An Old Rule Gets Broken

By WILLIAM L. DOUDNA
(State Journal Radio Editor)
For many years, this newspaper has had a rule which forbids the use of commercial names in its The rule is almost as old as the radio listings. The rule is almost as old as the program for which the rule is about to be broken.

In 'he early days of The State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's Service in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the State Journal's radio in 'he early days of the 'he early days of column, one of the regular items was "Citles Service Program." Later, the show was listed at various times as "Goldman Band," "Concert Hour," "Highways in Melody," and "Band of

America."

The program is the oldest continuously-sponsored one in radio. It began 25 years ago—on Feb. 18, 1927—about a year before the name first appeared in a daily State Journal radio column. The contract for the series was signed by the first president of the Naby the first president of the National Broadcasting Co., M. H. Aylesworth. (He, by the way, was for a time a student at the Uni-

for a time a student at the University of Wisconsin) And Ayles-worth's present job is broadcasting consultant for the Cities Service organization.

On Monday night, WIBA and WIBA-FM will carry the 1,301st program of the series, which has not missed a single week in its quarter-century on

Appropriately enough, it will be a band concert Appropriately enough, it all first of the series, in Carnegie hall, just as was the first of the series. But standing on the podium, instead of Edwin Franko Goldman, will be Paul Lavalle. And the Franko Goldman, will be Paul Lavalle. And the man who has been the announcer since 1930 will

Frank Parker, Lucille Manners, Grantland Rice, Col. Louis McHenry Howe, Rosario Bourdon, Dr. Frank Black, Dorothy Kirsten, Thomas L. Thomas, Robert

Merrill. The Goldman band played for the program until June, 1927, when Bourdon took over with a 33-piece orchestra which played 60-minute concerts each

Miss Dragonette and Bond joined the show Jan. 3, 1930, and the soprano remained the star for eight years. During that period, more than 3,000 different numbers were sung or played, with Victor Herbert methods in the majorithm.

melodies in the majority.

The Revelers quartet, with Melton and Parker among the members, was a feature from Nov. 17, 1933, until February, 1938. Meanwhile, Miss Manners became the vocal soloist on Feb. 7, 1937, and new series.

Black became conductor on Feb. 4, 1936. Black became conductor on rep. 4, 1950.

During this period, too, the program had intermission speakers. Among them were Rice, with sporfs comments, and Col. Howe, secretary to Pres.

A. Puls.

A. Puls.

American Forum (WHA): "C

mission speakers. Among them sports comments, and Col. Howe, secretary to Pres. Roosevelt, speaking current events.

Black was conductor until Oct. 27, 1944, when Layalle introduced a new format with a 38-piece string orchestra and a series of opera and concert string orchestra and a series of opera and concert string orchestra and a series of opera and concert string orchestra and a series of opera and concert tone, became regular vocalist.

Early in June, 1948, the sponsor looked for a summertime replacement for "Highways in Melody," and decided to return to the brass band. Lavalle formed the present band, and Ken Christie, who had formed the present band, an

De rivere, too; ne is rord Bond.

The first program was carried by 16 stations; now the band concerts are on 107 outlets.

Many famous names, besides those of Aylesworth, Lavalle, Goldman, and Bond, dot the history of the concerts—Jesslea Dragonette, James Melton, of the concerts—Jesslea Dragone

Uncle Ray's Corner

Glyptodons Roved America

When we speak about "prehistoric animals," we are likely to think of dinosaurs such as Brontosaurus, the Thunder Lizard, which had a very long neck and long tail, or Tyrannosaurus, the Tyrant Lizard. Those were important members of the dinosaur group, but there were many other kinds. Scientists tell us that the dinosaurs ruled the earth for millions of years, and they point to the record of the rocks. The skeletons and the imprints of bodies have been discovered in layers of rock were pro-

and other kinds of rock.

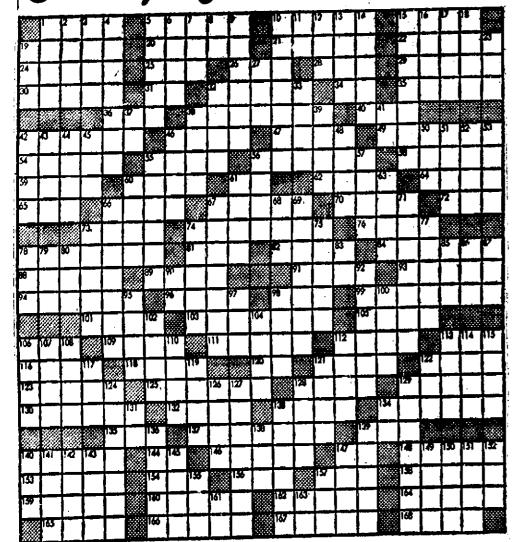
The layers of rock were produced during different periods, or ages, and a great deal of study has gone into the work of estimating how long ago each layer was formed.

