Today's Radio

**Highlights** 

land, and WHSA, Brule.

the Rev. K. E. Whitney.

9:30 a.m. - Reviewing Stand

Discussion:

COTTEN

Religion

Special Events

The Sunday Spotlight

## Just Medicine Show Tactics

Singing commercials have been assaulting the listeners' ears so long now that we're rather getting public interest, convenience, and necessity", we need a new dictionary. used to them, just as we are learning to ignore the infantile approach which some of the straight advertising offers.

Even so, something like "The birds say tweettweet-tweet but style-conscious men say tweed-tweed-tweed" still gets on the nerves. Radio critics been complaining so long

about errors in grammar and un-necessary word inventions ("com-mentating" being one of the worst) that it seems useless to continue the beefing.

Nevertheless, one thing remains to raise the blood pressure and cause spots before the ears. And it's something of which television is quilty, too, or so we're told. That is the 15-minute commer-

How anybody can excuse, or even tolerate, those interminable lectures about vitamin powders and shampoos with which we are being assaulted these days is beyond this department's comprehen-

They're even worse than those hurrled, slapdash, slam-bang announcements by which two com-mercials instead of the usual one can be crowded into the few seconds slighted to them at station

Those 15-minute lectures, stemming directly from the old medicine show days, are bad enough in themselves without the announcers' attempts to

be funny in volces apparently intended to suggest the dry approach of a Fred Allen.

On top of the supposed humor, they bring us such intelligence-insulting statements as the claims that products of the fields no longer have the health-given dry statements. ing qualities of yesterday and that union rules demand that beauty-shop workers linger as long as WMFM.

2 p.m. Viewpoint U.S.A.:
(WIBA): Herbert Hoover presents
service award to C. D. Howe of
Canada. Dedication (WHA):
opening of stations WHHI, Highland and WHSA Buile The practice of extending commercial announce-ments to program length has crept into some locally-produced programs, too, although they aren't as bad as the transcribed ones weve been talking about.

For some reason, the lengthy commercials, thin-ly disguised as news, information, or comment, seems to be used most widely in women's programs. A question arises: Is the time spent interviewing 

On the credit side, we enter the fact that commercial advertising and locally-produced programs on Madison stations are almost never in poor taste. which is more than can be said for some network \* \* \*

More schedule changes are coming up this week.

More schedule changes are coming up this wee.

Here are some of the important ones:

Today

11 a.m.—"Eternal Light" returns—WMAQ.

7:30 p.m.—"Theater Guild" returns—WIBA.

8:30 p.m.—"Dragnet" changes day—WIBA.

6 p.m.—Jack Benny returns—WKOW.

4:80 p.m.—"Quiz Kids" return—WBBM.

8:05 p.m.—"Choralier" return—WBBM.

Monday

10:30 p.m.—"See You at the Polis," new series

6 p.m.-"Suspense" returns-WBBM. Tuesday
7:30 p.m.—Red Shelton returns—WIBA

8 p.m.—Martin and Lewis return—WIBA.

Thursday 8 p.m.—"Truth or Consequences," new day and time—WIBA.

Friday
7:30 p.m.—High school football—WIBA and

Uncle Ray's Corner

### Dido Scorned Hero Aeneas

Among the Trojan heroes in old Greeks myths, a warrior named Aeneas (pronounced e-MEE-us) stands near the top. He was just under Hector in the popular mind. According to legend, he was half a god, being the son of the goddess Venus.

Vergil, a Reman poet, wrote a long poem telling about the adventures of Aeneus.

This hero was said to have estaged from Troy, and to have gathered a fleet of 20 vessels. There was a plan to start a new city in converged to the manual plant of the gods, Jupiter cor Zeus, the was a plan to start a new city in converged to the gods.

Among the Trojan heroes in old Greeks myths, a warrior named on said to the sail learned about the death of Dido. The news struck him with new studes him with new states here in Hades, the underworld.

Taken across the River Styx by Charon, the boatman, the Trojan saw the spirit of Dido, and told her of his sorrow over having left her. He said that he never would have been married except for an action by Jupiter (or Zeus), the was a plan to start a new city in converged to the gods, Jupiter sent Merty and Collectivism; speakers from England, United States, Germany.

