

The Sunday Spotlight

Radio's New Aspirations

By WILLIAM L. DOUNA (State Journal Radio Editor)

Radio was written off the books by the big city experts a couple of months ago. It was dying, Egypt, dying, from the bite of an asp called television.

Then something happened. Maybe somebody discovered an antidote for asp bite. Maybe radio was immune.



Maybe the big boys were just plain wrong. Anyway, radio today is going stronger than ever—and in the face of the heaviest television promotion and program expenditure in its history.

Don't take my word for it—here's an excerpt from a story in the Saturday issue of the Billboard, amusement industry weekly.

"Latest figures for radio listening in television homes show that in the three most important U. S. markets AM (radio) has been making steady and constant gains."

"Not only that, but radio time sales have taken a spurt. The researchers are in a tizzy about the reasons for the increase in radio listening in the metropolitan areas."

It appears highly possible that the buyers have learned something about television and radio which they should have known all the time. It was so obvious that here, on the edge of the metropolitan orbit, could see it.

Half of the nation's population just doesn't have television.

Somebody needs to get the soap out of storage. A recent exchange between Bing Crosby and Fred Astaire needed scrubbing; and some of Groucho Marx's ad libbing comes close to the borderline of purity.

Uncle Ray's Corner

Indians Named Toboggan

Some persons like to ride "close to the ground," and about the closest you can get is on a toboggan.

During my childhood, some other boys and I used to take little rides downhill on barrel staves. We were as close to the ground as anyone is likely to be on a toboggan.

Once or twice in my life I have taken an accidental slide down an icy slope without even a barrel stave to keep the journey from being rough.

Indians Supplied Name The word "toboggan" came to us from the language of the Algonquian Indians. Members of the Micmac and other Algonquian tribes were using toboggans when Frenchmen started to explore Canada.

Canada still remains a great center for the toboggan. Many thousands of Canadians use it for winter sport. Rides are taken down snow-covered hills, and special "chutes" are used as well.

A toboggan may be only 18 inches wide and 5 or 6 feet long. Toboggans have been made, however, with a width of 3 feet and a length of 8 feet or more.

Popular in Switzerland Switzerland also is a center for toboggan sports. A famous Swiss

"run" is known as the Cresta; it has turns which are banked with snow and ice. Sometimes a speed of half a mile a minute is reached.

The tobobled is another thing which slides along and carries people during the winter. Because of its metal runners, it can go faster than the toboggan.

Usually a tobobled is composed of two sleds with a straight board joining them. Hundreds of tobobled races have been held. Men compete to learn who shall be judged "the champion of North America."

Steads first came into use. Probably they had their origin in Asia or Europe—thousands of years ago. The early ones must have had wooden runners.

Good Sport When Safe Today we have sturdy sleds of several types. Boys and girls do a great deal of sliding on them, and this is a fine sport when the sleds are safe. It becomes a bad sport when anyone "takes a chance" by sliding down a street where there is a danger of being struck by an automobile.

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Sunday's Crossword Puzzle

Grid for Sunday's Crossword Puzzle with numbers 1-75 and 101-118.

Answers for crossword puzzle: HORIZONTAL and VERTICAL lists.

Classified Highlights of Today's Radio Schedule

Table of radio schedules for WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ stations. Includes program titles and times.



DAY JENNER

Religion

8:30 a.m. — Capital Cathedral (WIBA): "Ready for Anything," the Rev. Charles A. Puls.

9:15 a.m. — Bethel Lutheran (WIBA): The Rev. A. E. Syverud, Lutheran Welfare Society of Wisconsin.

10 a.m. — Religion for Today (WIBA): "In Defense of Secularism," Prof. Max Otto.

10:30 a.m. — Madison Catholic Hour (WKOW): "The Outmoded Folly of Being Neutral," the Rev. A. R. Breines.

11 a.m. — Christ Presbyterian (WKOW): Dr. Roy W. Zimmer. ... First Congregational (WIBA): "On Being Positive," the Rev. Alfred W. Swan.

11:15 a.m. — First Congregational (WIBA): "On Being Positive," the Rev. Alfred W. Swan.

12:30 p.m. — Christ Presbyterian (WKOW): Dr. Roy W. Zimmer. ... First Congregational (WIBA): "On Being Positive," the Rev. Alfred W. Swan.

