

The Sunday Spotlight

TV vs. Merry-Go-Round

By WILLIAM L. DOUDNA
(State Journal Radio Editor)

Here's why this department can't get excited about printing very much television news: Latest figures show that only 18 per cent of the Wisconsin families living outside the immediate Milwaukee area own television sets.

Only 4.5 per cent of all the television receivers owned in Wisconsin are outside the immediate Milwaukee area.

In the whole state—including Milwaukee—only 85 per cent of the homes have television sets.



While TV is conceded to be a threat to almost every other form of entertainment, the outdoor show business isn't suffering this summer. A survey by Jim McHugh of the Bill-board shows that even in TV-saturated areas, the parks, fairs, circuses, and carnivals are doing just fine. In fact, McHugh reports, "circuses and carnivals have made substantial gains in many instances in television areas."

And here's the reason, according to McHugh: "The continuing success of outdoor show business is due principally to the fact that participation on the part of the public is needed for the full enjoyment of the features offered by carnivals, parks, and fairs, and, to a lesser degree, circuses."

The show lot entrepreneur reasons that folks can't sit at home and enjoy a ride on the merry-go-round or have fun pitching baseballs at milk bottles.

One circus—Hunt Brothers—has played its whole season in television territory and is showing the biggest business in its 50-year history. Only the Kefauver hearings and major boxing matches have noticeably affected the outdoor show business, McHugh finds.

Speaking of "live" entertainment, one should offer congratulations to the Madison Musicians' assn. on the quality of the band it has produced for summer concerts in Vilas park.

Many of the city's best performers were in the ranks when the 55-piece organization played last Sunday and Wednesday, and the music was better than in some past seasons. Too often, these summer bands have sounded like they needed rehearsal—but the present group plays with noteworthy care and balance.

The public address system which feeds the music over the park to audiences beyond the seats at the bandstand is better than ever, too, with its big, theater-style amplifiers.

However, the baritone and trombone weren't coming through too well Wednesday night. Probably microphone placement was responsible.

The engineers at Washington park, Milwaukee, solved the problem of adequate pickups for outdoor concerts a few years ago, but as some expense. They scattered microphones through the orchestra, and fed all the lines into a control panel operated by a music-trained engineer who shifted the relative volume of the "mikes" to bring out the best in the score—which he had in front of him. This mixing is standard procedure in radio and recording studios, and adds immeasurably to the balance of bands and orchestras playing out-of-doors.

Uncle Ray's Corner

Bird World Has Its Bad Boys

When we hear the statement, "Fine feathers don't make fine birds," we are likely to think of the blue jay. It has a beautiful coat of feathers, but what a bird it is!

Handsome Mr. Blue Jay has two other names which fit him too well. He is called Nest Robber and Corn Thief.

Blue jays often rob nests. They have been "caught in the act" many times.

They also eat corn when they can find it.

Bad things can be said about these birds, but we should also say a few things on the other side. It has been estimated that less than 1 per cent of the blue jays' food is made up of eggs and young of the other birds.

Much of the food consists of acorns, beechnuts and chestnuts. About one fifth is composed of locusts, wood-boring beetles, and other insects.

Like the squirrel and the California woodpecker, the blue jay stores acorns for a later season. He also saves chestnuts. When these are "lost," they sometimes sprout and take root. From them may come new oak and chestnut trees.

When it is time to make a nest, a pair of blue jays will choose a cedar, fir, or other evergreen tree if possible. The nest may be placed on a branch only 5 or 10 feet above the ground, or it may be at a height of 40 or 50 feet.

The nest is built of twigs, and is lined with soft feathers and bits of bark. From three to six eggs are laid in the nest, and the parents take good care of them. When the young birds hatch, the father and mother will defend them against any squirrel which comes to the branch, looking for a meal.

Blue jays utter harsh cries which are supposed to sound like "Thief! Thief!" They also make other sounds, certain of them a bit musical. They can scream like a hawk, and can make a sound which has been likened to the buzzing of a saw. One day, we are told, cackled trouble to a farmer by "singing" a dog on the cows.

