News Morning Song

W.18A

### The Sunday Spotlight

# They'll Get What They Want

(State Journal Radio Editor)
Further proof (if any be needed) that radio stations try to give listeners what they want comes from WRCO, Richland Center, and its audience.

During the summer the station, now about year old polled its listeners on their likes and

dislikes in programs, music, and so on. Reports came from 23 communities in 10 counties-Cazenovia, Sextonville, Soldiers Grove, Gillingham, Reedsburg, Gays Mills, Avoca, Middleton, Arena, Lone Rock, Yuba, Bloom City, Baraboo, Boscobel, Ithaca, Madison, Muscoda, Spring Green, Blue River, Cobb. Mineral Point, and

Richland Center. Sports and dramatic programs received the greatest number of votes in the "What-would-you-like-to-hear-more?" classifications with a scattering of light votes asking more programs for women, more quiz shows, and more talent-search programs.

The important thing to us is the station's reaction.
WRCO already has stepped up its sports coverage, adding Packers' football games to its Sunday schedule. And Bob Bodden, program director, says

tic and women's programs. This he is doing in spite of the fact that most listeners expressed satisfaction with the station's present setup. In other words, WRCO listens to the words of minority listeners as well as to those in the majority.

he is completing arrangements for several drama-

radio program on any station?" the listeners voted (WBBM): presents Freedom Award heavily for news, probably reflecting intense inter- to Secretary of State Dean Acheest in the Korean war and in local happenings. At son, least, that has been the result of analysis in other similar studies.

Shows originating in the WRCO studios topped the popularity list, which is to be expected in a poll

Center station, Gene Autry's was the most pop- Mighty God." Arthur Godfrey, and the CBS Radio Theater.

"Popular music proved to be just what the name implies," Bodden says, "with the majority of those who cast their ballots. This classification included instrumental and vocal selections. "Popular music proved to 20 name implies," Bodden says, "with the majority of those who cast their ballots. This classification included instrumental and vocal selections, novelties, of Peace," the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev. A. R. Breines; 11:30 of Peace," the Rev. A. R. Breines; 11:30 of Peace, "the Rev

Hymns . . . semi-classical . . . Western and hill- (WKOW):

billy ... waltzes ... classical ... martial ... polkas ... Commonplace," Dr. Roy W. Zimorgan ... square dances.

Now, here's the surprice-the amount of time listeners say they devote to radio: Average is 71/2 hours a day.

Dozens said they listen from 10 to 15 hours

Farm families, naturally, said they listen 20 to more than 50 per cent listing that period. Other strong segments of the day are 7 to 10 a.m. and 5 to 7 p. m. per cent more in winter than in summer,

Uncle Ray's Corner

## What Made the Mountains?

the earth's crust high and other a height of just over 21/2 miles.

Some mountains are the result ed above the surface. of volcanic action. An interesting example of this has been observed. in Mexico. A few years ago a vol-

ground. Other eruptions have tak-

What has made the mountains of of them is the famous Mauna Loa, and the Himalayas of Asia, the earth? Why are some parts of another Mauna Kea, and both have Such ranges, for the most part, the earth's crust high and other a height of just over 2½ miles. are the result of folding of rock So far as study has shown, the the cause of the folding, but we

the rocks and the soil, the oceans and the mountains.

The best work has been done during the past century, and it has explained many of the secrets ocean bottom, and has built up.

There are ways to judge the age of mountains. One of these is to study rock layers which are on the level, and to learn the kind of aniexplained many of the secrets ocean bottom, and has built up mals and plants which existed which were hidden in times before. mountains. Slowly, through the when those layers were formed. ages, these mountains have gained Ways have been found to judge height until some of them appear- the age of the different layers.

in Mexico. A few years ago a volwith volcanoes keeping on with study can show ways in which they
cano broke loose in the midst of a their eruptions, the mountains have
level field. No sign of any previous kept on growing. Scores of them
study can show ways in which they
agree with level rock layers.

The Booky mountains are higher level field. No sign of any previous kept on growing, Scores of the eruption had been seen at that have reached heights of from ½ a place.

Then, suddenly, a peasant obsurface. The islands of Japan are, timate of geologists gives the age timate of geologists gives the age.

and a little mountain now exists, however, are on continents and the Appalachians are 150,000,000 Big mountains also have been have been built up largely in other years old. If those estimates are on new schedule, built by volcanoes. Careful study ways. The great ranges include the correct, the Appalachians were of Hawaiian mountains has shown Rocky mountains of North Americalded twice as long ago as the that they are made up of lava. One ica, the Andes of South America, Rockies.

