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JOE AND JUDY



ON THE AIR

With Bill Smith



They tell a story about the great inventor Marconi, who installed the broadcasting equipment in the Vatican Radio Station. After it had all been set up and was in good working condition, he looked over his handiwork and found it good. Turning to one of his assistants, he said, "There is one thing I'd like to know. 'And what is that?' his assistant asked. Marconi replied, 'I'd like to know what really makes this work.'"

Marconi knew more about it than anybody else, and yet radio was a mystery to him in fact it still is a mystery, whether you talk about it in terms of electronics or whether you consider it from the standpoint of why some programs are successful and others are not.

Because radio is mysterious, it has glamour. But it also requires a good deal of hard work that is not so glamorous. Any way you cut it, though, radio is fascinating and interesting and mysterious.

In this column we are going to talk about all kinds of things in radio—from religious programs to soap operas, from the glamour to the work behind the scenes.

I don't promise to reveal any state secrets, still less to disclose on the love-life of the stars. But I do promise to give you some slants on radio that will help make listening more interesting and profitable, and many that will be of special interest to Catholics.

And just once and for all, I want to tell you that this column and all its successors are dedicated to a great lady. She has many titles, but I like to think of her as Our Lady of the Airwaves—the Blessed Mother of God. I hope she looks over my shoulder as I write these columns, and that she looks over yours as you read them.

Kid stuff. During the past year everybody has been taking a crack at radio for presenting juvenile programs which instead of helping the kiddies to relax, send them to bed with the screams of terror.

People have been saying that something ought to be done about this. In fact, the Catholics have been so loud and lusty that the

radio people themselves have heard them, and not through loudspeakers, either.

More and more, the networks have been taking cognizance of this type of criticism and of worse that these horror programs tend to make juvenile delinquents.

For this last charge there seems to be little statistical foundation. But it is certainly true that a continual repetition of programs with gangsters, shooting torture and snailism is not good for children.

One thing you parents can do, as a practical antidote to too many sensational programs is to watch the type of program your child listens to. If he is overboard on the side of horror programs, see that he starts balancing his listening diet.

You wouldn't let him eat nothing but candy. So don't let him listen to nothing but crime stories. You'll have to watch your listening, too, for a good many youngsters get as big a kick out of adult horror programs as in a 40 out of programs especially designed to get them to eat (crispy) crunch cereal. If they hear that you don't listen to anything but creaking doors and gun play, they don't either.

And remember, when the listening audience falls off, the program goes off the air. So let's quit just talking about the "bad" programs on the air. Let's quit listening to them. Then they won't be there.

And, incidentally, for a juvenile program slanted in the right direction, listen to "Adventure Parade." "Thoughtful, intelligent, entertaining adaptation of literary classics," says Variety. It's on the Mutual network, Monday through Friday, 4:45 p. m. EDT over W5AY, Rochester.

Great story. One of the great dramas on the air is "The Greatest Story Ever Told." It is the story of the life of Christ put into reverent yet modern form.

The producer is Fulton Oursler, an editor of the Reader's Digest and a very fine Catholic gentleman, too.

If you haven't heard the program, treat yourself not only to good drama, but to a very affecting half hour in the company of Christ—American Broadcasting Co. network Sunday 7:30 p. m. EDT.

House hunting. If you are and also would you like Henry Morgan's gas: "What is a centrally-located house?" Answer: "One that is in between two other houses."

See you next week same paper, same place
 (Solution To Page 7 Puzzle)
 In the grass of the tundra, another problem, the gas ate the eggs. So our eggs, too, are colored to blend exactly with the grasses around them.
 "Nature goes to a lot of trouble to see that all creatures are protected," said Larry thoughtfully. "It's odd that man—who ought to be able to see it for himself—doesn't think more often about such loving care."

WHAM
 TOPS THEM ALL
 WEEKLY HIGHLIGHTS
 NBC AFFILIATE
 Latest News on WHAM by Your ESSO Reporter
 7:00 A. M.
 12:00 Noon
 6:00 P. M.
 11:00 P. M.
 From the Wires of United Press
 1180 ON YOUR DIAL
 Rochester, New York

REGENT
 Main 7161
 Held Over
 Second Miraculous Week
 Fred MacMurray
 Paulette Goddard in
Suddenly It's Spring
 Plus March of Time
 Fashion Means Business

CAPITOL
 Main 7161
 Held Over
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Larry the Leprechaun



Larry the Leprechaun

With Bill Smith



"I wonder what that white chicken is doing up here in the cold north?" Larry asked himself, settling down on a rock to think it over.

