

The Sunday Spotlight

On Talking with Children

By WILLIAM L. DOUDNA (State Journal Radio Editor) After a little more than a year of entertaining the boys and girls, I'm off the air again. The two programs in which I participated were heart-warming experiences. "The Kids' Club" started in early September of 1951 as a half-hour program, Monday through Friday, and stayed that way until a bit before Christmas, when it was cut to 15 minutes to make way for Santa Claus' personal appearances. After Christmas, it returned to the half-hour format. Then, along in February, the NBC network exercised its option on the first 15-minute period, and the station management and I decided that on the basis of the Christmas experience, we should make some kind of a change, since 15 minutes wasn't long enough to do the kind of show we wanted.

So "The Kids' Club" moved to 7:05 a. m. Sundays, with 35 minutes of entertainment. There it stayed until late August, when it left the air. During its short life, the program tried to do two things: to present music and stories that boys and girls of almost all ages would like, presented in straightforward manner and with neither grammar nor saccharine; and to include safety clues based on a set of rules which had been built up during 18 years of newscasting.

The kids and the parents seemed to like the program. It attracted many letters, most of them written by the youngsters. There were no "free offers" or prizes—only a promise that we would try to fill all requests for songs and stories. The kids were asked to send their names, addresses, and ages along with their requests, and this elicited one letter which said, in effect: "Will you please play a song for me, my mommy, and my daddy? I am 8 years old, my mommy is 29, and my daddy is 35."

The second program, which for a time ran on the same days as "The Kids' Club" was "A Day at the Zoo," in which Director Harold Hayes talked

about the animals and answered the questions which the youngsters asked in person. This program ended last Sunday. Hayes was always a mine of information, and always at ease with the boys and girls. He would answer any question at all, and did it with ease and in words which the children readily understood.

New shows and important schedule changes this week:

- TODAY
10:15 a. m.—Hampton Crusaders, new musical program—WIBA.
12 p. m.—The Symphonette, returning—WBBM.
1:30 p. m.—University of Chicago Roundtable, at new time—WIBA.
3 p. m.—The Chase, returning—WIBA.
3:30 p. m.—The Greatest Story Ever Told, starting new season—WENR.
4:30 p. m.—Juvenile Jury, returning—WMAQ.
5:30 p. m.—The Aldrich Family, starting new season—WMAQ.
6 p. m.—Meet Your Match, on new schedule—WIBA.
MONDAY
8:30 a. m.—College of the Air, resuming; programs at 8:30 a. m. Monday, Tuesday, Thursday, and Friday, and at 11 a. m. Monday through Friday—WHA.
11 a. m.—Don Gardner, new news program—WISC.
11:10 a. m.—Jack Berch, at new time—WISC.
WEDNESDAY
7:30 p. m.—Coach Ivan Williamson, starting new season—WIBA.
THURSDAY
8 p. m.—Escape With Me, new dramatic program—WISC.
8:30 p. m.—Roundy's Forecast, back on the air (in addition to Sunday program)—WIBA.
SATURDAY
12 m.—Fun for All, new quiz show—WKOW.
1:15 p. m.—University of Wisconsin football, first game of season—WIBA, WKOW, and WHA.
1:25 p. m.—University of Wisconsin football—WISC, WIBU, and WWCF.
1:30 p. m.—University of Wisconsin football—WMFM.



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Today's Radio Highlights

Special Events
2:15 p. m.—Open House (WIBA): at Farmers Mutual's new building.
5:30 p. m.—Heart Kitch'n (WIBA): at Vocational school, Elizabeth Moxley, Dr. A. B. Weinstein, R. W. Bardwell, Pauline Reider.
6:30 p. m.—University Welcomes (WIBA): salute to new and returning students.

Religion
8:30 a. m.—Capital Cathedral (WIBA): "Pages of Power," the Rev. C. A. Pula.
9:15 a. m.—Bethel Lutheran (WIBA): "Choose the Good Part," the Rev. S. S. Klyve.
10 a. m.—Peoples Church (WJJD): returns to the air.
11 a. m.—Christ Presbyterian (WKOW): "The Highest Compiment Ever Paid," Dr. Roy W. Zimmer.
11:15 a. m.—First Congregational (WIBA): "For Such a Time as This," the Rev. Alfred W. Swan.



Heston Murray
11:30 a. m.—Bashford Methodist (WMFM): "Life More Abundant," the Rev. K. E. Whitney.
9:15 p. m.—Signs of the Times (WMAQ): excerpts from statement of House of Bishops of Protestant Episcopal church.

Discussion
9 a. m.—Small World (WMAQ): Hans Becker, German newsmen, guest.
9:15 a. m.—Reviewing Stand (WGN): "Do Corporations and Labor Unions Serve the Public Interest?"
11:30 a. m.—Invitation to Learning (WBBM): "Song of Roland."
12 m.—Asia Story (WKOW): Sir Percy Spender, ambassador from Australia.
12:30 p. m.—Chicago Round Table (WIBA): at new hour.
1:30 p. m.—Graham Hovey (WHA): returns with "Background of the News" (also on WHA-FM at 8:45 p. m.).



