

Judy Garland Ordered to Rest



JUDY GARLAND

HOLLYWOOD—(U.P.)—Actress Judy Garland today was under orders from her doctors to take a three-month rest at home to recover from nervous exhaustion.

Bill Doudna's SPOTLIGHT Guest Column. A graphic with a spotlight effect and the name 'Bill Doudna's' in a stylized font.

By MEREDITH WILLSON (Composer-conductor-producer of "The Meredith Willson Show")

For a fellow who makes his living out of radio, I have a risky suggestion to make. Let's get rid of those cold-water radio commercials.

Hold on, Mr. Sponsor, don't tear up that contract. I want to explain.

By "cold-water" I mean those day in, day out spels that pour in just when a program's getting interesting, to harrangue the listeners into running out "right now" to purchase the product at the nearest drug store, hardware counter or where-not.

After all, radio's show business medium. People listen to it to be entertained, and there's no reason why commercials can't be part and parcel of the entertainment.

Do I hear someone saying, "Oh, that's all right for comedy shows, that integrated commercial stuff, but where do you stand when it's a mystery or daytime serial."

How? Have you ever heard of the Talking People, for example? They're my baby, and I'm proud of 'em. On my own "Meredith Willson Show" which will emerge under new sponsorship on Tuesday, Oct. 5, over ABC, you won't be overwhelmed by cut and dried commercials, no blare of blatant salesmanship.

The Talking People — you've heard 'em before and you'll hear 'em a-plenty before the year's out — have been my happy covery that you can sell a product over the radio without turning the listeners upside down to shake the nickels out of their pockets.

These lovely-voiced, unified Talking People, I'll have you know, have a wonderful pedigree: they're direct descendants of the Greek chorus.

Too polite to bark out a commercial, too genteel to try to spellbind their listeners away from a genteel half-hour's musical entertainment, they're part and parcel of the show. Sure, they'll talk and sing about the sponsor's product at intervals during the program. Why shouldn't they? But their manner is pleasing and, like Jell-O (advertisement), easy to digest.

The Talking People came into being when, fetching about for an idea for a radio commercial that could be an integral part of my program, I hit upon the idea of the Greek chorus — a group of voices speaking and singing in unison.

My original concept of a 18-man group was eventually pared down to its present economy size — three men and two girls (John Rerig, Max Smith, Bob Hamlin, Betty Allan and Norma Zimmer) — and we went to work attaining a degree of cohesion that still has me startled.

Our split-second timing is no accident; it's a product of hard work and long hours of rehearsal. But we caught on and by early last season we were already a successful, entertaining feature.

Meredith Willson and his Talking People are my answer to the old, high-pressure radio commercial. We don't jar the public, and they like us. I hope others will follow suit and find equally pleasing ways to integrate their product messages into radio shows.

It takes bucket after bucket of water to keep this Ringling elephant happy on a hot day. The circus will be in town Tuesday, July 27, at Truax field boasting "the Greatest Show on Earth."

ED. OELKE, State Agent 322 Chestnut St., West Bend, Wis.

It's PURE AS MONEY CAN BUY. ST. JOSEPH ASPIRIN. WORLD'S LARGEST SELLER AT 10¢.

ST. JOSEPH ASPIRIN. For CHILDREN. Orange flavored. Correct child dosage needed. Easy to take. 50 tablets for 35¢. Try it!

St. Joseph Aspirin. 322 Chestnut St., West Bend, Wis.

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Radio Program Schedules by the Clock

Radio program schedule for TONIGHT. Columns include station call letters (WIBA, WKOW, WMAQ, WBMM, WENR-WLS, WGN, WHA, WIBU) and time slots with corresponding program names.

Radio program schedule for TUESDAY. Columns include station call letters and time slots with corresponding program names.

Radio program schedule for TUESDAY (continued). Columns include station call letters and time slots with corresponding program names.

Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM... 101.5 M. WHA-FM... 88.7 M. WWCF (WIBU)... 94.3 M.



CHRISTOPHER LYNCH Concert Hour WMAQ at 6:30

Tonight's Aces Music

5:30 p. m. — Jerry Wayne (WBMM): Dolly Dawn guests on the Wayne moushous. 6 p. m. — Supper Club (WIBA): "Better Luck Next Time," "Blue Shadows," "Toolie Oolie Doolie," "My Happiness" and "Love Somebody" (on WMAQ at 9)...

(WBMM): Donald Buka in "The Eyes of My Murderer." 6:30 p. m. — Gregory Hood (WGN): and the poor little rich girl who's to receive only \$50,000 from her father's estate. 7:30 p. m. — Quiet Please (WGN): "As Long As I Live." 8:30 p. m. — Romance (WBMM): H. B. Trevelyan's "Dark Angel."

Tuesdaytime

8 a. m. — Fred Waring (WMAQ): "It's So Peaceful in the Country," "Ballynure Ballad," "Lady Bones" and "Should I?" (on WIBA at 9). 8:45 a. m. — Hymn Time (WENR): "From Greenland's Icy Mountains," "Prayer is the Soul's Sincere Desire" and "Psalmist's Revere."

Let Me Show You Why I Prefer SANITONE DRY CLEANING. ALL SPOTS REMOVED. PRESS HOLDS LONGER. NO DRY CLEANING ODOR. Notice... We will be closed all week August 9 through 14. Summer Vacation. PROMPT PICKUP AND DELIVERY. MADISON STEAM DYE WORKS. 116 S. Pinckney Badger 2485.

