WMAQ

\$70 KG

Rine And

winwd Fores
Fred
Fred
Taylor
Frank
Merriweit
moup Ed
McChanett
In Our Town
World Over
Lunchen
With Lopez

With Lope?

National Parms and Home Ro P D America

News It's the Lope Echnes from the Propics

Your Health W. W. Chaplin

Mind Your Manners Symph Salute Horse Race

Kay Armen Orchestra

Dance Date

Dance Date

Your Hit Parade Dangerous

Assignme Richard Diamond

llo Rh**ythm**e

News Final Sports

Orchestra

Dave Garroway

Opry News Special Report

Tios

RADIO: Both the Abe Burrows

Tony Alamo, singer with the

Sammy Kaye orchestra, is also

the official photographer for the

When Lee Vines, announcer on

the CBS show, "Spin to Win,"

blacked out from heat exhaustion

during a broadcast, co-producer

Mark Goodson took over his script

and carried on until a standby

announcer could be summoned.

Goodson used to be an appouncer.

EVERY

Friday and Saturday

'Smilin!' Jim McCloskey

and his entertainers

at the

Midnight Inn

-THEATRE-

LAST TIME SATURDAY

Shows at 7:30-9:40

KIRK DÖÜĞLAS

CHAMPION'

MARILYN MAXWELL ARTHUR TENNEDY

COMING SUNDAY

Bob Hope in

"SORROWFUL JONES"

COOL AND COMFORTABLE

ORPHEUM

IT'S A GREAT BIG

TECHNICOLOR !!

STAGE

HOW!