Sunday's Crossword Puzzle

layers. There is some doubt as to

out of place, but long and careful

of the Rockies as 75,000,000 years. en place there since that first one, The most famous mountains, The same geologists estimate that

# Those questions take us into the mountains of Hawaii started to know that it has taken place, science of geology. For hundreds grow at the bottom of the ocean of years, men have been studying when volcanoes broke loose there.

In other places, where folding has occurred, the rock layers are Drama

# Classified Highlights of Today's Radio Schedules

WKOW

1970 Mc.

Club: Conort

Sunday, October 8, 1950

WENR-WLS

WMAQ .

Chifton Utley Sun. Dateline Back Page

News Elli Snyder The Chev Show (to 1)

Back Page Day's End

WHA and WHA-FM

970 Kc.--88.7 Megs. MONDAY

MONDAY
A, M.
7:00 Farm Program
7:30 Band Wagon
7:45 Morning Newa
6:00 Morning Melodies
8:30 English Literature
9:20 Organ Music
9:30 Affeid with Ranger Mac
9:50 Markets

9:55 Weather Report 10:00 Homemakers Program

11:30 Noon Musicale
P. M.

12:20 News
P. M.

12:30 Farm Program
1:00 Chapter a Day
1:30 Radio Almana
2:00 Beginning Spanish
2:30 Oran Classics
3:30 Music of the Mastem
4:30 Landan Column
4:45 Concert Airs
5:00 Music You Want
5:10 Music You Want
5:30 Book Jaunts
5:45 News
6:00 Orann Metodies
6:30 Dinner Musicale
7:15 News and Vlews
7:30 Chapter a NJah
8:00 Contemporary Trends

8:00 Contemporary Trends 8:50 News of Wisconsin 9:00 FM Concert 0:55 Night News (to 11)

medical use, the purchase said.

CHICAGO

BEARS

TODAY

104.9 ON THE DIAL

1:55 P.M.

JOE BOLAND REPORTING

Your Radio Hast-

THE BREWERS OF

ATLAS

The Racing Form, which cost

1500 Homemann. 1 0:30 Concert Airs 0:30 Concert Airs 0:43 News and Views 11:00 American Political Thought 11:50 Noon Musicale P. M.

Henry Brandon Speak Up News 3 digs Wings of Song

Wings of Song

Henry Brandon J. Featherstone Orch Jews

:50 Markets

### Special Events

10:30 p. m. - Warren Austin

### Religion

9:15 a. m. - Bethel Lutheran (WIBA): at new time; the Rev. L. of broadcasts not carried by the Richland A. Benson on "Spectators on the Road;" anthem, "The Lord Is a

10 a. m. — Religion for Foday 9:36

11 a. m. — Christ Presbyterian WKOW): "Conquerors of the

10:36 a. m. — Reviewing Stand (WGN): "What Should be Our National Water Policy?" Discussion

10:35 a. m .- Invitation to Learn-

1:30 p. m. — Graham Hoves WHA): "Background of the

(WHA): News." 3:30 p. m. - American Forum (WIBA): "Should Women Be Drafted for War?;" Judge Sarah



MARTIN

11:30 a. m. - Eternal Light (WMAQ): sixth anniversary; John
Garfield in "A Duty of Conscience," story of modern Israel.

1:15 p. m. — Proudly We Hall
(WFOW: Richard Widmark in

"Back Home." 2 p. m.-NBC Theater (WIBA): ers vs. Yanks.

3 p. m.—Under Arrest (WISC): vs. Cardinals. 4:30 p. m. - Alaskan Martyr Variety

7:30 p. m. — Theater Guild (WiBA): William Holden and Celeste Holm in "Blow, Ye Winds," 2:30 p.m.—Quiz Kids (WIBA): comedy of conflicting careers. 8 p. m. — Corliss Archer Benita Perlman, Rochester, Minn., (WKOW): too many dreams come prize-winner, guest.

p. m.-United Jewish Appeal Miscellaneous 9 p. m.—United Jewish Appear (WISC): Van Heflin in "Formula for Life."



