

The Listener Talks Back

Consider The Amusement Park

By WILLIAM L. DOUDNA State Journal Entertainment Editor

Now that it's established that Madison is to have an auditorium of its own, thus establishing independence in that field from the University of Wisconsin, there's something else worth considering.

It's an amusement park. The State Journal's editorial page made such a suggestion some weeks ago, and this department goes along most of the way with the idea expressed therein.

Of course, it isn't as simple as it might be. Setting up an amusement park, at first glance, might appear to be just a matter of finding a large plot of ground, leveling it off, and advertising in the Billboard for attractions, which would come pouring into Madison to entertain us for a moderate fee.

You might do it that way, but you wouldn't last long. When you get through, you'd have a bunch of rides, concessions, and other such things, totally unrelated and wholly independent of each other and maybe a group of duplicate attractions a few rods away.

So let's go at this thing systematically. First of all, would Madison support a commercial amusement park? There's every indication that it could, despite the argument that the county fair couldn't make a go of it for one week a year.

A good gauge is the success of carnivals—traveling amusement parks—here. Two major ones have played the city this summer, and both of them set new records for their own seasons.

Second problem is the site. I haven't looked around, so I don't know whether we have a suitable one. But it's well established that a successful amusement park needs these things before it begins to fill its property with attractions:

ONE. A level, well-drained site. People in search of fun don't like to walk up and down hills for it, and they don't like mud, puddles, and pools.

TWO. A place large enough to have an adequate parking lot close to its entrance gates (of which there could be several).

THREE. A picnic spot, preferably well wooded. The successful amusement park is one which offers organizations and large family groups a place to eat their home-packed lunches. For this, shade trees are essential.

FOUR. A location within reasonable walking distance of a bus line and within a low-priced cab zone.

A waterfront site is advantageous, but not essential. Such a location offers extra beauty and the possibility of (1) extra revenue from boat-ride and perhaps other shoreline concessions and (2) delivery of passengers by a boat line.

Two things remain—the attractions and the promotion and maintenance of attendance.

As in the case of a carnival, two types of attractions are necessary: those in which the customer participates and those for which he is a spectator. The former include rides and games, and perhaps a swimming pool, roller rink, and such. The latter include shows of those which are presented in a permanent building (vaudeville, plays, etc.) or before a grandstand.

The big difference between participation attractions and the others is the fact that the rides and games and such things can be permanent (they have a constant appeal), but that the audience shows must change frequently, for few people will pay more than twice to see the same thing.

It appears, then, that the park must have space for transient attractions and buildings or arenas for temporary ones. And the most successful parks, I am told, are those in which the management owns the greatest number of all types of attractions and keeps the most rigid control over those it does not own or those it owns but leases to operators.

So much for the basic pre-opening policies. The rest depends upon the showmanship, perspicacity, and common sense of the owners and managers.

Such an enterprise, to reach the maximum possibilities of profit and community good, would require a tremendous investment. Dollar, dollar, who's got the dollar?

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Special Events

2 p. m. — Overseas Broadcast (WISC): messages of Madison area residents to relatives and friends overseas (to be rebroadcast at midnight over HCJB, Quito, Ecuador).

2:30 p. m. — Soap Box Derby (WBBM): boys race at Akron, O.

Religion

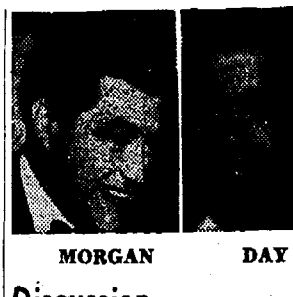
Revival Hour (WISC): "Moses Refused." 8:45 a. m. — Art of Living (WMAQ): "Don't Let Criticism Annoy You."

10 a. m. — Ave Maria Hour (WISC): "Cardinal Mindszenty." 10:15 a. m. — Sacred Heart (WISC): "Gabriel, Ambassador of God."

10:30 a. m. — Hour of Faith (WISC): "The Magnetism of Christ." 11:30 a. m. — Eternal Light (WMAQ): "Words We Live By—Book of Ezekiel."

11 a. m. — First Methodist Church (WISC): "A Foot-hold Mortised in Granite." 12:30 p. m. — Sunday Vespers (WISC): "Behind What You Do."

4 p. m. — Catholic Hour (WMAQ): "Present State of Education."



