

The Sunday Spotlight

Radio Gets Set for Election

By WILLIAM L. DOUDNA (State Journal Radio Editor)
If you think that radio went all out on covering the 1952 presidential nominating conventions, wait 'til you hear what it's planning for the 1952 presidential election.

In the first place, the roster of reporters, commentators, analysts, correspondents, and owners of radio voices will read like "Who's Who in Broadcasting."
In the second place, two of the networks will install electronic brains in their headquarters to help speed up compilations of results.



Virtually continuous broadcasting of returns and comments will begin on all networks at 7 p. m. Madison time and will continue as far into the night as is necessary to make results certain.

In addition, the Madison stations will set up their own machinery for reporting state, county, and city returns. In one case—WISC and the American Broadcasting Co. (ABC)—the network will turn over the last five minutes of each half-hour period to the station for such a purpose.

The National Broadcasting Co. (NBC) reports will be carried in Madison by WIBA and the Columbia Broadcasting System (CBS) reports by WKOW. While no Madison station will broadcast the Mutual Broadcasting System (MBS) accounts, other stations which can be heard here probably will do so.

As for television, three of the networks—ABC, CBS, and NBC—will have their reporters alternating between radio and TV. Mutual has no television network. The schedules will be similar to those on radio.

NBC's electronic brain will be the Monrobot; CBS will use the Univac. Wayne Oliver of the Associated Press describes them thus:
"The electronic robot brains will be able in a matter of seconds to make calculations and analyses that would take hours by conventional methods. They will take the returns at a given hour—or from a given percentage of precincts—and compare them with those at the same point in the counting four and eight years ago.

Then they will predict the final results, taking into account the changes in trends that have occurred in late results in past years.

"The big calculating machines, however, cannot think but can do only what mathematically correct. Their forecasts will be made by men given rest on the basis of the data they have been given and the way they've been instructed to use it. They can be away off base if late returns develop unforeseen trends."

George Hicks and Merrill Mueller will head NBC's reporting staff, giving the running commentary and returns with the help of H. V. Kallenborn and Elmo Roper. Richard Harkness will report on races for governor and senator, and Ray Henle will give up-to-the-minute news on elections for the house of representatives. W. W. Chaplin will provide human-interest and feature reports.

In New York, NBC will have teams headed by Ben Grauer at Republican headquarters and Kenneth Banghart at Democratic offices. Frank Bourgholzer will be with Gen. Dwight D. Eisenhower and Ray Scherer with Gov. Adlai Stevenson.

Arthur Barriault will supervise reports from party and candidate headquarters in Washington and will report news and comment from the White House.

NBC's home base will be the huge Radio City Studio 8-H. CBS will set up headquarters on the upper floor of Grand Central station. ABC's task force will have its main microphones in the network's large TV Studio No. 1. Mutual will have 25 news centers across the country, including one in Madison.

Here are names of more of the men and the one woman who'll report:
CBS—Robert Trout, Allan Jackson, Douglas Edwards, Edward R. Murrow, Lowell Thomas, Larry LeSueur, Charles Collingwood, Don Hollenbeck, Bill Downs, Griffing Bancroft, Willard Shadel, Ron Cochran, Samuel Lubell.

ABC—Pauline Frederick, Elmer Davis, Drew Pearson, Walter Winchell, Paul Harvey, John Daly, Martin Agronsky, George Sokolsky, Don Gardner, Erwin D. Canham, George Gallup, Quincy Howe, Gunnar Back, Leo Cherne, Taylor Grant, Walter Kiernan, Austin Kiplinger, Chet Huntley, John Edwards, Ted Malone, Bryson Rash.

MBS—Gabriel Heatter, Fulton Lewis, Jr., Cedric Belfrage, Cecil Brown, Bill Cunningham, William Hillman, H. R. Baukhage, Robert F. Hurleigh, Everett Holmes, Fred Vandeventer, Les Nichols, Frank Singiser, Ed Pettitt, Prescott Robinson, Lyle Van Henry, Gladstone.

In addition, of course, there will be correspondents across the nation, plus behind-the-scenes tabulators, editors, writers, and directors.