The remains of mammals are certain members which are called in later layers of rock.

"prehistoric." One of these was bodies.

Iront feet, and five claws on their land feet. South American glyptof the dark in deet. South American glyptof the carth. Most of them had a todons had three-clawed front feet and four-clawed front feet and five claws on their lates. South American glyptof the carth. Most of them had a todons had three-clawed front feet and four-clawed front feet

Sunday's Crossword Puzzle



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22 Genus of Old World squatio plants
24 Biblical weeds 72 Ever (poet.) 73 A handle 78 To admit as s Electrified

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3 Appellation of Athena

4 Course at

5 Slope

7 Kila

9 Fawn 10 One-handled drinking

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12 Honest --13 Revolve
14 Protective

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sheep (pl.)

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42 Epic poetry
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Classified Highlights of Sunday's Radio Schedule



ARMBRUSTER DELMAR



7 a.m.—Herald of Truth (WISC):

on Washington monument grounds. Drama

Discussion



TROUT

10:35 a.m. -- Invitation to Learn ing (WBBM); Kafka's "The Trial."

PICKENS

11:30 a.m. — Eternal Light (WMAQ): "Man of Athens."

18:30 a.m. — Reviewing Stand (WIBA, WKOW), WISC, WHA, WKOW): "What Should Children by J. Helen Stanley, with Sherry

	. , 10	y v. Helen Stant	.,, 4 (11 201411)
SUNDAY			
WIDA	WISC	WKOW 1070 ke,	1340 Im.
wat Olean felody k Arthur	of Truth Moments on the Mount	News: Coffee Concert Rentro Valley Cathering	News: Marches Farm Service Farm Frolic
urch of historian pital Cathedral ared Rears	- Ave Maria Hour Old Time Religion	Renfro Valley Christian Brotherhood E. Power Biggs	Musical Clock Gospel Prog. Freedom Story Bandstand
votions. thel Lutheran hurch Corner	Bible Class Valte of Prophecy	Rev. Bawden Bunday Matina The Rev. Mr. Bodamer	* Mid-Morning Melodies * Mid-Morning Melodies
igion Today rnival of Books Is My Beat og Festival	* Let There Be I • Health Quis • Memane of Israel	Choir Catholic Hour	Bunday Berenade 1 1st Lutheran Church
es congregational	University Methodist Oburch	Christ Presby- terian Church	Bible Fellowship Musical Variety Shopping News

2:08 | Josy Tantillo Peoples
Platform
News
Mobilization 12:15 • News 12:16 • Hello Wilconsin 12:45 • Accordinglate 1:00 *Catholic 1:15 Hour 1:30 * American 1:45 Forum Dr. Chevies E. Fuller Dr Charles E Fuller Swing-a-Pata Music Jewel Bos Brotherhood 1952 Philharmonio Symphony L Ducnow
Waltz Time
Old Timers
Melody Garden Brotherhoo 1932 Madison Bandatand Brotherhood 1952 Viewpoint J. C. Swayse Watertown News: Consols Monds Hoston Blackie Bobby Bansob Under Arrest The Falcon Martin Kabe Watertown Old Timers Many Lands Whitehell 1212 Three True Stories 13 Robert Trout, Ron Cochrane *Prairie Aces Ruth. Gaylord * FarmJambore 5:05 | * U. W. Music 5:15 | * News 5:30 | * The Big 5:45 | Bhow Drew Pearson Headlines Nick Carter; News My Friend 1 p.m. — Piano Playhouse quately enforced, is the only (WISC): Ida Krehm and Dave answer." • The Big Show • The Big Show Peter Balem Gabby Hayes Jack Benny *Old Timers
Jamborse
* Old Timers
Old Timers Fhil Harris, Alice Fays Theater Guild Oharlia McCarthy Bing Crosby
Cafe
Istanbul
Bongs of Wo

Stars Review the Hits Enchanted News: Oscar Dumont Jack Fins Orchestrs :10 Dance :45 Music: News Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM . . . 101.5 M. WWCF (WIBU) . . . 94.9 M. WISC-FM . . . 98.1 M.

Paul Harvay News John J. Anthony

Music for

WFOW-FM .

