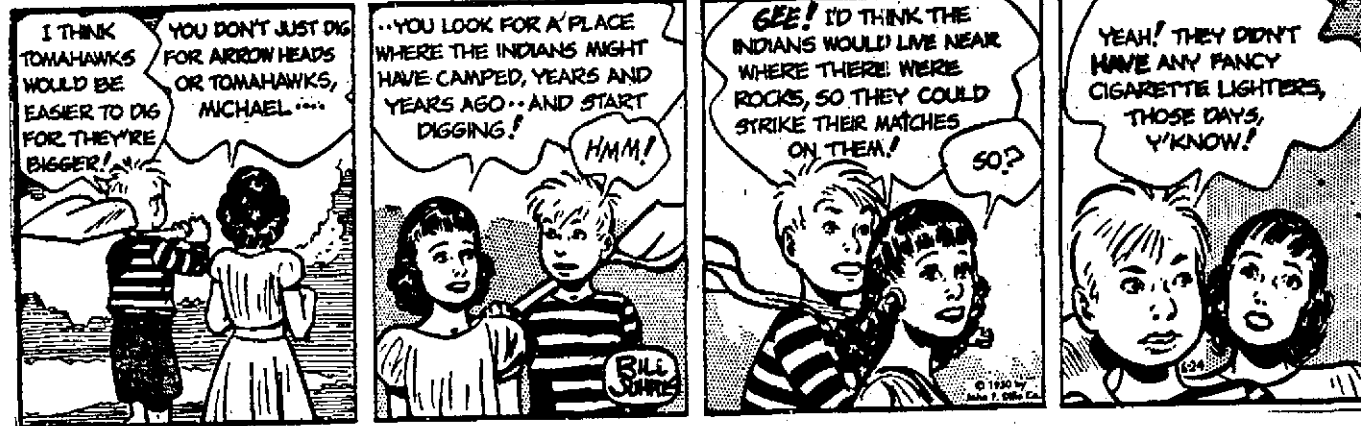


The Orbits



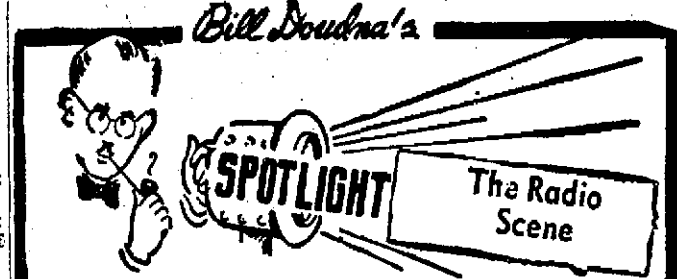
By William Juhre

Today's Radio Highlights

Music
8:30 a. m.—Guest Star (WIBA): Morton Downey.
9 a. m.—Fred Waring (WIBA): Fred Waring, Jr., and children of other Pennsylvanians, guest performers.



DOWNEY



TIP O' THE MORNING: John Charles Thomas will be in New York for his "Great Artists" broadcast July 3—originally scheduled from Hollywood. It's rumored that he's going east to see about some fancy Broadway offers.

Confirmation of the idea, reported here some weeks ago, that television owners tend to return to radio listening after the novelty of TV wears off appeared in Sponsor magazine this month.

A survey of 300 homes in Philadelphia showed that "families owning TV sets for length of time regain interest in radio" and that news and music are the "most TV-proof" evening fare, which radio drama is most vulnerable.

Another survey came up with this: In March, 1949, only 2.4 per cent of New York's television-equipped homes was listening to radio during the Milton Berle program. In March, 1950, radio listening during the Berle show had increased to 10.3 per cent.

Other radio tips from Sponsor, Billboard, other trade journals: The disc jockey business is growing instead of declining, largely because of the boys' development of new ideas in programming.

Burns and Allen's 1949-50 sponsors will not backroll the program next season.
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Film FARE: Edith Gwynn reports from Hollywood... This may be denied—but stick with us, kids! We're a "where there's smoke, there's fire" believer. And so we tell you it looks as though the Warner Bros. are making ready to sell out completely as far as their movie-making studios are concerned. They're selling their theatres in known and all signs point to their dropping pictures in favor of television in a big way! Our snooping reveals that they've been developing a remarkable portable camera for video films—with some amazing results.

12 m.—National Farm and Home Hour (WIBA): farm officials on Marshall plan aid to European agricultural recovery.
12:30 p. m.—Farm Program (WHA): "Poultry News," J. B. Hayes; "4-H Club of the Air," Verne Varney.

10:45 a. m.—Public Affairs (WMAQ): "The Next Step Forward," R. W. Tomlinson, England; Esther Hymer, UN observer for General Federation of Women's Clubs; Pauline Mandigo, former U. S. counselor in Germany.

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Radio Program Schedules by the Clock

SATURDAY

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective programs and times.

SUNDAY

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective programs and times.

\* Started programs are also carried on corresponding FM stations FM channels: WIBA-FM 101.5 M. WCFE (WIBU), 94.9 M. WISC-FM 98.9 M.