**Every Woman** 

Goes for a

and Joan Davis shows, now heard on Mondays over CBS, will switch

to Friday night next month

## Radio Program Schedules by the Clock

	WIBA	WISC	WKOW	WIBU	WBBM	WENR-WLS	WGN
-	Farm	1480 EC.	1070 KC.	1240 kc,	780 KC.	290 MC	720 KC
ı	Prolie	* Top o'Morning * News: Top	News; Chore	Silent	News Roundup News	Mac and Bob	Record Revelle
ľ	Musical Clock	o'the Morning Top; News	Chore	Rural	Listen to	Variety Music Dolph Hewitt	News Springer
ľ	News, Clock	Top o' Morning	Ray Carson	Roundup News Parm	News	- News	Record Reveille
۸	dustes Cines	News	News	Servic.	Music	Organist To Be Ann'd	Nemer Milste
	News Musical Olock	· Iop o Morning	Onifee Olub: News	' News weathe	Garden Gate	Stump	"Vantang
ľ	News Tinck	Breakfast on	Coffee	News Musical	News	Bob Atcher	Reporter
١	Betts Coffee	the Plazza	Club. News	Cinck ' Musical Clock	Drop of Needle	Mac and Bob Miss Evelyn	SUPPLY HEVIEW
	in Washington	Special	Coffee	Musical Clock	For Woman Only	News	Virginia (inte
1	Fred Waring	· Johnny	Reverend	* Texas Jim Lewis	News: Let's	Voice of Army Here's to Veta	Vovelty
4	Vinit Les	Olsen's Get	Epp Guest Star	. Freddy Martin	Pretend Junior	Here's to Veta	Shop
	Paytor	Together	Femme tair	Glen Davis	Miss	Show	Hayride
	Symph Salute M'ch of Medicine	* Romance Story	Military	News Organ	Theater of	Girls'	Tare amith
	millin to	• Oversess	Campus Smoky Mountain	Organ Melidica Health & Teeth	Grand Central	Martha and	Viagic
	McConnell	O W BALL	_Hayride	Two Ton Baker	Station	Helen	Rhythm
•	Wisconsin Farm and	Girls' Corps	Accordionists  D S Marines	News: Sons	Stars Over	Here's to Vets	Man on the Farm
	Home .	" Jav Stewart	Viagic	Farm and Home	Give and	Voice of Army	Smintine at
;	Hour National Parm	Fun Fail	Rhythm	Farm Front Music: News	Take	Corn Stories	Sugar Bow
	and Home Hour	* News	Man on the Farm	News: Farm	County	Farmer	Terns and Tunes
:	News .	• Serenade • Overseas	News	and Homa Hour	Paul Gibson	News Doc Burlingham	Chora;
	Redio	Jazz	Dairyland Party Encore	Farm Service	Overseas Report	Merry Go	Program Poole's
	Institute	Concert	Performance *	SI Hays and Daughter	Science Adventure	Round	Paradise
	Institute Ch of 'hrist Europe Report	Junior Junction	Concert	Music Booth	Farm News Dance Orch	Merry Go Round	Sports Parade
i	Musicana	• Treasury	Poole's	• Music	Melody Mart	Navy Band	News
:	Musicana Musicana	Show Hit Tunes	Paradise Sports	Booth	Public Service Saturday at	News	P.S. Let's Lister
•	Musicana	Horse Race	Parade	Booth	the Chase	Horse Race	Villtary Campus
•"	Your Health	· Fascinating	Madison	Music	Treasury	Golf	News
:	Wildcats Horse Race	Rhythm Saturday	Matines Madison	Booth Melody	Bandstand Dance	Tops in Sports	Marchall Kent
•	Contrasts	Slesta	Matines	Hour	Orchestra	Const Invader	Spotlight Preston Sellers
•	Mind Your Manners	Golf Golf	Bond Bands	" Melod♥ Bout	News Melody Manor	Juntar	Excursions
•	Radio	* Community	Harry James J W. Band Mad Churches	. Navy Band	Red Barber	Junction Harry Wismer	In Modern Music
-	Workshop Air Show	• Overseas	Excursions	organology Proudly	News	Rendezvous	Mei Allen
•	Flesta Time	* Sat Session	in Modern	We fish	The Green Lama	Guest Star	Capitol Commer
	News Sports, News_	• Harry Wismer • Rendezvous	Music Mel Allen	Oniversity Special	Vaughn Monroe	Listen to Music	whate districts
,	Dinner	Hollywood	News	* Sports Time	Gene	Dolph Hewitt	Eddy Duchin_
	Melody	Glenn Unvis	Dinner Music True or	Music Imp'ted	Autre	Mac and Bob	Twenty Ouestions
	Kay Armen. Orchestra	• Let's Listen to Music	False	Bing Sings	Philip Marlows	Hayloft Frolics	Take a
,	Norm Kingsley	Buzz Adlam	Twenty	Sen McCarthy	Gang	National	Number Life Begins
	Air Show Saturday	Playhouse Two Billion	Que tions	Music News	Busters Bastl	Barn Dance	at Eighty
	Dance Date	Strong	Number	Jamboree	Rathbone	Jamboree	U.S.A
•	Your Hit	Treasury Band	Life Begins at 80	Old Timers Jamboree	Sing It	National	Chicago
	Parade Dangerous	Musical	Lombardoland		Again Sing It	Barn Dance Buccaneers	Theater of the
	Assignment	Etchings	U S. A.		Again	News	Atr
	Richard Diamond	Hall	hicago Theater	University	News Dance	National Barn Dance	Jim Ameche
	Grand Ole	COMPERT	of the	• News: At	Orchestra	National Barn Dance	Sriff Williams News Songe
_	Opry	Hall	Alr		Dance Orch,	Barn Dance	Chicago at Nigh
	News Special Report	News Tops in Sports	News Songs: Sports	Request	News: Cee Davidson	National Barn Dance	Yews Taurence
	Concert	Paul	Dance i	Request * At Your	LATTY	National	Welk Orch.
	Master	Neighbor Orch. News: Frankie	Music, News	Request Silent	Fotine	Barn Dance	Orchestra
	ews: 1310 Club	Masters Orch	Midnight in Madison: News	• Silent	Matinee at Midnight	Rhythm Rendezvous	Vews: Rernie
	Club; News	Sherman Hayes: News	Midnight in Madison		Matinee at	Rhythm	Cummins Orch
	CIGO, MCM3			anome (	Midnight	Rendezvous	Orchestra

## Today's Radio Highlights

cign Wars (WGN): 50th anniversary program: Commander Lyall I. Beggs. Bing. Bob, and Cathy Crosby, Dinah Shore, Dennis Day, Jimmy Wallingford (on WMAC). Jimmy Wallingford (on WMAQ at 12:30 p. m.) 10:45 a. m.—National Student

Assn. (WMAQ): preview of second Variety congress

1:30 p. m. — Wisconsin State Fair (WKOW): report from West

Drama



Buddy Clark as ton. rish policeman. 3 p. m. - Your Quiz Health Today WIBA) imporance of dental

nealth for school children 4:30 p. m.

