

The Sunday Spotlight

Confounding the Prophets

By WILLIAM L. DOUDNA (State Journal Radio Editor) If the optimists of television and the pessimists of radio are to be believed, non-visual broadcasting is doomed...



These prophets of radio's doom cite figures, too—not the ones on the screen, but the kind statistics we use. They point out that, despite the current freeze on television permits...

The 1950 census shows a population of 150,697,361. If 60 per cent of the people are in television areas, then 40 per cent aren't...

Well, let's look at the records: First, NBC today produces the biggest variety show ever to be broadcast regularly...

Second, NBC has sold to advertisers a rotating sponsorship of some of its biggest current shows. Third, ABC reports a great rise in local sponsorship of cooperatively-produced programs...

Let's hear directly from NBC about that Sunday show and what it means.

Here are excerpts from a letter I received last week from Charles C. Barry, vice-president of the network:

"I know that you are aware of the fact that NBC is presenting for the first time its 'Big Show' Sunday, Nov. 5. I feel so strongly that this is the major radio event of this topsy-turvy year in our business that I could not resist writing you a short note...

event of this topsy-turvy year in our business that I could not resist writing you a short note giving you a little background and asking you most sincerely to try to catch it on opening night.

"First of all, this is the biggest radio show on a continuing basis that any network has ever presented. Biggest in the sense that it marks a new departure in timing, being, I believe, the first 90-minute-long variety show ever presented...

"Our second show, from Hollywood, will present Groucho Marx, Fannie Brice, Ed Gardner as Archie, Jane Powell, Elio Pizca, and others. Upon our return to New York one week later, Nov. 19, the bill will be headlined by Eddie Cantor, Ed Wynn, Danny Thomas, Ethel Merman, Paul Lukas, Russell Nype, Frankie Laine, Mildred Cargon, Meredith Willson, and Jose Ferrer.

"This is the kind of billing one occasionally gets on the holiday shows, but never on a regular basis. I believe most strongly that this Sunday night experiment of ours, if it succeeds, will do more good for radio than any single show in the last four or five years.

"Very truly yours, 'Bud Barry'"

And Mark Woods, vice-chairman of ABC, told an advertising convention last week that he is 'firmly convinced that radio has a place—and an important one—in the world of tomorrow, despite the reiterated announcements of its demise at the hands of television.'

"Pointing out the strides that television has made in a short period of time and the attendant publicity that it has received, Woods said that 'radio, without the fanfare that has accompanied the march of television, has also been marching steadily ahead. More people are listening to the radio than ever before. The radio business, in an over-all sense, is also at a new high. And at this moment, radios are out-selling television sets two to one.'

Special Events

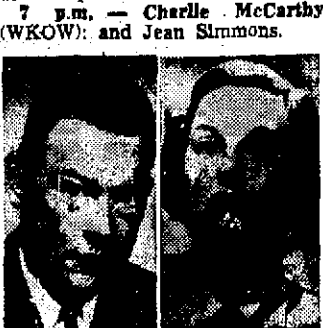
3 p.m.—American Education Week (WIBA): Philip H. Falk, Madison school superintendent on "What School Needs," highlights from school concerts.

Variety

2:30 p.m.—Get Out and Vote (WISC): AFL program with Fannie Hurst, Eddie Cantor, Gregory Peck, Gene Kelly, Keenan Wynn, George Jessel, Dinah Shore, William Green.

5 p.m.—The Big Show (WMAQ): new 90-minute program with Tallulah Bankhead, Russell Nype, Eitel Merman, Paul Lukas, Fred Allen, Portland Hoffa, Jimmy Durante, Danny Thomas, Mandy Patinkin, Frankie Laine, Jose Ferrer, Meredith Willson; scenes from "Call Me Madam" and "Cyrano de Bergerac" (starts on WIBA at 5:30 p.m.).

7 p.m.—Charlie McCarthy (WKOW): and Jean Simmons.

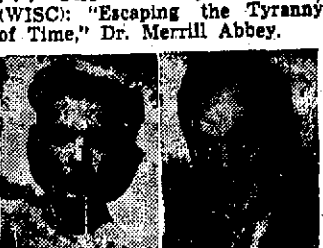


ALLEN BANKHEAD

Religion

8:15 a.m.—Bethel Lutheran (WIBA): "Altar Builders," the Rev. F. I. Schmidt; anthem, "Christ of the Upward Way."

11 a.m.—Christ Presbyterian (WKOW): "On Materializing the Spiritual," Dr. Roy W. Zimmer, First-University Methodist (WISC): "Escaping the Tyranny of Time," Dr. Merrill Abbey.



GARLAND MITCHELL

Discussion

10:30 a.m.—Reviewing Stand (WGN): "How Can Western Europe Be Defended Against Communism?" Prof. G. B. Carson, Capt. Michael Fielding, Dean J. M. McDaniel, Jr.

