# **President to Help Launch** Human Needs Drive Monday

# Here's Heart Interest



Top romantic roles in paramount's saga of New York's arclight artery, "Dr Broadway," are played by MacDonald Carey, recently seen in "Wake Island," and Jean Phillips. The picture opens at the Capitol Theater today with "This Was Paris" as the second feature.

| WIBA Sunday<br>Morning<br>7:00 NBC News Report.<br>7:05 NBC Organ Recital<br>7:15 Melodies.<br>7:30 NBC String Quartet.<br>8:30 NBC World News Roundup.<br>8:15 NBC Coast to Ceast Bus.<br>9:00 Norwegian Program.<br>9:30 Bethany Singers.<br>9:45 NBC Commando Mary.<br>10:00 NBC Rhapsody of the Rockies.<br>10:00 NBC Rhapsody of the Rockies.<br>10:00 NBC News Report.<br>10:45 NBC Dinning Sisters.<br>11:00 NBC Hospitality Time.<br>11:20 First Congregational Church.<br>Afternoon<br>12:00 String Serenade.<br>12:15 Accordion Parade.<br>12:20 Noon News Edition.   | WIBA Monday  |
|---|--|
| Morning   | Morning  |
| 7:00 NBC News Report.   | 5:30 The Morning Parade.   |
| 7103 NBC Organ Rectal   | T:15 Musical Clock   |
| 7:30 NBC String Ousriet   | 7:30 State Journal News Edition.   |
| 8:30 NHC World News Roundup.  | 7:50 Musical Clock.  |
| 8:15 NBC Coast to Coast Bus.  | 8:50 Betty.  |
| 9:00 Norwegian Program.   | 9:00 NBC Music Room.   |
| 9:30 Bethany Singers.   | 9:15 NBC The O'Neills.   |
| 9:45 NBC Commando Mary.   | 9:30 Virginia Graham   |
| 10:00 NBC Rhapsody of the Rockies,  | 9:4a NBC String Time,  |
| 10:30 NBC News Report.  | 110:00 Mid-Morning News.   |
| 10:55 NBC Dinning Sisters.  | 130:45 NPC Little Tools Tittle   |
| 11:00 NBC Hospitality Time.   | 11100 NBC Words and Music  |
| Afternoon   | 11115 War Chest Program.   |
| 12:00 String Serenade.  | 11:30 The Campbell Sisters.  |
| 12:15 Accordion Parade.   | 11:45 Noontime Jamboree.   |
| 12:30 Noon News Edition.  | Afternoon  |
| 12:45 Hello Wisconsin,  | 12:00 The Farm Roundup.  |
| 1:00 America Calling  | 12:30 Noon News Edition.   |
| 1:10 Fire Prevention Week.  | 12:50 Market Reports,  |
| 1:15 Lutheran Gospei Hour.  | 1:00 Melody Moments.   |
| 2:00 Spirit of the Mikings  | 2:00 NBC Bracoott Braconte   |
| 2.00 Spirit of the Vikings,<br>2.15 NBP Warld Nows Roundup  | 7:30 Linda's First Love  |
| 2:30 NBC The Army Hour.   | 2:45 The Editor's Daughter.  |
| 3 30 Old Fashioned Revival Hour,  | 3:00 Neighborhood Call.  |
| 4:30 NBC Symphony Concert,  | 3:15 NBC Stella Dallas.  |
| Evening   | 3:30 NBC Lorenzo Jones.  |
| 5:00 NBC The Catholic Hour.   | 3:45 NBC Young Widder Brown,   |
| 5:30 NBC Great Gildersleeve.  | 4:00 Campus Jamboree.  |
| 6:00 NBC Jack Benny.  | Evening  |
| 5:30 NBC The Bandwagon.   | 5:00 Treasury Parage.  |
| 7.50 NBC One Manie Family   | 5.15 Ainerica Caning.  |
| t-00 NBC Manhattan Merry ro round.  | 5:45 Intertude.  |
| 8:30 NBC Album of Familiar Music.   | 5:50 Fire Prevention Week.   |
| 9:00 NBC Hour of Charm.   | 5:55 Nothing but the Truth.  |
| 9:30 NBC Creightons are Coming.   | 6:00 NBC Waring Pleasure Time, *   |
| 10:00 Night News Editon.  | 6:15 Sports Parade.  |
| 10:15 NBC Behind the Headlines.   | 6:25 News Report.  |
| 10:30 Melodies of the Day.  | 6:30 Meet the Team.  |
| 11:00 NEC News Report.  | 6:45 NBC H. V. Kaltenborn,   |
| 11:05 NHC Orchestra Solo.   | 7:00 Hent Registration,  |
| 11.55 NBC Neur Banort   | 7:30 NRC Margaret Speaks   |
|   | \$100 NBC Great Artists.   |
|   | 8:30 NBC Dector I. Q.  |
| WHA Sunday  | 9:00 War Chest Program.  |
|   | 9:15 Man Battle Stations.  |
| 12:00 Noon Musicale   | 9:30 NBC Pres. Roosevelt,  |
| 1 (W Moods and Melodics.  | 10:00 Night News Edition.  |
| 1,30 Alternoon News.  | 10:15 NBC Raymond Gram Swing.  |
| 2:00 Program of the Week.   | 10:30 MUSIC Neura Deport   |
| 2:30 Chamber Musicale.  | 11.05 NBC Three Sons Trie  |
| 11:20. First Congregational Church.         Atternoon         12:00 String Serenade.         12:15 Accordion Parade.         12:20 Noon News Edition.         12:45 Hello Wisconsin,         1:00 America Calling.         1:10 Fire Prevention Week.         1:13 Lutheran Gospel Hour.         1:30 NBC Chleago Round Table.         2:00 Sprit of the Vikings.         2:15 NBC World News Roundup.         2:30 NBC The Army Hour.         3:30 NBC The Catholic Hour.         5:30 NBC Great Gildersleeve.         6:00 NBC The Catholic Hour.         5:30 NBC Charlie McCarthy.         7:30 NBC Charlie McCar | 11:00 NEC News Report.<br>11:05 NEC Three Sons Trio.<br>11:30 NEC Tropical Serenade.<br>11:55 NEC News Report. |
| 3:15 Civilians in Service.  | 11:55 NBC News Report.   |
| 3:30 Music of the Masters.  |  |
| 5:00 Winning the Peace.   | WHA Monday   |
| 2:00 Chamber Musicale.<br>3:10 Song Favorites.<br>3:15 Civilians in Service.<br>3:30 Music of the Masters.<br>5:00 Winning the Peace.<br>5:30 News of Day and Week.   | мана моласу  |
|   |  |
| News Broadcasts   | Morning<br>7:30 Band Wagon.<br>7:50 Morning News.<br>8:00 Music You Want.<br>8:30 Introductory Sociology - Pro |
| CTINE AND CONTRACT  | 7:50 Morning News.   |
| SUNDAY  | 8:00 Music You Want.   |
| A. M. 3:00 WIND   | 8.30 Introductory Sociology - Pro  |



