being vacated with Horace Heidt's return to 8:30 p.m., but last week NBC filled the 6 p.m. period with Dick Powell's new mystery series.

Furthermore, NBC has issued a breakdown of the newly released Spring edition of Hooper-

the newly released Spring edition of Hooper-

ratings.
Hottest of the giveaway shows from publicity and Hooperating viewpoints is "Stop the Music."
But that program's half-hour or full-hour average is not big enough to put it among the top 20 night-time shows — and its best quarter-hour 20 night-tank and is in 11th place.

While we're on Hooperatings, let's look at

while we're on attorperatings, and a store at the latest ratings:
Columbia has the two top shows—Jack Benny and Radio Theater. But NBC has 11 in the top 20, Columbia has eight, and ABC has one (Walter Winchell). NBC's best attraction is "Fibber Mc-Gee and Molly," followed by Bob Hope.
Here are the top 20 night shows, in order:

Benny . . . Radio Theater . . . Fibber McGee . . Bob Hope . . . Godfrey Talent Scouts . . . Amos 'n' Andy . . . Duffy's Tavern . . Mr. District Attorney . . . My Friend Wichaell Sussenment Rig Irma . Winchell . Suspense . Big
Town . Phil Harris . People Are
Funny . Great Gildersleeve . Crime
Photographer . Mystery Theater
Burns and Allen . Your Hit Parade . . .
Truth or Consequences.

What is the attraction in giveaway programs? It would take a psychologist who is also a showman and a radio expert to get the right

answer.

But I'd venture a guess that it's a compound of three things — suspense, hope, and curiosity. There's a certain amount of drama in the idea. And suspense is an integral part of drama. The listener is tinrigued by the questions, the quizzees' ability to answer them, and, in many cases, the reaction of the contestants. It has another factor of drama, too — the listeners' self-projection into one of the roles.

Then there's the hope that the listener himself will be called, in the case of programs with telephone gimmicks. And finally there is a curiosity about the prizes themselves — what they'll be, how much the jackpot will total — and about the people who win.

Some argue that there's no entertainment value in these shows. But if suspense, hope, and curiosity don't add up to entertainment, I'm a

curiosity don't add up to entertainment, I'm a bad guesser.

On the Records

lest.

Operatic Recordings Top Week's List

By WILLIAM L. DOUDNA

Let's listen to some new vocal recordings this week --- mostly from opers. And mostly excel-

Recent and choice offerings include these:
"Al Notri Monti," from "Il Trovatore," an cutstanding piece of singing by Beniamino Gigli and Cloe Rime. The second side holds Gigli's voice in an air from "Le Roi d'ys."

James Melton's "Panis Angeliese" and "Berresuse' (Gederd) give a failer, wider tone than we often hear from him.
There's rich tone, too in

There's rich tone, too in Carol Brice's "Sweet Little Je-us Boy" and "To the Queen of Heaven."

M you want semething stir-ring, there's Set Svanholm in "Hecehestes Vetrau'n" and "In Fernem Land," from "Lohengrin," with top-netch accompaniment in Frieder Wiesemann's

Another duet worth having in your library is the first-act one from "Carmon" as su Ramon Vinay and Florence Quartararo.

If you don't have the old reliable "Blind Ploughman" and "Invictus," you can't go wrong with Robert Merrill's new recordings.

Two more standards are sung by Lily Pons, with brilliance and clarity; they are "Lo, Hear the Gentle Lark" and "Villanelle."
We expect fine things from Ferruccio Tagliavini, and here they are again: "Le Reve," from

"Manon," and 'Pourquoi me Reveiller," from

On the instrumental front are two new recordings by Zino Francescatti, violinist, with Artur Balsam as accompanist. The first is an album of eight Paganini "Caprices", performed with sest and technical brilliance. The second is a single of Ravel's "Txigane," marked by the same qualities.