MORGAN DAY

Discussion

8:30 a. m. — Invitation to Learning (WBBM): "Mosses from an Old Manse." 10:15 a. m. — For and Against (WGN): Rep. R. E. Chubb (R-Ill.) vs. Rep. R. J. Madden (D-Ill.) on Taft-Hartley law.

11:30 a. m. — Round Table (WMAQ): "World Trade and the British Crisis"; T. C. Blaisdell, assistant secretary of commerce; Prof. T. W. Schultz, University of Chicago.

12:45 p. m. — Americans Speak Up (KNOW) Noah Dietrich, Texas business leader.

5 p. m. — Charles Brannan (WISC): secretary of agriculture on his farm program.

5:15 p. m. — Later Than You

Think (WFOV): "Ecuador and the Galapagos Islands." 9:30 p. m. — People's Platform (WBBM): "The Supreme Court and Political Appointment"; Reps. Emanuel Celler (D-N. Y.), K. B. Keating (R-N. Y.).

Drama

8 a. m. — Destination Freedom (WMAQ): "Henri Christophe." 3 p. m. — House of Mystery (WFOV): "The Moaning Vase." 3:30 p. m. — Writers Workshop (WMAQ): "All But By Blood." Proudly We Hail (WFOV): Dick Foran in "Journal of a Home-town Boy."

4 p. m. — Family Hour (WBBM): Edmund Gwenn in "The Woakey." 7 p. m. — Four Star Playhouse (WIBA): Loretta Young in "Once Upon a Horse."

12 m. — Choraliers (WBBM): "Jeannine, I Dream of Lilac Time," "Brown Bird Singing," "Dry Bones."

1 p. m. — CBS Symphony (WBBM): "Tintagel," Bax; "Carmen Suite," Bizet; "Symphony No. 4," Beethoven.



LORETTA YOUNG

2:35 p. m. — Boston Symphony (WIBA): Serge Koussevitzky, conductor; "Leonore Overture No. 3," Beethoven; "Symphony No. 5," Beethoven.

3:30 p. m. — Symphonette (WBBM): Mishel Piastro, violin soloist; second movement of Vieux Temps fourth violin concerto.

5 p. m. — Hit Parade on Parade (WBBM): Eugene Baird and Carl Ravazza in 1945 hits.

5:45 p. m. — University Regimental Band (WIBA): R. M. Fleury, conductor; Prof. R. E. Gard, speaker; "Narrator" overture, "The Thin Red Line," "Garry Owen."

7:15 p. m. — Here's to Veterans

(WFOV): Jack Berch. (WIBA): Dimitri Mitropoulos, conductor; Elena Nikolaidi, contralto; "Carnival" overture, "None But the Lonely Heart," "Achtida," "Tale of the Kalendar Prince," "Scherzo" from Mendelssohn's "Scottish" symphony, "My Heart at Thy Sweet Voice," dances from "The Three-Cornered Hat." 10:30 p. m. — Fine Arts Quartet (WBBM): "Quartet in G Major, Opus 54, No. 1," Haydn.

Quiz 4:30 p. m. — Hollywood Calling (WIBA): Dennis Morgan and Doris Day, guests.

Sports 11:45 a. m. — Baseball (WJJD): White Sox at Cleveland. 12:25 p. m. — Baseball (WIND): Cubs vs. Cincinnati. 4:30 p. m. — Golf (WGN): Tam O'Shanter tournament. 8 p. m. — Baseball (WFOV): Oscar Mayer vs. Winebago. 8:15 p. m. — Baseball (WIBU, WWCFC): Zor Shrine at Sauk City. 10:15 p. m. — Golf (WISC): Tam O'Shanter tournament.

Documentary 2 p. m. — Living 1949 (WIBA): "A Twig Is Bent," story of juvenile delinquency. 2:30 p. m. — It's Your Life (WMAQ): "A Caesarian Birth."