## Will Be Scene of Broadcast Formal launching of the 1942 Community Mobilization for Human Needs campaign, featuring a brief address by Pres. Roosevelt,

Army Hour Show Carried at 2:30; Benny Returns

The president, who has opened the drive each year since taking office, will be heard from an un-A farm near Stoughton will be the scene of one of the pickups disclosed point of origin. He will used by the Army Hour at 2:30 be introduced to the nation by p. m. today on WIBA, in a pro-Tom K. Smith, president of the gram demonstrating the vital role Boatmen's National bank of St. of food in the war effort. Louis, chairman of the Community

One other warm, located near 8:30 p. m.—Album of Famaliar Greeley, Colo., will be used in the Music (WIBA): with Vivian della broadcast. Three pickups from Chiesa, Frank Munn, Jean Dick-Entertainment, featuring a specbroadcast. Three pickups from Entertainment, reaturing a per distribution of the participation of the gene Ormandy, also will mark the Other pickups will be made in Chicago, at spots where army food is purchased, processed, stored, and

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9:15 a. m.—The O'Neills return to the air—WIBA. 2:30 p. m.—American School of the Air roturns—WBM. 5 p. m.—Don Wislow of the Navy returns—WENR. tested. A cooking demonstration/ returns-WENN, 7 p. m.-Madeleine Carroll in "I was Married on Bataan"-WMAQ 8 p. m.-Great Artists: Jascha Heit-etz-WIBA. 8 p. m.-William Powell and Hedy Lamarr in "Love Crazy"-WBBM. The provide the world carroll in "I show at 6 tonight, with. Mary Liv-ingston, Don Wilson, Dennis Day, Phil Haris, and Rochester on deck. Sport fans will have two big time offerings today, the fourth game of the world carroll in "I game of the world carroll in "I show at 6 tonight, with. Mary Liv-ingston, Don Wilson, Dennis Day, Phil Haris, and Rochester on deck. Sport fans will have two big time offerings today, the fourth TUESDAY from Yankee Stadium on WGN at

7 p. m.-Lights Out replaces Are You a Missing Heir?-WBBM. 7:20 p. m.-Al Jolson returns to the air with Carol Bruce. Parkyakarkus, and Shakyakarkus-WBBM: 7:30 p. m.-Duffy's Tavern\_returns--WIS

will be heard in a joint broadcast over WIBA, WMAQ, WENR, WGN, WBBM, and other stations,

from 9:30 to 10 p. m. Monday.