"Silk Umbrella Polka," "My Gal Sal," "Missouri Waltz," "Don't

4:15 p.m.-Sunday Music Hour

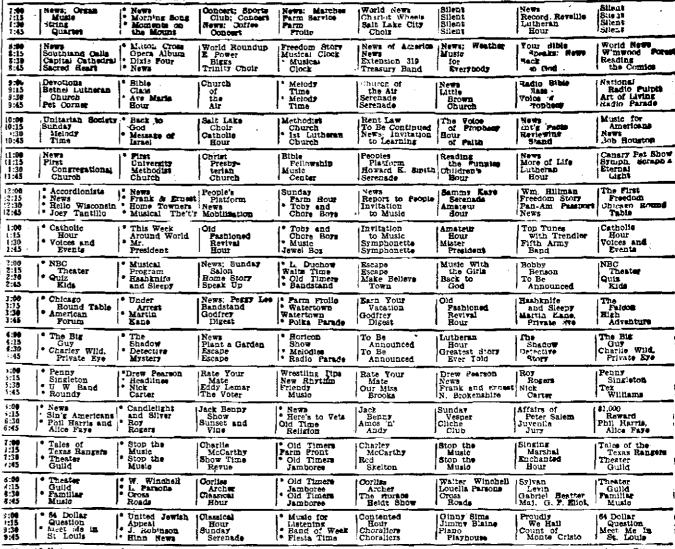
5:30 p.m.-University Concert (WIBA): Summer Residence Halls

WFOW): Jan Garber orchestra. Chatchaturian's Ballet Suite No. 1.

9:30 p.m. — Piano Playhouse | MARION, Mich. — (UP) — The umpire called it a foul ball but the Marion high school baseball team

WISC): Bryan Duncan. "Stand- ner.

(WISC): "Chanson Triste, chen," "Summer time."



SUNDAY

WIBU 1240 KB.

**WBBM** 

 Starred programs are also carried on cor WIBA-FM.. 101.5 M. WWCF (WIBU) corresponding FM stations . . FM channels WISC-FM 98.1 M. WIBA-FM . 101.5 M. ·94.9 M.

# 1 p.m .- Football (WTMJ): Pack-

Enchanted Hour

1: p.m .- Football (WFOW). Bears

News: Mr. Smith Bill Snyder Orch.: News

4:30 p. m. — Alaskan Martys Y Griety

(WFOW): new series.

5:30 p. m. — Our Miss Brooks
(WBBM): hears hurricane warning, helps stormproof principal's house.

7 p.m. — Charlie McCarthy (WKOW): returns to the air with Edgar Bergen, Mortimer Snerd, Ercil Twing, Ray Noble, others; first guest, Jane Wyman.

0:00 0:15 10:30 0:45

6:30 p.m.—Juvenile Jury (WGN) returns to the air; Charlie Hankinson, Dickie Orlan, Billy Knight, Elizabeth Watson, Laura Mangels.

### WFOW-FM 194.9 Megs, SUNDAY A. M. 8:00 Tops in Pops

9:30 Songs Out of the 9:40 Western Swing 9:55 News 10:00 Show Tunes 10:15 Sacret Heart Program 10:30 Navy Band 10:45 Perry Como Sings 10:55 News

10:55 News 11:00 Bashford Methodist Church P. M. 12:00 News 12:05 Package of New Records 12:15 Memory Time 12:30 Plano Land 12:45 Luncheon Music

4:45 This 'n' That 4:55 News 1:55 News 5:00 Ken Griffin 5:30 Piano Land 5:45 Kay Start News Musical Menu 100 News a menu 100 News 103 Religious Music 103 Request Show 100 News 100 News 105 Here's to Veterans 103 Teacher Short Harmony 105 News 100 Dick Jurgens 100 Prankir Carla

10:55 News 11:00 Russ Morgan 11:30 Skitch Henderson RABBIT FOULED OUT

The ball hit and killed a rabbit, - Enchanted Hour which the team took home for din-





### WHA & WHA-FM Better to Take It Easy, 970 Kc.--88.7 Megs. SUNDAY Traffic Test Shows

Watren Austin

9:00 Devotional Music 9:30 Cathedral Echoes 9:55 News 10:00 Symphony Hafi 10:55 News and Weather 11:00 Masterworks of Music 11:55 News

Silent Silent Silent

P. M. 12:00 Sunday Musicule 1:30 Background of the News 1:45 UN Story

News Elmo Roper Fireside Hour

News; Dance Music Dance Music

1:45 UN OWAS 2:00 Encore 3:00 Crothestras of the World 4:00 Chofr Music Hour FM ONLY

