WISC 1400 ke

News Morning Song Music For'n Reporte

Milton Cross Opera Album Dixie Pour News

Bible Olass Ave Maria Hour

Back to God

God Message of Israel

\* Naws
\* National Guard
\* Home Towners
\* Lift a Mountai

This Week Around World Mr. President

the America Get Out and Vota

Madison Eandahali Martin Kana,

The Shadow Detective Mystery

Drew Pearson Headlines Nick Carter

Affairs of Peter Salem Roy Rogers

Stop the Music Stop the Music

W. Winchell L. Parsons Creas Roads

Richand Wallace J. Robinso Hinn News

Enchanted Hour How Election Looks Now

WIBA

News, Organ Music String Quartes

Devotions
Bethel Luthersh
Church
Pet Corner

Unitarian Society

Congregational Church

Accordionists News
 Hello Wisconsin
 Joey Tantillo

Catholic Hour American Forum

City. Govt. Referendum

Education Week The Eaint

Dangerous

Roundy . News The Big Show

The Big Show Phil Harris Alice Fays

Grieg Male

Theater Guild Familiar Music

64 Dollar

News Political Talk A Family Affair

• News, Mr. Smith Warne King Orch.; News

Quiz

3:00 3:15 3:39 3:45

5:00 5:15 5:36 5:45

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

Polita Titue

Your Bible Speaks: F Back to God

Radio Bible

News More of Life Luthersh Hour

Wm. Hillman Frank & Ernest Freedom Story News

Bobby Benson Hashknife and Sleepy

Roy Rogers Nick Carter

Juvenile Jury

Proudly
We Hail
Count of
Monte Cristo

Political Talk Speak Up News: Sonza Wings of Sonz

Watter Winchell Louella Parsons Looks Now Cross Charlet Heatter Civic Committee

WENR-WLS

News: Weather Music for Everybody

The Voice of Prophecy Hour of Faith

Reading the Funnies Children's Ho Political Talk

Amateur Hour Mister Presiden

Music With the Girls Back to of God

O4d Fashioned Revival Hour

Lutheren Hour Greatest Story Ever Told

Drew Pearson News Hour of Decision

Sunday Vesper Cliche Club

Stop the

Olnny Sime Political Talk

Songa in the Night

America for God America for God

Mewa Little Brown Church

DAMW

World News W'mwood Forest Reading the Comics

National Radio Puipls Art of Living Radio Parade

Destination Freedom News Bob Houston

Canary Pet Show Symph, Scraph'k

Boston Symph. Rebeareal Chicago Round Table

Catholic

Dimension

Quie Kids

The Falcon The Sains

The Big Show The Big Show

The Big Show

Theater Guild

Theater Guild

64 Dollar

Question Political Talk To Be Ann'd

Clifton Utley Political Talk Back Page Day's End

News Wayne King

Phil Harris.

Tales of the Texas Rangers

Dangerous Assignment

Charlie Wild. Private Eye

#### The Sunday Spotlight

## Confounding the Prophets

of radio are to be believed, non-visual broadcasting is doomed. As of now, radio might as well give up. surrander, throw in the sponge, run up the white

flag, and retire in ignominy from the field.

These prophets of radio's doom cite figures, too -not the ones on the screen, but the kind statisti-

They point out that, despite the current freeze on television permits, a total of 60 per cent of the nation's population lives in primary television areas. So why, they

argue, should anybody waste money on radio, when television covers the major markets and majority of the people? Luckily for us in the hinter-

ands, the sticks, and the area which Broadway and Hollywood think of vaguely as "out there," the radio people don't take this argument very seriously. They have some figures of their

lation of 150,697,361. If 60 per cent of the people are in television areas, then 40 per cent aren't. And 40 per cent of 130,697,361 is 60,278,944

And 60 million is a pretty good number. What is radio doing about those of us among

Well, let's look at the record: First, NBC today produces the biggest variety show ever to be broadcast regularly, rivalling in talent and time the special holiday shows of the

past few years.
Second, NBC has sold to advertisers a rotating sponsorship of some of its biggest current shows.
Third, ABC reports a great rise in local sponsornhip 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

By WILLIAM L. DOUDNA event of this topsy-turvy year in our business that test to the continuity of television and the pessimists you a little background and asking you most sin-

cerely to try to etch it on opening night.