Other attractions this week:

Mobilization.

broadcast.

8 p. m.—Burns and Allen, with Paul
 Whiteman, return—WBBM.
 9:15 p. m.—Boxing: Bob Montgomery
 w. Maxie Shapiro—WENR.

2 p. m.-Mrs. Henry A. Morgenthau and Fannie Hurst at War Bond lunchcon-WIBA.
4:30 p. m.-University of Wisconsin band-WHA.
8 p. m.-Bob Burns returns-WBBM.
8:30 p. m.-Lionel Barrymore, in "The Mayor of the Town," moves to WBBM.
9 p. m.-Grast Manantz in Music.

THURSDAY 6:30 p. m.—Abboit and Costello; new eries; first guest: Veronica Lake -6:30 p. m.-Advisor Veronics Lanc WMAQ, m.-America's Town Meeting: 7:30 p. m.-America's Town Meeting: Sen. Robert A. Taft (R-O.), Louise Bromfield, Sen. Prentiss M. Brown (D-Mich.), Rep. John M. Vorys (R-O.) on "What Should the Role of Congress Be in This War?" probably WLS. FRIDAY FRIDAY

7 p. m.-Kate Smith and Janet Blair -WBBM. 9:30 p. m.-Tommy Riggs and Betty Lou change schedule-WIBA. 3ATURDAY 10:30 a. m.-National Swiss Music competition-probably WCFL. 1:33 p. m.-Football: Wisconsin vs. Missouri-WIBA, WHA, WTMJ. 1:45 p. m.-Football: Stanford vs. Notre Dame-WBBM. 1:45 p. m.-Football: Stanford vs. Notre Dame-WBBM. 2:15 p. m.-Football: Stanford vs. Notre Dame-WLW. 2:30 p. m.-Football: Stanford vs. Notre Dame-WLW. 2:30 p. m.-Football: Stanford vs. Minnesota-WCO. 6:30 p. m.-Ellery Queen returns-WMAQ. 8 p. m.-"The Chocolate Soldier"--

8 p. WGN. SUNDAY, OCT. 11 1 p. m.—Those We Love returns to the air—WBBM. 1:55 p. m.—Football: Bears vs. Car-dinals—WENR.

Another WIBA highlight today will be the return of Jack Benny's game of the world series doming

opera,

Thompson.

12:45 p. m., and the Packers-Chi-Cardinals football game cago broadcast from Comiskey park, Chicago, at 8:30 tonight on WTMJ. Other features today, classified: •

WEDNESDAY Religion 9 a. m.-Radio Pulpit (WMAQ): Dr. Ralph W. Sackman, "The Road Leads On." . . . Church of the Air | pearance.

(WBBM): with the Rev. Harry I. Erasmus, New York; Ruby Elzy, Negro singing star, guest soloist. 5 p. m.-Catholic Hour (WIBA): the Rev. John Carter Smyth, "The

Christian Looks at Trouble." Music 2 p., m.-Symphony (WBBM):

7 p. m.-Kate Smith and Janet Blair Spalding (WBBM): Nadine Con-

Saint-Saens.

m.-"The Chocolate Soldier"-

2 p. m.-Cleveland orchestra-WBBM. 4 p. m.-NBC Symphony: Shostako-vich's "Symphony No. 1"-WMAQ.

# News Broadcasts

Other Stations Monday 10:30 Against the Storm WMAQ WTMJ Morning 6:00 Breakfast, Time Frolic-WGN 6:00 Sunrise Salute-WEBM 8:00 Sunrise Special-WTMJ 6:15 Morning Devotions-WLS 6:35 Farm News & Views-WMAQ 6:30 Family Bible League-WJD 1:00 Norman Ross-WMAQ 9:00 Songs of a Dreamer-WLS 9:00 Songs of a Dreamer-WLS 9:00 Caller in Dreams-WGN 9:00 Dealer in Dreams-WGN 9:00 Dealer in Dreams-WGN 9:00 Caller in Dreams-WGN 9:33 Helpmate WTMJ WMAQ 9:30 Honeymoon Hill-WBBM WCCO 9:30 Honeymoon Hill-WBBM WCCO 9:45 Bachclor's Children-WBBM 9:45 Linda's First Love WGN 9:45 Linda's First Love WGN 9:45 Linda's First Love WGN 9:45 Linda's Sinst Love WGN 9:45 Eachclor's Children-WBBM 9:45 Linda's Sinst Love WGN 10:00 Breakfast at Sardi'3-WLS 10:00 Road of Life-WMAQ WTMJ 10:00 Clara Lu & Em WCCO WBBM 10:00 Clara Lu & Em WCCO WBBM 10:01 Steend Husband-WBBM WCCO 10:15 Vie & Sade WMAQ WTMJ 10:30 Eddle and Fannie-WGN 10:30 Eddle and Fannie-WGN 15 the Army, Mr. Jones." Morning

is the Army, Mr. Jones."

