

The Sunday Spotlight

Those Up and Coming Stars

By WILLIAM L. BOUDNA
State Journal Theater Editor
For the first time in its 56-year history, the Billboard—weekly magazine of show business—will make a major format change with its issue of Nov. 4. It will increase its page size by 50 per cent, eliminate its magazine-style covers, and emulate newspapers in its makeup.

To tell its story, the Billboard has put out a sample issue in the new format. In it, one finds reprints of news stories, advertisements, and editorials which have appeared in the magazine since it was started in 1894 as a house organ for a poster-printing organization.

The result is not only a capsule history of show business and allied fields but also an amusing account of the hopes, viewpoints, and activities of the 56 years it covers. Here are some samples, with dates:

"After two years of research and experimentation behind tightly locked doors, National Television Corp. is preparing to broadcast television shows and sell television sets. Receiving sets are to be priced in the neighborhood of \$200,"—July, 1934.

"Walter Winchell, formerly a vaudeville actor, and at the present time a columnist on a theatrical trade paper, has been engaged as head of the drama desk of the New York Evening Truth,"—August, 1924.

Advertisement: "Pastor's 143 E. 14th st., New York City. Best variety show on earth. The place to visit in New York is Pastor's,"—December, 1906.
Headline: "Victor Herbert, George Maxwell, Head New Music Society,"—February, 1914. (This was the beginning of the American Society of Authors, Composers, and Publishers.)

"David Belasco dropped \$250,000 this season in his effort to produce clean plays, it is alleged, but he declares that he will continue the policy next year and eventually win out,"—April, 1927.

"Discovered here recently... when he was with the WLS 'Showboat Revue,' Bob Hope, youthful entertainer, showed great promise to the RKO book-

ers, who promptly signed him to the circuit for a year, with an option on his services for two years more,"—November, 1929.

Advertisement: "Al Jolson, blackfaced comedian with the operatic voice. Never idle,"—January, 1907.
"Ethel Barrymore... said in an interview that she seems talkie offers. She loathes being photographed, and cannot endure, for one thing, being told what to do by young men whose experience in show business is negligible compared with hers,"—July, 1929.

Review of "Esmeralda," starring Mary Pickford: "A five-reel film... A sweet story, sweetly and artistically portrayed and worthy of all praise for staging, photography, and its human interest,"—September, 1915.

Advertisement: "Edison Projecting Kinetoscope—It is the acme of perfection. Projects both moving pictures and stereoptical slides. If electric current is not available, we give you choice of standard photographic perfection in our animated picture films. There's nothing slow about us,"—May, 1901.

"National Broadcasting Co. has no intention of setting up distinct Red and Blue network organizations within NBC,"—July, 1939.

Headline: "Glenn Miller Ork Cops Campus Pol."—April, 1940.

Headline: "Whiteman Gets Radio's First Two-Hour Show,"—June, 1933.

"Against its wishes in some respects, the amusement industry is being forced more and more to recognize the radio field as one of its most important and powerful branches,"—January, 1930.

"Harry James, Benny Goodman's star trumpet pupil, is staking it out in the ork world in his right,"—January, 1939.

"Frank Sinatra, cousin of maestro Ray, this week joined Harry James as vocalist. Young Sinatra is a Hoboken boy,"—July, 1939.

Headline: "Huston (Walker)"—January, 1927.
detee) Sold in Nicholson's money in aeroplanes. Advertisement: "There's money in aeroplanes, or wherever crowds gather... Let us show you how little it costs,"—June, 1919.

Headline: "Ringling Purchases Barnum and Bailey,"—November, 1907.

Special Events

1:15 p.m.—United Givers Fund (WFOV): history and development of new organization; Warren Jolymore, narrator; Morgan Manchester, Oscar G. Mayer, Jr., Bernard Mautz, Glen Bell, Roy L. Matson, Fred Hornstetler, George Garrett, Mrs. Lorraine Gallagher, Lavern Anderson, James Gallagher (on WIBA at 5 p.m.; on WKOW at 6:30 p.m.; on WISC at 9 p.m.).



GRANVILLE McCREA

9:15 a.m.—Bethel Lutheran (WIBA): Dr. J. A. Aagaard, president of Evangelical Lutheran church; anthem, "Lo, a Voice to Heaven Sounding."