Today's Radio Highlights

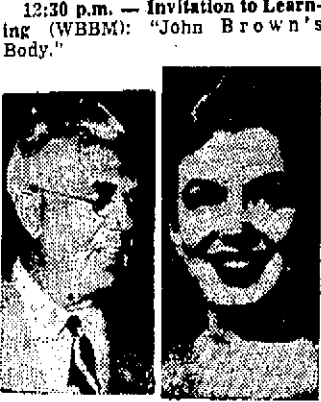
Religion
9:15 a. m. — Bethel Lutheran (WIBA): "A Conquering Church," the Rev. F. I. Schmidt.
10:30 a. m. — Madison Catholic Hour (WKOW): "What is a Christian's Political Responsibility?" the Rev. Andrew Breines.
11 a. m. — First-University Methodist (WISC): "But Protestants Also Affirm," Dr. Merrill Abbey; "Christ Presbyterians (WKOW): "The Right of Private Judgment," Dr. Roy W. Zimmer.



CARROLL MEREDITH

11:15 a. m. — First-Congregational (WIBA): "Positive Protestantism," the Rev. John E. Merrett.
11:30 a. m. — Bashford Methodist (WIFM): "The Power of God Within You," the Rev. Kenneth Whittney.

Discussion
10 a. m. — Small World (WMAQ): Australian museum director, guest.
10:30 a. m. — Reviewing Stand (WGN): "Diseases of Stress."
12:30 p. m. — Invitation to Learning (WBBM): "John Brown's Body."



FERGUSON MONROE

1:30 p. m. — American Forum (WIBA): "Which Party Has the Greatest Appeal at the Grass Roots?" Sons, William Benton (D-Conn.), William Purtell (R-Conn.).
2 p. m. — Chicago Round Table (WIBA): "A Final Look at the Election," Ellis Arnall, Sen. Homer Ferguson (R-Mich.).
3:30 p. m. — Pick the Winner (WKOW): "The Week's Developments in the Presidential Campaign," Wilson Wyatt, Stanley High.

7:45 p. m. — John T. Flynn (WIFM): "Loyalty to Whom?"
10:15 p. m. — Public Affairs (WMAQ): "New Health for You."

Political Talks
5 p. m. — Clare Boothe Luce (WIBA).
5:30 p. m. — Ted C. Boyle (WISC).
8:15 p. m. — Floyd Springer (WISC).

Drama
12 m. — Eternal Light (WMAQ): "Miracle at Convention Hall," true story of pianist who lost both hands, learned to play again.
3 p. m. — The Chase (WIBA): "Iron Curtain Express," "Under Arrest (WGN): "The Modest Maid Report."
8:30 p. m. — Martin Kane (WIBA): disc jockey found badly beaten. "Proudly We Hall (WIFM): "Operation Rescue."



CAREY BENTON

8:30 p. m. — Philip F. LaFollette (WISC).
10:15 p. m. — Edward J. Owens (WIBA): for Floyd Springer.

Music
1 p. m. — Symphonette (WBBM): "Danse Macabre," "Scenes Pittoresques," excerpts from "Swan Lake," "Cavalleria Rusticana."
1:30 p. m. — N. Y. Philharmonic-Symphony (WKOW): Zino Francescatti, violinist; Dimitri Mitropoulos, conductor; excerpts from Berlioz' "Romeo and Juliet," Beethoven's violin concerto.
2:30 p. m. — Star Time (WIFM): Mario Lanza.
5 p. m. — NBC Symphony (WMAQ): Arturo Toscanini's recording of Beethoven's ninth symphony, with Robert Shaw Choral, Jan Peerce, Eileen Farrell, Norman Scott, Nan Merriman.
5:45 p. m. — U. W. Music (WIBA): University Symphony orchestra; "Redemption," Franck.
6:30 p. m. — Siegel Chamber Music Players (WENR): special concert.
8:15 p. m. — Here's to Veterans (WIFM): Vaughn Monroe.
9:05 p. m. — Choralists (WBBM): "Tramp, Tramp, Tramp," "Ben-demeer's Stream," "Brown October

Radio Timetable

Table with columns for radio stations (WIBA, WISC, WKOW, WIFM) and their respective programs and times.

started programs are also carried on corresponding FM stations. FM channels: WIBA-FM, 101.5 M.; WISC-FM, 98.1.

