PAGE 14. SECTION 1

The Sunday Spotlight **Radio's New Asp-irations**

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By WILLIAM L. DOUDNA (State Journal Radio Editor)

Radio was written off the books by the hig 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 Anyway, radio today is some stronger than ever—and in the face of the heaviest television promotion and program expenditure in

its history (a history which, many forget, dates back to the '20s.) Don't take my word for it-here's an excerpt from a story in the Saturday issue of the Billboard, amusement industry week-

"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 metrop-

olises listed-New York, Chicago, and Philadelphia. As for time sales, 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.

Uncle Ray's Corner

being rough. Indians Supplied Name

The word "toboggan" came to us from the language of the Al-gonquian Indians. Members of

the Micmac and other Algonquian

tribes were using toboggans when

Frenchmen started to explore Canada. The Indians employed

their toboggans for loads of game

which had to be pulled across hills

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, how-

toboggan.

and valleys.

A few weeks ago, one of the national magazines hailed NBC's "The Big Show" as a form of adrenalin for "dving" radio.

waste of time

purity.

Once or twice in my life I have of two sleds with a straight board and this is a fine sport when the

Indians Named Toboggan

rides downhill on barrel staves, people during the winter. Because

We were as close to the ground of its metal runners, it can go fast-as anyone is likely to be on a er than the toboggan.

America."

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Sunday's Crossword Puzzle

Big Show" would best be forgotten.

That program built up an audience rapidly onsurefire rormula-name stars to attract listeners, topnotch material and performance to keep them.

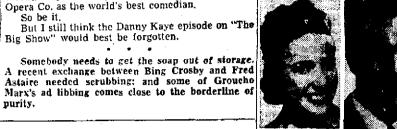
But even the best must slip some time, and last consin. Sunday's "Big Show" was about as sad an example of radio as we have heard in a long time. The studio audience sounded like it was having a won-

dreful time. And maybe the show would have gone, great on television.

slow to decision. The result was a series of pauses A. R. Breines. which lacked one essential of humor-the impact of

ing probably was excruciatingly funny to someone who could see him, and even more so to those who

Religion





Good Sport When Safe

Today we have sturdy sleds of several types. Boys and girls do

ever, with a width of 3 feet and a length of 8 feet or more. Popular in Switzerland 3.4 Switzerland also is a center for toboggan sports. A famous Swiss



(WIBA): the Rev. A. E. Syve Lutheran Welfare society of 10 a.m. - Religion for To (WIBA): "In Defense of Secu ism," Prof. Max Otto.

WISCONSIN STATE JOURNAL

For a radio audience, it was pretty barren. Much of the comedy idea was built around Gary Cooper as a "strong, silent man," slow to answer and Folly of Being Neutral," the R

Madison

11 a.m. - Christ Presbytes (WKOW): Dr. Roy W. Zimmer Bashford Methodist (WFOW);

this comment may cause a ruckus in the Sunday department of The State Journal, since Miss Helen Matheson, the Sunday editor, considers Danny Kaye second only to Martyn Green of the D'Oyly Carte Opera Co, as the world's best controling



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DAY			JENNE	R
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cussio	n			

Some persons like to ride "close "run" is known as the Cresta: it No one knows where or when to the ground," and about the has turns which are banked with sleds first came into use. Probably loss where or when the strum which are banked with sleds first came into use. Probably 10:35 a.m.—Invitation to Lear gan. During my childhood, some The bobsled is another this work the strum and the strum the strum

During my childhood, some The bobsled is another thing The early ones must have had other boys and I used to take little which slides along and carries wooden runners. 1:30



terlopers. (WISC): Dorothy Eustis and Bill 4:30 p. m.---The Greatest Story (WENR): boy finds path to Heaven Clifton, guests. or his rich uncle.

5:30 p.m.-Our Miss Brooks (WHA): Mid-Winter Music festival. WBBM): brief engagement foils morous janitor.

