

# The Listener Talks Back TV or Not TV? Not Yet

By WILLIAM L. DOUDNA  
(State Journal Radio Editor)

Aside from giveaway shows, the big talk in radio hereabouts is television, known chummy as "TV" by those who talk most about it.

When asked, I reply that I am not planning to buy a TV receiver, although I would gladly accept one if a giveaway show called up and asked, "What is your middle name?" and I answered correctly and the sponsor sent a set, complete with antenna and a crew of installers to put it in operation.

Last Sunday, The State Journal reported the viewpoint of a TV man who knows what he's talking about, and he didn't make a liar out of this department, which earlier in the year had said that television for Madison—that is, dependable and fairly continuous TV reception—was still a long way off.

He was Jim Robertson of WTMT-TV, and the very fact that he warned against buying TV sets here now should be a tipoff to the situation, even if you weren't convinced by his arguments.

For here was a man who would certainly advocate, rather than oppose, TV buying in Madison if there were any possibility of its being a good thing to do. He represented a Milwaukee station which, in its AM broadcasting, considers Madison a part of its market; a station which is interested in selling advertising time and facilities; a station which, if it really thought Madison viewers would be able to receive its pictures consistently and satisfactorily, certainly would not try to scare them away.

On top of that, I respect Jim Robertson's views and information and would do so even though he were disproving what I had written earlier.

From the Pacific coast comes additional information about TV probabilities gathered at the request of radio editors by Bernie Milligan. Here are excerpts from his report:

"It will be early in 1950 that the first serious and concrete talk of network television develops, because not until then will nationwide facilities be available.

"Television, for the moment, and probably for a long while, cannot advance beyond the means of American Telephone and Telegraph (AT&T) to develop its installations.

"Coaxial cable, the mysterious and magic medium which has become a household word, is the key to the whole situation.

"That cable, over which television programs must be transmitted, at least for the present, is NOT installed from coast to coast, but our in-

formation reveals that the last link, between Charlotte, N. C., and Atlanta, Ga., now is under construction and probably will be completed late in 1949.

"Does this mean, then that immediately upon completion programs will be going back and forth across the nation?"

"Line charges still are considered beyond the sensible financial reach of many prospective sponsors who must attract a maximum of dialers for a minimum of cost.

"Line charges probably will be made on a per-mile basis and it is the general feeling that scarcity of large population centers between the Midwest and the Pacific Coast will cause these sponsors to confine their activities, until costs have been reduced, to Eastern areas.

"A T and T, too, has not determined completely how much of these new facilities will be available for television, since the primary purpose of the cable is to carry telephone conversations.

"It is the consensus that television cannot become big-time until the Jack Bennys, Clark Gables, Jack Carsons, Loretta Youngs, Bob Hopes, and Don Ameches plunge in with both feet.

"These persons, and others in their strata, are reluctant to engage in anything more than guest appearances and their reasoning is logical.

"The stars feel that they would endanger their careers by participating in regular television work and the explanation is simple:

"If the lighting, the camera shots, and the direction are not up to Hollywood standard, how can we be made to appear presentable? If the television viewer, at home, sees us with shadows upon our faces, which make it appear that we have bags under our eyes and are not cleanly-shaven, he naturally forms an unfavorable opinion of our work and our abilities.

"If he forms this adverse opinion after seeing us for nothing, how can he be expected to pay any sort of price to see us on the screen at his local theater when there is no assurance we will be better than when he saw us on television?"

"The stars deduce, therefore, that such a reaction could and probably would bring about a sudden ending to their screen careers.

"You mention that television hasn't hurt Milton Berle, Olsen and Johnson and Ed Wynn.

"That is true, but the stars will tell you Berle and the others had nothing to lose, everything to gain by going into television; that none was enjoying successful film or theater careers at the moment; that their stake was small compared to the tremendous chances the Hopes, Crosbys, Carsons would be taking."