The bird turned one bright eye in Larry's direction. "Warm, isn't it?" he asked.

"It seems a little chilly to me," said Larry. "I am surprised to see a chicken that likes cold weather."

"If you mean me, I'm a plamigan," said the bird. "And for soon, this isn't cold. I'd just as soon sleep in a snowdrift as anywhere else."

"It's a matter of taste, I suppose," said Larry. "And, of course, warmth you have to be dressed for the weather."

"Not only for the weather, but for protection, too," said the plamigan. "I change my suit several times a year, to keep up with the weather."

"That's odd," said Larry. "Is this your winter suit?"

"I'm just changing over," explained the bird. "You might say this is my spring suit. In Winter I have more white, because the landscape is more white; now, when the snow is melting and rocks and patches of ground are showing, I have black and white to match it. By the time the snow is gone I will have finished my changing of feathers, and will match a landscape spotted and dotted with brown and gray."

"Isn't that a lot of trouble?" asked Larry.

"Not half so much trouble as furnishing somebody's dinner," said the bird. "I am a delicious meal to so many creatures, including man that I have to take a lot of trouble to keep out of the way."

"I suppose so, if that's the case," said Larry. "Where do you nest?"

"In the grass of the tundra," said the plamigan. "And that's another problem, the gas ate the eggs. So our eggs, too, are colored to blend exactly with the grasses around them."

"Nature goes to a lot of trouble to see that all creatures are protected," said Larry thoughtfully. "It's odd that man—who ought to be able to see it for himself—doesn't think more often about such loving care."

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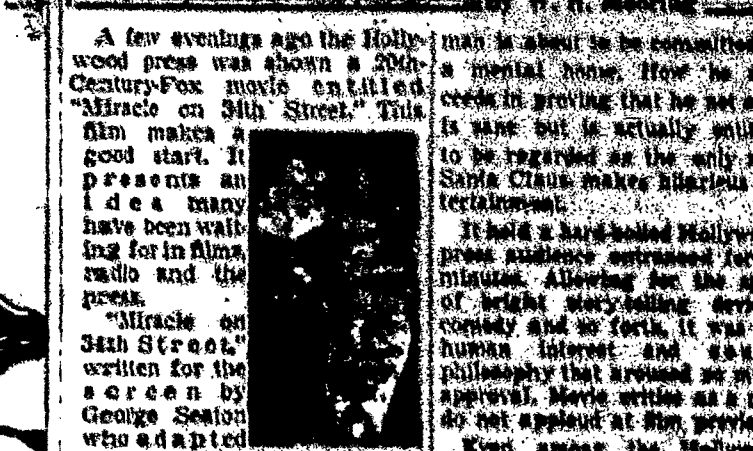
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HOLLYWOOD IN FOCUS



HOLLYWOOD IN FOCUS

By W. H. McKeown



A few evenings ago the Hollywood press was shown a 20th-Century-Fox movie entitled "Miracle on 34th Street." This film makes a good start. It presents an idea many have been waiting for in films, radio and the press.

"Miracle on 34th Street" is inspired by Valentine Davies' story. It satirizes the commercialization of Christmas. A quaint old character who calls himself Kris Kringle and believes he actually is Santa Claus, is hired by a big store to pose as Father Christmas. Edmund Gwenn does a wonderful job as Kris Kringle. He also does a unique job as a modern store Father Christmas. Believing that he is the real thing, Kris Kringle's only interest is making people happy through appreciation of the spirit of Christmas. When his store does not carry gifts requested by the children he openly directs their parents to competitive stores which do.

Saved By Honesty

He is about to get fired for his trouble when public appreciation of his honesty is recognized by the store manager as a sign of tremendous good will. Eventually, however, the old

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 RKO PALACE
 Carnival in Costa Rica, B. (Presents an incorrect concept of Catholic teaching concerning the effects of the civil ceremony of marriage.)
 Decoy, A-2.
 TEMPLE
 Best Years of Our Lives, B. (Reflects acceptability of divorce.)
 CENTURY
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 REGENT
 Suddenly It's Spring, A-1.
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 Home on the Range, A-1.
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 Show Business, A-2.
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