#### The Listener Talks Back

# Consider The Amusement Park Special Events

By WILLIAM L. DOUDNA to Journal Entertainment Editor

Now that it's established that Madison is to have an auditorium of its own, thus establishing independence in that field from the University of Wisconsin, there's something else worth con-

It's an amusement park.

The State Journal's editorial page made such a suggestion some weeks ago, and this department goes along most of the way with the idea ex-pressed therein. The editorial promised this newspaper's support if Madison labor took up the idea of erecting such an amusement place.

Of course, it isn't as simple as is might be. Setting up an amusement park, at first glance, might appear to be just a matter of finding a large plot of ground, level-

ling it off, and advertising in the Billboard for attractions, which would come romping into Madison to entertain us for a moderate fee. You might do it that way, but you wouldn't last long. When you got through, you'd have a bunch of rides, concessions, and other such

things, totally unrelated and wholly independ-ent of each other and maybe a group of duplicate attractions a few rods away.

And you'd have customers for a while. But unless you planned carefully and used showmanship after you opened your park, you'd be sitting there pretty soon in the middle of a

lot of acreage with nothing on it but you and the makings of a rubbish collection. And So let's go at this thing systematically.

First of all, would Madison support a com-mercial amusement park? There's every indication that it would, despite the argument that the county fair couldn't make a go of it for one week a year. The county fair situation was an involved one; there were many things that led to its disappearance from the Madison scene, some of them tied up with the necessity for showmanship. And Madison has grown considerably since those days.

A good gauge is the success of carnivals traveling amusement parks—here. Two major ones have played the city this summer, and both of them set new records for their own seasons. Fairs, festivals, and other celebrations have, for the most part, done excellent business. It looks like our people want that kind ness. 10 100-of entertainment.. \* \* \*

Second problem is the site. I haven't look-

53 54 55 86

93 94 95

ed around, so I don't know whether we have a suitable one. But it's well established that a successful amusement park needes these things before it begins to fill its property with attrac-

ONE. A level, well-drained site. People in search of fun don't like to walk up and down hills for it, and they don't like mud, puddles, and pools.

TWO. A place large enough to have an adequate parking lot close to its entrance gates (of

which there could be several). THREE. A picnic spot, preferably well wooded. The successful amusement park is one which offers organizations and large family groups a place to eat their home-packed lunches. For this, shade trees are essential.

FOUR. A location within reasonable walking distance of a bus line and within a lowpriced cab zone.

A waterfront site is advantageous, but not essential. Such a location offers extra beauty and the possibility of (1) extra revenue from boat-ride and perhaps other shoreline concessions and (2) delivery of passengers by a boat

Two things remain—the attractions and the promotion and maintenance of attendance. As in the case of a carnival, two types of attractions are necessary: those in which the customer participates and those for which he is a spectator. The former include rides and games, and perhaps a swimming pool, roller rink, and such. The latter include shows of the carnival type (motordrome, illusions, etc.) and those which are presented in a permanent building (vaudeville, plays, etc.) or before a

The big difference between participation attractions and the others is the fact that the rides and games and such things can be permanent (they have a constant appeal), but that the audience shows must change frequently, for few people will pay more than twice to see

the same thing.

It appears, then, that the park must have space for transient attractions and buildings or space for transient attractions and the most sucarenas for temporary ones. And the most successful parks, I am told, are those in which the management owns the greatest number of allitypes of attractions and keeps the most rigid control over those it does not own or those it owns but leases to operators.

So much for the basic , pre-opening policles. The rest depends upon the showmanship, perspicacity, and common sense of the owners and managers.

Such an enterprise, to reach the maximum possibilities of profit and community good, would require a tremendous investment. Dollar, dollar, who's got the dollar?

92

164

365

Crude
Military
stores of all
kinds
Volcano in
Martinique

Name for certain age

with an

95 Size of shot 96 Caudal appendages
97 Blowgun
missiles

missiles
98 River in
Hungary
99 Ultimate
100 Fish (var.)
101 Long outer

garments 102 A ight sweeping

sweepins sound
104 Dance step
106 Covering of hair
109 To charm
110 Staff of

life 112 Genus of

tleros of nettle family
115 Symbol for
samarium
116 The meadow
grasses
117 To soak
119 Metal

119 Metal
container
120 An Annamese weight
122 Race of
lettuce
124 Old French
coin (pl.)
127 To thicken
128 Chemical
127 To thicken
130 Chinese
coin

coin 132 Musical in-trument

The Sunday Crossword Puzzle

97

## Today's Outstanding Radio Programs, Classified

Madison

2 p. m. — Overseas Broadcast WISC): messages of Madison area residents to relatives and friends overseas (to be rebroadcast at midnight over HCJB, Quito, Ecuador).