Taken across the River Styx by Charon, the boatman, the Trojan saw the spirit of Dido, and told her the said that he never would have been married except for an action by Jupiter (or Zeus), the king of the gods, Jupiter sent Merty across the River Styx by Charon, the boatman, the Trojan saw the spirit of Dido, and told her the said that he never would have been married except for an action by Jupiter.

The queen returned the love of his sorrow over having left her. He said that he never would have been married except for an action by Jupiter.

Without speaking in reply, Dido and the control of the gods of the gods, Jupiter sent Merty across the River Styx by Charon the underworld.

Why Costello Has Not Been Deported.

Why Costello Has Not Been Deported.

Why Costello Has Not Been Deported.

Without speaking in reply, Dido and the plant that the never would have been married except for an acti

caped from Troy, and to have gathered a fleet of 20 vessels. There was a plan to start a new city in Thrace, but a bad omen came after a landing was made there. The at once.

Without speaking in reply, Dido without speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply, Dido king of the gods, Jupiter sent Merwithout speaking in reply s a landing was made there. The at once. fleet sailed southward and west- Being

Sunday's Crossword Puzzle

12 m.—The Asia Story (WKOW):
John M. Allison, assistant secretary of state.
3 B.m.

a landing was made there. The fleet sailed southward and west-fleet sailed southward and west-ward, past the southern shores of felt that it was his duty to obey Areas and Dido as given by Ver-Jupiter. Dido learned of his plan, and spoke harshly to him, saying times that there really was an ancient city of Troy, but historiest was driven to the northern coast of Africa. There the Trojans entered the newly-founded country of Carthage, which was ruled by Queen Dido (pronounced Dido was filled with grief, Soon afterward she took her own life.

BARRYMORE

8:30 p. m.—American Forum Documentary (WIBA): "What the Democrats and Republicans Offer in 1933;" Sen. 3 p. m.—Jeffers Republicans Offer in 1933;" Sen. 3 p. m.—Jeffersonian Heritage Mike Monroney (D-Okla.), Sen. (WHA): new series; Claude Rains in "The Living Declaration."

IVES

10:30 p. m. — Meet the Press (WIBA): Sen. Richard Nixon (R-

11 a. m .- Eternal Light (WMAQ);

pack on the air. 1:45 p. m.—UN Story (WMFM): Guns Without Bullets."
3:30 p. m.—Martin Kane (WIBA): murder in the Caribbean . . . Proudly We Hail (WMFM): "The

Eyes of Sgt. Bailey.' 4 p. m.—Hollywood Star Play-house (WIBA): Dennis O'Keefe as accountant with remarkable memory who becomes involved in murder case . . . The Shadow (WISC): h annis 1hV



BENNY RAINS

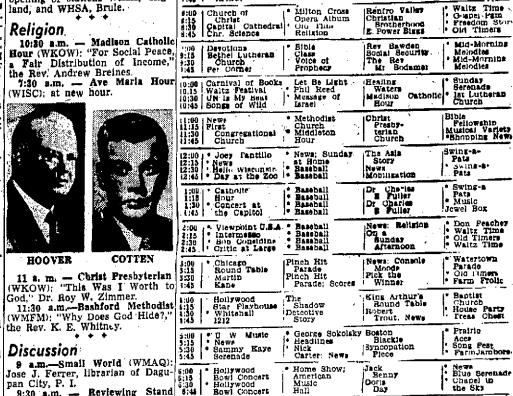
- Detective Story WISC): 'Death of a Banker,' "The Last Trap."
5:30 p. m.—Nick Carter (WISC):

The Case of the Devil's Dishpan. 7:30 p. m. — Theater Guild (WIBA): returns to the air with Helen Hayes and Joseph Cotten in The Wisteria Trees."

8 p. m.—Playhouse (WKOW): Van Heflin in "The Pathfinder;" Van Herin in The Pathylidet,
Lionel Barrymore, narrator.
8:80 p. m. — Inner Sanctum
(WKOW): Mason Adams in "Til
Death Do Us Part."