FM ONLY 5:15 London Forum 5:45 News in Review 8:00 Program Review 8:01 Dinner Musicale 7:00 Sundey Night Concert 8:55 News 9:00 FM Concert 10:55 Night News (to 11)

### Prof. White to Discuss Work of UNESCO

Helen C. White, professor English at the University of Wis-consin and U. S. delegate to the United Nations Educational, Scientific, and Cultural organization (UNESCO), will describe UNESCO for the Third District State Nurses Bourbon, Racing Form assn. meeting Tuesday at 8 p. m. in McConnell hall, Madison Gen. on State Shopping List

eral hospital. Prof. White, a member of the national commission for

ence Nielsen, Dane county public
health department, chairman of public welfare department for he association program committee. Ruth Coe, newly-elected associa- first vice-president, will take of-

### SAN FRANCISCO- (U.P.) -

nnes in The Night

America for God America for God

Frightened pedestrians scattered, cautious drivers curbed their autos and traffic policemen tootled madly, but that didn't deter Harold McKean, Jr., who demonstrated how to save 40 seconds and insure a set of ulcers. McKean was a member of a

two-man, two-auto, driving team that demonstrated the futility of haste in city driving. The other driver, Les Price, made the same run through downtown San Francisco traffic, observed every law and every precaution and wheeled in only 40 seconds behind on the 19-minute course.
The test run convinced ob-

servers that high pressure driving not only shortens life expectation, but it gets you there no faster than relaxing through traffic.

SANTA FE, N. M. — (U.P.) —H. ang \$26 for the year, was directed U. S. hational commission for a subsection of the state racing commission. Scription to the Daily Racing Form She will be introduced by Flor- were official purchases last year The bourbon was ordered by the

tion president, and Shirley Watson, fice at the meeting.

### Build-up for the problem figure



Droopy shoulders-protuberant abdomen -sway back usually mean cramped internal organs that upset nature's balance. Obviously, such a condition can cause excess strain and fatigue.

Camp Supports are an aid to better posture because they provide basic scientific support for pelvis and abdomen. The right support is more than a figure build-up-it helps you to regain new energy for the joy of living.

CAMP Supports

Mrs. Agnes Hughes Registered Nurse in attendance

## The Prescription Pharmacy, Inc.

26 S. Carroll Street, Madison, Wis., Park Hotel Bldg., 5-4571 Camp Surgical Supports Fitted to Your Doctor's Prescription

Phone Answered Day or Night

(Authorized and paid for by the Wisconsin Democratic Campaign club, 18½ E. Mifflin, Madison, Wis. Fran Rose, Sec'y.)

Tonight! a new radio experience!

and every Sunday

Hear questions from all over Wisconsin on the important Problems of our time answered in a frank, unrehearsed manner. Hear Carl Thompson, Horace Wilkie and Gene Clifford speak out on what vitally affects you,

'THE VOTER WANTS TO KNOW' WKOW on your 5:45 P.

# 1 A hundred-2 Article 3 Falsehood 4 A foot in prosody 5 Liquid 6 Looked after

6 Looked after Young salmon 8 Guido's high note 9 Rapid-firing small arm 10 Labyrinths 11 Gold in La-tin America 12 The dill 11 North America can Indian
14 Part of run
insut's ston
ach used
as food
15 Chickens

magistrates 27 French for

'and'
31 Malay pow-ter coin
33 Samoaa valiant 39 Supercilious persons 41 Note of scale 43 Hawaiian 45 Swine (pl.) 47 Prefix:

ean vessel 52 98 (Rom. num.)
53 A meadow
55 Son of Seth
58 To fail in 60 Old stringed

stone 100 Russian river 101 Word of 101 Word of negation 103 Sixty-sixtles, a Babylonian numeral 104 Baron (abbr.) 105 U.S. soldier 106 A direction 107 Nahoor sheep (pi.) 106 A direction 107 Nahoor sheep (pl.) 111 Symbol for tantalum 112 Particles 113 Vehicles

pagoda 95 To apply habituall

VERTICAL (pl.) 61 Measure of iron 121 River of wood 62 American Indian 63 A rascal 64 Exclamation Italy
122 Kind of
fortification
124 Electrined of inquiry 65 Furnished with noise 66 Withdrew 68 Behold! 125 Ran aground 127 Involved as 128 Plaunta

