8 a. m. — Church of the Air (WBBM): the Very Rev. W. J.

(WBBM): the very nev. w. J. Kenneally, Denver, on "Divine In-spiration" . . Bible Highlights (WMAQ): "Simplify Religion" . . Revival Hour (WISC): "Israel's

9 a. m. — Message of Israel (WISC): Rabbi Jonah B. Wise.

10 a. m. — Ave Maria Hour (WISC): "St. Casimir."

10:15 a. m. — Sacred Heart (WFOW): "The Mystical Body." 10:30 a. m. — Hour of Faith (WISC): "Thus Must He Live."

Religion

Obedience."

(WISC):

the World."

### Sunday, September 18, 1949

## The Listener Talks Back **Fall Brings Local Shows**

By WILLIAM L. DOUDNA

(State Journal Radio Editor)

disc jockey session on WKOW called "Private Stock."

Another development came in WFOW's schedule. This enterprising FM station on the East side added a considerable amount of time to its programming, and now is the only Madison station on the air after midnight. It runs until 12:30 a.m.

until 12:30 a.m. One of the good things about the fall sea-son is the additional number of local shows it brings. With all the talent available here-abouts. Madison stations are singularly inactive about producing new local programs-except during the football period. Look, for ex-ample. at WIBA's fall setup, reported in The State Journal on Monday—with Roundy Cough-lin. Coach Ivy Williamson, and others going on the air.

Outside of WHA, none of the Madison outlets makes much of an effort to bring the city's musical talent to the air. We'll grant that it would be expensive—but can't some way be found to finance it?

Every network uses some programs from the studios of its member stations regularly. How many has Madison developed which are of such

hardly wise to provide food for time everlasting. The taxes or other source of money might run out, and then what would the spir-

it do? That seems to have been the reason why we now find so many pictures of food on the walls of tombs. It is supposed that the pic-tures were meant to supply the spirits with what they needed to eat. We may feel sure, in any case, that the pictures did the spirits as much good as the actual food.

Still later came the custom of making pictures of farmers growing. wheat, of men. tramping grapes, and so on. The idea of this may have been to give the spirits a constant new supply of food, or at least of food pictures, so that they never would grow hungry.

We may smile over the fancy that spirits could be fed, either with food or with pictures, but at least there was value in the pictures. The value was for people of the present time. Thanks to the pictures which have been found in tombs, we have added greatly to our knowledge of the everyday life of Egypt long ago.





SERVICE

720 Univ. Ave. 5-7322

3:35 p. m. — Philip Jessup (WIBA): U. S. ambasador-at-large on our policy at next UN general assembly meeting. 5:15 p. m. — Later Than You Think (WFOW): "World Full of Strangers." Tito? Drama

JESSUP

12:15 p. m. — World Without End (WISC): Dr. Frank Labach on Trade." "Each One Teach One." "Each One Teach One." 12:30 p. m. — Sunday Vespers (WISC): "The Greatest Wonder of (WKOW): "Labor, Management, Count Folke Bernadotte's mission. Count Folke Bernadotte's mission. 3:30 p. m. — Proudly We Hail (WMAQ): "Were the War Crime Trials Justified?"

(WMAQ): "The Unknown Christ." Discussion

Z p. m.—Maurice J. Tobin and<br/>8:30 a. m.—Invitation to Learn-<br/>ing (WBBM): Dr. Lawrence Frank<br/>on "Coming of Age in Samoa."Z p. m.—Maurice J. Tobin and<br/>Charles Sawyer (WIBA): cabinet<br/>members discuss the economic sit-<br/>uation . . Encore (WHA): Pres.<br/>E. B. Fred's address to University<br/>of Wisconsin freshmen.Edward Arnold in "The Devil and<br/>Daniel Webster.""Libel."202. m.—Maurice J. Tobin and<br/>Charles Sawyer (WIBA): cabinet<br/>members discuss the economic sit-<br/>uation . . Encore (WHA): Pres.<br/>E. B. Fred's address to University<br/>of Wisconsin freshmen.Edward Arnold in "The Devil and<br/>Daniel Webster.""Libel."4:30 p. m.—The Greatest Story<br/>Son with "Love Your Enemies."\* \*00Wisconsin freshmen.5:30 p. m. — Voice of the Army2:30 p. m. — 1