Matthew Bell (WGN): "Death Fills a Glass."
4 p. m. — Hollywood Star Playhouse (WIBA): Dana Andrews in "Quicksand," story of district attorney's strange death. A Century on Wheel (WKOW): 100 years of four-wheel transportation.
4:30 p. m. — Counterspy (WMAQ): diplomatic courier beat-robbed. Greatest Story Ever Told (WENR): forgiveness brings a miracle.
5 p. m. — Conrad Nagle (WIFM): "Action at Bou Adel." Nick Carter (WGN): gambler decides to return \$10,000 to victim.
6 p. m. — The Shadow (WISC): "The Case of the Twisted Mystery," Peter Salem (WGN): "The Affair of the Terrified Telegraph."

6:30 p. m. — Aldrich Family (WIBA): Henry learns that a boy's best friend is his father. Detective Story (WISC): "The Texas Beauty and Her Golden Boy," story of slick swindler.
7:30 p. m. — Theater Guild (WIBA): Madeleine Carroll, Burgess Meredith, Melville Cooper in "Hobson's Choice." Playhouse on Broadway (WKOW): Arthur Treacher in "My Man Godfrey."
8 p. m. — Barrymore Playhouse (WKOW): Macdonald Carey in "Pebble's Boys," story of commodore who ended pirates' reign.
8:30 p. m. — Dragnet (WIBA): a smooth bank robbery.
10:30 p. m. — Barris Craig (WIBA): "Hollow Homecoming."

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Orfordville Garden Club Elects Officers

ORFORDVILLE — A new slate of officers was elected by members of the Orfordville Better Homes and Gardens club here this week. They include Mrs. Paul Sagen president; Mrs. A. J. Moiseid, vice president; Mrs. Leo Dickson, secretary; Mrs. A. A. Haugen, treasurer; and Mrs. E. E. Thoen, Mrs. M. S. Lewis, and Mrs. Moiseid program committee.

District 7 Rebekahs to Meet at Tomah
TOMAH — District No. 7 of the Rebekah Lodge will meet at Tomah Tuesday at 2 p. m. Mrs. Emma Dickinson, Augusta vice-president of the Rebekah Assembly, will preside. Mrs. Fred Heering, Sparta, is district secretary. The Sparta degree staff team will exemplify the Initiatory degree.

Reedsburg Soldier Arrives in Korea
WITH THE 40TH INFANTRY DIVISION IN KOREA — Pvt. William F. Moore, whose wife, Mary Jane, lives in LaVale, Wis., recently arrived in Korea and has been serving with the 40th Infantry division. Pvt. Moore entered the Army in October, 1951, and arrived in Korea early in this month. His parents, Mr. and Mrs. Wayne Moore, live in Reedsburg, Wis.

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970 Kc.—88.7 Mhz. SUNDAY
9:00 Devotional Music
9:30 Cathedral Echoes
9:55 News
10:00 Symphony Hall
10:35 News
11:00 Masterworks of Music
12:00 Sunday Musicals
12:15 Wisconsin Poets
12:30 Background of the News
1:45 Concert Favorites
2:00 Memory Times
2:00 Jeffersonian Heritage
3:30 Political Drama
4:15 Sunday Music Hour
5:15 London Forum
5:45 News to Review
5:50 Program Review
6:00 Dinner Music
7:00 Sunday Night Concert
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9:00 FM Concerts (to 11)
10:50 Night News (to 11)

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WHA and WHA-FM
970 Kc.—88.7 Mhz. SUNDAY
9:00 Devotional Music
9:30 Cathedral Echoes
9:55 News
10:00 Symphony Hall
10:35 News
11:00 Masterworks of Music
12:00 Sunday Musicals
12:15 Wisconsin Poets
12:30 Background of the News
1:45 Concert Favorites
2:00 Memory Times
2:00 Jeffersonian Heritage
3:30 Political Drama
4:15 Sunday Music Hour
5:15 London Forum
5:45 News to Review
5:50 Program Review
6:00 Dinner Music
7:00 Sunday Night Concert
8:45 Background of the News
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