Afternoon

11:45 Dur Gai Sunday WBEM WCCO Afternoon 12:00 Life Can Be Beautiful-WBEM 12:00 Beinie--WTMJ 12:00 Beinie--WTMJ 12:15 Ma Perkins--WBBM WCCO 12:15 Ma Perkins--WBBM WCCO 12:30 Loon Noonday Service--WJJD 12:30 Loon Noonday Service--WJJD 12:30 Vice and Sade--WCCO WBBM 12:05 School Time--WLS 1:00 The Goldbergs--WTMJ 1:00 Lonely Women--WMAQ 1:15 Singin Sam--WJJD 1:31 Lonely Women--WMAQ 1:15 Jayce Jondan WBBM WCCO 1:15 Singin Sam--WJJD 1:30 We Love & Learn--WCCO WBBM 1:30 Guiding Light--WMAQ WLW 1:30 Homemakers' Program--WLS 1:45 Pepper Young--WBBM WCCO 1:15 Mary Marilm--WMAQ WTMJ 2:00 Prescott Holday--WLS 2:00 David Harum WBBM WCCO 2:15 Ma Perkins-WTMJ WMAQ 2:30 School of the Air--WBBM 2:30 Vanguard of Victory--WLS 2:30 Peoper Young WMAQ WTMJ 2:30 Barckstage Wife--WMAQ WTMJ 2:30 Barckstage Wife--WMAQ WTMJ 2:30 Barckstage Wife--WMAQ WTMJ 2:30 Barckstage Wife--WMAQ WTMJ 2:30 Barckstage Wife--WBMAQ WTMJ 2:30 Dental Haruma WAAG WTMJ 2:30 Dental Harum WBAM WCCO 2:31 Ma Perkins--WEAM 2:30 Shool of the Air--WBBM 2:30 Vanguard of Victory-WLS 2:30 Peoper Young WMAQ WTMJ 2:30 Barckstage Wife--WMAQ WTMJ 2:30 Dental Barcharage WIFe--WMAQ WTMJ 2:30 Shool of the Air--WBBM 2:30 Shool of the Air--WBAM 2:30 S enson, Bertrand Hirsch. enson, beruand fursch.
9 p. m. — Hour of Charm (WIBA): "Gypsy Airs," "This is Worth Fighting For," "Always in My Heart," "Rose Marie, and hymn, "Lead, Heavenly Father." 0 0 0 Drama

4:30 p. m.—The Shadow (WGN): veteran spine-chiller returns to air for new series. 5 p. m.—First Nighter (WGN) "Dead Man's Shoes," with Bar-bara Luddy, Les Tremayne. 7:30 p. m. — Inner Sanctum

(WLS): "Death's Revenge." 8 p. m.-Radio Digest (WBBM): "The Most Unforgettable Char-acter I Have Met," with Madeleine Carroll.

9:30 p. m.—This Is Our Enemy (WGN): "Education of Children in Nazi Germany." . . .

Variety 6:30 p. m. - Bandwagon

(WIBA): Kay Kyser in return ap-7 p. m. — Charlie McCarthy (WIBA): does his stuff with Don Ameche, Edgar Bergen, Dale Evans, and Ray Noble at Ft. Monmouth, N. J. 8:30 p. m. — Star Theater (WBBM): Fred Allen takes over

the helm, with new show and Portland, Arthur Godfrey, An-drew Sisters, Charles Laughton, Workshop Players. repeat performance of one-act "Solomon and Balkis," . . . .