104.1 Mega. BUNDAY 8:00 Wake Up to Music 8:30 Comic Weekly Man 9:00 St. John's Lutheran Church 9:30 Tops in Pope 10:30 Songs of Our Times 16:45 Perry Como 11:00 Bashford Methodist Church

Theater Oulld Wayne King Orchestra

Roundy
Labor Speaks
Eileen
Christy

0:00 | News

12:00 News; Raiph Martiers 12:15 Memory Tunes

) News; Raiph Martiers
5 Memory Tunes
0 Dance Band
0 Luncheon Music
5 Sacred Heart Program
60 West High Concert
100 Navy Hend
15 Dennis Day
100 Madison Hit Parade
101 Proudly We Hall
101 Country Music
115 Hour of St. Francis
102 International Pederation
103 English St. Francis
103 International Pederation
1045 Ken Griffin
1050 Court of Justice
115 Package of New Records
115 Package of New Records
115 Package of New Records
1100 Eye Witness
110 Merc's to Veteraha
110 Path
110

9:85 News; Al Morgan 10:15 Hi-Tones 10:30 Blue Barron 10:45 Larry Green

(Mact Corliss Jan Carber Orchestra

Districal Hour

News Thinking Aloud Fireside Hour

Proudly We Hail Band of Week Fiests Time



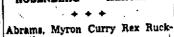
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HERSHEY

farm hand saved from lynch mob . . . Court of Justice (WFOW): starring Philip Terry.

5:30 p.m. - Nick Carter (WISC): 'Murder y the Dozen.'

d p.m., - Peter Stiem (WISC) Skeleton on Skies. 7 p.m.—Family Theater (WGN): Loreita Young in "Heritage of Home" . . . Eye Witness (WFOW): starring Melvin Douglas.

7:30 p.m. — Theater Guild (WIBA): James Stewart, Josephine Hull, Colleen Gray, Kenny Del-mar in "The Meanest Man in the World" . Playhouse on Broad-

mar in "The Meanest Man in the 11:55 News P. M. Playhouse on Broadway (WKOW): final competition for \$2,000 acting prize.

Documentary

9:05 p.m. — The People Act (WBBM): Tupelo, Miss., and farm neighbors save themselves from one-crop economy.

1:05 News P. M. P. M

Music

9 a.m. — Devotional Music (WHA): "Mass," Stravinsky.

10 a.m.—Symphony Hall (WHA):

Pedestrians Blamed

for Many Traffic IIIs

DETROIT-IP-An insurance of-10 a.m.—Symphony Hall (WHA): DETROIT—O—An instrance of the Eggen pointed out that the ficial says all communities should form on the changes he observed toughen up their pedestrian conjuctually took place on the star 120 troi laws because pedestrians are years ago because it is 120 light (WIBA): Drake University choir.

WHA and WHA-FM

570 Kc.-88.7 Mets. SUNDAY

00 Devotional Music

10:55 News 12:00 Masterworks of Music 11:55 News

9:30 Cathedral Echoes 9:55 News 0:00 Symphony Hall

(WIBA): Drake University choir.

12 m. — Joey Tantillo (WIBA): at new time; "Hopeless Polka."

"El Rancho Grande," "Norgie Michigan Mutual Liability Co., says many pedestrians are carefess or seckless.

"They cross against red lights, step from between parked cars, or without waiting for a reasonable traffic opening," Otto says. "Pedestrian control legislation, adelegislation, adelegislation, adelegislation, adelegislation, adelegislation is the only



CARMICHAEL

GRAY

Bowan, guests.



STEWART

(WMAQ): Del Wood, guest FM Concert (WHA-FM): "Pelleas

s:30 p.m. — World Theater 1:30 p.m. — N. Y. Philharmonic and Melisande" suite, Faure.

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1:30 p.m. — West High School and West Armbruster guest plants.

1:30 p.m. — West High School and West High Scho

9 p. m. — Classical Hour (WKOW): all-Handel program; "Passacaglia," "Faithful Shepherd" suite, "Water Music," "Pastoral Symphony" . . . Tin Pan Valley For Children

10:15 a. m.—Carnival of Books (WIBA): "America's Ethan Allen."

Miscellaneous

Boy. m.-Bing Crosby (WISC): substituting for Walter Winchell.

Old Star Twinkle Slowly Finds Earth

BERKELEY, Calif.—P—A star has been discovered which doubles in brightness within 10 minutes, according to the University of California astronomy dept.

Dr. Olin J. Eggen, while making observations at the Commonwealth Observatory in Cabberra, Australia, discovered the star, which has the shortest variation cycle known, if changes from its dimmest to its It changes from its dimmest to its brightest every 80 minutes, and at the peak of the cycle doubles its brightness in 10 minutes.

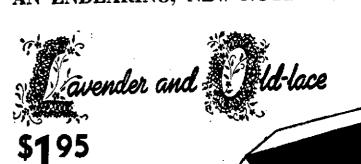
Dr. Eggen pointed out that the



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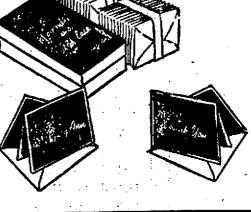
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