

Today's Radio Highlights

Special Events
11:30 a.m. — Pres. Truman (WISC, WKOW) addresses convention of Veterans of Foreign Wars in Miami, Fla.

State Fair
11:30 a.m. — Farm Roundup (WIBA): Frank Mayfield, others. 12 m. — State Fair (WKOW): regular programs from noon to 12:35 p.m. and from 2 to 2:30 come

from fairgrounds, with special broadcasts from 12:35 to 2 p.m. Dinnerbell Time (WLS). 12:30 p.m. — Farm Program (WHA): State fair news.

Music
5:15 p.m.—Jack Smith (WBBM): resumes five-a-week program; Margaret Whiting co-stars Mondays and Fridays. Dinah Shore Tuesdays and Thursdays.



Wilson
6:30 p.m. — Al Jolson (WGN): music from "Jolson Sings Again," with comment by Tex and Jinx McCrary.

7 p.m.—Gordon MacRae (WISC) and Lucille Norman in story of and music from "Call Me Mister." 7:30 p.m. — Concert Hour (WIBA): Leonard Warren, Howard Barlow's orchestra; "Quiere me Mucho," "Some Enchanted Evening," 1935 melody, "Die Posente," "Marche Militaire," "Love, Here Is My Heart," "Red Samba," "Stouthearted Men."

8 p.m.—Great Artists (WIBA): Donald Voorhees' orchestra and chorus; "Dance a Cachucha," "Humming Chorus" from "Mmo. Butterflies," "Anvil Chorus," "Afternoon of a Faun," "Hark! the Vesper Hymn Is Stealing," "Strawhat Concerto" (WBBM); "South Pacific" overture, "By the Waters of Minnetonka," music from "Die Fledermaus," "Stormy Weather."

8:30 p.m.—Jane Pickens (WIBA): "You Are Love," "A Wonderful Guy," "A Little Fish in a Big Pond."

10:15 p.m.—Sammy Kaye (WISC): "There's Yes, Yes in Your Eyes," "Poor Butterfly," "A—You're Adorable," "A Wonderful Guy."

Drama
5 p.m.—Beulah (WBBM): returns to the air with Hattie McDaniel in title role.

6 p.m.—Inner Sanctum (WBBM): mid-mannered suspense shopkeeper learns he can't be an innocent bystander when there's crime.

7 p.m.—Leave It to Me (WBBM): Miss Davis becomes a one-woman marriage bureau.

8 p.m.—Murder by Experts (WKOW): state executioner begins trial in murder while off duty.

8:30 p.m.—Radio City Playhouse (WMAQ): "Joey Was Different," time the same yarn will get Broadway production via Bill Bloomington and Hal Reach, Jr., and their Playcraft Productions.

How a world American screening of "Rapport," Hughes likes the work of Janis Carter (borrowed from Columbia) in "I Married a Communist" so well that he's currently trying to arrange at least two more loan-out deals to keep this actress on for more of his own movies.

Believe it or not, publicist Bob Taplinger has caused the Ford Motor Co. to change its famed slogan, "There's a New Ford in Your Future"—and he's gotten a big check for his heckling besides. He suggested they make it "There's a Future in Your New Ford" instead—and that's just what they're going to do—and will spend many thousands doing it!

Mary Beth Hughes, very much slimmed down, will be the vamp and make with the goo-goo eyes at Gene Autry in his next, "Beyond the Purple Hills."

Ketti Frings, authoress of the novel "God's Front Porch" and many successful screen plays, sold her story, "The Wall Outside," to R. K. O. months ago, and it will soon see light as a movie. Mean-

Radio Program Schedules by the Clock

MONDAY
Table with columns for radio stations: WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ. Rows list program names and times.

* Starred programs are also carried on corresponding FM stations. FM channels: WIBA-FM... 101.5 M. WFCF (WIBU)... 94.9 M. WISC-FM... 98.9 M.