Two popular pieces and two less widely known are offered by a pair of piano teams. Bartlett and Robertson have lively performances of Lecuona's "Malaguena" and "Dance No. 1" from de Falla's "La Vida Breve," and Whittemore and Lowe do the spirited "Ritual Fire Dance" and a haunting iullaby, "Nana."

Victor has reissued Mozar's sprightly "Rondo in D" as played by Edwin Flesher manufer and

Victor has reissued mozart's sprignty "atomos in D" as played by Edwin Fischer, planist, and his chamber orchestra.

Other instrumental singles, all recommended: "Reverie," Debussy, and "Fur Elise," Beethoven, recorded by Jose Rurbi.

"Iolanthe" overture, a charming, cheerful recording by the Liverpool Philharmonic under Rangant

Two by Leopold Stokowski and the New York Philharmonic-Symphony: "The White Peacock" on one and two excerpts from "Billy the Kid" on the other.

on the other.

Brahms' "Academic Festival" overture, played by the Boston Symphony under Koussevitzky.

Three by the Boston "Pops" orchestra under Fiedler: "Rosenkavaller" waitzes, Strauss-Doebber; Liszt's "Hungarian Rhapsody No. 2," and Victor Herbert's arrangement of "Liebestraum," paired with Dvorak's "Slavonic Dance in G-Minor."

Noonday Chimes Concerts Are Listed for Week

Grace Episcopal church are:

Menday: "I Know Not How That

Hymns to be played in moon-cus' Gate," "Lord, in This Thy cleft for me," "The Seven Joys of any chimes recitals this week at Mercy's Day," "Our Father, by Mary."

race Episcopal church are: Whose Name All Fatherhood is Friday: "Holy Father, Cheer Our Way," "Praise to the Lord,

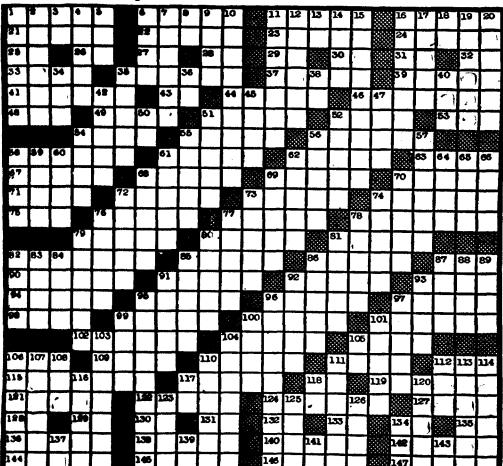
Meaday: "I Know Not How That Bethlehem's Babe," "Lord of Our life," "When Jesus Left His Father's Throne," "Come, Risen Lord, and Deign to Be Our Guest," "How Broad and Far," "O Day of God, Draw Nigh," "The Sabath Day Was By," "Guide Me, O Thursday: "O What Their Joy and Their Glory Must Be," "The There," "Kind Maker of the World, Lord Will Come and Not Be Stew," "We Sing Before Damas." Known."

Known."

Wednesday: "Come, Pure Hearts the Almighty," "The Church of God a Kingdom Is," "O Lord of God, How Broad and Far," "O Day Heaven, Earth and Sea," "New Every Morning, Is the Love."

Saturday: "The Day of Resurrection," "Immortal, Invisible, God Only Wise," "Jesus Lives!" "O Thee," "Kind Maker of the World, Light, Whose Beams Illumine All," "Lord with Glowing Heart I'd Stew," "We Sing Before Damas."