There are many members of the jay family besides the blue jay. These include the Canada jay, the Arizona jay, the California jay, the Florida jay, and the green jay.

The Canada jay is about the same size as a blue jay, but its feathers are gray-dark and light. In some places these jays are called meat birds, in others grease birds. Often they are called "whiskey jacks."

Still another name for the Canada jay is "camp robber." This jay is bold enough to fly into a camp and take away bits of food, even a small potato or a piece of bacon, which the camp cook may be making ready to put on the stove.

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Classified Highlights of Today's Radio Schedule

Religion

8:30 a. m.—Capital Cathedral (WIBA): "Mirrors or Windows," the Rev. Charles A. Puls.

9:15 a. m.—Bethel Lutheran (WIBA): "The Quest for Security," the Rev. J. A. Benson; anthem, "Jesus, Joy of Man's Desiring."

10:30 a. m.—Madison Catholic Hour (WKOW): "Is Peace Nearer or Farther Away?" the Rev. Andrew Breines; Edgewood college choir.

11 a. m.—First-University Methodist (WISC): "Resolving Our Human Dilemma," Christ Presbyterian (WKOW): "How to Be Saved," Dean Ovid R. Sellers.



KERR KNOWLAND

Discussion

9:30 a. m.—Reviewing Stand (WGN): four high school pupils on "Teen-Agers Face Their Problems."

9:35 a. m.—Invitation to Learning (WBBM): Trollope's "Orley Farm."

10 a. m.—Foreign Relations (WMAQ): new series; W. V. Reynolds, English editor, guest.

11:30 a. m.—Hazel Markel (WGN): with Mrs. Morris Cairfax, Washington hostess.

12 m.—Peoples Platform (WKOW): "After the MacArthur Hearings—what?" Sens. G. M. Gillette (D-Ia.), H. A. Smith (R-N.J.), R. S. Kerr (D-Ola.), W. P. Knowland (R-Cal.).

9:30 p. m.—American Forum (WIBA): "What Have the MacArthur Hearings Proved?" Sens. J. J. Sparkman (D-Ala.), H. P. Cain (R-Wash.), R. S. Kerr (D-Ola.), W. P. Knowland (R-Cal.).

9:30 p. m.—NBC Symphony (WMAQ): "The Fourth of July."

1 p. m.—Music With the Girls (WMAQ): Gould's "Fourth of July."

2:30 p. m.—Summer in St. Louis (WKOW): "Die Fledermaus" excerpts.

5:30 p. m.—Wayne King (WIBA): "Besame Mucho," "Dardanella," "There's No Tomorrow," "A Kiss in the Dark," "Peg o' My Heart."

6 p. m.—Guy Lombardo (WIBA): with Toni Arden.

6:30 p. m.—Peggy Lee (WKOW): "Torna a Surriento," "You Are But a Dream," Kitty Kallen, guest.

7 p. m.—Opera Concert (WGN): music from "The Marriage of Figaro," "Martha," "The Pearl Fishers," "Ernani."

7:30 p. m.—NBC Symphony (WMAQ): Maurice Abravanel, conductor.

8:30 p. m.—New Theater (WIBA): Sarah Churchill in "The Willow Cabin," drama of love in the theater.

7:30 p. m.—Mr. Moto (WMAQ): with James Monks.

8 p. m.—Broadway's My Beat (WKOW): fugitive seeks safety at funeral.

8:30 p. m.—Damon Runyon Theater (WKOW): "The Idyll of Miss Brown."

8:30 p. m.—NBC Symphony (WMAQ): Maurice Abravanel, conductor.