University Thea- Athle ter (WMAQ): Cesar Romero in

9 a. m.—Fred Waring (WIBA): songs from "Jolson Sings Again," plus "M'n Min Minnesota." "Now. Now. Now."

10 a. m. — Military Campus (WKOW), army band salutes navy school; George O'Brien, guest.

10:30 a. m.—Guest Star (WISC): Hildegarde. 11 a. m.-Girls' Corps (WISC):

musical comedy hits. 12:30 p. m. - Choral Concert (WGN): Josephine Antoine and Denver Organells.
5:30 p. m. — Vaughn Monroe (WBBM) last show before five-

week vacation. 6 p. m .- Eddy Duchin (WFOW): and Nancy Donovan.

9 p. m. - Chicagoland Music

Photo Finishing Cameras and Supplies UNIVERSITY

PHOTO SHOP 648 State Street Phone 5-3784 Festival (WKOW): Lauritz Mel-

choir, Al Jolson, Nancy Carr, organ fried's Rhine Journey.'

8 p. tn. — Barn Dance (WLS) Arkansas Woodchopper, guest. 9:30 p. m. — Grand Ole Opry WIBA) Ernest Tubb, guest mas-ter of peremonies; Bill Monroe, guest singer.

10:30 a. m. — Grand Central Discussion

Ethel Owen and 1:15 p. m.—Adventures in Sci-Katharine Bard, ence (WBBM): "Progress in Arth-ritis Therapy." Stars Over Hol- 7:15 p. m.—Rep. Glenn Davis lywood (WBBM): WFOW), reports from Washing-

7 p. m. — Twenty Questie (WKOW): Marta Toren, guest. - Twenty Questions

Sports

12:15 p. m.—Baseball (WJJD): "The Crusaders." by Stefan Heym.

"Example 1:25 p. m.—Baseball (WIND):
Cubs at Cincinnati.

1:30 p. m.—Golf (WMAQ): Bill ba (also on WIBA at 2:30 and 3:45 and on WMAQ at 2:45 and 3:30.) 2:30 p. m .- Turf (WISC): Ocean City Handicap (on WIBA at 3:30

3:45 p. m. - Turf (WMAQ):

90-Passenger Excursion Boat "SKORI" | Company | Comp

PIZZA PIE

• Italian Stuffed Round Steak Italian Stuffed Green Peppers Broiled Lobster Tail Delicious Broiled Steaks Veal Scallopini

Side Entrance Now Open THE GROTTO

536 State Street Busch Bidg. Phone 6-9125 for reservations Open 'til 2 a. m. every day - BEER .

Whirlaway Stakes. For Teen-Agers

1:30 p. m. — Junior Junction WISC): with Wayne Heubeck, 12vear-old Baltimore hero; debate on compulsory high school gradu-

For Child**ren** 9:05 a. m. — Let's Pretend (WBBM): "The Rusted Knight."

Farm Programs

12 m. National Farm and Home Hour (WIBA): report from cotton mechanization conference... American Farmer (WLS): international hoof-and-mouth disease onference.

12:15 p. m. — Four-H Review (WFOW): club members going to Wisconsin State fair. p. m. - Farm Program WHA): State fair news.

11.45 a. m. — Sacred Heart WFOW): "Abode of Justice and

8 p. m. — Life Begins at 80 WKOW: Fred Goodacre. retired

banker, guest. Wedding Dance

at SMITTY'S HALL Waunakee, Aug. 20 Don Chambers' Orchestra ......

Serving ONLY the Choicest Cuts



**PORTERHOUSE STEAKS** 

Special Large Porterhouse with fried onion rings is complete

Indian Room MONONA HOTEL

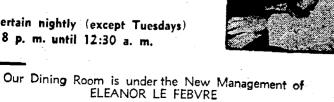
Bob's Twin Gables Presents

## NORM EBRON

Piano Virtuoso

DIRECT FROM A 41/2-YEAR ENGAGEMENT AT DENNY HOLLAND'S TOWN HOUSE, MILWAUKEE

He will entertain nightly (except Tuesdays) from 8 p. m. until 12:30 a. m.



Serving the Finest of FOODS-STEAKS-CHICKEN-SEA FOODS-SPAGHETTI, ETC.

Dining Room will be open 7 days a week.

