Todays Radio Highlights

Drama

7 p. m.—Cavalcade of America (WIBA): Loretta Young in "Whither Thou Goest," story of Eliza McCardle, who helped Andrew Johnson to presidency . . . **Mystery Theater** (WBBM): amateur photographer killed mysteriously.

7:30 p. m. — Mr. and Mrs. North (WBBM): tale of dummy which talks after ventriloquist's death.

9 p. m. — Big Town (WIBA): marine veteran helps editor uncover vote fraud.

+ + +

Music

10:30 a. m. — Jack Berch (WIBA): "Punky Punkin'." "Lovely Ghosts." "Ding, Dong, the Witch Is Dead."

8:15 p. m. — Eddy Arnold (WFOW): "Tennesee Tears." "Beautiful Isle of Somewhere." "The World Is Waiting for the Sunrise."

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Discussion

11 a. m. — Freshman Forum (WHA): "Freedom of Economic Competition." Prof. Charles Bunn.

5:15 p. m. — You and Radio (WKOW): John Dietz, "Crime Photographer" producer, on dramatic shows.

8 p. m.—America's Town Meeting (WISC): "Is Youth Forgetting Religion?;" the Rev. James H. Price, Dean Paul Weaver.

9 p. m.—William M. Boyle, Jr. (WKOW): Democratic national chairman.

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Variety

8 p. m.—Bob Hope (WIBA): in Tokyo: Marilyn Maxwell and Japanese entertainers, guests.

8:30 p. m.—Fibber McGee and Molly (WIBA): adventure with a *ukulele*.

+ + +

Farm Programs

12:15 p. m. — Farm Service (WIBA): "Wisconsin Small Grains." Prof. H. L. Shands, John D. Torke.

+ + +

For Children

9:30 a. m.—Growing Up (WHA): "The Crooked Soldier."

1:30 p. m.—Let's Draw (WHA): "Guess Who."

5 p. m. — Playtime (WIBA): "Hallowe'en Holiday."

+ + +

Miscellaneous

10 a. m.—Homemakers (WHA): "Specialties in Table Arrangements." Mrs. Garrison Lincoln; "We, As Consumers," Alice Jones.

8:30 p. m.—Truth or Consequences (WBBM): experiment in mental telepathy.

EARLIER THE BETTER

ST. PAUL—(U.P.)—Get your milk off the doorstep early and you'll get better milk, advises D. V. Josephson, professor of dairy husbandry at the University of Pennsylvania. He told a farm meeting here that sunshine changes the flavor of fresh milk and destroys some of the vitamins.

Every woman loves a bargain! Every man loves a woman who gets a bargain!

We ALL laud the 1949 Republican Legislature which gave the state its biggest bargain—our new Executive Mansion!

The story of its purchase will be fully and truthfully told by —

MRS. LEONARD PETERSON
of Mt. Horeb, over
WIBA—9:30 A. M.
Tuesday — October 31

This is not a political issue, but the half-truths being circulated must not be allowed to put a stigma on a purchase of which we should all be exceedingly proud.

THINK CONSTRUCTIVELY!
VOTE REPUBLICAN!

Authorized and paid for by the Dane County Women's Republican Club Mrs. Foster E. Blackburn, Pres., 816 Butternut Rd., Madison, Wis.