WHA and WHA-FM
910 N. 837 Meers. MONDAY
7:30 Bandwagon
7:45 Morning News
8:00 Morning Melodies
8:15 Fun Time
8:30 Morning Melodies
8:45 Job Bulletin Board
9:55 Weather Report

Documentary
8:30 p.m.—Secret Missions (WKOW): behind-the-scenes story of reported attempts on Marshal Tito's life.

Sports
12:25 p.m.—Baseball (WIND): Brooklyn vs. Boston. 10:30 p.m.—Joe Hasek (WISC) and Glenn Martin, plane manufacturer and baseball sponsor.

Discussion
6:15 p.m.—Albert Warner (WISC): substitutes for Elmer Davis. 8:30 p.m.—The Nation's Defenses (WBBM): new one-week series. Louis Johnson on "The Defense Establishment," George F. Kennan on "The International Situation."

9 p.m.—American Forum (WKOW): Sen. George Malone (R-Nev.) and Rep. James Noland (D-Ind.) on tariff policy. 10:45 p.m.—Gen. Lucius Clay (WISC): Address Veterans of Foreign Wars on "Our Defense Against Communism."

Miscellaneous
10 a.m.—Homemakers (WHA): "What About Food Spoilage?" Mrs. Linnea Dennett; "Catsup and Relishes." 11:45 a.m.—Sacred Heart (WFOV): "Wisdom and Knowledge." 1 p.m.—Queen of a Day (WKOW): with Mrs. Nancy E. Baker, "mother-in-law queen." 2 p.m.—Ladies Be Seated (WISC): Johnny Olsen returns as master of ceremonies. 4:45 p.m.—Holland Today and Tomorrow (WFOV): "Holland's 30-Year Blueprint."

Musical Varieties
4:30 Spirit of the Vikings
4:45 Music in Wartime
5:15 Just for Fun
5:30 Music Album
6:00 Dinner Musicale
6:00 PM Only
7:00 Evening Concert
7:30 Chapter a Night
8:00 Spoons of Comedy
8:30 PM Concerts
10:35 Night News (to 11)

WFOV (FM)
9:00 Ben Light
9:15 Herb Kern
9:30 Dance Band
9:45 Old Time Music
10:00 Morning Variety Show
10:15 News and Views
10:30 Marching Along
11:45 Sacred Heart Program
12:00 News
12:15 News Tropical Isle
12:30 Film Favorites
12:45 Bluk Crosby
1:00 News
1:05 Paul Weston
1:20 News Transcripts
1:30 Dining Room
1:45 Rhythm Ranch
2:00 Old Time Music
2:15 Matinee Dance
2:30 News
3:00 Music Parry
3:30 South Music
3:55 News
4:00 Juice Box Jambores
4:20 Jack Pines
4:45 Holland—Today and Tomorrow
5:00 News
5:15 Kirt Griffin
5:30 Kiddie Storytime
5:45 Off the Record
6:00 HomeTown
6:15 News
6:30 Sports Show
7:15 Sports Show

WHA and WHA-FM
10:00 Homemakers, Program
10:30 Music on the Lighter Side
10:45 News and Views
11:00 P. M. History
12:30 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Musical
1:57 Weather Report
2:00 Tales of Foreign Service
2:30 Music of the Masters
3:30 Radio Journal

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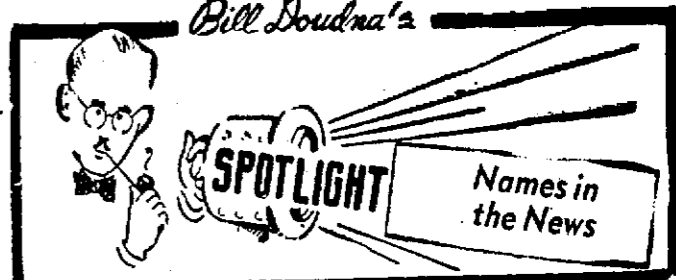
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Joe DiMaggio's new half-hour weekly sports show will open Sept. 17 on CBS. Edgar Bergen and Charlie McCarthy will return to the air via CBS on Sunday Oct. 2. Meanwhile, they're on a personal appearance tour which opens today in Detroit and closes Sept. 23 in Minneapolis.