9:30 a.m.—Church of the Air (WKOW): Pres. Harold E. Stassen of University of Pennsylvania on "Peace Through Faith and Works."

10 a.m.—Religion for Today (WIBA): "What's Wrong With Planning?"

10:30 a.m.—Catholic Hour (WKOW): "Freedom Under God," by Rev. A. B. Breines, Edgewood College choir.

11 a.m.—Christ Presbyterian (WKOW): "What Makes a Great Church?," Dr. Roy W. Zimmerman.
Bashford Methodist (WFOV): "Taking Life in Your Stride," the Rev. W. B. Waltmire.



STASSEN THOMAS

10:30 a.m.—Reviewing Stand (WGN): "Can We Get People to Work Together?," L. P. Bradford, National Education assn.; Malcolm Knowles, Chicago Central YMCA; Arnold Lippitt, University of Michigan; Paul Sheats, University of California at Los Angeles.

10:35 a.m.—Invitation to Learning (WBEU): "Collected Poems of T. S. Eliot."

12 m.—People's Platform (WKOW): "How Should We Best Educate for Democracy?," Sen. E. D. Thomas (D-U.) and his Republican opponent, W. F. Bennett.

1:30 p.m.—Graham Hovey (WIBA): "Background of the News."

3 p.m.—Chicago Round Table (WIBA): "How to Win Friends in Asia?," Raymond Moyer, Economic Cooperation administration; Prof. T. W. Schultz, University of Chicago; Prof. Clyde Mitchell, University of Nebraska.

3:30 p.m.—American Forum (WIBA): "Can World Law Assure the Peace?," Edvard Ansel Mowrer, Admiral L. P. Lovette.

5:15 p.m.—Later Than You Think (WFOV): Ralph Peterson reviews "Mao Tse-Tung: Red Ruler of China."

6 p.m.—Jack Benny (WKOW): Joan Benny, Jack and Mary's daughter, guest.

7 p.m.—Charlie McCarthy (WKOW): and Dorothy Kirsten.

7:30 p.m.—University Concert (WIBA): Alpha Phi and Kappa Sigma choruses.

8:30 p.m.—Classical Hour (WKOW): "Russian and Ludmila" overture, Gliere's third symphony.

9 p.m.—Contented Hour (WBEU): "Mona Lisa," All My Love, Giny Simms (WENR); and Johnny Raitt.

9:30 p.m.—Chorallers (WBBM): "Sierra Sue," "Sunbonnet Sue," "I Got Plenty o' Nothin."

11 p.m.—Enchanted Hour (WISC): "Elves," "Panis Angelicus."

1:30 p.m.—Boston Symphony Rehearsal (WMAQ): returns to the air.

1 p.m.—Top Tunes (WGN): "Nevertheless," "For You," "Miserable."

1:30 p.m.—Symphonette (WBBM): "Danse Arabes," "Happy Farmer," excerpts from Tschal-

Classified Highlights of Today's Radio Schedules

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

* Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM 101.5 M. WWCW (WIBU) 94.9 M. WISC-FM 98.1 M.

Uncle Ray's Corner

Shrinkage Explains Rockies

The Rocky Mountains and many other ranges were produced largely by the folding of rock layers, but there is a big question as to why the folding has taken place.

An old theory tells us that the folding is due to shrinking of the crust during the cooling of the earth. This theory supposes that the earth was, at first, a mass of very hot material.

Some modern geologists have different theories, but there are facts which point toward the truth of the old viewpoint.

Holes Show Heat
In thinking over the subject, we must remember that the deepest holes which men have made go down only a few miles. The deepest hole ever made is less than a thousandth part of the distance to the center of the globe.

Important facts have been learned, however, from the deep

holes which have been made to this date. It has been found that, on the average, the temperature goes up at a rate of one degree Fahrenheit for each 60 feet drilled into the ground. An average hole a mile deep has a temperature of about 160 degrees at the bottom.

The rate of increase in heat differs somewhat. For example, there are gold mines in South Africa where the increase in heat is only 4 degrees in each thousand feet of depth. Elsewhere, however, deep holes show that the temperature goes up more rapidly, the usual rate being an increase of 17 degrees for each 1,000 feet.