"Firs of li, this is the biggest radio show on a continuing basis that any network has ever present-"Firs of II, this is the diggest hand the parties of the sense that it marks a new departure in timing, being, I believe, the first 90-minute-long variety show ever presented. Biggest because it is going to cost NBC more money on a regular continuing basis than has ever before been spent on a "gamble." Biggest because for the first time in a continuing variety show of this nature, we are "booking" people on an unprecedented basis; for example, on the first show our headliners are Tallulah Bankhead, Fred Allen, Jimmy Durante, Danny Thomas, Ethel Merman, Paul Lukas, Russell Nype, Frankie Laine, Mindy Carson, Meredith Willson, and Jose Ferrer.

1:45

2:28 p.m.—Get Out and Vote (WISC): AFL program with Fancies (WISC): AF

son, and Jose Ferrer.

"Our second show, from Hollywood, will present Groucho Marx, Fannie Brice, Ed Gardner as Archie, Jane Pówell, Ezio Pinza, and others. Upon our return to New York one week later, Nov. 19, the bill will be headlined by Eddie Cantor, Ed Wynn, Durante for his second appearance, the regular company of Taliulah Bankhead, Meredith Willson, Mindoy Carson and Frankie Laine, as well as a Broadway and Hollywood stage and screen spot.

"This is the kind of billing one occasionally got in the second appearance in the second appearance, the regular company of Taliulah Bankhead, Meredith Willson, Mindoy Carson and Frankie Laine, as well as a Broadway and Hollywood stage and screen spot.

"This is the kind of billing one occasionally got in the second appearance in the second ap

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

> "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

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 "rado, 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 outselling television sets two to one."

Religion

9:18 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" Pointing out the strides that television has made "I know that you are aware of the fact that NBC people are listening to the radio than ever before is presenting for the first time its "Big Show" Sun- The radio business, in an over-all sense, is also at a day, Nov. 5.

"I feel so strongly that this is the major radio selling television sets two to one."

#### Uncle Ray's Corner: Frogs Make Mighty Leapers

Several young women were Bullfrogs were given their name ponds, rivers or lakes. They like practicing in a chorus one day, A because people supposed the low to be where they can hide in clirector was in charge of their loud call sounded something like weeds which grow in the water.

work. From time to time the the bellowing of a bull from far young women heard a bass voice away. they supposed was that of Heard Long Distance The sounds from the throat of the director. The deep voice said, "Jug o' rum, jug o' rum,"

a builirog can be heard a long to they have long, strong hind

That went on until the director distance. A report has been made logs, these may be from 6 to 7

stopped the practice. Not a single of one of them being heard across legs; these may be from 6 to word had been uttered by him. a space of three quarters of a inches long. he declared. A search was started, mile! and in the next room a large. If bullfrogs croaked in chorus, With little trouble, a full-grown yellow-throated bullfrog was distit would be less startling to think bullfrog can leap from 4 to 6

yellow-throaten during was used to be worth the covered. It had joined the chorus! of the sound carrying so far. As feet.

Bullfrogs are known for the it is, they differ from most kinds

Thanks in part to a story about Bullfrogs are known for the it is, they differ from most kinds strange sounds they make. Not of frogs by keeping apart from only have people seemed to hear one another. It is rare for more author, Mark Twain, a custom has one or two of them to be "more rum," or "better go round" found in the same place.

Or "be drowned." A reader reor "be drowned." A reader rewhich found a bit of "tirewater" a kind of master of it. He does and seemed to like it. After drinksing the liquor, this frog was heard to call out, "More rum, more
or "More often these frogs live in and 10 inches in three jumps.