WFOV-FM  
101.5 Mhz.  
SUNDAY  
8:00 Sunday Morning Vocal  
8:30 Sunday Morning Musical  
9:00 Polka Time  
9:30 Sing Cowboy Sing  
10:00 Glenn D. Davis  
10:15 Sacred Heart Program  
10:30 Voice of the Army  
10:45 Perry Come Sing  
11:00 Bachelor Methodist Church  
F. M.  
12:00 News  
12:05 Package of New Records  
12:15 Memory Time  
12:30 Piano Land  
12:45 Luncheon Music  
1:00 News  
1:05 Luncheon Music  
1:30 Variety Show  
1:45 News  
2:00 Trio  
2:30 Madison Hit Parade  
2:45 News  
3:00 Madison Hit Parade  
3:15 In Your Neighborhood

WHA  
97.8 Kc. - 51.7 Mhz.  
SUNDAY  
A. M.  
8:00 Devotional Music  
8:30 Symphony Hall  
9:30 Ken Griffin  
9:45 Kay Starr  
10:00 Glenn D. Davis  
10:15 Sacred Heart Program  
10:30 Voice of the Army  
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## Sunday's Cross Word Puzzle

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
19						20			21				22				23
24		25				26			27				28				29
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101		102				103			104				105				106
107		108				109			110	111			112				113
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149		150				151			152	153			154				155
156		157				158			159	160			161				162
163		164				165			166	167			168				169
170		171				172			173	174			175				176
177		178				179			180				181				182