1310 KC

News Roundup Wormw'd Forest

Capital Cathedra Sacred Heart

Pet Corner Bethel Lutheras Church

Congregational Church Ourtain Call

News Sunday Melody Time Josy Tantilló

News Hallo Wisoo

Summer Music

Voices Down the Wind Design for Listening

Living
1949
News: Boston
Symphony
Boston
Symphony
U. S. Air Force

Band

7:00 7:15 7:30 7:45

Hollywood Calling News U. W. Band

Pour Star Playhouse

Summer Symphony Ethel Merman Who Said That?

News Sunday Sports Concert Master

lews; Organ Music

String Quartet

1480 kg

News Orkan Tones Coffee

Old
Fashioned
Elevival
Hour
Massage
of Israel
Southernaires
Southernaires

Ave Marie Hour Hour of Faith

First University Methodist

News Hollywood Sunday Vespers

Around the World Mister President

Overseas Broadcast

Overseas Broadcast Opera Album

Chas. Brannan News Voice of Army

Music by Bovero

Stop the Music Stop the Music

State Street Serenade Sunday with You

wich You

Burl Ives

L Parsons

Chance of
a Lifetime

Hollywood

Ted Malone
Geo. Henningw
News

Paul Neighbor Orch

News: Eddie O'Neili Orch.

Book of Ezeklei.

11 a. m. — First Methodist Chicago.

12:45 p. m.—Americans Speak Weathers of Lilac Time," "Brown Bird Singing," "Dry Bones."

12 m. — Choraliers (WBBW):

12 m. — Choraliers (WBBW):

12 m. — Choraliers (WBBW):

13 m. — Choraliers (WBBW):

14 m. — Choraliers (WBBW):

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18 m. — Choraliers (WBBW):

Mortised in Granite."

12:30 p. m.—Sunday Vespers business leader.

(WISC): "Behind What You Do."

4 p. m.—Catholic Hour (WISC): secretary of agriculture (WMAQ): "Present State of Education."

(WISC): "Behind What You Do."

4 p. m.—Catholic Hour (WISC): secretary of agriculture on his farm program. 5:15 p. m.—Later Than You Catholic Hour (WISC): Secretary of agriculture on his farm program. 5:15 p. m.—Later Than You Catholic Hour (WISC): Secretary of agriculture on his farm program. 5:15 p. m.—Later Than You Catholic Hour (WISC): Symphony No. 2:15 p.m.—Here's to Veterans (WISC): Catholic (WISC)

WKOW

1070 kc

Christ for Wisconsin Sunday Strings Rev. O'Hair

Rev. O man Radio Bible Class Voice of Prophesy Back to God Reviewing Stand Christ Presby-terian Church

A. L. Warner Memorial Hr. News Speak Up

ld Fashioned Revival Hour

Lutheran Hour Detective Story

oy Rog<del>ers</del>

Nick Carter

The Saint

Hour

Summer Theater Flavored With Flute

News Public Service

Dance
Music; News
Dance Music
Dance Music
Dance Music
Music; News

Think (WFOW): "Eucador and the Galapagos Islands." 9:30 p. m.—People's Platform (WBBM): "The Supreme Court a n d Political Appointment;" Reps. Emanuel Cellar (D-N. Y.), K. B. Keating (R-N. Y.)

Refused."

8.45 a. m. — Art of Living
(WMAQ): "Don't Let Criticism
Annoy You."

10 a. m. — Ave Maria Hour
(WISC): "Cardinal Mindszenty."

10:15 a. m. — Sacred Heart
(WISC): "Gabriel, Ambassador of God."

10:30 a. m. — Hour of Faith
(WMSC): "The Moaning Vase."

10:15 a. m. — Sacred Heart
(WISC): "Gabriel, Ambassador of God."

10:30 a. m. — Hour of Faith
(WMSC): "World Tade and the Church (WISC): "The Magnetism of Christ". Eternal Light
(WMAQ): "World Trade and the British Crisis". T. C. Blaisdale, assistant secretary of commerce; Prof. T. W. Schultz, University of Chicago.

11 a. m. — First Methodist
Church (WISC): "A Foothold Mortised in Granite."