Thanks in part to a story about a bullfrog has famous author, strange sounds they make. Not of frogs by keeping apart from most kinds to a story about author, strange sounds they make. Not of frogs by keeping apart from such custom has one another. It is rare for more author, Mark Twain, a custom has obliffing (WBBM): "The State and Revolution;" Norman MacKenzie, Max is grown up of having bullfrog of the legrow of the legrow of the legrow of the section of the same place.

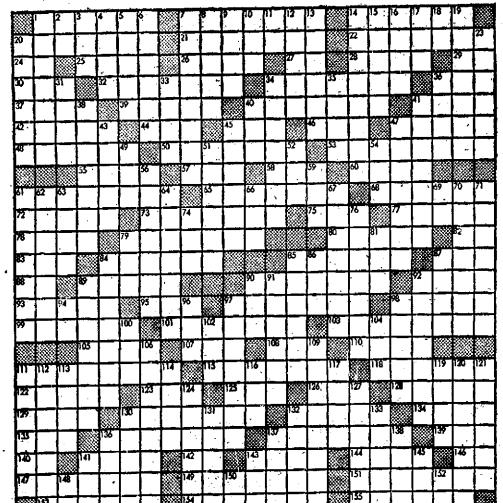
Some of the contest of these have been held in (WKOW): "Who Should Run Congress?" Secretary of Labor M. J.

We min R. T. Fining Men. T. Is min the sum of poulos, conductor; Yehudi Menu-olution; Norman MacKenzie, Max is grown up of having outling; "Norman MacKenzie, Max is grown up of having outling; "Symphony (WBBM): "Symphony (WBBM): "Symphony (WBBM): Dimitri Mitro-poulos, conductor; Yehudi Menu-olution; Norman MacKenzie, Max is grown in (WKOW): "Norman MacKenzie, Max is grown in (WKOW): "N

Legs Seven Inches Long Bullfrogs have large, bulky bodies which often measure from 5 to 6 inches in length. In addi-

The legs give power in jumping.

# Sunday's Crossword Puzzle



BOR	IZONTAL	:
	Nevada	
ч.	61 Takes for	
	granted	
ack	65 Reached	
ā	66 Letharky	
	72 To face W	th
ot	a retainin wali	
e Le	73 Implement	
•	for cutting	ć .

85 To reach 87 Hall! 88 Japanese

•		HUA	•
	14 20	Relterate To foretell, Posture Comes Back Kind of shepherd's	
	24	pipe Dots Prefix: not Ox of the Celebes	
	27	Tunes Sun god Illuminating implement	
	30	The pitch C A beak Act making polygamy	
	34 38	punishable offense Rescinds Gard	
	37	Spanish mural painter Arabian Satan	
	40	Expresses	

41 Coars chaif of ground grain 42 Turn inside

88 Japanese measure 89 City in Massachusses 190 Reverberate 92 Amork 93 To bury 95 A weight of India 97 To bend 98 Withered old woman 99 Landed property 101 Full 103 Gave up 104 Can of Landed property 104 Can of Landed property 105 Can of Landed 105 Con of Landed covering 48 Occupied i seat 47 City of Italy 48 Subterranean 53 Tunes 55 Tart 57 Dutch liquid 108 Unit of 111 Compliances
115 Procedures
(Solution on Page 2, Section 3) VERTICAL

118 More tidy 122 Growing plder 123 Capuchin monkey 125 Transpose (abbr.) 1 To free from distress 2 French for hemp
4 Sea casle
5 Positive pole
6 Barley
parched and
ground
7 Level place
used as
cleaning 126 Cornelative of neither

11

128 Reamed
129 Great mass
of ice
130 Saint whose
day (July
15) is supposed to line
weather
122 Direct attention to
134 To leave out
135 Combining
form: equal 77 Theater
passageway
78 The sweetsop
79 Musical
instruments
80 Killed
22 99 (Rom.
num.)
83 Scotch for
John
84 Klare obscure
85 To reach

135 Combining
form: could
136 Hovel by
Sir Watter
Scott
137 High bleak
plateau as
in Andes
(ph.)
139 The self
140 Noun suffix
141 Rhymster
142 Form of
150 be
143 Hotientot
musical instrument
144 Gem
145 A volume
147 After sixth
149 Kind of candy
151 Pertaining
to a food
plant
153 Perverse
(U. S.)
154 One who
outertains
(pl.)