WFOV-FM 194.5 M. SATURDAY A. M.
8:00 Yawn Patrol
8:00 Clockwatchers
8:30 Ben Light
8:30 Herb Kern
9:30 Dance Band
10:30 Morning Variety Show
10:30 Show Tunes
11:00 Zany Tunes
11:00 Polka Time
11:30 Jan Arundel
11:45 Sacred Heart Program P. M.
12:00 News
12:05 Memory Waltzes
12:15 4-H Review
12:30 Jan Arundel
12:45 Irving Berlin Melodies
1:00 News
1:05 Anne Shelton
1:10 Dick Contino
1:30 Sam Brown
1:45 Music America Loves
1:55 News
2:00 Modern Music Capers
2:30 Matinee Dance

WHA & WHA-FM 976 Kc.—89.7 M. SATURDAY A. M.
7:00 Morning Farm Program
7:30 Band Wagon
7:45 Morning News
7:55 Morning Report
8:00 Morning Melodies
8:05 Today's Favorites
9:30 Fun Time
9:40 Job Bulletin Board
9:45 Market
9:55 Weather Report
10:00 Homemakers Program
10:05 March of Medicine
10:15 News and Views
11:00 W. N. in Action
11:15 W. N. in Action
11:30 Noon Melodies
12:00 News P. M.
12:05 Noon Farm Program
1:00 Wisconsin Government
1:30 Steuben Music Hour
2:30 Music You Want
3:00 From the Opera
4:00 Alpine Melodies

4:30 Music of the Masters
4:30 Book Trails
5:45 News
6:00 Dinner Musicale
7:15 News and Views
7:30 FM ONLY
7:30 Short Story Time
8:00 News
9:00 FM Concert
10:30 Night News (to 11).

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No longer be annoyed or feel ill-at-ease, because of loose, wobbly false teeth, FASTER, an improved alkaline (non-acid) powder, sprinkled on your plates holds them firmer so they feel more comfortable. Soothing and cooling to gums made sore by excessive acid mouth. Avoid embarrassment caused by loose plates. Get FASTER today at any drug store.

Drama

11 a. m.—Stars Over Hollywood (WBBM): Wayne Morris as fighter who gets too mad.
6:30 p. m.—The Goldbergs (WBBM): planning a vacation.
7 p. m.—Gangbusters (WBBM): diamond and hole in a wall solve robbery.

8:30 p. m.—Herald Day (WIBA): introduces landlady to gallant older.
1 p. m.—Recovery Story (WIBA): how Marshall plan helps Turkey.
4:30 p. m.—Living 1950 (WIBA): "The Nation's Wish Book"—the mail order catalog.

12:25 p. m.—Baseball (WJJD): Athletics at Chicago.
1:30 p. m.—Baseball (WIBA-FM): Cubs at Philadelphia.
2:15 p. m.—Turf (WISC): Dwyer Stakes (on WIBA and WKOW at 3:15).

3:45 p. m.—Turf (WMAQ): Myrtlewood Stakes.
6:15 p. m.—Herman Hickman (WIBA): new program featuring Yale's head football coach.

10:45 a. m.—Public Affairs (WMAQ): "The Next Step Forward," R. W. Tomlinson, England; Esther Hymer, UN observer for General Federation of Women's Clubs; Pauline Mandigo, former U. S. counselor in Germany.

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violate a confidence if we told her name now.

Sterling Hayden is at the signing stage about starting in "Call It Treason," the super-duper that Anatol Litvak will direct for 20th Century Fox. Just about every producer in town is seeking Sterling's services since his acting click in "The Asphalt Jungle."

Another going great guns ever since he left Paramount to freelance is Don de Fore. Currently in "Counterfeit" with Andrea King, he takes his make-up box down to La Jolla the moment Joan finished to play opposite Joan Caulfield in "Claudia" on the stage there. Don has at least four top movie commitments lined up for fall, too.

Rhonda Fleming is expected to sign a long contract with Paramount when her stint in "Cry Danger" opposite Dick Powell is out of the way.

No truth to reports that Marlon Brando and Celia Webb have been secretly wed.

Larry Parks and Betty Garrett are two "Americans in Paris" at the moment "cut" doing the town. They return to Hollywood pronto to start Larry's independently produced picture, "Stakeout."

Ann Sargent is about to land the role originally intended for Celeste Holm in "An American in Paris." Vincente Minelli, Judy Garland's spouse, whose patience and devotion to her is something we've never seen surpassed, is making further tests of Ann today. Vincente, who will direct the caper, was raving to us about Leslie Caron, the so-young French ballet dancer already signed to dance with Gene Kelly in it. Says she's really star stuff.

Ex-guy Buddy Baer is playing a big part in "Quo Vadis" over in Rome with Bob Taylor, Deborah Kerr, et al. And he's having himself a time! His wife wrote to a friend here, "Buddy and I are living in the grand manner—in the Grand Hotel in Rome to be exact. For the first time in his life, Buddy has found a bath-tub which is large enough to fit him."

Metro expects that "Quo Vadis" will have been in production a whole year before it's actually finished. But after all, they've been preparing it (and almost had it before camera many times) during the past 13 years! The cost of the completed film will be staggering.

Maureen O'Hara has gone to Moab, Utah, to join John Wayne, director John Ford, and the rest of the troupe making "Rio Bravo" and, as the femme lead, she'll be there for at least three weeks.

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Tonight... enjoy a Golden Moment with Hamm's Beer. So Light. So Smooth. So Mellow. Hamm's Beer. Gold Standard of all fine beer.

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So Light. From golden grain to golden glass—Hamm's Beer is a masterpiece of light, golden goodness.

So Smooth. Velvety smooth flavor from Hamm's own "pedigreed" yeast and exclusive blend of choicest hops.

So Mellow. A rare, satisfying kind of rich, golden mellowness—born of Hamm's devoted skill, unburied care and long aging.



parade THIS SUNDAY A New Way to Reduce Battle Against Hunger There's a New Willie in Indiana Peace Returns Moment of Terror Beth Merriman's Food Page—Children's Party Parade of Progress Howdy Doody's Mama Hy Gardner's Newsreel And the Glasses Poured In Map of Fame Playground for Elephants In your Sunday WISCONSIN STATE JOURNAL