Alex (ex-UW) Gottlieb, long a Warner producer, has been signed by Howard Hughes as an RKO Radio producer. It's a long-term contract. Most recent Gottlieb pictures are "The Girl from Jones Beach" and "It's a Great Feeling."

Among the WIS folk to broadcast from the Wisconsin State Fair this week are the Buccaneers, Della Loui, Harold in the early musical films. Everything is blissful until their small daughter decides she'd like to be a movie star, too.

HIGH POINTS: The girl's aunt maneuvers the hesitant couple into marriage by bluntly demanding the young man's intentions. Hannah acts as her husband's stooge in his screen test and winds up with a contract herself. A father and daughter put on a performance of "Woolly You Like To Take a Walk" in a producer's office. The cheerful, pleasant story... familiar songs revived and handled delightfully by Dailley... hilarious scenes from Hannah's silent movies, complete with jerky photography.

LOW POINTS: The direction that turns Shari Robinson—a child with considerable talent and delicate beauty—into just the sort of over-assured child actress that proves the point of the mother in the plot who argues for a youngster's right to a normal childhood. VERDICT: Tameful, relaxing, happy—a musical with a new plot, at last.

Minute Maas By Elsie, the Borden Cow there's MAGIC in MUSIC Everybody's Talking About It. Listen at 1:45 p.m. Monday through Friday WIBA AM-1310 FM-101.5

Hollywood By Edith Gwynn

Told you recently that just about nobody, including playwright Lillian Hellman, has been able to crack out a stage play from the book, "The Naked and the Dead" and that Bert Lancaster and his partner Harold Hecht were bidding for the tome. Well, Bert and Co. now own the property and all they have to do is scrub it clean enough to make an independent movie of it. This will be a nifty little job—some what akin



to washing an elephant. Carol Bruce, the lush thrush, has been doing terrific business on the straw hat circuit with "Lady in the Dark." Sylvia Sidney finishes with her tour of New England in "O Mies Mine" is playing the sub-way circuit around New York and cleaning up. With this show, and also "The Two Mrs. Carralls," Sylvia has been reaping a salary harvest (plus percentages) topping the top Broadway stars—and has also topped business done by Tallulah Bankhead on the road in some spots. (When anyone tops Tallu at anything—that's news!)

Ronnie Gans, the 19-year-old law student being starred by the King here in "The Giant Killer," and Carmen Lopez, no Latin from Manhattan, are up to their ears in romance. She's quite a dancer.

Producer Don Hartman is getting the best kind of Christmas gift from the cast and crew of the film company making "Christmas Gift." Rob Mitchell, Janet Leigh, Wendell Corey, and all connected with this flicker have agreed to work overtime and Sundays to compensate for all the hours that Hartman takes for his duties as head of the Citizens' Committee for the new \$3,000,000 Hospital for Communicable Diseases. They'll gladly do this to keep the picture right up to schedule. Hartman's daughter was stricken with polio a few months ago.

Robert Taylor and business manager Morgan Marce are raising pedigreed pointers at their streamlined kennels in Antelope Valley. The hounds sell for as high as \$1,250 and win prizes like crazy at the field-dog trials.

Whether she's your dish of tea or not, you'll soon be seeing Margaret O'Brien in a yarn called "City Girl," made at Columbia studios. Maggie's contract with Metro breathes its last in two weeks. Arthur Kober, of the better half-headed writers, is finishing up the script right now.

Glenn Langan says the Legion of Decency has held up the film he made in "Rapport," the Swedish Ely Albin. Because of an undraped hunk of sculpture very much in evidence during a love scene between the two.