The Sunday Crossword Puzzle



heepmen bankrupt Small, light bent Restraint To consume Inn To mature To appears Heavy clubs Demon Thildish talk

110 Small sleeping
room
121 Ario
112 Wicked
115 River between
New York and
Canada
117 Presh
painter
118 Pronoun
119 Oreeting
121 Arrangement
of Circumstances
122 Schemes
124 To come 127

meet 140 Halting

146 Conjunction Bridle strape

2 River travers-ing London 30 Lamb's pen 7 Optical illusion 8 Hypothetical force 9 Smooth

sudden...
22 Jury
64 Old Scandinavian book 65 To provide the plant

To mediate

Was anxious

Commons

aside

110 To make fun of 111 Long, narrow mark 112 However 113 Made amends 114 To signify 116 Bemblance 117 Colloquial; mother 118 That is (abbr.) 120. Lawful 123 Flunder 125 Speck 126 Departs 134 High card 137 Near 139 Prefix; down 141 Man's nickname 143 Symbol for ruthenium

91 Arrayed
92 Foam
93 Companion
95 Abductors
96 Thrown into
disorder
97 Polynesian
16land group
190 Center
101 Spurious
103 Slipped away
104 Periodic mon
ey payment 6

105 To perform 106 Follows 107 Irregular mountain ridge 108 To make lace 110 To make fun

Highlights of Today's Radio Broadcasts, Classified



CARROLL MILLAND

Religion

8 a. m.—National Radio Pulpit (WMAQ): "To Surpass Our-selves" . Church of the Air (WBBM): Methodist Bishop Ivan Lee Holt. 11:30 a. m.—Ave Maria Hour

(WISC): "St. Alphonsus de Li-4 B. m.—Catholic Hour (WMAQ): "The Limits of Civil Authority."

WIBA

1310 kg.

News: Volces
Down the Wind
Guest Star
For Veterans
News Roundus
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Capital Cathedral
Seared Reart
Devotions

Fews
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Congressions
Church
Joer Tantillo
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Spring Invit

University Theater One Man's Family

News; Jane Pickens

Richard Diamond Pnil Harris and Alice Faye

News Clifton Utley
Clifton Utley
Clifton Utley
Dave
Clifton Utley
Passing Thots
Dance
Orchestra
Surprise
Surprise
Saranadet News

News: Dance
Orchestra
Orchestra
Dance Muste
Dance: News

NBO Theater Album or Familiar

11 a. m.—America United
(WMAQ): "How Should the
Taft-Hartley Law Be Amended?"; Rep. E. J. McCarthy (DMinn.), A. J. Goldberg of CIO,
A. P. Alfino of U. S. Chamber
of Commerce. 2 p. m.—Encore (WHA):
"Work of the Hoover Commiss-

9:30 p. m.—Peoples Platform
(WBBM): "Should the New Farm
Program be Adopted?"; Charles
F. Brannan, secretary of agriculture, and opposing speaker. James K. Pollock.

Drama

WISC

of Israel Southern

Stop the Music Stop the Music

W. Winchell L. Parsons Theater Guild

my Fidle

George Reedy
Passing Thots
Dance
Orchestra
News; Dance
Orchestra

7:30 a. m.—Guest Star (WKOW) (WIBA): Hugh Herbert as wacky methods.

(WBA): High Herbert as wacky movie director.

10:30 a. m.—Eternal Light (WMAQ): "Portrait of Dedication," story of Prof. Raphael Lemkin of Yale.

12:30 p. m.—Yos. Are There (WMAQ): "One of Was Crippled."

(WMAQ): "One of Was Crippled."

Was Crippled."

11:30 p. m.—Valvassitz These Music 1:30 p. m.—University Thes. Music

WKOW

1070 kg

offee Concert ews; Coffee

Christ for

avid Rose femorial Er.

Pashioned Revival Hour

Story
Ray Bloch
Show

Carter Carter

Classical Hour Classical Hour

Secret Mission Don Wright Chorus

News inquiring Parent

Madison
Musicale; News
Dance Orchestra
Dance Orchestra
Dance Orchestra
Orchestra: News

The Shadow; News Smoke Rings

AND MAY

Mental Health in a Push-Button (WKOW): "The Dancing Skele-World?"; Dr. W. C. Menninger, ton of the Tides."

Dr. Ralph Ojemann, others.

11 a. m.—America United (WBBM): Barbara Stanwyck in "Storm and the Cypress."