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

s 8:30 a.m Capital Cathedral	1									
(WIBA): "Ready for Anything," the Rev. Charles A. Puls.		W18A	WISC Light is		WIBU 1246 km		WENR-WLS	WGN 729 ks.		
9:15 a.m. — Bethel Lutheran (WIBA): the Rev. A. E. Syverud, Lutheran Welfare society of Wis-	7:90 7:15 7:15 1:30 1:45	News, Organ Muzio String Quartes	• News • Morning Song • Music • For'n Reporter	Coffee Concert: News Sun. Morning Gatherin	News: Marches Farm Service Farm Frolic	World News Charlot Wheels Sun. Morpins Gatherin'	Silent Silent Silent Silent	News Record Reveille Lutheran Hour		
consin. 10 a.m. — Religion for Today (WIBA): "In Defense of Secular-	8:00 8:15 8:39 8:45	News Southland Oalls Capital Cathedral Sacred Heart	 Milton Cross Opera Album Dixis Four News 	World Roundup E. Power Biggs For Adventure	Freedom Story Musical Clock * Musical Clock	News of America More of Life Salt Lake City Choir	News: Weather Music for Everybody	Your Bible Speaks: News Back to God		
ism," Prof. Max Otto. 10:30 a.m. — Madison Catholic Hour (WKOW): "The Outmoded	9:00 9:15 9:30 9:45	Devotions Bethel Lutheran Ohurch Pet Corner	 Bible Class Ave Maria Hour 	Church of the Air	* Melody Time * Melody Time	Church of The Air Sercnade Berenade; New	Little Brown Church	Radio Bible Class Voice of Prophecy		
Folly of Being Neutral," the Rev. A. R. Breines. 11 a.m. — Christ Presbyterian	10:00 10:15 10:30 10:45	Unitarian Society U W Band At Your Service, Polka Time	• Back to God God • Message of Israel	Beit Lake Choir Madison Ostholic Hour	• Methodist Church • 1st Lutheran Church	Rent Law To Be Ann'd News: mvitation to Learning	The Voice of Prophecy Christian in Action	News Interesting Funts Reviewing Stand		
(WKOW); Dr. Roy W. Zimmer Bashford Methodist (WFOW); the Rev. W. B. Waltmire First-	11:15 11:15 11:30 11:45	News First Congregational Church	 First University Methodist Church 	Christ Presby- terian Church	Bible Feilowship Music Center	Peoples Platform Howard Smith Paul Gibson	Reading the Funnice Children's Hour	News More of Life Lutheran Hour		
University Methodist WISC): "A Christian Strategy of Desire," Dr. Merrill Abbey.	12:00 12:15 12:30 12:45	* Accordioniste • News • Hello Wisconsin • Joer Tantillo	* News • National Guard • Guy Lombardo • People, Places	People's Platform News Mobilization	 Sunday Farm Hour Toby and Chore Boys 	N.Y. Philharmonia Symphony N.Y. Philharmonia Symphony	Serenade	People, Places Frank & Ernest Radio Warblers News		
11:15 a.m.—First Congregation- al (WIBA): "On Being Positive," the Rev. Alfred W. Swan.	1:00 1:13 1:30 1:45	Catholie Hour Bob Considine Paris Giri	 Music of the Americas Mr. President 	Old Fashioned Revival Hour	• Toby and Chore Boys • Music Jewel Box.	N. Y. Philh. Symphony Symphonette Symphonette	Amateur Hour The Southernaires	40 Plus Forum Top Tunes Filth Army Band		
	2:00 2:15 2:30 2:45	American Forum Quis Kide	 This Week Around World Piano Playhouse 	News: Music Larry Lesueur Bandstand Speak Up	L. Duchow Waltz Time Old Timers' Bandstand	Bill Shadel Larry Lesucur Sunday Symphonesque	This Week Around World Back to God	Challense of the Yukon Bobby Benson		
	3:00 3:15 3:30 3:45	• Chicago Round Table • The Saint	* Madison Bandshell * Martin Kane	News: Music Harmony Shop Godfrey Digest	 Watertown Watertown Polka Parade Bob Febling 	Today is Ours Godfrey Digest	Old Fashioned Revival Hour	Doctor Kildare Martin Kane, Private Eye		
	6:00 4:15 4:30 4:45	* Central H. S. Concert * First Piano Quartet	The Shadow Delective Mystery	News: Music Frank Sinatra Frank Sinatra Eric Sevareid	 Horicon Show Variety Melodies Radio Parade 	Frank Sinatra Earl Wrightsons Eric Sevareid	Lutheran Hour Greatest Story Ever Told	The Shadow Detective Btory		
DAY JENNER	5:00 5:15 5:30 5:45	• Singing Amer. • News • The Big Show	 Drew Pearson Headilnes Ted Mack Family Hour 	Charlie Wild Concert Moods	Wrestling Tip New Rhythm Jamboree Friendly Music	Charlie Wild Our Miss Brooks	Drew Pearson News Hour of Decision	Roy Rogern Nick Carter		
Discussion 10:30 a.m. — Reviewing Stand	6:00 6:15 6:30 6:45	• The Big Show • Phil Harris and Allos Fare	* Affairs of Peter Salem * Roy Rogers	Jack Benny Show Amos 'n' Andy	News Here's to Vet To Be Announced	Jack Benny Amos'n Andy	National Vespers Mystery File	Affairs of Peter Salem Juvenile Jury		
(WGN): "The Author and Reader in Time of Crisis." 19:35 a.m.—Invitation to Learn-	7:60 7:15 7:39 7:45	Hopper	Stop the Music Stop the Music	Charlie McCarthy Show Time Revue	 To Be Announced To Be Announced 	Charlie McCarthy Red Skelton	Stop the Music Stop the Music	Singing Marshall Enchanted Hour		
ing (WBBM): "Dialogs of the Dead." 1:30 p.m. — Graham Hovey	8:00 8:15 8:30 8:43	Theator Guild Music by Roth	 L. Parsona 	Archar	• Old Timers Jambores . • Old Timers Jambores	Corlise Archer The Horace Heidt Show	Walter Winchell Louella Parsons Familiar Music	Chuck Foster Orchestra Gabriel Beatter More of Life		
(WHA): "Background of the News" repeat broadcast on WHA-FM at 7:45 p.m.)	9:00 9:15 9:30 9:45	Question Voices and	 Paul Harvey 	Masters Sunday	 Farmers Friend Band of Week Fiesta 'Jime 	Contented Hour Choraliers Choraliers	Ginny Sins Paul Harvey Dream Boat Barry Wismer	Proudiv We Hall Philo Vance		
(WIBA): "Is the UN Effective	10:00 10:15 10:30 10:45	• News • Clifton Utley • Dance Orchestra	 Serenade Serenade Bryan Duncan 	News Dance Music Fireside Hour	• Silent • Silent • Silent	News Dr Bradier Charlie Spivak Elmo Roper	Faul Harvey More of Life Songs in the Night	Edwin C. Hill Jacques Fray News: Songs Wings of Song		
Sparkman (D-Ala.) and W. E. Jenner (R-Ind.)	11:00 11:15 11:30 11:45	• News: Mr. Smith Show • Jinmy Dorsey Orch.: News	Hour	Music Dance	• Silent • Silent • Silent • Silent	News More of Life Charlie Spivak Dick Jurgens	News: Eddie O'Neal Orch. Al Trace Orch.; News	Wings of Song Henry Brandon Chuck Foster Orch.; News		
(W1BA): "National Security and Individual Freedom;"	 Starred programs are also carried on corresponding FM stations FM channels WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISC-FM									
Gov. Adiai Stevenson of Illi- nois, Dr. Harold C. Urey, Prof. Robert Carr. 5:15 p.m. — Later Than You Think (WFOW): Pulph Bataran		576		WFOW-F	м	WHA and W	3.	WHEN YOU		