Radio Program Schedules by the Clock

TUESDAY

	WIBA 1310 kc	WISC 1480 kc	WKOW 1070 kc	WIBU 1240 kc	WBBM 780 kc	WENR-WLS 890 kc	WGN 720 kc	WMAQ 670 kc
6:00	Sunrise Frolic	* Top o' the Morning	Uncle Julius	* Silent	Paul Gibson	Farm Bulletins	Farm Hour	Phillip Hayes
6:15	Musical Clock	* Top o' the Morning	Farm World Land Use	* Silent	News: Paul Gibson	Karl and Harty Red Blanchard	On the Farm	Town and Farm
6:30			Farm Hour	* Rural Roundup		News	News	News
6:45								
7:00	News: Musical Clock	* Top o' Morning	Coffee Club	* News: Farm Service	News Roundup	Capt. Stubby	The Bill Evans Show	Norman Ross
7:15	Journal News	* Hinn News	News	* News: Weather	News	Bob Atcher	The Bill Evans Show	Norman Ross: News
7:30	Musical Clock	* Top o' Morning	Coffee Club: News	* Farm Frolic	Jim Conway	Happy Hank		
7:45		* Pauline Fred'k				News		
8:00	Musical Clock	* Breakfast Club	Coffee Club Contest: News	Prayer League * Musical Clock	News Patrick O'Riley	Breakfast Club	News Cliff Johnson	Your Neighbor
8:15	Musical Clock		The Rev. Epp: Markets		Gold Coast		Family	Norman Ross
8:30	News	* Breakfast Club		Musical Clock	Shopping	Breakfast Club	Westerners	News
8:45								
9:00	Welcome Travelers	* My True Story: Betty Crocker	Variety Time Arthur Godfrey	* U. S. Army Freddy Martin	Arthur Godfrey	My Story	News Mary	Welcome Travelers
9:15	Mrs. Peterson; Al		Arthur Godfrey	Reedsburg Hour	Arthur Godfrey	My Story	-Margaret	Double or
9:30	Gilbert Gallery	* News: Music		* Shopping Quiz		Betty Crocker	McBride	Nothing
9:45						Victor Lindlahr		
10:00	Break the Bank	* Lady of the House	Arthur Godfrey	Women's News	Arthur Godfrey	Capt. Stubby	M. M. McBride	Break the Bank
10:15	Jack Berch	* Shoppers Special	Music Speaks	Chore Boys	Grand Slam	Buccaneers	Answer Man	Jack Berch
10:30	Trading Post		Music for You	Mid-Morning Matinee	Rosemary	Kitchen Club	Two-Ton Baker	David Harum
10:45								
11:00	Share the Wealth	* Luncheon Club	America's News	News: Matinee	Wendy Warren	Luncheon Club: News	Kate Smith	Freedom Crusade
11:15	Dave Garroway	* Shopping Notes	Betty Cass	Headlines	Aunt Jenny	Farm World	Virginia Gale	Dave Garroway
11:30	Farm Roundup	* Happy Holiday	Console Reflec'ns	Farm and Home	Helen Trent	Today	Tello-Test	Phillip Hayes
11:45	Ranch Hands		Music	Farm News	Our Gal Sunday		News	Love and Learn
12:00	* News Roundup	* Ray Streeter	Uncle Julius	Music: Markets	Big Sister	Dinner Bell	Cedric Foster	News: Here's
12:15	* Farm Service	* Hinn News	News	* News	Ma Perkins	News	June Davis	Norman Ross
12:30	* News	* The Bob Swanson Show	Mkts.: Farmyard Frolics	* News: Markets	News	L. Burlingham	Markets	Here's Norman
12:45	* March of Time			Farm and Home	Guiding Light		News	Ross
1:00	* Double or Nothing	* The Bob Swanson Show	Social Security Music	Farm Service	2nd Mrs Burton	Dolph Hewitt	Ladies Fair	Double or Nothing
1:15	* Love and Learn	* John B Ken'dy	Here's Howard	* Say With Music	Perry Mason	School Time	Queen for a Day	Live Like a Millionaire
1:30	* Pepper Young	* Bob Swanson		* U. S. Treasury	Nora Drake	News		
1:45	* Magic in Music			Christian Science	Brighter Day	Almanac		
2:00	* Life Beautiful	* Bob Swanson	Luella Mortenson	* Music Booth	Nora I'm Nowhere	Romance Story	Tune Test	Life Beautiful
2:15	* Road of Life	* Dolly Madison	Houseparty and	* Organ Music	Hilltop House	Hannibal Cobb	Name the Song	Road of Life