3115 East Washington Avenue

WHA and WHA-FM

P. M.

SATURDAY

7:30 Band Wagon
7:45 Morning News
7:57 Weather Report
8:00 Morning Melodies
9:15 Fun Time Play Day
9:55 Weather Report
10:00 Homemakers' Program
10:45 News and Views
11:00 Dear Sirs
11:15 UW Band
11:30 Civil Service Calling
11:45 Noon Musicale

2:20 News
2:30 Farm Program
90 Taxation Today
1:15 Labor Speaks
1:30 Steuben Music Hour
1:57 Weather Report
1:0 Short Story Time
1:30 Music of the Masters
1:30 News

3:45 News 3:00 Dinner Musicale FM Only

Most Madison owners of FM (frequency modulation) radio receivers prefer to listen to programs on FM, a survey made by WHA shows. Besides this, the study showed that four out of every five persons who do not own FM sets) will insist on FM when they buy

The survey was made in late July and early August under the direction of H. A. Engel, assistant director of the station. Exactly 1,000 telephone interviews were completed, and 991 per cent of the persons called owned a receiver of some kind

The study was designed to find out the extent to which radio listeners in Madison have equipped themselves with FM receivers and to determine their attitudes toward FM. Nearly one in five homes 18.4 per cent to be exact reported FM ownership. Three

Madison Accordionists Compete in Festival

If they win in the finals this responds with the prediction of morning they will appear before experts that in time most listenan audience expected to total 95. ers will have FM receivers." 000 at the festival concert in Soldiers' field tonight.

The five are Norma Urdahi, 228 Marquette st.: Margaret Sauer. 1810 Rowley ave.; Duane Herrling, 936 West Shore dr.; Paul Haack, 2916 Stevens st.; and Vaughn Bremer, 2021 E. Dayton st.

> WFOW-FM 104.9 Megs. SATURDAY, A. M.

9:00 Ben Light
9:15 Herb Kern
9:30 Dance Band
0:00 Homemakers
0:45 News and Views
1:00 Polks Time
1:30 Marching Along
1:45 Sacred Heart Program
2:00 News

News Music for Romancing Waltz Time Two Ton Baker Anne Shelton Rhythm Ranch News Old Time Music Matings Dance

News Music Party Smooth Music Ten Top Tunes Alvino Ray News Ken Griffin Kiddle Storytime Off the Record News Eddy Duchin Show Musical Menu

News Sports Shorts Glenn R. Davis Old Time Jamboree News\*
Request Show
Package of New Records
Twilight Time 9:00 News 9:05 Art Mooney 10:00 Griff Williams 10:30 Tiny Hill 10:55 News (to 11)

AMATO'S

SHRIMP DINNER .. Frozen Custard-All Flavors 515 S. Park 11 a.m.- 2 a.m



FAMOUS FOR FAMILY DINNERS

TENDERLOIN INN FEATURE U. S. CHOICE AGED SIRLOIN STEAK-smothered in Mushrooms, Beef, Consomme, Fresh Corn on the Cob, Chilled Head Lettuce Salad, Golden Brown French Fries, Caramel Sundae.

U. S. Choice Roast Sirloin of Beef..........\$1.35 Baked Whole Squab Chicken with Dressing ...\$1.50 Native Beef Tenderloin Steak ............\$1.60 French Freid Louisiana Shrimp.....\$1.45 Roast Young Tom Turkey with Dressing.....\$1.65 DINNERS INCLUDE

Beef Consomme or Chilled Tomato Juice, Fresh Cucumber Jello Salad Corn-on-the-Cob. Boiled. New, Mashed or French Fried Potatoes, Hot Parkerhouse Rolls and Butter, Coffee or Tea, Ice Cream, Sherbet or Caramel Sundae

**JENDERLOIN** Conditioned For Your Fast Service Free Parking

Fairchild 6059 2438 University Ave.

Kay Bryan Manager

AIR-CONDITIONED THROUGHOUT

## THE CLUB CHANTICLEER

Story of MOTHER GOOSE

The children of Mother Goose Have lately been running loose, All have come to the Chanticleer Where they found all kinds of cheer.

And to everyone they say: it's the place to eat and play, There's nothing that's quite so fine As this place to eat and dine!