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SUNDAY

WIBA 1210 kc.	WISC 1400 kc.	WKOW 1070 kc.	WIBU 1200 kc.
8:00 News; Organ 8:15 Music 8:30 Jack Arthur 8:45 Show	8:00 News 8:15 Morning Song 8:30 Moments on the Mount 8:45 Show	8:00 Coffee 8:15 Concert; News 8:30 Benito Valley 8:45 Gleanings	8:00 News; Marches 8:15 Farm Service 8:30 Farm Service 8:45 Frolic
9:00 Church of Christ 9:15 Bethel Lutheran 9:30 Church 9:45 Sacred Heart	9:00 Back to the Bible 9:15 Old Time Religion 9:30 Church 9:45 Sacred Heart	9:00 Rev. Bowen 9:15 Sunday Vespers 9:30 Ave. Maria 9:45 Hour	9:00 Musical 9:15 Clock 9:30 Freedom Story 9:45 Musical Clock
10:00 Devotions 10:15 Bethel Lutheran 10:30 Church 10:45 Per Corner	10:00 Bible 10:15 Ave. Maria 10:30 Hour 10:45 Per Corner	10:00 Salt Lake 10:15 Choir 10:30 Madison Catholic 10:45 Hour	10:00 Methodist 10:15 Church 10:30 1st Lutheran 10:45 Church
11:00 News 11:15 Day at the Zoo 11:30 Sunday 11:45 Melody	11:00 News 11:15 First University 11:30 Wesley 11:45 Church	11:00 Christ 11:15 Presby. 11:30 Madison 11:45 Church	11:00 Bible 11:15 Fellowship 11:30 Variety 11:45 Wrestling
12:00 News 12:15 Accordianate 12:30 News 12:45 Joe Tantiello	12:00 News 12:15 Stu. at Home 12:30 News 12:45 Joe Tantiello	12:00 News 12:15 Stu. at Home 12:30 News 12:45 Joe Tantiello	12:00 News 12:15 Stu. at Home 12:30 News 12:45 Joe Tantiello
1:00 Catholic 1:15 News 1:30 Per Considine 1:45 Paris Girl	1:00 Catholic 1:15 News 1:30 Per Considine 1:45 Paris Girl	1:00 Catholic 1:15 News 1:30 Per Considine 1:45 Paris Girl	1:00 Catholic 1:15 News 1:30 Per Considine 1:45 Paris Girl
2:00 U. of Chicago 2:15 Round Table 2:30 News 2:45 John C. Swartz	2:00 U. of Chicago 2:15 Round Table 2:30 News 2:45 John C. Swartz	2:00 News; Religion 2:15 Larry Lescaux 2:30 News 2:45 John C. Swartz	2:00 News; Religion 2:15 Larry Lescaux 2:30 News 2:45 John C. Swartz
3:00 The Saint 3:15 Martin 3:30 News 3:45 The Saint	3:00 The Saint 3:15 Martin 3:30 News 3:45 The Saint	3:00 The Saint 3:15 Martin 3:30 News 3:45 The Saint	3:00 The Saint 3:15 Martin 3:30 News 3:45 The Saint
4:00 The Whisper 4:15 News 4:30 Now Hear 4:45 The Whisper	4:00 The Whisper 4:15 News 4:30 Now Hear 4:45 The Whisper	4:00 The Whisper 4:15 News 4:30 Now Hear 4:45 The Whisper	4:00 The Whisper 4:15 News 4:30 Now Hear 4:45 The Whisper
5:00 News 5:15 Staging Am'ns 5:30 Wayne King 5:45 Show	5:00 News 5:15 Staging Am'ns 5:30 Wayne King 5:45 Show	5:00 News 5:15 Staging Am'ns 5:30 Wayne King 5:45 Show	5:00 News 5:15 Staging Am'ns 5:30 Wayne King 5:45 Show
6:00 Quiz 6:15 News 6:30 The New 6:45 Theater	6:00 Quiz 6:15 News 6:30 The New 6:45 Theater	6:00 Quiz 6:15 News 6:30 The New 6:45 Theater	6:00 Quiz 6:15 News 6:30 The New 6:45 Theater
7:00 The New 7:15 Theater 7:30 News 7:45 Symphony	7:00 The New 7:15 Theater 7:30 News 7:45 Symphony	7:00 The New 7:15 Theater 7:30 News 7:45 Symphony	7:00 The New 7:15 Theater 7:30 News 7:45 Symphony
8:00 NBC 8:15 Symphony 8:30 Music by 8:45 Rock	8:00 NBC 8:15 Symphony 8:30 Music by 8:45 Rock	8:00 NBC 8:15 Symphony 8:30 Music by 8:45 Rock	8:00 NBC 8:15 Symphony 8:30 Music by 8:45 Rock
9:00 The 564 9:15 Smith Show 9:30 News 9:45 Orch. News	9:00 The 564 9:15 Smith Show 9:30 News 9:45 Orch. News	9:00 The 564 9:15 Smith Show 9:30 News 9:45 Orch. News	9:00 The 564 9:15 Smith Show 9:30 News 9:45 Orch. News
10:00 News 10:15 Clifton Usher 10:30 Year Day Today 10:45 Tomorrow	10:00 News 10:15 Clifton Usher 10:30 Year Day Today 10:45 Tomorrow	10:00 News 10:15 Clifton Usher 10:30 Year Day Today 10:45 Tomorrow	10:00 News 10:15 Clifton Usher 10:30 Year Day Today 10:45 Tomorrow
11:00 News; Mr. 11:15 Smith Show 11:30 News 11:45 Orch. News	11:00 News; Mr. 11:15 Smith Show 11:30 News 11:45 Orch. News	11:00 News; Mr. 11:15 Smith Show 11:30 News 11:45 Orch. News	11:00 News; Mr. 11:15 Smith Show 11:30 News 11:45 Orch. News