2:30	* Pepper Young		Cedric Adams	* U. S. Navy	House Party	Talk Back		Pepper Young
2:45	* Right to Happiness							Right to Happiness
3:00	* Backstage Wife	* Carson Gulley	News	Chapel In The Sky	Strike It Rich	Nancy Craig	Radio Quiz	Backstage Wife
3:15	* Stella Dallas	* Organ: News	Easy Listening	* Melody Hour	Play or Pay	Art Baker	Tello-Test	Stella Dallas
3:30	* Lorenzo Jones	* Queen for a Day	Treasury Band: News		Double Quiz	Feature Foods	Share Wealth	Lorenzo Jones
3:45	* Widder Brown						Consumer's Panel	Widder Brown
4:00	* News: Madison Hour	* Uncle Dick's ABC Club: Falstaff	Mary Caser's Showcase Harmony House	* Melody Hour	Paul Gibson	The Bob Atcher Show	Jane Mason	A Girl Marries
4:15	* Just Plain Bill			News	Sports: News	News	Marshall Kent	Portia Faces Life
4:30	* Front P Farrell			* Serenade	Gold Coast	Beulah Karney	Spotlight	Just Plain Bill
4:45							Singing Story	Front Page Farrell
5:00	* Playtime	* Straight Arrow	News	Fiesta Time	News	Fun Factory	Straight Arrow	News
5:15	* Fiesta Time	* Sky King	You and—	St Hays and Daughter	News	Superman	Sky King	Melody Magazine
5:30	* News		You Asked for It	Univ. Special	Lowell Thomas	Superman: Fable		News
5:45	* Sports: News				Curt Massey			
6:00	* Hymns	* News: Fiesta	News	* News	Beulah	News	Melody Five	H. V. Kaltenborn
6:15	* Music: News	* Elmer Davis	Music: Sports	Old Time Band	Jack Smith	Edwin C. Hill	News	Serves You Right
6:30	* News of World	* Armstrong of the SBI	News	* Sports Time	Club 15	Armstrong of the SBI	Gabriel Heatter	News of World
6:45	* 1 Man's Family		Edw. R. Murrow	Bing Sings	Edw. R. Murrow		Fulton Lewis, Jr.	1 Man's Family
7:00	* Cavalcade of America	* Count of Monte Cristo	Music Room	Serenade	Mystery Theater	Karl and Harty	Rudy Vallee	Cavalcade of America
7:15	* Baby Snooks	* Detective Story: News	Jan Garber	Farm Front	Mr. and Mrs. North	By the Papers	Detective Story: News	Baby Snooks
7:30				* Old Timers' Jamboree		Author Meets Critics		
7:45								
8:00	* Bob Hope	* Town Meeting	Life With Luigi	* Old Timers' Jamboree	Life With Luigi	Town Meeting	John Steele	Bob Hope
8:15	* Fibber McGee and Molly	* Mysterious Traveler	Three Quarter Time	* Old Timers' Jamboree	Truth or Consequences	News	Mysterious Traveler	Fibber McGee and Molly
8:30						Fine Arts Quartet		
8:45								
9:00	* Big Town	* Time for Defense	William Boyle	* University Farm Hour	William Boyle	On Trial	Mystery House	Big Town
9:15	* People Are Funny	* John Steele	Dinning Sisters	* News: At Your Request	Capitol Cloak Room	Pleasure Time	The Northerners	People Are Funny
9:30			Capitol Cloak Room			It's Showtime		
9:45								
10:00	* News	* Hinn News	News	* At Your Request	News	News	Political Talk	News
10:15	* Tonight's Music	* Frank Edwards	Sports		Weather: News	Barry Wood	Chicago at Night	Sports
10:30	* Concert Master	* J. Kennedy: Ed Silvera	To Be Announced	* At Your Request	Theater of Thrills	Symphonette	News: Songs This Is the Story	Political Talk
10:45						Symphonette		Skip Farrell
11:00	* News: 1310 Club	* News: The Ed Silvera Show	News: Lawler's Folly	* Silent	News	News	Frank Edwards	News
11:15				* Silent	News: Dance	Cee Davidson	Dance	David LeWinter
11:30	The 1310 Club: News		Lawler's Folly	* Silent	Tommy Reed Orchestra	Eddie O'Neill Orch.: News	Music Dance: News	The Chez Show
11:45				* Silent				