(pl.) 155 Esta sway

incursions 9 Makes mistake storchouses
14 Sprinkle
around
15 Kind of
duck (pl.)
16 Equips with
weapons weapons
17 To blight
18 Symbol for
cobalt
19 Inform
20 Washes in Assist Moving sud-denly and quickly Kind of 85 Kind of nower (pl.)
86 Also
87 Port of China
89 Cloging securely
90 Fish eggs
91 Goes in
92 American
Indian clear water
23 Short for
atenographers
1 To contrive
33 Father of
Arah (Bib.) 34 Stave 35 Hindu chari-table sift 36 Female wild buffalo of

97 The Devil 98 American Indian (pl.) 100 Silk worm (var.) 102 Indian 41 Nomadic fish
45 To harden
metal
47 To enclose
49 Amount
51 East Indian mocassin
104 A number
105 To envelop
105 Army officer (pl.)
111 Hydrophobla
112 Excreted
113 New Mexico
Indian
114 To set
116 A vase
117 Article of
furniture
119 Larse
120 Riddles
121 Reornament
120 Riddles
121 To eliminats
120 Sest of
Cornell
121 Sest of
Cornell
123 Sest of
Sentine
124 A star
125 More
125 Electrified
particles
127 Any fruit
similar to saflor
Pretix: not
pretix: not
pretix: not
plural article
so Recommences
To place
To place
To place
Trassland
Keeps
Level
Thinnet
Level
Land measure (pl.)
To vex.
Addition to
a letter Addition to a letter (abbr.) Semi preci-ous stone Moved back Noun suffix Sewed Man's Dickname

141 Small en-143 Aeritorm fluid 145 Directed 148 Volume (abbr.)
150 Symbol for ruthenium
152 Symbol for tellurium

#### WISCONSIN STATE JOURNAL

### Classified Highlights of Today's Radio Schedules

WKOW

1078 kp

World Roundu

Biggs Trinity Choir

Church

Salt Lake Choir Madison Hour

Freshy-terian Church

People's Pintform News Mobilization

Old Pashioned Revival Rour

News: Sunday Salon Home Story Speak Up

News; Pegar Bandstand

News: Frank
-Sinatra

Godiney Digest

Frank Sinatra

Rate Your Mate

Eddy Lemar The Voter

Jack Benny Show

Corliss Archer Classical Hour

Classical Hour Hawaii Echo Dream Time

SUNDAY

WEEM

World News Charlot Wheels Sair Lake City Choir

News of America

Rent Lew
To Be Continued
News: Invitation
to Learning

N. Y. Philb. Symphony

Earn Your Vacation

Clodfrey Digest

Prank Binatra Prank Sinatra

Rate Your

Charlie McCarth7

Archer The Horses Heidt Bhow

Contented

More of Life Tommy Reed Jan Garber Orchestra

Red Skelton

Cornse

Mate Our Miss Brooks

Report to People To Be Ann'd Make Believe Town

N.Y. Philharmonic Sammy Kaya Symphony Best Seller N.Y. Philharmonic Amateur Symphony Hour