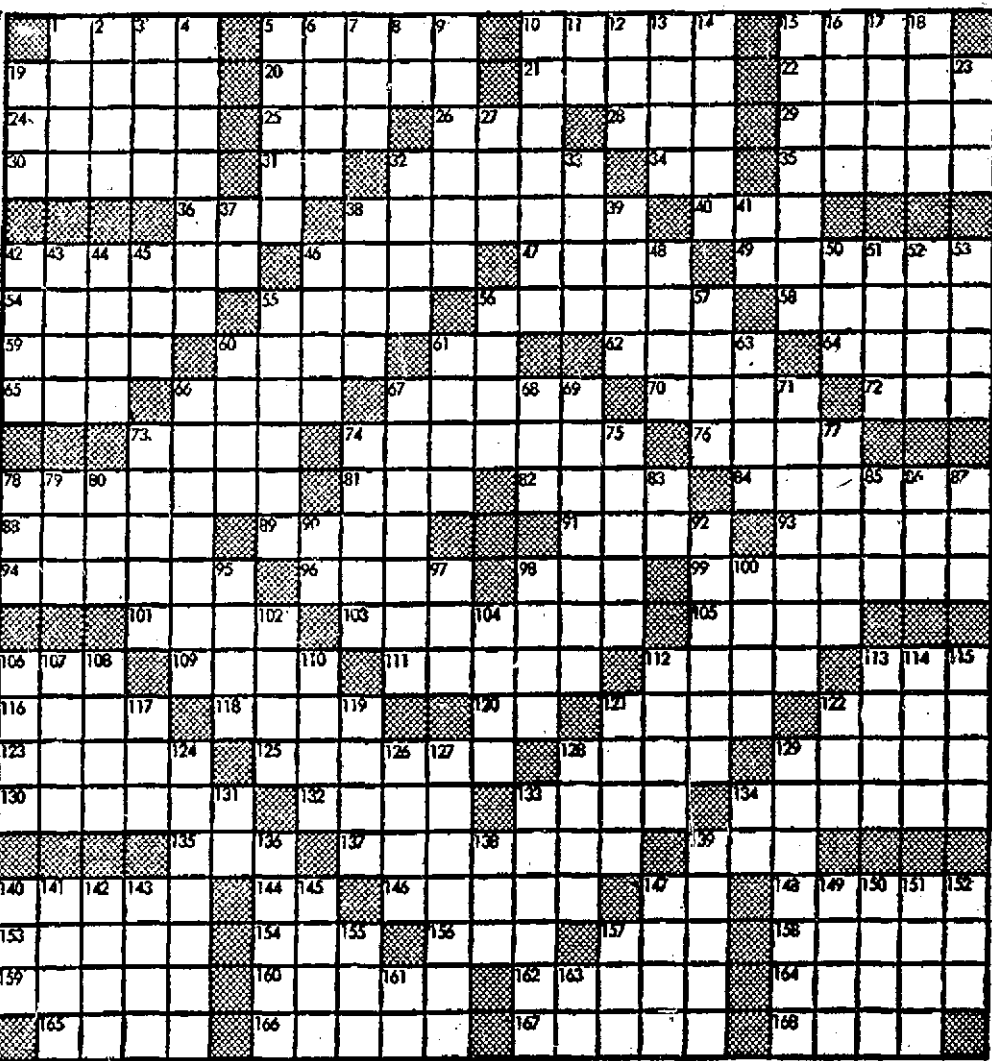
An oil well drilled to a depth of 16,000 feet in California was found to have a temperature of 400 degrees above zero at the bottom. It is a good thing that no one had to go down that far to get at the oil!

Another fact which points to hotness under the earth's crust is this:
Explains Volcanoes
At many places there are volcanoes which pour out molten rock. A crater appears at a spot where the crust is too thin and too weak to hold down the hot material below. Explosive gases, including steam, play a big part in breaking the crust at such places.

Another part of the explanation of mountains takes us into the work of water. Rains have been falling on mountains for vast ages, and the water has run down the sides. Running water will wear away rock.

A river flowing through a certain section will have a lower and lower bed as thousands of years go by. The Colorado river is given credit for cutting the mighty chasm of the Grand Canyon.