1:30 p.m. — Graham Hayes (WHA): "Background of the News," repeat broadcast on WHA-FM at 7:45 p.m.

2 p.m. — American Forum (WIBA): "Is the UN Effective for World Peace?," Sens. J. J. Spakman (D-Ala.) and W. E. Jenner (R-Ind.).

3 p.m. — Round Table (WIBA): "National Security and Individual Freedom," Gov. Adlai Stevenson of Illinois, Dr. Harold C. Urey, Prof. Robert Carr.

5:15 p.m. — Later Than You Think (WFOV): Ralph Peterson reviews "Tessie, the Hound of Channel 1."

10 a.m. — Destination Freedom (WMAQ): "Freedom of Assembly" helps rout crooked politicians.

11:30 a.m. — Eternal Light (WMAQ): "The Charity Box."

3 p.m. — The Falcon (WMAQ): Mike Waring deflates an ego.

3:30 p.m. — The Saint (WIBA): Simon Templar hunts bridegroom, finds murders. ... Proudly We Hail (WFOV): Lee Tracy in "The Interlopers."

4:30 p.m. — The Greatest Story (WENR): boy finds path to Heaven for his rich uncle.

5:30 p.m. — Our Miss Brooks (WBBM): brief engagement foils amorous janitor.

7:30 p.m. — Theater Guild (WIBA): Gary Cooper, Shirley Booth in "Come Back, Little Sheba."

8 p.m. — Corliss Archer (WKOW): business career for Mother.

8:30 p.m. — Texas Rangers (WIBA): mill paymaster and payroll vanish.

9:30 a.m. — Cathedral Echoes (WHA): Gertrude Stilleman plays "Concerto in F Major: The Cuckoo and the Nightingale," Handel.

10:15 a.m. — University Band (WIBA): Prof. Raymond F. Dvorak returns; Drum Major Burdick Myre speaks.

12 m. — N. Y. Philharmonic-Symphony (WBBM): Bruno Walter conductor; Clifford Curzon, pianist.

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BOOTH COOPER

anist; Brahms' first piano concerto and third symphony.

12:45 p.m. — Joey Tanfillo (WIBA): "The Shanty Polka," "Charlie, My Boy," "Kentucky Waltz."

1:45 p.m. — Girl from Paris (WIBA): new series with Jane Morgan.

2 p.m. — Music with the Girls (WMAQ): Gershwin medley.

2:30 p.m. — Piano Playhouse (WISC): Dorothy Eustis and Bill Clifton, guests.

3 p.m. — Community Concert (WHA): Mid-Winter Music festival.

4 p.m. — Central High School (WIBA): first movement, Grieg's A-minor piano concerto; Donna Plog and orchestra; "O Morning Star" and "Did My Lord Deliver Daniel," choir; "Little Norwegian Suite," Hansen (also on WFOV at 2 p.m.).

4:30 p.m. — First Piano Quartet (WIBA): "Malaguena," "Minute Waltz," "La Danza," "Second Hungarian Rhapsody."

5 p.m. — Gunnar Johansen (WHA-FM): Music hall recital.

9 p.m. — Wayne King (WISC): new series.

9:30 p.m. — FM Concert (WHA-FM): "Symphony No. 6," Shostakovich.

Variety 4:15 p.m. — Frank Sinatra (WKOW): with Milton Berle, June Hutton.

5 p.m. — The Big Show (WMAQ): on WIBA at 5:30: Judy Holliday, Fred Allen,

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WHA and WHA-FM 370 Ke... Mess. SUNDAY A. M.

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Miscellaneous 7 p.m. — Hedda Hopper (WIBA): with Vic Damone, Alan Young, Burt Lancaster, Mike Romanoff.

8:15 p.m. — Louella Parsons (WISC): 20th radio anniversary; Bing Crosby, Jack Benny, Dick Powell, Marion Davis, Mary Pickford, Claudette Colbert, guests.

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Camp Surgical Garments (male and female), trusses, elastic stockings

Registered Nurse in attendance Custom-built Pharmaceutical refrigerator

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MUSIC BY ROTH TONIGHT AT 8:30 WIBA WIBA-FM

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