12:30 p. m.—Sunday Vase.

Drama

9 a.m. — Destination Freedom
(WMAQ): "Henri Christophe."

3 p.m. — House of Mystery
(WKOW): "Henri Christophe."

3 p.m. — House of Mystery
(WKOW): "The Moaning Vase."

3 p.m. — Writers Workshop
(WHA): "All But By Blood".

Proudly We Hail (WFOW): Dick
Foran in "Journal of a Home-town Boy."

10:15 a. m.—For and Against
(WGN): Rep. R. E. Church (R-11.)

v. Rep. R. J. Madden (D-III.) on

7 p.m.—Four Star Playhouse
(WIBA): "Mortised in Granite."

11 a. m.—First Methodist
Church (WISC): "A Foothold
Mortised in Granite."

12:35 p.m.—Boston Symphony
(WIBA): "Henri Christophe."

3 p.m.— House of Mystery
(WKOW): "Henri Christophe."

3 p.m.— House of Mystery
(WKOW): "The Moaning Vase."

3 p.m.— Writers Workshop
(WHA): "MI But By Blood".

Proudly We Hail (WFOW): Dick
Foran in "Journal of a Home-town Boy."

(WISC): Rep. R. E. Church (R-11.)

v. Rep. R. J. Madden (D-III.) on

7 p.m.—Four Star Playhouse
(WIBA): Solies, second movement of Vieux

7 p.m.—Four Star Playhouse
(WIBA): Mortised in Granite."

12:45 p. m.—Americans Speak

Up (KNOW): "Henri Christophe."

3 p.m.— House of Mystery
(WKOW): "Henri Christophe."

3 p.m.— House of Mystery
(WKOW): "The Moaning Vase."

3 p.m.—Pourly We Hail (WFOW): Dick
Foran in "Journal of a Home-town Boy."

(WIBA): Mall But By Blood".

(WIBA): Mystery
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SUNDAY

WIBU

1240 kc.

Organ Tones Organ Tones

Methodist Church 1st Lutheran Church

Bible Fellowship Music

Walts Time Old Timers Songsters

Watertown Seranade New Rhythn

Man on Street Mom, Musical Friendly Music Latest Music

News Music Old Time Religion

Jamboree
• Baseball
• Baseball
• Baseball

Silent Silent Silent

• Silent • Silent • Silent • Silent

WIBA-FM...101.5 M. WWCF (WIBU)...94.9 M. WISC-FM...98.9 M.

EDIBLE

Old Timer

890 KC

News Organist Variety Music Hour of

Paith

iews.

Amateur Hour

Amateur Hour

Mister President

ong Sale unday Vespera

hanging Wor

Old Fashioned Revival Hour This Week Around World Take a Chorus

To Be Ann'd

Headlines Betty Clark Music\_by\_I

Think Fast Listen to This

Stop the Music Stop the

Burl Ives
Louella Parsons
Chance of
a Lifetime
Jimmy Fidler
Ted Malone
Geo. Henninger

Geo. Henninger
Here's to Vets
Paul Harvey
Passing Thoughts
Hearts of Patt.
Geo Sokolsky

News: Ted Straeter Orch. Fine Arts Quartes Mustc

WBBM

780 kc

News Roundup Salt Lake Citz Tabernscle Charlot Wheels

Church of the Air Invitation to Learning

News
Howard K. Smith
To Be Cont'd
News

Serenade Serenade Rept Control Highlights Pick Up Time Show Tunes Symphonesque Symphonesque

The Choraliers Syncopation Piece

CBS Symphony Orchestra CBS Symphony

Symphonetti Symphonetti

Hit Parade on Parade Call the Police

Sam Spade Life with Luigi

Archer Our Miss Brooks

Dress Parade Dick Jurgens

News Paul Gibson

Pietform

Davidson

Fotine

Matinee at Midnigh

Family Hour Johnny Dollar

WGN

720 KC.

Memory Music; News Back to God

Radio Bible Class

Voice of Prophecy

News Inter's Paces Reviewing Stand

Hour Hour

Ted Lewis

House of Myster? Martin Kane. Private Eye. Detective Story Mr. Fix-Is Al Trace

Roy Rogers Golf Tournament

Count of Monte Cristo Sheilah Graham

Americans Speak Stars of Tomorrow. True or False

Answer Man Chicago at Night News: Songs News of Week

Orch.; News News; Bernie Cummins Orch.