970 Kc.--88.7 Megs. SUNDAY A. M. 9:00 Devotional Music 9:35 News 9:55 News 10:09 Symphony Hall 10:55 News and Weather 11:00 Materworks of Music 11:55 News SUNDAY A. M.

 3:00
 Tops in Pops:
 News

 3:13
 News
 News

 3:13
 News
 News

 3:14
 News
 News

 3:00
 Old Time Waltzes
 Sis

 9:30
 Vestern Songs
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 9:35
 Western Songs
 News

 10:00
 News: Show Tunes
 Nows

 10:31
 Sacred Heart Program
 News

 10:35
 Perry Como: News
 News

 11:00
 Bashford Methodist Church
 P. M.

 12:00
 News
 News

 1:00 Mater 1:55 News P. M. 12:00 Sunday Musicale 1:30 Graham Hovey 1:45 UN Story 2:00 Encore 3:00 Community Concert 4:00 Poct's Corner 4:15 Sunday Music Hour 10:35 Perry Como: News
10:36 Perry Como: News
10:30 Bashford Methodist Church P. M.
10:30 Bashford Methodist Church P. M.
10:30 Dashford Methodist Church P. M.
<li FM ONLY FM GNLX 5:15 London Forum 5:13 News in Review 6:00 Program Review 6:00 Dinner Musicale 7:00 Sunday Night Concert 7:45 Graham Johansen 8:00 FM Concert 9:30 FM Concert 9:35 Night News (to 11) Train at Home BE A NURSE-EARN MORE 8.45 Barber Shop: News 9:00 Guv Lombardo 9:30 Eddy Howard: News 0:00 Art Mooney 0:30 Claude Thornhill: News 1:00 Fredd: Marth 1:30 Tin/ Hill 1:35 News (till 12:00) Grieg's A-minor piano concer-Jobs Are Waiting to, Donna Ploog and orchesta;



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World News Wimwood Fores

National Radio Pulpit Art of Living Radio Parade

Canary Pet Show Symph Scrape's Eternal Light

Chicaso Round Table American Forum

Catholio Hour Bob Considine Paris Giri

Music With the Girls

Quiz Kida

The

The Saint

The Big Show The Big Show

The Big Show Phil Harris. Alice Fare

Hedda Hopnor Theater Guild

Guild

64 Dollar Question Voices and Events

Tales of Texas Rangers

Clifton Otley Sun Dateine Dorchester Anniv Day's End

News Jimmy Dorsey The Chez Show (10 1)

Edwin C. Hill Wayne Howell Mr. and Mrs. Blandings

Silent

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Reading the Comice

Destination

News Believing

Classified Highlights of Today's Radio Schedule SUNDAY

Wisconsin

surprise-because the listener could hear them com-Danny Kaye's excursion into community sing-

participated, but to the average listener it was a Christian Strategy of Desire," Merrill Abbey.

Opera Co. as the world's best comedian.

