



TIP O' THE MORNING: "I Remember Mama," a hit on stage and screen, is a television success, too. Now it's being considered for radio as a weekly series.

The Grieg Male chorus of Madison added its help to the Empty Stocking club Sunday night, giving a concert in Central high school auditorium.

The men sang, for the most part, beautifully, with a variety of tone color and precision in attack and release. Yet they never sounded regimented, which is the case with a good many male choruses.

Alexius Baas was the conductor. The audience called them back at the end of the programmed concert for three encores—the rollicking "Vals," "To My Home," and "Evensong."

Of the regular numbers, the best perhaps were "Norway's Mountains," a study salute to the homeland, and "Lovely Cloud," a quiet, peaceful Swedish song.

Osvald Bernsten, baritone, did a fine job with his solo in "The Great White Host" and joined G. L. Stubbjaker, tenor, in a duet, "Meditation."

Stubbjaker's good voice appeared to advantage in the finale, an arrangement of "America the Beautiful" which called for the soloist, quartet, and chorus.

John Fredrickson, violinist, was guest soloist, playing Ole Bull's "The Herd Girl's Sunday" with lyrical beauty, and continuing with the singing "Canzonetta" by Ambrosio and the fiery "Zigeunerweisen" of Sarasate.

Kreisl's arrangement of Granados' "Spanish Dance" for an ensemble.

BOHRD: Mr. and Mrs. Aaron Bohrod will be in New York today to attend the opening of a one-man exhibition of the works of the University of Wisconsin's artist-in-residence.

DOLLY BLOOMER: Bruce Kanitz must have had some special satisfaction in doing his "Musical Theater" on WISC Sunday.

AT LUTHER COLLEGE: Three Wisconsin students will take part in the presentation of "The Messiah" at Luther college, Decorah, Ia., on Dec. 18.

STUDIO PLAYS: A drama currently playing on Broadway and a one-act story of Southern sharecroppers will make up the Studio Plays bill to be presented by Wisconsin Players and the Wisconsin Union theater committee Dec. 13 and 14.

French Aide Reported as Suicide Found Alive

PARIS—(P)—French officials said Sunday that Guy Auffrey, French national expelled from Poland, has been found alive near the German-Swiss border.

MENU PROBLEM SOLVED

GARDNER, Mass.—(UP)—Robert Wetmore solved a temporary eating problem cheaply when he shot a 150-pound black bear.

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Radio Program Schedules by the Clock

MONDAY. Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and time slots (6:00-6:30, 6:30-7:00, etc.) listing various programs like Sunrise, Musical, Top of the Morning, etc.

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.

Radio Giveaway Boom Bursts Ahead of Federal Court Action

NEW YORK—(P)—The public appeared Sunday to have beaten the government to the draw in defying radio's giveaway boom.

While drastic anti-giveaway rules by the Federal Communications Commission (FCC) remain tied up in court proceedings, the public has knocked off a flock of jackpot shows simply by not tuning them in.

Four major giveaways have folded in the past few months, another is due to get the axe the first of the year, and still another may be pulled off the air in the next few weeks.

Others have been revised or dropped entirely. If any big new jackpot programs are in the works, nobody's talking about them.

Industry officials discount the effects of the FCC's rules, scheduled to have gone into effect last Oct. 1 but held in abeyance pending trial of suits brought by the ABC, CBS, and NBC networks in a federal court here.

Rather the decline of the giveaway is attributed to the passing of a fad—a falling off of interest among radio listeners.

Whatever the reason, it is a well established fact in radio that a loss of audience is as fatal to a program as would be a federal edict.

The reversal of the giveaway trend by no means spells an end of the court battle, however. The FCC is busy digging up evidence to support its position that it has the right to curb giveaways under federal anti-lottery statutes.

And the broadcasters are storing up legal ammunition to try to establish their right to air as many giveaways as the public will listen to. A trial date for the suit has not been set.

The giveaway has not disappeared entirely by a long shot. Some of the big ones still are around—including ABC's "Stop the Music," CBS's "Sing It Again," and NBC's "Hollywood Calling," vzb vzb vzb em1 vbywhT,x

But the casualties have been pretty heavy, particularly among those in which a listener is called on the telephone and receives a vanload of merchandise for answering a question or identifying a tune or voice.

"Hit the Jackpot" is due to bow out at the end of the year. The radio version of CBS's "Winner Take All," once heard five times a week, also has disappeared, although a television version is doing handsomely.

Kate Smith's Monday night show on ABC recently was cut nearly in half and its king size jackpot dropped.

NBC's "Hollywood Calling," a latecomer in the parade, has drawn disappointing audiences and its future is somewhat hazy, although its ratings recently perked up.

ALL IS CONFUSION

PHENIX CITY, Ala.—(UP)—It's confusing, trying to call the fire department, police, hospital, county jail or a cab in Phenix City. For the hospital, you call 8-7811. One taxi company is 8-8712, the other 8-8771. The police, jail and fire department numbers are just as close and people calling those three numbers are usually excited enough to mix them up.

WFOV-FM

8:00 Yawn Patrol
8:30 Clockwatchers
9:00 Ben Light
9:15 Herb Kern
9:30 Dance Band
10:30 Homemakers
10:30 Morning Variety Show
10:55 News

Today's Radio Highlights

Music 6:15 p. m.—Jack Smith (WBBM): and Margaret Whiting: "Dear Hearts and Gentle People," "If I Loved You," "Zing Went the Strings of My Heart," "Don't Cry, Joe," "Lucky Us."