Al Trace Orch: News

The Falcon

The Saint

Hawaii Calls

WMAQ.

670 kc.
World News
Serenade
Comics
Comics

Highlights of the Bible Radio Parade Art of Living Destination Freedom

Guest Stars Bob Houston

News UN Story

Light

Chicago Round

Voices Down the Wind

Design for Listening Air Force Band

Living— 1949 It's Your Life

Surprise Serenade Voices and

ombardo

Summer Symphony Ethel Merman

Who Said That?

Clifton Utley
Report to People
Dave
Garrowsy

News Here's to Vets Ray Anthony Orch.; News

Horace Heidt

Events Catholic Hour Hollywood Calling

7:30 p.m. NEC Symphony (WIBA): Dimitri Mitropoulos, con-ductor; Elena Nikolaidi, contralto; "Carnival" overture, "None But the Lonely Heart," "Achtida," "Tale of the Kalendar Prince," "Scherzo" from Mendelssohn's "Scotch" symphony, "My Heart at Thy Sweet Voice," dances from The Three-Cornered Hat." 10:30 p.m.—Fine Arts Quartet (WENR): "Quartet in G Major, Opus 54, No. 1," Haydn.

Quiz 4:30 p.m. — Hollywood Calling (WIBA): Dennis Morgan and Doris

(WIBA). ~ Day guests.

Sports 11:45 a.m. - Baseball (WJJD): White Sox at Cleveland

12:25 p.m. — Baseball (WIND): Cubs vs. Cincinnati. 4:30 p.m. - Golf (WGN): Tam O'Shanter tournament. 8 p.m.—Baseball (WFOW): Oscar Mayer vs. Winebago.

Documentary 2 p.m.—Living 1949 (WIBA);
"A Twig Is Bent," story of ju-2:30 p.m. — It's Your Life (WMAQ): "A Caesarian Birth." venile delinquency.

WHA and WHA-FM

SUNDAY A. M. Devotional Music Symphony Hall 9:30 Symphony Hall
10:35 News
11:00 Masterworks of Music
11:35 News and Weather
12:00 Sunday Musicale
1:30 News and Weather
1:45 Veteran Wants to Enew
2:00 Encore

2:00 Encore Rebrossess
2:00 Pro Arts Rebrossess
3:00 Pro Arts Rebrossess
3:00 Pro Arts Rebrossess
Blood"
4:00 Choir Music
4:05 Sunday Music Bour
5:15 London Fortim
5:45 UN Story
6:00 Dinner Musicals
FM Gally

7:00 Sunday Night Concert 8:35 News 9:00 FM Concert 10:55 Night News (to 11)

WFOW (FM)

104.9 Megs.
SUNDAY
A. M.

8:30 Sunday Morning Vocal
8:30 Sunday Morning Musical
9:00 Polka Time
9:30 Sing Cowboy Sing
10:00 Show Tunes
10:15 Sacred Heart Program
10:30 Navy Band
10:45 Perry Como Sings
11:00 Bashford Methodist Church
12:00 Package of New Records
12:15 Memory Time
12:30 Pisno Land
12:45 News
1:00 Luncheon Music
1:15 Musical Portraits
1:30 World of Tomorrow
1:45 Variety Show
2:00 Tric
2:15 Senator Wiley

1:30 World of Tomorrow
1:45 Verlety Show
2:00 Trio
2:15 Senator Wiley
2:30 Madison Hit Perade
3:15 In Your Neighborhood
3:30 Froudly We Hall
4:00 Off the Record
4:33 Your New Home
4:45 Organ Music
5:00 Piano Land
5:15 Later Than You Think
5:30 Ken Griffin
5:45 Kay Starr
5:55 News
6:00 Musical Menu
6:15 Al Goodman
6:30 Musical Menu
7:00 Sports Shorts
7:15 Here's to Veterans
7:30 Request Show
7:55 News
8:00 West Side vs. Cardner Bakery
10:00 Russ Morgan

recording-session for a soap-opera

Diver Hopes to Recover

READING, Mass.— (U.M) —A deepsea diver, Art. Mercer, is planning an ocean floor treasure

fellow made famous.
"Longfellow made the **Hespers** 

so famous that any scrap I salvage will be a sure sale," he said

"and I think I'll salvage enough

to make the expedition profitable,

MOSCOW SEES "DOMBEY

AND SON'

He said contrary to the details

serial is an artistic delight.