### Discussion

3:30 p. m. - Kostelanetz and 10 a. m. — Northwestern Re-viewing Stand (WGN): discussion nor, guestar; "Bird Songs a Even-tide," Coats; "You Are Free," of the Becker meat conservation Kresiler-Jacobi; "Always in My Heart," Leucona; "Havanaise," plan by Charles R. Rice, Dr. Ira Gabrielson, Livingston Osborne, Prof. Delbert H. McBurney, and 4 p. m.—Family Hour (WBBM): Bob Becker, author of the plan. Gladys Swarthout; "Open Your 1.30 p. m. — Round Table Heart," Bizet: "La Golondrina," (WIBA): "Your Taxes" with Er-Serradell; "Nutcracker Suite," win N. Griswold, Prof. Arthur Marget, and Henry Simons,

Tschaikowsky. 4:30 p. m.—Symphony Orches-4.00 tra (WIBA): "Bartered Bride," Quiz Smetana; "Three Spanish Dances," Granados; "Night on Bald Moun-6:30 p. m.—Quíz Kids (WENR): with Gerard Darrow, 9; Tommy tain." Moussorgsky . . . Musical Steelmakers (WENR): fall debut; Franklin, 9; Richard Williams, 12; "On Monulight Bay," "Hallelu- Claude Brenner, 14; Bill McNeill, jah," "Army Air Corps," "This 12.

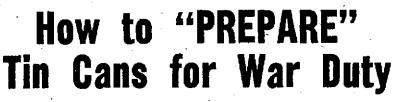


4:45 Ben Bernie-WBBM WCCO 10:30 Against the Storm WMAQ WTMJ 10:30 Engh- Horizon WBBM wirCO 10:45 David Harum-WMAQ WTMJ 10:45 Aunt Jenny's Stories-WBBM 11:00 Guiding Light-WTMJ 11:00 Sweet River--WGA 11:00 Sweet River--WGAQ 11:01 Conely Women--WTMJ 11:15 Ene Sister WBBM WCCO 11:30 Romance of Helen Irent WBBM 11:31 Light of the World WTMJ 11:45 Big Sister--WTMJ 11:45 Big Sister--WTMJ 11:45 Big Sister--WTMJ 11:45 Big Sister--WTMJ 11:45 Dur Gai Sunday WBBM WCCO Afternoon Evening Evening 5:00 Don Winslow-WENR 5:15 Uncle Harry's Cub-WGN 5:15 Jimmy Allen-WENR 5:30 Jack Armstrong-WENR 5:30 Keep Working-WENR 5:30 Keep Working-WENR 5:30 Keep Working-WENR 5:45 Nothing but the Truth, WGN 5:45 Sapt. Midnight-WENR 6:00 Dr. Proston Bradley-WGN 5:00 Amor n Andy WBHM WCCO

# 6:00 Fred Waring-WTMJ WLW 6:30 The Lone Ranger-WCFL 6:45 H V Kaltenborn-WMAQ WLW 7:00 Cavalcade-WMAQ WLW WTMJ 7:00 Cai Tinney-WGN 7:00 Cai Tinney-WGN 7:00 Cai Tinney-WGN 7:15 Lum and Abner-WLS 7:15 The Hoople Hour-WGN 7:30 Margaret Speaks-WMAQ WTMJ 7:30 Buildeg Drummond-WGN 7:30 True or False-WLS 7:30 Counter-Spy-WENR 8:00 Counter-Spy-WENR









Clean can well and soak off label

# Tuck cut-off ends in can



Save in separate contriners and give to an authorized collector



Broadcast Schedules



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# **UNCLE SAM NEEDS YOUR TIN!** Follow these Official Instructions by the War Production Board!

Nearly ninety per cent of America's tin formerly came from Malaya. And tin is vital to the war effort — for airplane parts, machine gun mounts, gas masks, countless other military uses! That's why Uncle Sam needs your old tin cans. Read the simple instructions below and cooperate with your Salvage Committee, Defense Council, and Municipal Authorities to help make the salvage of tin cans a big success in Madison.

# Important Facts to Help You

All paint, oil, varnish, floor polish, or cone-shaped cans are not wanted for salvage. Evaporated or condensed-milk cans are not worth saving. Put these with

Coffee cans and others with painted-on-can labels are wanted.

It is not necessary to wash off the small amount of glue which holds labels.

**BE PATRIOTIC-Keep this leaflet** in your kitchen for handy refer-

## Why "Prepared Cans" Are Needed

- 1. Washing prevents deterioration of tin coating-assures sanitary condition - and prevents contamination of detinning fluid.
- 2. Removing top and bottom permits the free flow of detinning fluid over all surfaces of the con.
- 3. Flattened cans occupy less space in collection, shipment, and detinning operations-thereby decreasing handling costs and increasing plant capacity for detinning.

## START SAVING CANS NOW-

Properly "prepared cans" are clean and fit solidly into a basket or other container. Place on curb collection day!

> CITY-WIDE COLLECTION DAY

East Side Oct. 29

West Side Oct. 30

Collection will be made by City Dump Trucks

.

# "KEEP ON SAVING TIN CANS"

This Ad Is Contributed by THE WISCONSIN STATE JOURNAL