Music

8 a. m .- Opera Album (WISC): the Musketeers," Milton Cross program returns. Doodle, 9 s. m. — Devotional Music medley.



Politics on Trisi Melody Time

Drew Pearson Home

Show Civil Defense

Paul Harvay News Bill Tusher Bob Edge

For America Stars Review the Hits

Radio Jimetable

**BUNDAY** 

WISC

Liso Ka

Milton Cross Opera Album

WIBA

1310 MG.

News; Orsenish Sacrod Heart Jack Arthur

WKOW

1979 Ke

WIEU

1240 CO

Parm B Parm Prolic

News: For Dancers Only For Dancers Only The Ed Silvera Show 1:30 Dance 1:45 Music; News Starred programs are also carried on corresponding FM stations FM channels; WIBA-FM 101.5 M, WWCF (WIBU)
WISC-FM 98-1 M.

Dorts Day

Jan Garber Orchestra

The Playhouse

Çanctum uner

Hour News Thinking Aloud

u eside Hour

News; Classical Hour

9 p. m .-- FM Concert (WHA):

6 p. m.-Jack Benny (WKOW):

Mary Livingstone, "Rochester,

8:45 p.m. — Midget Auto Race (WMFM): final 100-lap event at

Sun Prairie, reported by Wally

Bratz.
11:25 a. m.—Baseball (WIND)

Cubs vs. Braves, two games. 12:25 p. m.—Baseball (WISC):

White Sox vs. Red Sox, first game

NATIONAL POSTURE WEEK . Oct. 12-18

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Old Timers

Old imere

Proudly We

WHA): "Cantata No. 104," Bach. 9:30 a. m.—Cathedral Echoes Tschaikowsky violin concerto.
WHA): "Sonata No. 6," Mendels- 9:05 p. m. — Classical Ho 9:05 p. m. — Classical Hour • (KWOW): "Symphony No. 2," D'Indy; "Two Nocturnes," Debussy.

11:05 p. m. — Anita O'Day

"Les Sylphides."

10 a. m.—Symphony Hall (WHA):
"Les Sylphides."

11 a. m. — String Serenade (WIBA): new programment (WBBM): "The Girl with the Flax-en Halr," "The Man I Love,"

"Waltz Dream" Masterworks

Variety (WIBA): new program with Stan en Hair," "The Man I Love,"
"Waltz Dream" . . .Masterworks
(WHA): "Preludes, Book 1," Debussy. hack on the air with Bob Crosby.

ouild Drag-not

| d:00 | News | 10:15 | Clifton Utley | 10:30 | Meet the | Press

News; Anita O'Day

9:00 | Roundy 9:15 | Singing

Dennis Day, Don Wilson.
6:30 p. m.—Doris Day (WKOW):
Dan Dailey, guest. Sports



O'KEEFE

do you? "Piano Concerto No. (WHA); Liszt; "Symphony No. 7," Beeth-

5 p. m.-U. W. Music (WIBA): University A Cappella choir, 5:30 p. m.—Fine Arts Quartet (WENR); "Quartet No. 1," Babin. 6 p.m.—Hollywood Bowl (WIBA): Rudolf Firkusny, pianist; Dimitri Mitropoulos, conductor; all-Brahms concert, including first movement of first plano concerto, "Tragic Overture," fourth movement of first symphony.

6:05 p. m.—American Music Hall (WISC): "Valencia," "Smoke Gets A Comp Support helps give you o in Your Eyes."

7 p. m. — Meredith Willson figure. Come in and see what a great dif-(WIBA): with Lionel Barrymore ference a Camp Support, properly fixed , Sunday Night Concert .WHA!: by our Camp trained filter, makes in your . . Opera personal appearance "Hansel and Gretel" 5 p. m.—Paul Lukas (WMFM): Concert (WGN): music from "Manon," "Romeo and Juliet."



HAYES 8:05 p. m.—Choraliers (WBBM): starting new season; "March Doodle," "Kashmiri Song," "Mary



Giants.

3. p. m.—Rasabalt (WISC-FM):

Giants. White Sox vs. Red Sox, second Miscellaneous



NIXON 9 p. m.-Roundy (WIBA): fore

casts and news.