\* Starred programs are also carried on corresponding FM stations . . . FM channels: Uncle Ray's Corner

## No One Wants the Prickly Pear Against BBC Radio Curtain | Page |

Real pears grow on trees, but omething which often is called a pear grows on a cactus plant. It is the fruit of "the prickly

Before telling about the fruit, should like to speak of the plant itself. It was given the name with good reason, since it has spines or prickles all over it. There are many kinds of oak trees, also many kinds of prickly

pear plants. Indeed there are far more kinds of prickly pears than of oaks, the total number counted being 250. The prickly pear is a native of the New World, but it has trav-

eled widely since white man first came to this side of the Atlantic. Today we find it in southern Euope, in some parts of Africa, and n Australia. The sharp prickles guard the

prickly pear from enemies. Graz-ing animals do not care to eat it, since it would scratch their

On the islands of the West Indies, some farmers plant prickly pears in rows. In that way, they grow hedges which serve as fences to keep animals from going past. Such animals as turtles may slip past prickly pears with no harm. A turtle is armored in such a way that its body can be carried past the prickles without

Insects of a certain kind feed on prickly pears. They are known fornia's mountains were done by as "cochineal insects," and are of Someone in Australia had the

years old.

Most of the Indians believed they had been painted or outlined in rough grooves by a mischievous in rough grooves by a mischievous in the Australians have the austra in rough grooves by a mischievous god named "Coyote" but in fact god named "Coyote" but in fact never taken place. The plants fruit of certain kinds is good to never taken place. they were done by primitive "Pi- have spread far and wide, and eat.

> NEW LOW PRICES ON THESE POPULAR KODAK CAMERAS Baby Brownie Special Camera .....2.78 Brownie Flash Six-20 Camera ............11.75 Kodak Tourist Camera, Kodet Lens ....24.50 Kodak Tourist Camera, f/8.8 Lens. . . . . . . 38.50

24-HOUR FILM DEVELOPING SERVICE

Meuer Photoart House

411 State St.

Wm. J. Meuer



offices of the British advertising ish radio actors are at least as agencies and the London branches good, if not better, than their of American advertising firms, the atmosphere today is reminiscent tisers, denied access to the BBC's of Radio City. For British adver sacrosanct airwaves, are busy try ing to break through the radio curtain to the British buyer by Wreck of the Hesperus presenting sponsored shows over

Radio Luxembourg. Prewar, Radio Luxembourg carcommercial shows and in hunt to recover the remains of the days the British advertiser wrecked Hesperus, the ship which those days the British advertiser made use of the station transmit- the poet Henry Wadsworth Longter-most powerful in Europeto bypass Britain's own anti-commercial attitude. Today the situation is repeating itself as both British and American firms jostle each other for radio time.

A list of the advertisers now if I can find it." using Radio Luxembourg includes 48 world-famous names. The pro-grams, mostly patterned after the us is in Boston harbor and not in American radio, include the stars outer Gloucester harbor. of two continents—Gracie Fields Bette Davis, Hoagy Carmichael, Stewart Macpherson, Jose Iturbi, Barbara Stanwyck, John Mills, Barbara Stanwyck, John Mills, MOSCOW—(R)— A new pre-Lena Horne, the Andrews Sisters, duction of "Dombey and Son" is Lionel Barrymore, etc. Lionel Barrymore, etc. One London branch of an Amer-

ican agency has just hired an duction is by People's Artist of the American publicity woman to USSR, V. Stanitzin and the music launch a radio program depart-composed by D. Kalalevsky. ment. She is currently engaged in recording soap operas, standard dramas, singing commercials and he usual fare of an American radio station. Her worst problem is finding

writers trained to do radio commercials and serials. England, never having had commercial

Through thick and thin, a

by the problem figure—by

Camp Support does its duty



### **Baby Brownie** Special Camera

Just aim and shoot for good snapshots. Takes black-andwhite Kodak 127 Films and Kodacolor 127 Film, Negatives, 15/8×21. Wonderful gift for your youngster. Price includes Federal Tax.