Sunday's Crossword Puzzle



- 1 Girl's sweetheart
2 To kind of
3 A caravan-
4 Musical
5 European
6 Wanderer
7 African
8 Try to mend
9 Part of
10 Show in
11 Horse racing
12 French for
13 Show in
14 Suitable
15 Hawaiian
16 The scuba
17 bug
18 A car
19 Lasso
20 Sassa Hills
21 Mountainous
22 Measure of weight
23 Kind of dog
24 Large cask
25 Scabbard
26 Contender
27 Don
28 To corrupt
29 Kind of pace
30 Toward
31 One side
32 Philistine
33 To the
34 Mulberry
35 Throughfare
36 Fortify
37 Prefix; not
38 Business transaction
39 Kind of
40 Country of
41 Kind of nail
42 Over (poet)
43 Diver
44 Restricted
45 Kind of
46 A caravan-
47 Musical
48 European
49 Wanderer
50 African
51 Try to mend
52 Part of
53 Show in
54 Horse racing
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75 Philistine
76 To the
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80 Prefix; not
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82 Kind of
83 Country of
84 Kind of nail
85 Over (poet)
86 Diver

Discussion

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WHA & WHA-FM

9:00 Devotional
9:30 Cathedral Echoes
9:55 News
10:00 Church
10:05 News and Weather
10:15 Masterworks of Music
10:30 P. M.
10:35 Graham Hovey
1:15 U. S. Story
1:30 Sunday School
3:00 Orchestras of the World
4:00 Choir Music
4:30 Sunday Music Hour
5:15 London
5:45 News in Review
5:55 News
6:00 Dinner Musicale
6:05 Sunday Night Concert
6:55 News
7:00 FM Concert
10:55 Night News (to 11).

WFOV-FM

8:00 Top in Pops
8:15 News
8:25 News
8:30 News in Pops
8:35 News
8:45 Old Time Waltzes
8:55 Polka Time
9:00 Songs Out of the West
9:05 News
9:10 News
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12:00 News

WBBM-FM

5:45 Off the Record
6:00 Musical Menu
6:05 News
6:10 Request Show
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Variety

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Sports

1:55 p.m.—Football (WFOV): Edgewood vs. Campion.
Football (WIND): Packers vs. Bears.
Packers vs. Bears.
Packers vs. Bears.

5:45 p.m.—Roundy (WIBA): football scores and predictions.

7:30 p.m.—Football (WFOV): Cardinals vs. Cleveland.

2:30 p.m.—Quiz Kids (WIBA): with five Milwaukee Eagles, including Mayor Frank Zeidler.

6:30 p.m.—Cliche Club (WENR): Walter Kierman joins panel.

8:30 p.m.—Juvenile Jury (WGN): Bobby Catano, 5, poses a problem.

DAILY SERVICE SAVE 240 DRIVING MILES—TAKE YOUR CAR ABOARD—BEST AND RELAX ON THE S.S. MILWAUKEE CLIPPER. FALL and WINTER SCHEDULE NOW EFFECTIVE. ACROSS LAKE MICHIGAN Milwaukee, Wisconsin To Muskegon, Michigan For Tickets, Information, Reservations, Call or write: IAA Club, TRAVELER LINE, CHICAGO. Ticket Office 22 S. Carroll St. Tel. 6-6871

Tonight on WIBA

DIAL 1310 WIBA-FM 101.5

LATEST NEWS REPORT 6:00
THE SINGING AMERICANS 6:15

Phil Harris and Alice Faye Radio's happiest twosome in a laugh-filled domestic frolic 6:30

Tales of the Texas Rangers Joel McCrea recreates stories of the West's rugged law force 7:00

Theatre Guild on the Air David Niven and Geraldine Fitzgerald star in "I Know Where I'm Going" 7:30

American Album of Familiar Music with America's best-loved songs and music 8:30

The \$64 Question Quiz-quipper Jack Paar sparks the fun and money-paying spree 9:00

Meet Me in St. Louis Peggy Ann Garner stars as a pretty Miss in a family comedy 9:30

Three chimes mean good times on NBC

CARDINALS VS CLEVELAND BROWNS TODAY WFOV-FM 104.9 on the dial 12:55 P.M., C.S.T. JOE BOLAND REPORTING (Formerly News Desk at American) Your Radio Host: THE BREWERS OF ATLAS Prager BEER in Wisconsin. PA Systems Rented Sold Repaired Installed. Madison Radio Shop Phone 5-0276 for Service Work and Materials Guaranteed.