9:30 p. m. — People's Platform (WBBM): "Should the U. S: Aid \* \* \* 9 a. m. - Destination Freedom Brooks, poet. HARRISON

(WMAQ): story of Gwendolyn 10:30 a.m. — Eternal Light (WMAQ): "A New Amen," story HARRIS of children of wartorn areas. 1 p. m. — "Sometime Before Marriage" (WIBA): Henry Fonda (WISC). "Operation Citizenship; H. V. Kaltenborn, narrator. 7 p. m. - Four Star Playhouse (WIBA): Loretta Young in "Once Upon a Horse.'

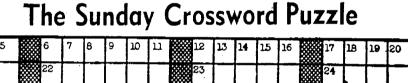
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Today's Outstanding Radio Programs, Classified

2 p. m.—Maurice J. Tobin and Edward Arnold in "The Devil and "Libel."

2:30 p. m. - It's Your Life 5:30 p. m .- Voice of the Army (WMAQ): "A Boy and Crime."

SUNDAY WENR-WLS WBBM WGN WMAQ WIBU WKOW World News Winwid Forest Comics WIBA WISC 780 KC. 720 kc. 1240 KC. 890 Kc 1480 kc. 1070 KC. 1310 kc. News: Marches Farm Service Farm Frolic News Roundup Salt Lake City Taberpacie Charlot Wheels Memory Music: News Back to God Coffee Concert News: Coffee ews: Organ Music News Organ Tones The Rev. Cedarholm Fashioned Revival Hour News Roundur Wormw'd Forest Capital Cathedral Sacred Heart omice Concert Radio Bible Class Voice of Prophecy Highlights of the Bible Radio Parade Art of Living Christ for Wisconsin Sunday Strings Musica) Clock Musical Clock Church of the Air invitation News Old Fashioned Revival Brown Rev. O'Hair to Learning News Howard K Smith To Be Cont'd Message of Israel Southernaires Southernaires Organ Tones Organ Tones Destination Freedom Guest Stars Bob Houston News Inter's Facto Reviewing Stand Radio Bible Melodies H. Peterson Devotions Pet Corner Bathel Lutheran Class Voice of Hour of Faith Prophecy News Back to God Serenade Serenade Bishop Conkline Rent Law Reading the Funnies Children's Ave Maria Hour Hour of Faith Methodist Church 1st Lutheran Church Mr. Fixit UN Story Unitarian Soc News Sen. Capehart 10:00 Melody Time Reviewing Stand Luthersh Light 10:30 10:45 Hour Hour Bible Fellowship • Music News Albert Warner Deems Taylor America United Chicago Round News First Congregational Church Pick Up Time Show Tunes Symphonesque lictor Lindlahr 11:00 1:15 1:30 First University Methodist Christ Presbyterian Church Hour Tabl Center hurch Symphonesque Some Time Before Morning 11:45 Ted Lewis Show Holland Engle Voices of Strings Joey Tantillo Sidney Walton Memorial Hr. News Speak Up Sunday Farm Hour Toby and Chore Boys News Without End Amateur Hour 12:00 12:15 12:30 The Chcraliers Syncopation Piece News Hello Wisconsin Sunday Vespera President Autumn Song CBS Symphony Orchestrs CBS Symphony Toby and Chore Boys Music ewel Box Some Time Before Morning Around the World Mister President Hawaii Calls Dress Up Quiz Changing W Betty Clark Sunday Vespers Design for Listening Revival Hour 1:00 1:15 1:30 Quiz Kids Orchestra CES Symphony Orchestra Dance hestra House of Mystery Martin Kans. Private Eye The Shadow Detective Mystery Air Force Band (t's Your Life Here's to Vets Styles in Song Fine Arts • L Duchow Waitz Time • Old Timers Lutherap Hour Ray Block Doctor's Orders Tunes Chas. Sawyer, M. J. Tobin Opera Album Quiz Kids Orchestra Quartet Songsters • Watertown Watertown Serenade New Rhythm Family Closeup Greatest Story Must Surprise Serenade Votces and Events House of Mystery Martin Kane 3:00 3:15 3:30 Air Force Band News: Philip Jessup Show Tunes Opera Album for You Symphonette Private Ey Family Hour Our Miss Brooks Catholic Hour Hollywood Calling Drew Peason Family Closeup The Greatest The Shadow Detective Mystery 4:00 4:15 4:30 Sunday Serenade Hollywood Calling Roy Rogers Stage Music Radio Parade Headlines To Be Ann'd Carter Story Drew Peason Man on Street Mom Musical Friendis Music Latest Music Jack Benny Call the Police Hollywood Calling Phil Harris, Alice Faye Hollywood Calling News U W Band Think Fast Listen to This Stop the Music Stop the The Falcon The Roy Rogers News Voice of Army Carter Saint Music by Bovero Sam Spade Life with Luigi • News Music Old Time Religion Four-Star Theater Mediation Board Smoke Rings Voices and Events Phil Harris, Stop the Music Stop the Music Falcon Stop ta Theater Guild Saint Alice Fay Meet Corli. Archer Horace Heidt Music State Street Serenade Sunday with You Walter Winchell L Parsons Chance of a Lifetime Old Timer Count of Monte Oristo Sheilah Graham Americans Spea Guild 7:00 7:15 7:30 7:45 Walt, Winchell Mutual Music Four Star Playbouse Theater Guild Louelis Parsons Chance of a Lifetime Jamboree Old Timers Ethel Merman Smoke Rings Old Timers Jamboree Old Timers Jamboree Dress Parade Dick •Theater Guild Ethel Merman Jimmy Fidler Ted Majone Geo Henninge Passing Thoug Take It or Leave It Kay Classical Hour Classical Hour Stars of Tomorrow True or False 8:15 8:30 8:45 News Paul Gibson Armen Music for Listening Fiesta News Here's to Vets Peoples Poetry Answer Man Chicago at Night News: Songr Geo Winslow News \*Take It or Leave It \*Kay Armen Jimmy Fidler Ted Malone Geo Henninger News Summer Theater Flavored With Flute Report to Kup's Column Here's to Vets Platform Gen Snknisky News Sunday Sports Concert George Ready Passing Th'ghts News Joyce Carlson Dance Music: News Silent Silent Silent Silent News: Ted Straeter Orch. Orchestra Music Jimmy Featherstone Griff Williams Orch.; News Davidson News Mr. Fixit Fotine Paul Neighbor Orch Orchestra Maste • Silent • Silent • Silent • Silent Matinee at Midnight Matinee at Midnight Dance Music Dance Music Dance Music Music; News Music News; George Winslow Orch. News: Mi Smith News: Eddle O'Neili Orch Promenade Concert the Masters Sherman Hayes: News Concert: News irprise Screnade: News Moreno Orch. 