UNIVERSITY PHOTO SHOP

at the sign of the Common

648 State St.

Monammedans
dans
65 Triplets
67 City mil
line (pl.)
68 Style of
walking
70 Pacific Island screw
pine (pl.)
71 Supplies with
money 162 Mining
excavation
164 Hackneyed
166 To go in
168 Pronoun
169 Island in
Baltic Sea
170 Anglo-Saxon
glaves (pl.) 133 A Buddhist saint 134 Lincoin's slaves Soothsayers 171 money (slang) 136 Pulpy fruis

measure 63 News agency 64 Ritual

prayer of Mohamme

#### VERTICAL 1 14th century 75 Combining playing card 2 Smeil 75 form; feast day 3 Rectangular Japanese coin 80 Indefinite article flutes or shaft 93 A tufted bed 97 Agitated 98 Kind of tree (pl.) 103 Achieves 104 To stroke lightly 105 To follow 106 Woman whose husband has died for meet for meet for meet for phantom li Brail shrub of India Burdened Thespian More prevalent Artificial 5 Italian con-diment mixture 6 Pitcher's mound 7 Played tricke upon in school initiations 8 Paid notice 25 Artificial 25 Artificial language 26 Form of to be 27 Combination form indicating presence of nitrogen 28 Football position died 107 Railroad 8 Paid notice Wig of White (abbr.) 108 Those in hair 10 Understandpower 109 South Ameriing (pl.) 11 Declared 12 Land measure 109 South American Indian 111 To obtain 112 To transfix 113 Prefix: twice 114 Kind of fabric (pl.) 13 Note in Guido's scale 14 A dress-maker 15 Mistakes 16 Felt one's Chaldea 31 Correlative of either 32 Note of scale 33 Greek letter 35 To misrsprelaw 121 Mineral way 17 Man's name 18 Belonging to spring 122 Slang for policeman 123 A whipsocket 125 Nothing 126 Stroke with a whip (pl.) 41 Those who exact imposts 43 A tract of 38 Word expressing negation 40 Member of U. S. armed forces 42 Rogue 44 Maid in Wagner's Flying Dutchman 45 Went feet 127 Raccon-like Neglectful Part of play Stings To walk on mammal 129 Statistics 131 Clock in shape of ship 133 A calculating implement 137 Poetic for India 139 Ridge of sand piled up by wind (pi.) 141 Wing-footed bronze 59 Italian city 46 Went fast 61 Hostelry 62 Egyptian iton-headed goddess 66 Augmentamound 50 Character comedies (pl.) 141 Wing-footed 146 Rotating member of machine 147 To turn aside comedies 52 Finish 53 The barriers of a tilting field. 54 Genus of 69 Premeditated 148 Skating arenas To join Behold Hypothetical mountain 74 Equip with weapons 55 ss (and num.) 56 Arrange in decorative folds 58 Trappers 60 Austrian weapons 76 More capable 77 A weight of India 78 Fifty-one (Rom. num.) 78 Golf course haverds force 154 Musical note 155 Underwriting

hazards 21 Top of the bottle 25 Things in 160 Coral Island with lagoon 26 Ampire ancient Hiltite empire 25 Things in 162 Mining excavation

HORIZONTAL

140 A kind of fish 142 Triffing 143 3.1416 action
against
161 Farce Islands
whirlwind
163 Bone
165 Preposition
167 Symbol for
tellurium (Answer on Page 20) California Indians 88 The Ros who settled on the Dneiper 189 Glucoside found in hearhery

Asia 150 Brings legal

136

171

### Recorded History in Crude Paintings BERKELEY, Calif. -(U.P.) - The suffering any harm.

crude paintings found on vertical liffs and isolated rocks in Caliprimitive Indian artists recording value in making dyes. heir early tribal histories.

state, some of them a thousand

cassos" belonging to their own

Few of the paintings bear any evidence of contact with the white man's civilization, but one, found near Kernville, apparently commemorated a massacre in 1863 when the U. S. cavalry wiped out the entire male population of a

Autograph Hunter Gets Them New Way WORCESTER, Mass. (U.P.) -No runner after autographs is Charles A. Rich. Without budging from his living room, he's built up a

fine collection.

Here's how Rich operates: He photographs celebrities who appear on his television set. Then he mails each celebrity two prints, asking that one be autographed and returned to him. The other print is kept by the celebrity as a souvenir.



Here's to your health and

Dial 6-1919

better poeture

helping to correct unhealthful posture habits. Your Camp garment is faithful to anatomy-with special support for abdomen and spinal column. It brings discipline into your life-but without pressure or constriction. And you'll live with heads-up verve and like it. Bogin now by consulting our Camp-trained fitter.

Mrs. Agnes Hughes



Registered Nurse in Attendance

The Prescription Pharmacy, Inc. 26 S. Carroll St., Madison, Wisconsin—Path Botel Sidg.—5-4571 Camp Surgical Supports Fitted to Your Doctor's Prescription