George Sanders will soon be off for Europe and his stint in "Black Jack," to be directed by Julian Duvivier.

The newly-weds, Joanne Drew (ex Mrs. Dick Haymes) and John Ireland, are currently co-starring in Bernard Shaw's stage play, "Arms and the Man" down at the LaJolla little theater. Richard Basehart and Jean Parker are in the cast, too. You'd be amazed at how many film luminaries to make the trek from Hollywood to this beach resort, almost 150 miles away to see their co-workers doing the "legit" thing down there.

Edward Arnold is back in Filmtown to get ready for his stint in "Annie Get Your Gun"—and minus almost 30 pounds.

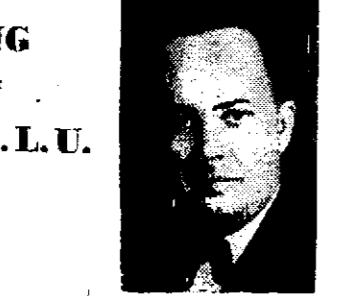
Mary Beth Hughes, very much slimmed down, will be the vamp and make with the goo-goo eyes at Gene Autry in his next, "Beyond the Purple Hills."

Ketti Frings, authoress of the novel "God's Front Porch" and many successful screen plays, sold her story, "The Wall Outside," to R. K. O. months ago, and it will soon see light as a movie. Mean-

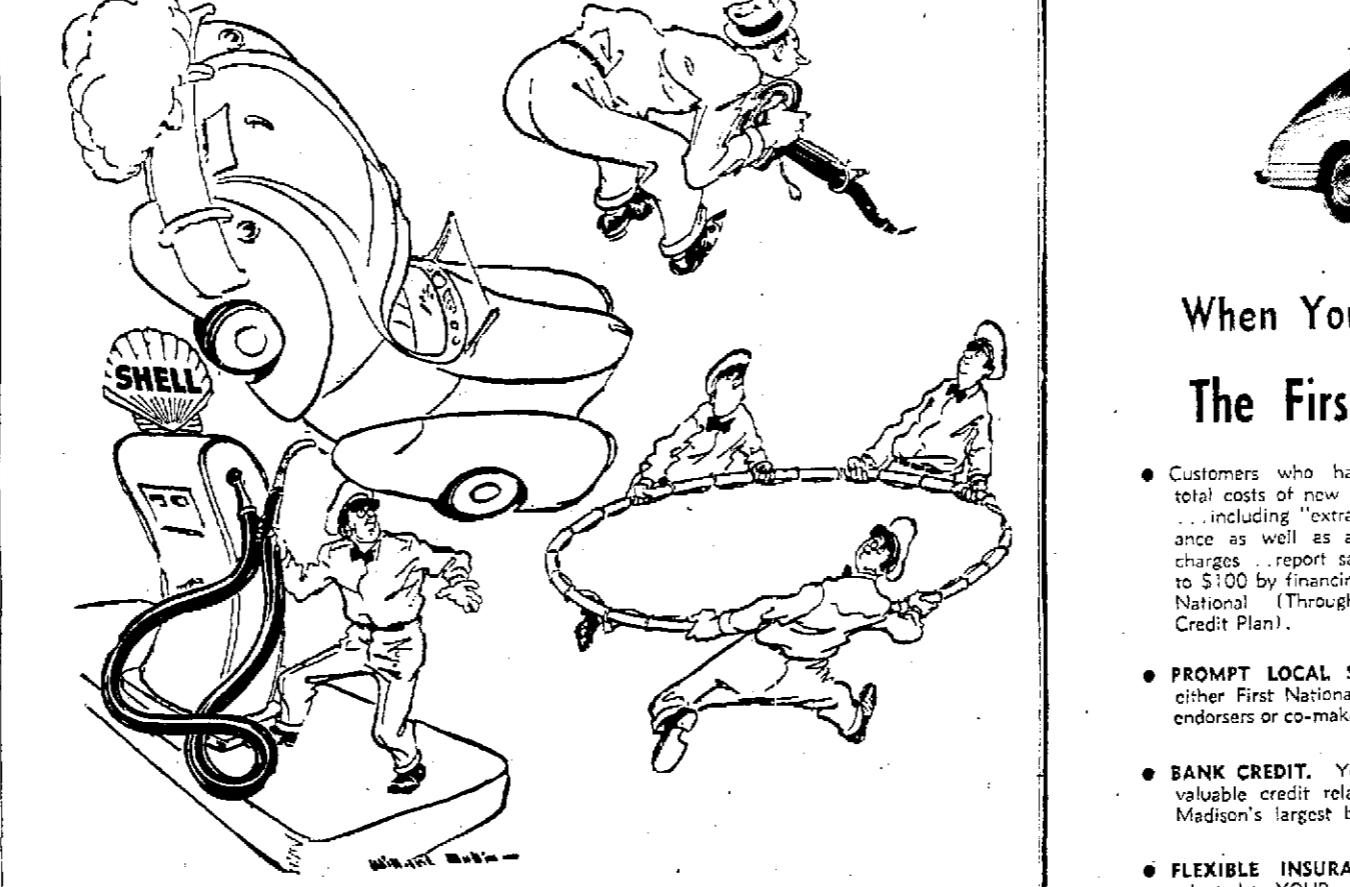
ANNOUNCING the appointment of J. P. BETKER, C. L. U. as General Agent