1 Fine line of	59 The Gods	122 Simple	191 Old third	32 Fish	113 See eagle
2 letter	60 New Mexico	123 athletic	2 fabric	33 Narrow inlet	114 Rabbits
3 Indian	61 Russian (pl.)	124 The moments	3 Man's	34 Land	115 Correlative
4 European	62 Kind of boat	125 The turner's	4 nicknames	35 measure	116 Tribe in
5 mountain	63 Mohammedan	126 Perplexed	5 The turner's	36 God of the	117 Hills.
6 range	64 Mohammedan	127 Note of scale	6 Character in	37 Wind (var.)	118 In the
7 covers	65 Note of scale	128 Note of scale	7 Obelisk	38 Smeat	119 India
8 Distributors	66 Note of scale	129 Note of scale	8 Traffic	39 Felices	120 Penitence
9 cards again	67 Maturus	130 Note of scale	9 violator	40 Wall mending	121 Young goat
10 Young	68 Note of scale	131 Note of scale	10 Desert region	41 Mental life	122 Those in
11 author	69 Note of scale	132 Note of scale	11 Covers with	42 Malay archi-	123 Penitence
12 security	70 Greek letter	133 Gained slight	12 Desert region	43 Islands in	124 Island credit
13 provoking	71 Cooky	134 Note of scale	13 Covers with	44 Islands in	125 Take credit
14 hated	72 A number	135 Note of scale	14 Desert region	45 Islands in	126 Acknowledge
15 Printer's	73 A number	136 Note of scale	15 Desert region	46 Islands in	127 Distan
16 Time past	74 A number	137 Note of scale	16 Desert region	47 Islands in	128 Hawaiian
17 One who	75 A number	138 Note of scale	17 Desert region	48 Islands in	129 Hawaiian
18 loves work	76 A number	139 Note of scale	18 Desert region	49 Islands in	130 Hawaiian
19 Animal	77 A number	140 Note of scale	19 Desert region	50 Islands in	131 Hawaiian
20 doctor	78 A number	141 Note of scale	20 Desert region	51 Islands in	132 Hawaiian
21 Early bronze	79 A number	142 Note of scale	21 Desert region	52 Islands in	133 Hawaiian
22 coin of	80 A number	143 Note of scale	22 Desert region	53 Islands in	134 Hawaiian
23 China	81 A number	144 Note of scale	23 Desert region	54 Islands in	135 Hawaiian
24 American	82 A number	145 Note of scale	24 Desert region	55 Islands in	136 Hawaiian
25 humorist	83 A number	146 Note of scale	25 Desert region	56 Islands in	137 Hawaiian
26 Eyes discon-	84 A number	147 Note of scale	26 Desert region	57 Islands in	138 Hawaiian
27 tously	85 A number	148 Note of scale	27 Desert region	58 Islands in	139 Hawaiian
28 American	86 A number	149 Note of scale	28 Desert region	59 Islands in	140 Hawaiian
29 Passenger	87 A number	150 Note of scale	29 Desert region	60 Islands in	141 Hawaiian
30 Drink slowly	88 A number	151 Note of scale	30 Desert region	61 Islands in	142 Hawaiian
31 Weight of	89 A number	152 Note of scale	31 Desert region	62 Islands in	143 Hawaiian
32 student	90 A number	153 Note of scale	32 Desert region	63 Islands in	144 Hawaiian
33 India	91 A number	154 Note of scale	33 Desert region	64 Islands in	145 Hawaiian
34 Mournful	92 A number	155 Note of scale	34 Desert region	65 Islands in	146 Hawaiian
35 3,418	93 A number	156 Note of scale	35 Desert region	66 Islands in	147 Hawaiian
36 Symbol for	94 A number	157 Note of scale	36 Desert region	67 Islands in	148 Hawaiian
37 nickel	95 A number	158 Note of scale	37 Desert region	68 Islands in	149 Hawaiian
38 usually	96 A number	159 Note of scale	38 Desert region	69 Islands in	150 Hawaiian
39 narrow	97 A number	160 Note of scale	39 Desert region	70 Islands in	151 Hawaiian
40 road	98 A number	161 Note of scale	40 Desert region	71 Islands in	152 Hawaiian
41 Old stringed	99 A number	162 Note of scale	41 Desert region	72 Islands in	153 Hawaiian
42 instruments	100 A number	163 Note of scale	42 Desert region	73 Islands in	154 Hawaiian
43 Small	101 A number	164 Note of scale	43 Desert region	74 Islands in	155 Hawaiian
44 Lassoer	102 A number	165 Note of scale	44 Desert region	75 Islands in	156 Hawaiian
45 Girl's name	103 A number	166 Note of scale	45 Desert region	76 Islands in	157 Hawaiian
46 Artificial	104 A number	167 Note of scale	46 Desert region	77 Islands in	158 Hawaiian
47 language	105 A number	168 Note of scale	47 Desert region	78 Islands in	159 Hawaiian
48 Goddess of	106 A number	169 Note of scale	48 Desert region	79 Islands in	160 Hawaiian
49 Infatuation	107 A number	170 Note of scale	49 Desert region	80 Islands in	161 Hawaiian

# Classified Highlights of Today's Schedules

**Religion**

8 a. m. — Church of the Air (WBBM): Pres. W. F. Krauschair of Teas Lutheran college of "Christ. Our Only Hope."

9 a. m. — National Radio Pulpit (WMAQ): "How Secure Can We Be?" Message of Israel (WISC): "Why I Believe in Prayer."

10 a. m. — Religion for Today (WIBA): Jack Mendelsohn, Rockford, Ill., on "The United Nations Works for You." Ave Maria Hour (WISC): "St. Barbara."

10:15 a. m. — Sacred Heart (WFOV): "Goal of the Liturgy."

10:30 a. m. — Hour of Faith (WISC): "Queen of the Missions."

11 a. m. — First University Methodist (WISC): "A Responsible World or None."

12:15 p. m. — Frank and Ernest (WISC): New series.

5 p. m. — Catholic Hour (WMAQ): The Rev. E. D. Benard on "The Hill of Mars."