Church of The Air Serenade Serenade

W!BU

News: Marchet Farm Service

Freedom Story Musical Clock

Clock

Melody

Methodist Church 1st Luthersz Church

Bible Fellowship • Music Center

Jewel Box

L. Duchow Waltz Time Old Timers Bandstand

Watertown Watertown

Polks Parady Farm Froits

• Horicon Show • House Party • Melodies • Radio Parade

New Rhythm
Jamboree
Friendly Music

News Hera's to Vets Old Time Relision

Old Timers Farm Front Old Timers Jambores

Old Timers

• Proudly We Hail • Band of Week • Flests Time

Silent Silent Bilent Silent

Special Events	
3 p.m. — American Education Week (WIBA): Philip H. Fal	
Madison school superintendent	) th
"Vital School Needs;" highligh	
from school concerts.	ĺ
Variety + + +	

Madison



ALLEN

(WISC): "Escaping the Tyranny of Time," Dr. Merrill Abbey.



MITCHELL GARLAND

Ernest K. Lindley, Bert Andrews, John O'Donnell, Robert L. Riggs, [WISC): "Carefree," "Ronde de Cover WHA. Schubert Van Wagoner Tufty ... Nocha."

Graham Hovey (WHA): "Background of the News."

2 p.m.—City Gevernment Referendum (WIBA): George Hall, Madison Citizens Committee for Better Government; A. J. Flore, M. B. Wigderson, Ted Boyle, Committee for Representative Government.

8 p. m.—How the Election Looks "The Wanderer," "The Erl King:" Wednesday's Education Week Program will be a discussion of WKOW: Schubert's "Serenade," "The Wanderer," "The Erl King:" work" by Earl D. Brown, principal of Franklin School, will discuss "Citizenship Responsibility" on Tuesday with Mrs. Luella Mortenson over WKOW: Schubert's "Serenade," WKOW at 3:15 p. m. Wednesday's Education Week Program will be a discussion of WKOW: Schubert's "Serenade," "The Wanderer," "The Erl King:" work" by Earl D. Brown, principal of Central high school, and Dolly over WHA. Armand F. Ketterer, president over WHA. Armand F. Ketter

Now (WGN): Robert F. Hurleigh, Beethoven's D-major violin confulton Lewis, Jr., William Hillman, newsmen in Chicago, New 9:30 p. m. — Plano Playhouse Prof. Erwin A. Gaumnitz. mem-York, other centers. Crawford, guests

#### Drama

10 a. m.—Destination Freedom Sports
(WMAQ): GI in Korea gets lesson 12:55 = - Eternal Light Bears vs. Lions. (WMAQ): "The Wall," by John

12:45 p. m. - Lift a Mountain (WISC): tribute to Horace Mann. 2 p. m.—Dimension X (WMAQ): ports and predictions. Quiz

ers vs. Colts.

Grant's tomb disappears.

5:30 p. m. — Our Miss Brooks (WBBM); confusion over antiqui-6:30 p. m. - Escape (WKOW):

"Earth Abides," by George Stew-

7:30 p. m. - Theater Guild (WIBA): Judy Garland and Thomas Mitchell in "Alice Adams." 8:36 p. m. — Proudly We Hall (WFOW): legend of Johnny Apple-

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



CLEVELAND BROWNS

TODAY

WFOW-FM 104.9 on the dial 1:25 P.M., C.S.T.

JOE BOLAND REPORTING THE BEINERS OF

ATLAS

# 10:30 a.m.—Reviewing Stand (WGN): "How Can Wettern Europe C. Church, conductor, 18e Defended Against Communism?" Prof. G. B. Carson, Capt. Michael Fielding, Dean J. M. McDaniel, Jr. 10:35 a.m.—Invitation to Learning (WBBM): "The State and Revind Menunism?" Prof. State and Revind Menunism?" Means and Revind Menunism? Means and Revind Menunism Menunism Means and Revind Menunism Men

Tobin, Sen. Owen Brewster (R. 12:45 p. m. Joey Tantillo val. On Monday at 10 a. m., Mrs. 1:30 p.m. — American Forum (WIBA): "Julida Polka," "Good-pondents' Election Preview," with sin." "Beautiful Wiscon-madison Council of Rarents and Teachers, will discuss "Opportunity Ernest K. Lindley, Bert Andrews, 2 p. m.—Music of the Americas for All" with Mrs. Aline Hazard

9:30 p. m. — Piano Playhouse Prof. Erwin A. Gaumnitz. mem-(WENR): Earl Wild and Jesse ber of the board of education, has chosen the Education Week topic

for Thursday, "Opportunity for All," for his talk over WIBU at 7 p. m. Thursday.