4:30 p. m. —Greatest Story (WENR): the Master rebukes vanity.

vanity.

6 p. m. — Richard Diamend (WIBA): "The Wondrous Tale of the Hand-Painted Cow."

7 p. m. — Helen Hayes (WBBM): in "Brief Encounter."

8 p. m. — NBC Theater (WIBA): "The Trouble With Women," starring Ray Milland.

5:30 p. m.—Theater Guild (WISC): Charles Laughton and Sir Cedric Hardwicke in "The Skin Game."

9 p. m.—Secret Missions

Star (WKOW): soviet secret police

2:30 p. m. — It's Your Life (WMAQ): "One of Our Children Was Crippled."

Salt Lake City Tabernacle Frinity Choir

News Dubuque Oh's Public Service Rent Law

New York Philherman New York Philherman

New York

Fhilharm
Skway to
the Stars
Choraliers
Choraliers
Choraliers
Broadway's
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Jack

Sem Spede Lum 'n' Abner

Helen Hayes Our Miss Brooks

News Paul Gibeon Peoples Platform

Davidson

Church of the Air Invitation

SUNDAY

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WIBU

Walts Time Old Timers Songsters

New Rhythu

Band of Welk

Dance Time Here's to Vets Proudly We Hall

Stage Music

WENR-WLS

News Amer. Almanae Editor at Eome

Stop the Music Stop the Music

Walter Winchell Louella Parsons Theater Guild

limmle Fidler dere's to Vets

News Barclay Allen Fine Arts

1

74



LAUGHTON

Opus 18, No. 6," Beethoven.

12:00 m. — Symphonette
(WBBM): "Ingrid's Plaint,"
"Value Triste," "William Telinoverture, "Extase."

1 E. m. — New York Phile.
Night for Singing."

"Alabammy Bound," "Wonder-ful One," "Sometimes I'm Hap-

Discussion

10:30 p. m.—University Theater (WIBA): Reginald Gardiner in "The Mayor of Casterbridge."

2:30 p. m.—One Man's Family

10:30 a. m.—Reviewing Stand (WIBA) begins 18th year.

(WKOW): "Can We Achieve The major of Mystery (WISC): "Quartet in B Flat, The major of Mystery (WI

730 Ed.

News Record Ramblings Records: News

Radio Bible Class Voice of Prophesy

News Inter's Facts Reviewing Stand

News Life A New Life Lutheran Nour

Holland Bagie P. MacCormach

Juvenile Jury Dress Up Quis

The Shadow Quick As a Flash

Nick Carter

The Falcon

Mayor of the To Mediation Board Smoke Rings

Under Arrect Jimmy Pidler John B. Kennedy

Answer Man Chicago at Night News: Songs News of Week

Handyman Gui Joe Reichman Dick Jurgens Orch.: News

(WIBA): and Boston
"Every Day is Ladies
"Traumered," "TH Base
Again," "Home on the B
"Largo al Factotum."
4:80 s. m. — James I
(WIBA): "Wunderber,"
Not by the Inconstant B
"Song of the Open Road," '
break."
7:54

HATES Opus 18, No. 6," Beethoven.

WMAQ

World News Story to Order Comics

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News Canary Pos She Stornal Light

Chicago
Round Table
U.S. in
World Affairs

University
Theater
One Man's
Family

Quin Kida It's Your Life

Robers
Merrill
Harvest of
Stars
Catholic
Hour
Dean Martin
Jery Lewis

Richard Diamond Phil Harris, Alice Fare

Fred Allen

Pamilia. Musiq

Iorace Helds clifton Utley teport to Pec bave Garroway

News Do It Yourself Burprise Serenade

"Value Trace, overture, "Extane," overture, "Extane,"

1 p. m. — New York Phill.
harmenic-Symphony (WBBM):
ends series with Beethoven's
"Pastorale" sym phony and Dvorak's fourth symphony, under oll.
Bruno Walter.