HEADQUARTERS 2702 Monroe Street MADISON

Photo Finishing Cameras and Supplies UNIVERSITY PHOTO SHOP 648 State Street Phone 5-3784



A member of the Society of Chartered Life Underwriters, J. P. Betker's training and experience in all matters pertaining to Life Insurance and Estate Protection qualify him to offer authoritative advice to the insuring public.

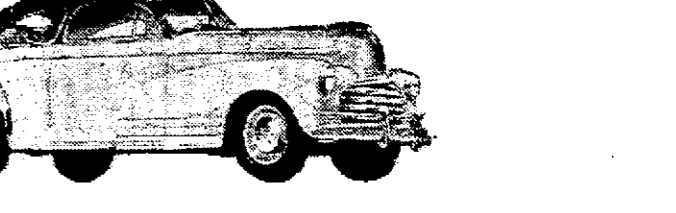


"Activated" Shell Premium is the most powerful gasoline your car can use!

Thousands and thousands of car owners are switching to Shell each month. YES, many of today's engines have been stepped-up... they call for more powerful gasoline! Now Shell gives you the most powerful gasoline your car can use—Shell Premium—it's "activated." No other fuel can top its power in your car! No wonder Shell is winning more new customers every day. Actually, Shell splits molecules to get more power for today's more powerful engines. So you get a gasoline that's "activated"! Get a tankful of "activated" Shell Premium today: Your Shell Dealer is the man to see.

Before Buying Any Car on Time--

See What You Save



When You Finance the Purchase Through The First National Time-Credit Plan*

TIME-CREDIT CHART: NEW CARS
Table with columns: AMOUNT to be Financed, Total Finance Charge, Monthly Payment, Total Finance Charge, Monthly Payment. Rows for \$500, \$600, \$700, \$800, \$900, \$1000, \$1500.

TIME-CREDIT CHART: USED CARS
Table with columns: AMOUNT to be Financed, Total Finance Charge, Monthly Payment, Total Finance Charge, Monthly Payment. Rows for \$300, \$400, \$500, \$600, \$700, \$800, \$900, \$1000.

NOTE: Above terms subject to federal credit regulations.

The First National Bank of Madison

1 South Pinckney Street 905 University Avenue Member Federal Deposit Insurance Corporation