4:30 p. m.—Quiz Kids (WBBM): starting 12th radio season.

For Children 19. a.m. — Carnival of Books "At the Palace Gates."



MITROPOULOS DAILEY 12:45 p.m. - A Day at the Zoo WIBA); last program with Director Harold Hayes, Bill Doudna,

timechangetoday

Sundam at 8:30

WIBA dial 1310

10:45 a.m. - Songs of the Wild WIBA): combining bird-watching with other sports. 8:39 p.m. — Home Shew (WISC): lamp demonstration.

9:28 p.m. — Bill Tusher (WISC): and Dana Andrews. SAFE NO HELP

GLASTONBURY, Conn. (UP)——
Perry Root decided to buy a safe after \$260 had been stolen from his filling station. A few days later robbers amashed the safe, which contained \$310. NATURE DEFIES STATISTICS

DETROIT (UP) — The chance of being struck by lightning in the United States and surviving is about one in 375,000. However, three Detroit-area residents were struck by lightning and all lived.

\*\*\*\*\*\*\*\*\*\*\*\*\*\* STARTING TONIGHT! \*\*\*\*\*\*\*\*\*\*\*\*\*

U.S. STEEL'S

8TH Year of Great Drama on Radio

Theatre Guild on the Air starts its eason with a première performence of a Broadway hit.



JOSEPH COTTEN

The Wisteria Trees Miss Hayes re-creates her most charm-

ing Broadway role—as a lady in love with a way of life that a changing world denied her. Listen every Sunday night to great plays... produced by the world-formus Theatre Guild.

THEATRE GUILD AM AIR

WIBA 7:30 U.S. STEEL HOUR

FOOTLIGHTS! Distinguished actors give stirring performances on THEATRE GUILD ON THE AIR evented by United States Steel

HEAR HELEN HAYES "THE WISTERIA TREES"
TONIGHT AT 7:30

dial . 1310

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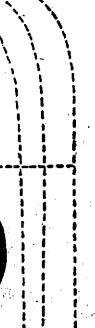
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Thing" are at it again! primjeri tomičkt

radio set working because

"The Crooner" and "The

: at \$:00 presented by Chesterfield Oign arettes both Regular and

King-Siec. WIBA dial 1310

P.S. a good suggestion. Start gour NBC Radio evening earlier with

News of the World One Man's Family Commundo of Americ Red Skelten (Premiere

(Released by The Bell Syndicate, Inc.) (Solution on Page 5, Section 1)

\$7 Kind of fish 125 To put on 60 Komen read 61 A Chinese 123 Sloth 58 Vietery 136 De Ret (sentr.) measure
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HORIZONTAL

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131 Feetlike par

133 Division 136 Word of negation 137 Abounds 138 Kind of 141 A glove (var.) 142 Seizes physically 145 A thought

Cylindrical 147 Histos ## Exclamation 149 To rent of dieguat 40 Lubricating #2 Publishing in Infringement of copyright Pertaining to the laity

153 A nome in Greece 154 Kind of fish 155 Fright 157 A seine 158 Let it attend 160 Perform 161 Musical group (sl.) 163 Geometric (sl.) 164 Highest mountain in Philippinas 167 Therefere 168 Small bird 169 Citrus fruit 171 Oppseed to 2 aweather 172 Sherp knock 175 Exhibit 177 River of Germany 176 Expensive 177 Expensive 177 River of Germany 178 Expensive 179 Expensive 179 Expensive 179 Expensive 181 To go in 182 Places 153 Makes asegy 154 Angle-Saxon claves Prickly plant (pl.) treland 100 Wander frem line of march 105 Roman brance 107 Rube eut

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16 Beard of
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17 The gods
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VERTICAL

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three (pl.)
145 Everdeman;
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150 An Indonssian of
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151 Part of
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118 Grand Old Party
119 Narrow pagsageway (pl.)
121 Genus of 
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188 Hind of jastot (pl.)
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173 Writing
Implement
178 Preposition
180 Prench
article

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144 A set of
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145 To service

Phone Answered Day or Night