7 p. m.—Gordon MacRae (WIBA): with Kenny Baker and Evelyn Case in "The Mikado," 7:30 p. m.—Concert: Hour of Music (WIBA): Eleanor Steber, Leonard Warren and Howard Barlow's orchestra: "Will You Remember?" "Vissi d'Arte," "My Hero," "Invictus," "Largo al Factotum," "Begin the Beguine," "Wedding of the Painted Doll," "Evening Star."

8 p. m.—Great Artists (WIBA): Marian Anderson and Donald Voorhees' orchestra: "Air" from "Xerxes," Faure's "Nell," "Deep River," "Ride On, Jesus," "A la Kreuzer," "From San Domingo," "The Great Gate of Kiev."

8:30 p. m.—Band of America (WIBA): "King Cotton," "Coronation March," "Arkansas Traveler," "Thunder and Blazes," "Bonnie Blue Bonnet," "1812 Overture," "Under the Double Eagle," 10:30 p. m.—Dress Rehearsal (WIBA): Boston Symphony orchestra.

1:00 Chapter a Day
1:30 North American Neighbors
1:57 Weather Report
2:00 Beginning Spanish
2:30 Organ Classics
2:50 Music of the Masters
3:30 Radio Journal
4:15 Inquiring Parents
4:30 Pakistan in World Affairs
4:45 Music You Want
5:15 Musical Varieties
5:45 Inquiring Parents
6:00 Organ Reverie
6:30 Dinner Musicale
7:15 News and Views
7:30 Chapter a Night
8:00 History of the U. S.
9:00 FM Concert
10:35 News (to 11)

10 a. m.—Homemakers (WHA): "Managing the Food Dollar," "The Rush of Christmas Mail," 11:45 a. m.—Sacred Heart (WFOV): "Nicomedus," 12:30 p. m.—Farm Program (WHA): "What We Learned About Fertilizers This Year," "Control Cattle Lice Now," 3 p. m.—Kate Smith Calls (WISC): Evelyn Kaye and Ham Fisher, guests.

Madison Catholic Women's Club and Daughters of Isabella present BRUCE MARSHALL speaking on "Conduct and The Atom Bomb" West High Auditorium Wednesday—December 7—8:00 p. m.

Tickets: \$1.20 each available at Forbes-Moagher-Arnsley—Brown Book Look & Dieter's Pharmacies—Wisconsin Blueprint

ORPHEUM NOW! FIRST SHOWING! ROMANCE! RICHNESS! RAGING ADVENTURE! MAUREEN O'HARA • PAUL CHRISTIAN • VINCENT PRICE BAGDAD COLOR BY TECHNICOLOR MARCH OF TIME — "McARTHUR'S JAPAN"

PARKWAY LAST DAY "THE SECRET GARDEN" AND "SAVAGE SPLENDOR" IN TECHNICOLOR TOMORROW!

They've got ZAZZLE!! IT STARTS WHERE SEX APPEAL STOPS Robert CUMMINGS Ann BLYTH with Percy KILBRIDE FREE FOR ALL IT'S FUN FOR EVERYBODY

ROLAND WINTERS CHARLIE CHAN The Shanghai Cheat

MADISON LAST DAY "INTERMEZZO" and "NANOOK OF THE NORTH" TOMORROW! 2 HILARIOUS HITS TO ENJOY AGAIN!

JOAN BENNETT—ADOLPHE MENJOU "HOUSEKEEPER'S DAUGHTER" Wm. Holden—Susan Hayward "YOUNG and WILLING"

STRAND Nobody's as good as Betty when she's bad! BETTE DAVIS—JOSEPH COTTEN Beyond the Forest YES SIR, THAT'S MY BABY

EAGLE STAMP 6 LUCKY PEOPLE WILL BE AWARDED FILLED EAGLE STAMP BOOKS "Listen For Your Name" WIBA 6:30 p.m.

You'll be so wonderful to dance with at Christmas Parties if you come to Arthur Murray's now or DIAL 6-9057 GAIETY ahead for you! Dates, fun, new friends, compliments galore—if you dancing is graceful, vivacious and new! Decide now to be a thrilling partner at holiday parties! Just put yourself in the hands of an Arthur Murray expert and you're launched. You can learn the Samba or a smart Fox Trot in one hour. The Rumba is no problem. And you pick up correct dancing style along with the latest steps. Come in or phone 6-9057 NOW—before our experts have their time all booked up.

WHA and WHA-FM 7:30 Bond Wagon
7:45 Morning News
8:00 Weather Report
8:30 Morning Melodies
9:00 Physical Universe
9:30 Nursery School of the Air
9:30 Afield with Raner Mac
9:45 Weather Report
9:54 Top Bulletin Board
10:00 Homemakers Program
10:05 Piano Melodies
10:45 News and Views
11:00 History of the Far East
11:30 Noon Music
12:30 Farm Program
12:30 News

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WARNER BROS MAJESTIC LAST DAY "RUTHLESS" "MISERABLE TAKES RICHMOND" TOMORROW "King's Row" ANN SHERIDAN RONALD REAGAN BETTY FIELD CLAUDE RAINS AND WILLIAM POWELL ANN BLYTH Mr. Peabody and the Mermaid AIRLINES NEED Reservationists, Station and Passenger Agents, Radio Operators, Hostesses, Secretaries, Communications. Public contact, non-technical and technical positions. Inquire today. Send coupon for information. AIRLINE TRAINING DIVISION Central Radio & Television Schools, Inc. Box No. A-684 Madison Newspapers Inc. 115 S. Carroll St. Please see that I get full information about Central Training. Name _____ Age _____ Address _____ Phone _____ City _____ State _____ Did you graduate from Senior High _____ School? _____ Married or Single? _____