George Watson, state superin-12:55 p. m. - Football (WIND): Bears vs. Lions. tendent of public instruction, will 1 p.m.—Football (WTMJ); Pack—speak on "Urgent Needs in Educa-

tion" over WHA Friday at 10:30 5 p. m. — Roundy (WIBA): re. p. m.

Lift a Mountain," a radio story based on an incident from the life of Horace Mann, great educator in U. S. history, will be presented Grant's tomb disappears.

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

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

2:30 p. m.— Quis Kids (WIBA): in transcription form as follows:
Vanessa Brown and five LegionWISC, Sunday, 12:45 p. m.; WHA,
(WIBA): on new schedule.

6:30 p. m.—Cliche Club (WENR):
Wednesday, 4:45 p. m.; WIBU, Fri-(WIBA): on new schedule.

630 p. m.—Cliche Club (WENR):

4:30 p. m.—Charlie Wild Harold Hoffmann, former New day, 4:45 p. m.; WIBU, Fri
(WIBA): "The Case of No More, More, My Love."

WKOW, Monday, 3:15 p. m.; WHA,

Wednesday, 4:45 p. m.; WIBU, Friday, 4:15 p. m.; and WIBA, Saturday, 10 a. m.

# Here's NEWS!

WORLD NATIONAL LOCAL

The latest in world, national and local news is brought to you each evening Monday through Friday at 10:00 p. m. by RENNEBOHM Rexall Drug Stores

WKOW 1070 Kee

#### \* Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FB - 101.5 M. WWCF (WIBU) - 94.9 M. WISC-FM - 98.1 N WFOW (FM) 204.9 Megs. SUNDAY

8:00 Tops in Pops
8:15 News in Pops
8:15 News in Pops
8:27 Tops in Pops
8:35 News in Waites
9:10 Old Time Waites
9:15 Polka Party
9:18 Bongs of the West
9:48 Wastern Swing
10:00 News
10:15 Sacred Heart
10:30 Navy Band
10:45 Perry Como
10:45 News

News Package of New Records

1:00 Luncheon Music 1:25 Cardinals vs. Cleveland News College Tunes Cardinals vs. Cleveland

Organ Stylings Musical Menu

8:30 Proudly we Hail 9:00 News 9:05 Eddy Howard 9:30 Frankie Carle 9:55 News News Lawrence Welk Hugo Winterhalter 10:55 News 11:00 Russ Morgan 11:30 Tiny Hill 11:55 News (to 12:00)

WHA&WHA-FM SUNDAY 970 Kc.—88.7 Megra A. M. 9:00 Devotional Music

9:30 Cathedral Echoes 10:00 Symphony Hall 10:55 News and Weather 11:00 Masterworks of Musle 12:00 News 1:45 UN Story 2:00 Encore 3:00 Orchestras of the World 4:00 Choir Music 4:15 Sunday Music Hour

FM ONLY 5:16 London Forum
5:45 News in Review
6:00 Program Review
6:00 Dinner Musicale
7:00 Sunday Night Concert
8:00 Pro Arte Quartet
10:55 Night News (to 11)





#### YOU NEVER HEARD IT SO GOOD



Tallulah Bankhaad, magnificant First Lady of the Theatre is NBC's Mistress of Coremonles and hostess tonight to

FRED ALLEN JIMMY DURANTE . ETHEL MERMAN

DANNY THOMAS MINDY CARSON MEREDITH WILLSON

RADIO like you never heard it before

# THE BIG SHOW

5:30 ON DIAL 1310 WIBA-FM 101.5