Betty Lynn, Barbara Lawrence Featured in New Production Entertainment

By EDITH GWYNN HOLLYWOOD — Betty Lynn and Barbara ("Street With No Name") Lawrence will have the featured ingenue roles in "Mother Is A Freshman" which rolls at 20th-Fox first week in August. The Lynn gal has to finish her role in "June Bride" (with Bette Davis) first. She played the adolescent baby-sitter in "Sitting Pretty" if you remember. Rudy Vallee plays the family attorney—but who will be "Mother Is A Freshman" nobody knows at this writing. Fox will go off its lot and borrow someone for the role.

Ava Gardner and Howard Hawks raised a few thousand eyebrows—just by dining together. "Second Best" is the title of that picture with which that studio hopes to lure Alice Faye back to the screen. Jack Haley's daughter, Gloria, is wearing a pre-engagement ring put on her finger by actor Tom Drake. They'll marry when her divorce from another gent becomes final—which is in about two weeks.

Johnny Weissmuller is up in the Ojai valley trying to shed thirty extra pounds he's put on. He has to trim down because he starts being Jungle Jim in that new movie series next month. Wallace Beery, still in London, is so homesick for Hollywood, he's about to turn down doing "Mr. Micawber" for Arthur Rank over there.

Vera Ralston, the Republic star, and Principals: Dean John Guy Fowler, "The Basic Significance of Mathematics," 185 Madison hall. Student board, 7 p. m. Union. Phi Delta Kappa, 7 p. m. Union. Sailing club, 7:15 p. m. Hoofers' Quarters. River Falls alumni dinner, 7:15 p. m. Union. Horticulture club reception, 7:30 p. m. Union. Square dancing, 7:30 p. m. Lathrop hall.

Current Exhibits Madison Free Library: Important Issue "The Basic Significance of Mathematics," 185 Madison hall. Chicago Tribune \$26,500 better homes competition; School library institute. Weekly newspaper. State Historical Museum: A Centennial exhibition—Into a New Economy, 1880-1870, publications, photographs, etc., by four graduate students.

Organizations MONDAY, JULY 19 Madison Federation of Labor, 7:30 p. m. Labor temple. Madison Toastmaster club, 12 m. City YMCA, 12:15 p. m. Park hotel. Four Lakes Secretary assn., 6:30 p. m. Park hotel. Independent Food Dealers, 8 p. m. GAR hall. Philharmonic chorus, 8 p. m. City YMCA. Madison Bird club, 7:30 p. m. City YMCA.

On the Campus TUESDAY, JULY 20 Joint session of Mathematics Institute and Institute for Superintendents is also in London. She visited the jail there where she spent two weeks several years ago when she was arrested as a "spy" after fleeing from Prague.

Belmont Couple Marks 56th Year

BELMONT — Mr. and Mrs. Charles Pegg, Belmont, will observe their 56th wedding anniversary Sunday. Both Mr. and Mrs. Pegg, who are 74, are in excellent health and enjoying doing their own work. They have three daughters, Mrs. Floss Martin, Mrs. Doris Miller, and Mrs. Mary P. Eustice, all of Belmont, four grandchildren, and six great-grandchildren.

Tomah to Entertain Monroe County Officials

TOMAH — Members of the Monroe county board, county officers, and deputies will be guests of the Tomah Chamber of Commerce and the Monroe County Fair assn. Sunday. The Chamber of Commerce will act as hosts for a noon luncheon to be served at the high school cafeteria, while the fair association will act as hosts for the afternoon and night program of the annual fair.

Cuba City Legion, VFW to Co-Sponsor Picnic

CUBA CITY — The local American Legion and Veterans of Foreign Wars here will be joint sponsors of an annual picnic here scheduled for Aug. 15.

Profitable! Easy! Enjoyable! A NEW BUSINESS OF YOUR OWN. Raise ROYAL CHINCHILLAS. Royal Chinchillas require only minimum space, simple, clean cages for living and breeding. Habitually clean, the Royal Chinchillas are odorless and free from vermin. Royal Chinchillas thrive on a vegetable diet. They are hardy, and live to 8 and 10 years. They bear from one to three litters a year and average 2 babies per litter. The Chinchilla Ranch, Inc. offers you the finest breeding stock proven pedigree Royal Chinchillas at \$1,850 per pair. Guaranteed production, plus our ranching plan assure you of a successful start in the raising of these valuable fur-bearing animals. A splendid opportunity to develop a profitable business of your own! THE CHINCHILLA RANCH, INC. "Wisconsin's Largest Chinchilla Ranch" 259 East Wells Street, Milwaukee 2, Wis. Phone Broadway 2-0837.

YES... An Acre of Dishes takes oceans of HOT WATER

It's two to one that you'll have more hot water when you need it with a Bock automatic GAS hot water heater. Nothing to do but turn the tap and you have all the hot water you want... when you want it. Ask your plumber about the Bock hot water heater now. If you are in a locality where time accumulates on the heating surface, it should be removed periodically. The Bock heater has a brass plug, when removed, gives easy access to the inside of the tank. Call or Write Today Bock Corporation 110 S. Dickinson St. Madison, Wis. Fairchild 7325 Gifford 5028

Magic FUT Ez. This new discovery is now available for those tired-out ACHING MUSCULAR PAINS, SWOLLEN ANKLES, PAINFUL SORES, etc. It is a general health and body agent. It is amazing. Ask your friendly druggist for a bottle today, or write to... ED. OELKE, State Agent 322 Chestnut St., West Bend, Wis.