Starred programs are also carried on corresponding FM stations.

F M channels: WIBA-FM, 101.5 M. WVCW (WIBU), 94.9 M. WISC-FM, 98.1 M.

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WHA—WHA-FM

970 Kc.—88.7 Mcs.

SUNDAY

8:00 Devotional Music
8:30 Cathedral Echoes
8:45 News
9:00 Symphony Hall
9:15 News and Weather
9:30 Masterworks of Music
11:55 News

P. M.

12:00 Sunday Musicale
1:30 Let's We Forget
1:45 Musical Moments
2:00 World Theater
2:30 London Forum
3:00 Concert Arts
3:30 News and Weather
4:00 Dinner: Musical
4:15 Opera: Favorites
7:30 Sunday Night Concert
8:30 News (to 11)
9:00 Night News (to 11)

WFOV-FM

104.5 Mcs.

SUNDAY

8:00 Wake up to Music
8:30 Come Week
8:45 News in Pops
9:00 News and Weather
11:00 Banquet Methodist Church
12:00 News; Ralph Martiere
12:15 Memory Music
12:30 Sacred Heart Program
1:30 Little Show
2:00 Sunday Variety
2:15 Sacred Heart Program
2:30 Madison Hit Parade
2:45 Proudly
3:00 Church and State
4:15 Off the Record
4:45 Ken Griffin
5:00 Later Than You Think
5:15 News and Weather
5:45 Doris Day
6:00 News; Phil Reed
6:15 Package of New Records
6:30 Musical Menu
6:45 News and Weather
7:30 Kestrel Concert
8:00 Public Service
8:15 News and Weather
8:30 Barber Shop
8:45 News and Weather
9:00 News and Weather
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10:45 News and Weather
11:00 News and Weather
11:15 News and Weather
11:30 News and Weather
11:45 News and Weather
12:00 News and Weather (to 12)

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Sixty-fifth Semi-annual Financial Statement

June 30, 1951

ASSETS

1888 Anchor Home Mortgages \$10,515,792.75

355 Veteran and Insured Mortgages 2,033,176.66

Total—Mortgage Investment Loans 12,548,969.41

Share Loans 50,014.36

FHA No. 1. Modernization Loans 56,863.01</