**Discussion**

10:30 a. m. — Reviewing Stand (WGN): "Preparing for Atomic

**Age Problems.**"

12:30 p. m. — Round Table (WMAQ): "The UN and Its Prospects," Sir Hartley Shawcross, Dr. Manfred Lochs, Prof. Quincy Wright.

5:15 p. m. — Ralph Peterson (WFOV): "The Problem Drinker" and "Drinking's Not the Problem."

5:30 p. m. — Author Meets Critic (WISC): Dr. Mason Gross and Robert Smith on Lampell's "The Hero."

11:15 p. m. — Public Affairs (WMAQ): "Each One Teach One," Dr. F. C. Laubach.

**Drama**

11:30 a. m. — Eternal Light (WMAQ): "Moses Mendelsohn," story of 18th-century philosopher, talks by Niles Trammell and Dr. Louis Finkelstein.

1 p. m. — NBC Theater (WIBA):

**Documentary**

10 a. m. — "Destination Freedom (WMAQ): Jane Hunter, originator of Phyllis Wheatley foundation.

3 p. m. — "Could Be" (WMAQ): repeat performance of Norman Corwin's drama-document about the future.

**Music**

10:30 a. m. — Voice of the Army (WFOV): Kitty Kallen.

1 p. m. — Choraliers (WBBM): "I Love Life," "Brown October Ale," "Daybreak."

2 p. m. — N. Y. Philharmonic Symphony (WBBM): Leopold Stokowski, conductor; "Tales from the Vienna Woods," and "The Beautiful Blue Danube," Strauss; "Serenade No. 3," Mozart; "Symphony No. 3," Gliere; Mary Garden, intermission speaker.

3 p. m. — NBC Symphony (WIBA): Milton Katims, conductor; "Tancred," Rossini; "Rustic Wedding" symphony, Goldmark; "Danse Sacree et Danse Polka," Debussy; "Dance Symphony," Gillis; "Pro Arte (WHA): "Quartet in B Flat Major," Schubert.

4:30 p. m. — Harvest of Stars (WIBA): James Melton, Lillian Murphy; "Auf Wiedersehen," "One Kiss," "Song of the Vagabonds," "I Got Plenty o' Nuttin'," "Le Reve," report on all-time football poll.

5 p. m. — University a Cappella Choir (WIBA): Prof. Paul Jones, conductor; Prof. Leland Coon, speaker; "Rosemary and Thyme," "Think on Me," "Oh Lonely Heart," "I Won't Kiss Katy."

8:15 p. m. — Here's to Veterans (WFOV): Vid Damone, Hollace Shaw.

8:30 p. m. — American Album (WBBM): "My Heart Stood Still," "You Are Love," "Forgotten," "Caro Nome," Schubert's Serenade.

9 p. m. — Contented Hour (WBBM): Andy Russell, Frances Langford.

10:30 p. m. — Concert Master (WIBA): Bronislaw Huberman in excerpts from "Symphonie Espagnole," orchestra music includes "The Beautiful Galatea" overture, "Emperor Waltz," "Flight of the Bumble Bee."

**Variety**

7 p. m. — Charley McCarthy (WBBM): with Ann Blyth, Hans Conried.

**Quiz**

2:30 p. m. — Quiz Kids (WIBA): in New York City; Mrs. Eleanor Roosevelt, guest speaker.

**Football**

1:05 p. m. — Bears vs. Giants (WIND).

4:30 p. m. — Packers vs. Los Angeles (WIMJ).

SUNDAY							
WIBA	WISC	WKOW	WIBU	WBBM	WENR-WLS	WGN	WMAQ
1310 Kc.	1430 Kc.	1070 Kc.	1240 Kc.	730 Kc.	890 Kc.	720 Kc.	670 Kc.
7:00 News: Organ Music	7:00 News: Organ Music	7:00 News: Organ Music	7:00 News: Organ Music	7:00 News: Organ Music	7:00 News: Organ Music	7:00 News: Organ Music	7:00 News: Organ Music
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