

TIP O' THE MORNING: Edith Gwynne predicts that Faith Domergue will emerge as co-star of "The Gaunt Woman," now starring Dana Andrews.

Now in its fifth year, the Wisconsin Idea theater, spearhead of the state's "grassroots" movement for amateur drama and creative writing, has surveyed results with the finding that through this "experiment" the University of Wisconsin is leading the field in the stimulation of popular dramatic art.

The theater is sponsored by the university extension division, the college of agriculture, and the college of letters and science. Staff members include Robert E. Gard as director, Martha Van Kleeck as field representative, Edward L. Kamarcik as regional playwright, and Ronald Gee as editor of the "Quarterly," Idea theater publication.

Idea theater activities are spread in the area of research, instruction and drama. A new Plays theater in Bascom Hall on the campus, the Wisconsin Idea conference, the "Quarterly," on-campus teaching, plays and materials sales and service, and publications. University graduate students assisted in the research work as part of their training in the speech arts.

The Rural Writers movement, started by the theater in 1948 and under the direction of Kamarcik, has enrolled 1,735 members and member groups and received more than 1,000 manuscripts in competitions for cash prizes. Since November, more than 30 members have enrolled in Extension division courses in creative writing.

The report noted also the creation of a conference of 40 organized community theaters and of a "tri-county theater experiment" embracing Winnebago, Waupaca, and Waushara counties, aiming to discover ways of developing a cooperative theater program. Ten rural life leaders' training schools were conducted in connection with the 4-H club organization, with 200 enrolled. Extension classes in dramatic art were conducted at Racine, Burlington, Portage, Green Bay, Sheboygan, and Waushara. Two theater conferences were held at the University, with 250 attending. Writers' training institutes were held at Baraboo, Green Lake, Wausau, Park Falls, Tomahawk, Waupaca, Merrill, Portage, Platteville, Rhinelander, Wisconsin Dells, and Rhinelander, with about 250 participating.

"In the first five years," the report states, "the Project has been able to attract a considerable attention nationally from those ob-

servers of the American scene who see in it an attempt to build toward a greater popular consciousness of the theater and allied arts, and to generally strengthen the movement toward a broad education and research in the cultural field."

**RADIO DIGEST:** Henry Morgan may do a children's disc jockey show. Cass Daley starts a summer show on NBC later this month. Edgar Bergen's expert movie camera work has won him a membership in the Society of Cinematographers. Before becoming a successful radio actor, Rod Henderson of "Wendy Warren and the News" retired at 40 from a successful lumber business. Perle Mesta will 'sell' America via a series of radio broadcasts when she returns to her post in Luxembourg. Robert Q. Lewis' collection of records is valued at \$40,000.

**MOVIE ADS:** In a new move to strengthen the film industry's voluntary and long-established system of self-regulation, the board of directors of the Motion Picture Association of America has banned the use of advertising that exploits the misconduct of screen personalities.

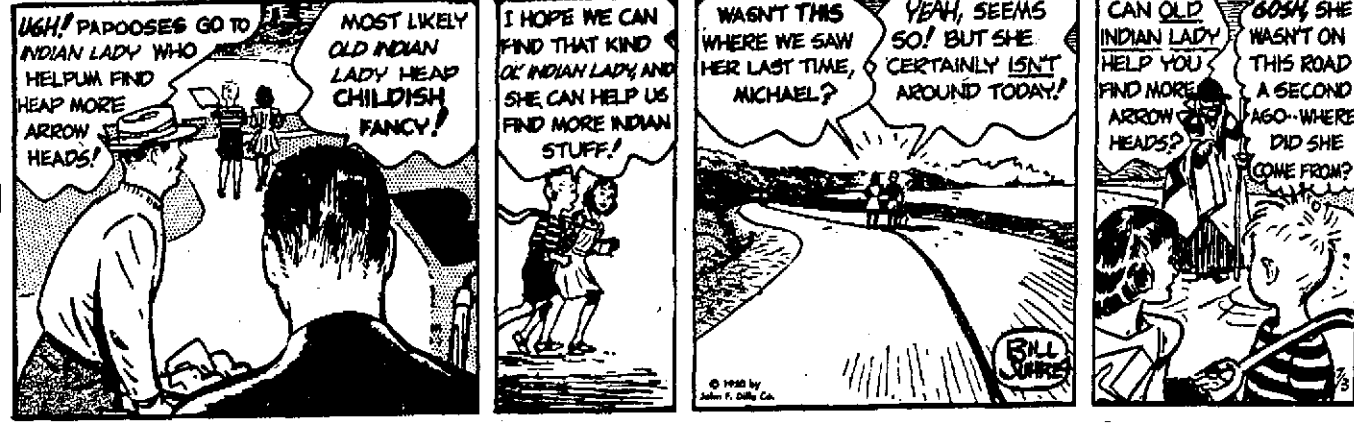
By unanimous vote, the board added a new section to the code of ethics for motion picture advertising and adopted accompanying regulations to administer and carry out its provisions. The new section reads: "No text or illustration shall be used which capitalizes, directly or by implication, upon misconduct of a person connected with a motion picture thus advertised."

**BEST-DRESSED:** Ralph Edwards has been voted the best-dressed man of radio, television and film, by the California Apparel Creators' assn. Rosalind Russell won the award for women.

**STRAWHATTER:** Eve Arden starts her summer tour of the strawhatter circuit last week in June, starting in "Over 21" at Olney, Md.

**ROSE BY ANY OTHER NAME:** Betty Walker of "The Goldbergs" is known by four different names. Her maiden name was Edith Seeman, her marriage name Edith Zwang, her stage name Betty Clark, and her radio-TV name Betty Walker.

The Orbits



Radio Program Schedules by the Clock

Table with columns for radio stations (WIBA, WISC, WKOW, WISN, WBBM, WENR-WLS, WGN, WMAQ) and rows for time slots (e.g., 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 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