10:35 a.m.—Invitation to Learning (WBMM): "The State and Revolution," Norman MacKenzie, Max Lerner.

12 m.—Peoples Platform (WKOW): "Who Should Run Congress?" Secretary of Labor M. T. Tobin, Sen. Owen Brewster (R-Me.).

2:30 p.m.—American Forum (WIBA): at new time; "Correspondents' Election Preview," with Ernest K. Lindley, Bert Andrews, John O'Donnell, Robert L. Riggs, Esther Van Wagoner Tutty, J. Graham Hovey (WHA): "Background of the News."

2 p.m.—City Government Ref. (WIBA): George J. Hall, Madison Citizens Committee for Better Government; A. J. Plore, M. E. Wigderson, Ted Boyle, Committee for Representative Government.

8 p.m.—How the Election Looks Now (WGN): Robert F. Hurleigh, Fulton Lewis, Jr., William Hillman, newsmen in Chicago, New York, other centers.

Drama

10 a.m.—Destination Freedom (WMAQ): GI in Korea gets lesson in democracy.

11:30 a.m.—Eternal Light (WMAQ): "The Wall," by John Hershey.

12:45 p.m.—Lift a Mountain (WISC): tribute to Horace Mann.

2 p.m.—Dimension X (WMAQ): Grant's tomb disappears.

3:30 p.m.—The Saint (WIBA): too many suspects.

4 p.m.—Dangerous Assignment (WIBA): on new schedule.

4:30 p.m.—Charlie Will (WIBA): "The Case of No More, My Love."

5:30 p.m.—Our Miss Brooks (WBMM): confusion over antiquities.

6:30 p.m.—Escape (WKOW): "Earth Abides," by George Stewart.

7:30 p.m.—Theater Guild (WIBA): Judy Garland and Thomas Mitchell in "Alice Adams."

8:30 p.m.—Proudly We Hall (WFOV): legend of Johnny Appleseed.

10:30 p.m.—"A Family Affair" (WIBA): story of B'nai B'rith; Milton Berle receives organization's democracy award.

Classified Highlights of Today's Radio Schedules

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

Uncle Ray's Corner:

Frogs Make Mighty Leapers

Several young women were practicing in a chorus one day. A director was in charge of their work. From time to time the young women heard a bass voice which they supposed was that of the director. The deep voice said, 'Jug o' rum, jug o' rum.'

That went on until the director stopped the practice. Not a single word had been uttered by him, he declared. A search was started, and in the next room a large, yellow-throated bullfrog was discovered. It had joined the chorus!

Bullfrogs are known for the strange sounds they make. Not only have people seemed to hear them say, 'jug o' rum,' but also, 'more rum,' or 'better go round' or 'be drowned.' A reader recently told me about a bullfrog which found a bit of 'dewwater' and seemed to like it. After drinking the liquor, this frog was heard to call out, 'More rum, more rum!'

Bullfrogs were given their name because people supposed the low, loud call sounded something like the bellowing of a bull from far away.

Heard Long Distance The sounds from the throat of a bullfrog can be heard a long distance. A report has been made of one of them being heard across a space of three quarters of a mile!

If bullfrogs croaked in chorus, it would be less startling to think of the sound carrying so far. As it is, they differ from most kinds of frogs by keeping apart from one another. It is rare for more than one or two of them to be found in the same place.

Now and then a bullfrog makes his home in a spring, becoming a kind of master of it. He does something of value to people by keeping the spring clear of insects.

More often these frogs live in ponds, rivers or lakes. They like to be where they can hide in weeds which grow in the water.

Legs Seven Inches Long Bullfrogs have large, bulky bodies which often measure from 5 to 6 inches in length. In addition, they have long, strong hind legs; these may be from 6 to 7 inches long.

The legs give power in jumping. With little trouble, a full-grown bullfrog can leap from 4 to 6 feet.

Thanks in part to a story about bullfrogs written by the famous author, Mark Twain, a custom has grown up of having bullfrog jumping contests. Some of the best of these have been held in California.

A common rule in such contests is to count three jumps, instead of just one. In a contest at Angel's Camp, Calif., a frog made 15 feet and 10 inches in three jumps.

Sunday's Crossword Puzzle

Crossword puzzle grid with numbers 1-135 and shaded squares indicating non-letter positions.

- Horizontal and vertical word lists for the crossword puzzle, including words like 'Belted', 'Nevada', 'More idyl', 'To free from', 'Tattered', 'The Devil', etc.

Music section featuring 'Folk to Give Talk On School Needs' by Philip H. Falk, and 'Frogs Make Mighty Leapers' by Uncle Ray.

Quiz section with questions and answers related to the 'Frogs Make Mighty Leapers' article.

Large advertisement for 'The Big Show' on WIBA, featuring Fred Allen, Danny Thomas, Jimmy Durante, Mandy Patinkin, Ethel Merman, and Meredith Willson. Includes 'Here's NEWS!' and 'World National Local' branding.