Choraliers (WBBM): (WIBA): and Bert Lahr.

hall concert.

7:30 p. m. — Smobe Bings (WKOW): "Embraceable You,"

"Some Enchanted Evening."

8 p. m. — University a Cappella Cheir (WHA-FM): Music

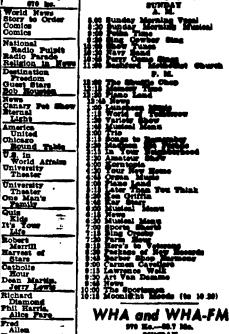
Sports

9:05 a. m. (WBBM): story of Col Matt J.

Winn. 12:25 p. m. — Baseball (WIND): Cube vs. Cardinals . . . Baseball (WJJD): White flox vs. Browns.

WFOW

104.9 100



970 Ha.—66.7 SUNDAY

8:00 Devotional France 8:00 Symmphony Ent. 10:26 News and Westher 11:26 Mewe and Westher 12:00 Sunday Museale 1:30 News and Westher 1:30 News and Westher 1:30 News and Westher 1:30 Section Wants to Ence 1:30 Soots of Today 6:00 Choir Musea 6:15 Sunday Muse Sour 8:15 Sympathytic Oritic 8:15 Sympathytic Oritic 8:00 Program of the Westh 8:01 Dinner Musicale 8:11 Dinner Musicale FM Only After 1:M

7:00 Sunday Might Come 8:00 University Chose 8:20 PM Concert 10:35 Might News (to 11)

of a priceless carved oak screen which was crushed when a bomb hit Elizabethan Middle Temple in

The screen, made by Flemish craftsmen 500 years ago, served as an ornamental partition in the dining hall of Middle Temple, one of four legal societies of the British bar which sponsors young law stu-dents. When the bomb hit the hall it broke down the gallery, smashed one wall and buried the screen beneath tons of masonry.

Each small piece of the screen was picked out of the rubble and Now with the work of repairing



SPECIAL

CASHEWS

89c Lb. Offer good thru Mother's

Day - May 8 The CANDY SHOP

the home of Schilling's Candies

BURDICK & MURRAY CO. On the Square at State 6-0211

the hall—in which, it is said, the first performance of "Twelfth Night," with Shakespeare in the

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Pashion dictates. Stender lines.



Lovely, slender Elyse Knox models this Loganknit creation, a two-piece mit of elegance - an over-blouse with standing collar and turned back cuff at bottom of blouse. Another fashionable dictate is

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Hollywood Bread. Just no fine

clothes express good taste, Hollywood Bread too, is the

choice of those who prefer fine

Prized Screen

Restored Like

Jig-Saw Puzzle

London, '(AP)—Experts have solved a jig-saw puzzle in sorting out for restoration scores of pieces of a priceless carved oak screen which was crushed when a bomb

Toward Screen

It was like a gigantic jig-saw puzzle in sorting out for restoration scores of pieces of a priceless carved oak screen which was crushed when a bomb

The hall—in which, it is said, the first performance of "Twelfth New York. Juvenile frigerator.

Actor Bobby Driscoll, wearing summer clothing, found it easy to vapor of exhaled breath one because a lad shaking with fright.

But then the company moved back to balmy California. Director Ted Tetzlaff had to duplicate Boby lad to held his original form," says one craftsman.

For Want Ads Dial 6-5811

This worked perfectly, wood:

Certain scenes of "The Window"

Certain scenes of "The Window"

Certain scenes of "The Window"

Certain scenes of "Twelfth Answer: Stop summer clothing, found it easy to vapor of exhaled breath one because a lad shaking with fright.

But then the company moved back to balmy California. Director not frozen, and so in interior worked perfectly, wearing summer clothing, found it easy to vapor of exhaled breath one because of a lad one of a most of saking is practiced in Holly-wood:

Certain scenes of "The Window"

Certain scenes of "T

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