WHA-WHA-FM 970 Kc. — 8.7 Megs SUNDAY A. M. 9:00 Devotional Music 9:30 Symphony Hall 10:55 News Masterworks of Music News and Weather in News and Weather P. M. Sunday Musicale News and Weather Veteran Wants to Know Encore

songs 1 p. m. — CBS Symphony (WBBM): Anthony Collins, con-ductor; "Grand Duo" symphony, Schubert-Collins; "Falstaff," Elgar.

12 m. --- Choraliers (V/BBM):

college medley, spirituals, popular

Wisconsin

Music

FONDA

2 p. m. — Here's to Veta (WISC): Frankie Carle.

3:30 p. m. — Symphonette (WBBM): second movement of Grieg's A-minor piano concerto, Under the Double Eagle, "Poeme."

8 p. m. — Dress Parade (WBBM): "Donkey Serenade," "Estrellita."

8:15 p. m. — Here's to Vets (WFOW): Nelson Eddy. 7:30 p. m. - Theater Guild (WIBA): Rex Harrison, June Du-

9:30 p. m. — Kay Armen (WIBA): and Tony Martin; "You're Breaking My Heart," "Make Be-lieve," "Stormy Weather."

Variety 5 p. m.—Jack Benny (WBBM): satirizes "Edward My Son."

6:30 p. m. --- Phil Harris and Lewis), Walter Tetley, others.

2:30 p. m. — Quiz Kids (WIBA): contest winners from Minnesota, Indiana, Mississippi, Michigan.

nor Parker, guests.

12:15 p. m. --- Baseball (WJJD): White Sox at Boston.