WHA and WHA-FM 9:00 Devotional Music 9:30 Symphony Hall 10:00 News 10:30 Masterworks of Music 11:35 News and Weather 12:00 Sunday Musicale 1:30 News and Weather 1:45 Veteran Wants to Know 2:30 Pro Arts Broadcasts 3:30 Writer's Workshop "All But By Blood" 4:00 Choir Music 4:15 Sunday Musicale 4:30 News 4:45 UN Story 5:00 Dinner Musicale 5:15 News 5:30 Concert 6:00 Dinner Musicale 7:00 Sunday Night Concert 8:00 News 8:15 Concert 8:55 Night News (to 11) 10:45 Megs. (FM) SUNDAY 10:45 Megs. (FM) 8:30 Sunday Morning Vocal 8:30 Sunday Morning Musical 8:30 News 8:45 Sing Cowboy Sing 10:00 Show Tunes 10:00 Sacred Heart Program 10:30 Navy Band 10:45 Perry Como Sing 11:30 Sacred Heart Church 12:00 Package of New Records 12:15 News 12:30 Package of New Records 12:45 News 1:15 Musical Portraits 1:30 Musical Menu Tomorrow 1:45 Variety Show 2:00 Trio 2:15 Spectator Wiley 2:30 Madison Hit Parade 2:35 In Your Neighborhood 2:45 On the Move 4:00 Off the Record 4:30 Your New Home 4:45 On the Move 5:00 Piano Land 5:15 Let's Hear You Think 5:30 Ken Griffin 5:45 Kay Starr 5:55 News 6:00 Musical Menu 6:15 Al Goodman 6:30 Musical Menu 7:00 Sports Shorts 7:15 Here's to Veterans 7:30 News 7:55 News 8:00 West Side vs. Gardner Bakery 8:00 Russ Morris

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective programs and times.

The Sunday Crossword Puzzle

Grid for a crossword puzzle with numbers 1-100 and shaded areas.

Answers to the crossword puzzle, including words like 'Mousetomb', 'Smooth surface', '14th century', etc.

Uncle Ray's Corner

No One Wants the Prickly Pear

Real pears grow on trees, but something which often is called a pear grows on a cactus plant. It is the fruit of "the prickly pear."

Before telling about the fruit, I should like to speak of the plant itself. It was given the name with good reason, since it has spines or prickles all over it.

There are many kinds of oak trees, also many kinds of prickly pear plants. Indeed there are far more kinds of prickly pears than of oaks, the total number counted being 250.

The prickly pear is a native of the New World, but it has traveled widely since white man first came to this side of the Atlantic. Today we find it in southern Europe, in some parts of Africa, and in Australia.

The sharp prickles guard the prickly pear from enemies. Grazing animals do not care to eat it, since it would scratch their throats.

On the islands of the West Indies, some farmers plant prickly pears in rows. In that way, they grow hedges which serve as fences to keep animals from going past.

Such animals as turtles may slip past prickly pears with no harm. A turtle is armored in such a way that its body can be carried past the prickles without suffering any harm.

Insects of a certain kind feed on prickly pears. They are known as "cochineal insects," and are of value in making dyes.

Someone in Australia had the idea that a dye industry of this kind should be started there. So he ordered a shipment of prickly pears to serve as food for cochineal insects.

The first prickly pears were planted in Australia years ago. Since then, the Australians have wished that the planting had never taken place. The plants have spread far and wide, and efforts to stamp them out have failed. Large areas have been overgrown to such an extent that they no longer are fit for grazing land.

We can, however, say some good words for prickly pears. The fruit of certain kinds is good to eat.

British Advertisers Move Against BBC Radio Curtain

By DENIS PLIMMER

LONDON.—(ONA)—Around the offices of the British advertising agencies and the London branches of American advertising firms, the atmosphere today is reminiscent of the days of the soap opera.

radio, lacks such personnel. However, this woman reports that British radio actors are at least as good, if not better, than their American counterparts and that a recording-session for a soap-opera serial is an artistic delight.

Diver Hopes to Recover Wreck of the Hesperus READING, Mass.—(UP)—A deep-sea diver, Art Maceo, is planning an ocean floor treasure hunt to recover the remains of the wrecked Hesperus, the ship which the poet Henry Wadsworth Longfellow made famous.

"Longfellow made the Hesperus so famous that any scrap I salvage will be a sure sale," he said "and I think I'll salvage enough to make the expedition profitable, if I can find it."

He said contrary to the details in Longfellow's poem, the Hesperus is in Boston harbor and not in outer Gloucester harbor.

MOSCOW SEES "DOMBEY AND SON" MOSCOW.—(P)—A new production of "Dombey and Son" is being presented to audiences of the USSR, V. Stanitkin and the music composed by D. Kalalavsky.

Her worst problem is finding writers trained to do radio commercials and serials. England, never having had commercial

Advertisement for Prickly Pear featuring an illustration of a cactus with a turtle and text describing the fruit's benefits.

Advertisement for Baby Brownie Special Camera and University Photo Shop, including details about the camera and contact information.