THE Club Chanticleer

Refrigerated Air for Your Dining and Dancing

For Reservations-Phone Middleton 200 Catering Service for Private Parties

CHICKEN DINNER \$1.25



years ago, before good, low-price FM receivers were on the market. FM receivers were a rarity in the community. When asked which they pre-ferred to listen to, FM or AM

broadcasts, 74.2 per cent indicated a distinct preference for the FM. Though not asked why they preferred it, many volunteered the information that they liked the static-free, high fidelity features of FM and the availability of programs not heard on AM Of those who preferred AM, a large number referred to the fact that certain of the network programs

they w ished to hear were not available on FM.
"When the number of individuals already having FM receivers is combined with that of those in-Five Madison contestants are among the entrants in the according solo contest of the 20th annual Chicagoland Music Festival. ers will have FM receivers:"

> AMATEUR HOUR: When Ted Mack and the Original Amateur Hour inaugurates their 1949-50 tour of key cities in the United States this fall for a series of dates to aid charities and civic organizations, it will mark a new era in show business-philanthropy relations "designed to take the charitable organizations off the hook," Mack has announced. "Industry practice until now

**Old Time Mixers** SAT.—Sunny Brown SUN.—Joey Tantillo TURNER HALI

LUNCHEONS

55e up Served 11 a.m.-4.30 p.m. **DINNERS** 80e up

Served 5:00-8:30 p.m. Dragon

Chinese American Restaurant

216 E. Main.

GENE AUTRY (with Champion) "Rim of the Canyon" Scotty Beckett-Ailene Roberts "MICHAEL O'HALLORAN"

YULLUM LAST TIMES TODAY Down to the Sea in Ships' Rich. Widmark, Lionel Barrymore AIR CONDITIONIS

NOW - 2 ACTION HITS MATURE · CONTE · WINTERS GRY of the CITI

"SUNDOWN IN SANTA FE" (Color Cartoon)

Air-conditioned-Refreshingly Cool CAPITOL

~ ENDS TODAY ~ "One Last Fling" "HELLFIRE"

**GIGANTIC 2-HIT SHOW** 



has been for the sponsoring char-/Show plays Minneapolis on Oct. ity to underwrite all expenses in-27. Milwaukee on Nov. 17, and volved in the local dates, with the Philadelphia Dec. 8. In addition to the broadcast. show and the charity invariably the paid-admission origination for splitting the gross on a 50-50 bacharity, is always extended 90-Mack says. "Frequently the expense tab (which includes minutes with a band-stage show. made up of one of the Original among other items about \$4,000 tine charges for pickup of a 60-Amateur Rour touring units, with minute broadcast origination) runs so high that the charity is Mack emceeing.

ucky to break even.' When the Original Amateur nour premieres its '49-'50 tour n Syracuse for the benefit of the Community Chest the show's ponsor will pick up the entire expense tab thus setting a new recedent which will be continued band, or the entire season, (Line harges on the series of out-ofown broadcasts, which thus far iso \_include Minneapolis. Milwaukee, and Philadelphia, nvolve an outlay of more than

\$55,000 alone it's estimated.)
Syracuse "Salute" is set oct. 6. when the Original Amaeur hour will spotlight local alent exclusively. xclusively. (Advance "screenings" generally audition run from 400 to 3.500 aspirants.)

COMING SUNDAY NIGHT LES HARTMANN'S Famous IOWA CORNHUSKERS

Edwards Park

OLD TIME DANCE TONIGHT

**MOELLER'S FAMOUS** ACCORDION BAND

For Reservations Williams Phone F-9759 at the

Hammond

Organ

2615

Edwards Park



Enjoy delicious: Chicken

Steak

Ses Food Sherman Ave. Drinks

GARY COOPER "SERGEANT YORK" and ALLAN LANE

ZANE WESTERN

Cala By CINECOLD -

Coming Aug. 24th, Tex Ritter

and his Giant Western Festival

SO SPECTACULAR II

HING BY JACK STATELLIS HING BY MARKY JAY COME

TOOK ON! YEAR

UNION 7 Big

TUESDAY "Bandits of Dark Canyon" 1 DAY ONLY LOUIS AT MADISON'S COOLEST THEATER PRIMA ASTWOOD 1 P. M. TODA

AND HIS **ORCHESTRA** REAL AIR-CONDITIONED NOW! For a Thrilling Good Time!



2ND HIT! "Law of the Barbary Coast"

MADISOR NOW! True and Terrific! of the U.S. Dept. of Justice!

NOW! Tops in Shows! A LAUGH RIOT!

2nd Hit, "THE PRAIRIE"

Rob HOPE Lucille Bell SCRROWFUL JOIN Fighting or Leving He Was the....

"CHAMPION"

with KIRK DOUGLAS