Dodgers at Chicago.

Washington vs. Packers at Milwaukee.

Miscellaneous

from Europe.

WFOW (FM)

A. M. 8:00 Sunday Morning Varieties 8:30 Sunday Morning Musical

8:30 Sunday Morning Musica. 8:35 News 9:00 Folka Time 9:30 Sing Cowboy Sing 9:55 News 10:00 Volce of the Army 10:15 Sacred Heart Program 10:30 Navy Band 10:45 Perry Como Sings 10:55 News 10:55 News 11:00 Bashford Methodist Church P. M.

12:45 Luncheon Music 12:55 News 1:00 Luncheon Music 1:15 Musical Portraits 1:30 Variety Show 1:55 News 2:00 Trio 2:00 Trio 2:00 Madison Hit Parade 2:55 News 3:00 Madison Hit Parade 3:15 In Your Neighborhood 3:10 Proudly We Hall

10:30 p. m. — Concert Master (WIBA): Adolf Busch and orches-tra; "Sonato in E Minor for Violin and Figured Bass," Bach; finale of Figured Bass," Bach; finale of "Sonata No. 9," Beethoven: "Danse Boheme," Bizet: "Bridal Proces-sion," Rimsky-Korsakow: "Coro-nation March," Meyerbeer. 

Alice Faye (WIBA): start new season with Frankie Remley (Elliott

Quiz

4:30 p. m. — Hollywood Calling (WIBA): Kirk Douglas and Elea-

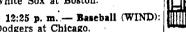
Sports

6 p. m. — Voices and Events WIBA): James Fleming reports

long.

104.9 Mers. SUNDAY A. M.

12:00 News 12:05 Shuffleshop 12:15 Memory Time 12:30 Piano Land 12:45 Luncheon Music



2 p. m. — Football (WTMJ).

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they do today. Pictures left to us by the an-was to watch out for the welfare

mummy of a man named Hunefer kings who decided that it was

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or double, which would live after death as long as the body kept its shape. They supposed that if the body was burned or otherwise 648 State Street Phone 5-3784 destroyed the spirit would die. There also was a belief that

ILAN m Ш ]]個]]倒]]售 **By UNCLE RAY** An Egyptian mummy is an ob-to obtain food. To feed it, food was left in the tomb. tightly in strips of cloth, it may Kings and other rich men date back from 3,000 to 7,000 sometimes set aside money to pay years. It seems strange to us that for food left in hte tomb. For any mummy could have lasted so this purpose one king made a will providing that the taxes Most of the mummies which from 11 towns should be set aside. Another king ordered the income from 12 towns to be used for time they were buried. The wives, children and parents of the dead Often a temple was built near wept for their loss long ago, as a king's tomb. In this temple they do today. cient Egyptians show people in of the king's spirit. mourning. One of these shows the In later centuries there were

lying in a hearse of a sort. The hearse represents a boat, and near the mummy is Hunefer's wife, with a mark on her cheek which may have been meant to show that she was crying. The Egyptians believed that each human being had a spirit, at the sign of the Camera

6007 utes beginnig at 12:30 p.m. and substituted a disc jockey show handled by Bob Swan-And the same station drop-ped the Joe Hasel sports show, dance music, and everything else (except one news period) it had on the list from 10:30 p.m. to midnight and inserted a recorded show over which Ed Silvera presides. Ed once had a good

STATE.

While network shows and the football season have been hogging the radio headlines the past few weeks, there have been some developments locally worth mentioning. One is WISC's decision to drop a number of sustaining ABC programs and substitute record shows produced in its own studios. (Sustaining programs, as you probably know, are non-commercial ones.) Beginning last Monday. WISC made two drastic shifts in scheduling. It slashed everything out of the 90 min-

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Just come in and buy a Schick Electric Shaver. If after ten days you aren't convinced that the Schick can outshave your blade razor, return it to us and get your money back.

There are no strings on this trial offer. "Outshave blade razors" means exactly what it says-your Schick Electric must. shave faster, more comfortably, and just as close as you want.

SCHICK SUPER with V-16 shearing heads. In handsomely covered allmetal traveling case.



SCHICK COLONIL with new 8-M shearing head. In smart travel case.



(Open Mondays-9:00 to 9:00)

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