ELLIS BENNETT
3:30 p. m.—Pick the Winner (WKOW): "Social Legislation," Sens. Homer Ferguson (R-Mich.) and Hubert Humphrey (D-Minn.).
7 p. m.—Politics on Trial (WISC): "Civil Rights," A. S. Alexander, former undersecretary of the army.
9:30 p. m.—American Forum (WIBA): "Which Party is the Working Man's Friend?" Secretary of Labor Maurice Tobin, Fred Hartley, former New Jersey congressman.
10:30 p. m.—Meet the Press (WIBA): Gov. Herman Talmadge of Georgia.

Drama
1:45 p. m.—UN Story (WMFM): "The Black Diamond."
3 p. m.—The Chase (WIBA): on new schedule; "Tattoo Charley," tale of pursuit in Hong Kong.
3:30 p. m.—The Greatest Story (WENR): starting sixth season; "Do Ye Even So to Them," story of Galilean youth who saves Roman soldier.
4 p. m.—Hollywood Star Play-

Radio Timetable

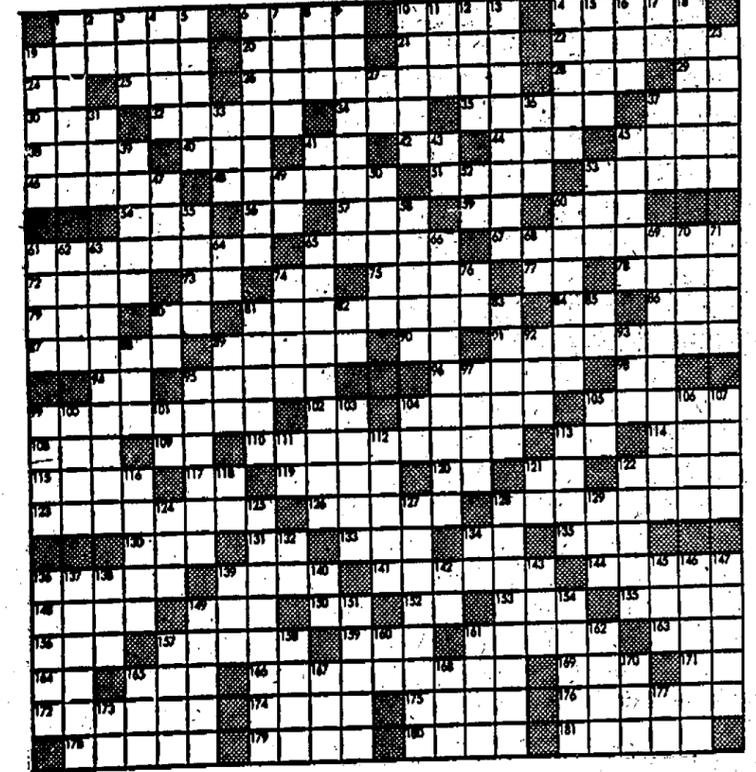
Table with columns for WIBA, WISC, WKOW, WIBU and rows for various radio programs and times.

WMFM 1641 Meigs Bldg. A. M. 8:00 Wake Up to Music... On "Song of Songs" (WMFM): Les Brown orchestra... Variety 6:30 p. m.—Doris Day (WKOW) and Donald O'Connor.

WHA and WHA-FM 978 E. 21st St. SUNDAY 9:00 Devotional Music... For Children 10 a. m.—Carnival of Books (WIBA): football stories... Sports 12:25 p. m.—Baseball (WISC): White Sox vs. Browns... Miscellaneours 10:45 a. m.—Songs of the Wild (WIBA): winter bird calls.

DRAGNET now on Sundays at 8:30 WIBA dial 1310 TONIGHT! VAN HEFLIN ANN RUTHERFORD KENNY DELMAR in "George Washington Slept Here" THEATRE GUILD on AIR WIBA—7:30 p. m. U.S. STEEL HOUR

Sunday's Crossword Puzzle



- HORIZONTAL
1 Garnment
6 A wing (pl.)
10 A forerun
18 Island in Malay archipelago
20 Depressed with fear
21 Leaf
22 Waken
23 Precipitation
24 Sneeze
25 Estimate
26 Coarse grain
27 Geyser
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WIN A HOME FREEZER. Finish this Wisconsin Jingle. HERE'S THE JINGLE: Wisconsin ranks among the best Of all the forty-eight. It's number one with me because.

IT'S EASY! IT'S FUN! THE RULES: 1. Complete the last line of the jingle. It must rhyme with the second line. 2. Enclose a donation of 25 cents with each entry. Enter as many times as you wish. Entries may be submitted on plain paper.

HEALTHY KIDS GET HURT FIRST! Kidney Irritation May Cause BACKACHE. Healthy, healthy youngsters who play and work hard stand in the greatest danger of accidents—no matter how many times you wear them! Accidents mean bills—for doctors, hospitals, medicine, etc. and put your youngster at risk until you care! But now, for just 34¢ a day, our special STUDENT ACCIDENT PLAN will cover these expenses for you!

WIN A HOME FREEZER. Finish this Wisconsin Jingle. HERE'S THE JINGLE: Wisconsin ranks among the best Of all the forty-eight. It's number one with me because. COMPLETE THE LAST LINE: Jingle Contest, P. O. Box 452, Madison 1, Wisconsin. Wisconsin ranks among the best. Of all the forty-eight. It's number one with me because.