68 Behold! 69 That which about idly
129 Child's term
for mother
132 Peacock
butterfly person (pl.) 76 Kind of en-134 Faroe Is-lands Windlands windstorm
136 Erief doctrinal formula
137 Unites
138 To bring
forth
149 Through
140 To perform
142 Symbol for
ruthenium
140 Implement
for washing
noors
145 Encountered
146 One who
scares up gineer (abbr.) 80 Grandchild (Scot.) 81 Poisonous 85 Sloth 88 Tierrs del Fuego Indian 89 Holy Moth-er Church (abbr.) 92 Finish 93 Chinese

scares up the game 147 Summed up 149 Drank fre-149 Drank frequently
151 Flame up
brightly
154 Pertaining
to the Salian
Franks
157 To observe
158 Idenucal
160 North Syrian
deliv fell delty
fell Egyptian
dog-hended
ape
162 Cerd
165 The sun.
167 French for
wine
168 Man's name
170 Unexploded
shell
173 A volume
177 Sun god

77 Siberian Successors of Mohan & One who sword river 78 To cut after

mimics
10 Protective
ditch
14 Pulse
19 Disarowal
20 Story
21 Wild buffalo
di India
22 Checked
24 Printer's
measure measure 25 Ostrich like bird

28 Geometric figure 28 Girl's name 29 To depart 30 Stamese coin
22 One that
seizes with
teeth
34 French for
summer
35 Lathers
37 To remind
38 Etrusesh
title

title
40 To put on
41 Anatolian
Goddess of
fertility
42 Therefore
44 Tree yielding caucho 45 Twining stem 46 To cant 48 Acknowledges 48 Acknowle 51 River of France 53 Theater seats 54 Native metal metal 56 Predx; out 57 Elongated

75 Fencing

59 fish
59 Symbol for
Calcium
60 The turmerie
61 Joined
65 African tree
65 Exoherating
72 American
73 Exclamation
67 Symbol for
110 Structure (DL) 126 Was exces-sively fond

of
128 Tortures
130 Young child
131 Note of
scale
132 Bushmen
134 Correlative
of either
135 Turf
136 Untarnished
129 To goad
141 Current
144 Venomous
African 501ck Standi-79 O.a Scandi-navian rulers of Russian Slavs 30 Sone 80 Some 81 Litigated 84 Bapylonian deity 86 Occupied a Venomous African 87 Linitation 148 Cry of a duck 89 A legislator 90 Teutonic

HORIZONTAL

90 Teutonic delty
91 One who recounts (pl.)
94 Symbol for radon
95 Extent
96 Paradises
98 Land
measure
99 Handrome
evergreen
shrub
102 While
104 Unit of
pressure 153 Hawailan hawks 155 To require 156 Period of 159 Hawsilan

wreath
161 Dismay
163 Smail child
(U.S.)
164 Plural
ending
165 To soak up
16 Genus of
old World
Tropical
ferna 104 Unit of pressure 105 American Revolution Revolution 108 Edible seed 109 Eypothetical force 110 Sufficient 101 (Rominum) 114 Scotch for 15 Girl's name 117 Whether 119 An Airplans (abbr.) 122 Genus of certain flowers 123 Network structure (DI.) 124 Was excess 189 Cover
171 Symbol for tellurium
172 Reduce to a lower grade
174 Turkish rivia

title
175 Ses eagle
176 Hardened
178 Grounded
golf Club
179 Low sand
hill in
England
180 Raised
platform 181 Kind of tree

(Solution on Page 1, Section 4)



Music 12:45 p.m.—Joey Tantillo (WIBA) Sweetheart Me.

1:30 p.m. - Symphonette WBBM): Marche Indienne," "Los foros," "Ranch House Party." WHA): Pro Arte quartet and Louise Lockwood Carpenter, plan-

9:15 p.m.-Here's to Veterans 8:30 p.m. — Classical Hour WKOW): "The Moldau," Brahms' Hungarian Dance No. 1," "Peer Synt Suite No. 1," "Finlandia,"

9 p.m.—Contented Hour (WBBM) Tony Martin joins Jo Stafford and Ziggy Elman; "La Vie en Rose," "Goodnight, Irene," "The Angels 11:55 News (to 12:00)
Sing" . . . Gintry Simms (WENR): and Chris Dane.

10:30 p.m.-Keyboard Prince wasn't disappointed