*Starred programs are also carried on corresponding FM stations FM channels
WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISC-FM 9.1 M.

WHA & WHA-FM

970 Kc.—88.1 Mcs.
TUESDAY
A. M.

7:00 Farm Program
7:30 Band Wagon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodies
9:20 Organ Music
9:30 Growing Up
9:50 Markets
9:55 Weather Report
10:00 Homemakers Program
10:30 Public Welfare Program
10:45 News and Views
11:00 Freshman Forum
11:50 Noon Musicale
P.M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Let's Draw
2:00 Quartets of Mozart and Haydn
3:00 Radio Journal
3:30 Music of the Masters
4:20 Political Education Forum
4:45 Excursions in Science
5:00 Public Education Forum
FM ONLY
5:16 Music You Want
5:45 News
6:00 Organ Melodies
6:30 Dinner Musicale
7:15 News and Views
7:30 Short Story Time
8:00 Contemporary Trends
8:50 News of Wisconsin
9:00 FM Concert
10:55 Night News (to 11).

WFOW (FM)

104.9 Mcs.
TUESDAY
A. M.

8:00 Yawn Patrol
8:15 News
8:20 Yawn Patrol
8:30 Clockwatchers
8:55 News
9:00 Ben Light
9:15 Herb Kern
9:30 Dance Band
10:00 News
10:05 Morning Variety Show
10:30 Show Tunes
10:45 Zany Tunes
11:00 News
11:05 Polka Time
11:30 Marchinig Along
11:45 Sacred Heart Program
P. M.
12:00 News
12:05 Music for Dreaming
12:30 Andy and Della Russell
12:45 Andy and Della Russell
1:00 News
1:05 Ragging the Scale
1:15 John Laurenz
1:30 Sweetheart Music
1:45 Vera Lynn
1:55 News
2:00 Record Matinee
2:55 News
3:00 Music Party
3:55 News
4:00 Alvino Rey
4:15 Campus Club
4:55 News
5:00 Ken Griffin
5:15 Program Preview
5:30 Off the Records
5:55 News
6:00 Musical Menu
6:45 Badger Outdoor Sports
6:50 Musical Menu
7:00 News
7:05 Request Show
8:00 News
8:05 Request Show
8:15 Eddy Arnold Show
8:30 Package of New Records
8:45 Twilight Time
8:55 News
9:00 Freddy Martin
9:30 Ted Weems
9:55 News
10:00 Art Mooney
10:30 Key Kyser
10:55 News
11:00 Larry Green
11:30 Benny Goodman
11:55 News
12:00 Russell's Rendezvous
12:00 News
1:00 Russell's Rendezvous
1:55 News (to 2:00)

Books New This Week at Madison Free Library

Hume—DOCTORS COURAGEOUS
McMichael—SELLING REAL ESTATE
Shondell—TEACH YOUR DOG NEW TRICKS
Kienzle—CLIMBING THE EXECUTIVE LADDER
Fehlmen—HOW TO WRITE ADVERTISING
Dingman—ESTIMATING BUILDING COSTS
U. S. Interior Dept.—CONCRETE MANUAL
Yates—ANTIQUE FAKES AND THEIR DETECTION
Self—THE FOREMAN'S COMPANION
Husted—LOVE POEMS OF SIX CENTURIES
O'Casey—COCK-A-DOODLE DANDY
Current—PINE LOGS AND POLITICS
Reeves—A MAN FROM SOUTH DAKOTA
Adams—SUNRISE TO SUNSET
Becker—THIRSTY OAK
Bushnell—PAY THE PIPER

Calendar

Entertainment

TUESDAY, OCT. 31

Middleton: "The Happy Years" at 6:30 and 10; "Cariboo Trail" at 8:40.
Parkway: "Death of a Salesman" (stage) at 3 and 8.
Madison: "Faust and the Devil" at 1:55, 3:40, 5:45, 7:50, and 9:55.
Orpheum: "The Petty Girl" at 1:50, 3:50, 5:50, 7:55, and 9:55.
Badger Outdoor: "Unconquered" at 7:20 and 10.
Capitol: "Showdown" at 1:05, 4:05, 7:05, and 10. "County Fair" at 2:40, 5:40, and 8:40.
Strand: "No Sad Songs for Me" at 1:05, 5, and 8:4. "Where the Sidewalk Ends" at 3, 6:35, and 10:15.
Badger Outdoor: "Tarzan's Desert Mystery" at 7:05 and 10; "Tarzan Triumphs" at 8:25.
Prairie: Cartoon carnival at 7 and 9.
Majestic: "Murders in the Rue Morgue" at 2:30, 5, 7:40, and 10:15; "Inner Sanctum" at 1:25, 4, 6:35, and 9:10.

Community Center

TUESDAY, OCT. 31

Girl Scout committee, 9:30 a. m.; cribbage, photographic class, 7:30 p. m.; Older Adult Klub variety night, 8 p. m.

Music

TUESDAY, OCT. 31

Madison Civic Symphony orchestra: 8:15 p. m., Masonic auditorium.

Municipal Affairs

TUESDAY, OCT. 31

Board of review: 9:30 a. m., city hall.
City council committee of the whole: 7:30 p. m., city hall.

Organizations

TUESDAY, OCT. 31

Philharmonic chorus: Rehearsal, 7:45 p. m., City YMCA.

On The Campus

TUESDAY, OCT. 31

House presidents' dinner: 6 p. m., Union.
Football movies: 7 and 8 p. m., Union.
Cinema 50: 7:30 p. m., 116 Education and Engineering bldg.
Movie: "Ruy Blas," 7:30 p. m., Play Circle, Union.
Lecture: Norman Cousins, 8 p. m., Union theater.

Progressive leader speaks out for Tom Fairchild

Walter Corrigan, noted Milwaukee attorney, for a half century a leader in the LaFollette Progressive movement, leads the Independents for Fairchild for Senator Club. Hear him tell why tonight in a frank, hard-hitting speech.

Hear Him Tonight

WKOW 6:15 P. M.

Authorized and paid for by the Fairchild for Senator Club, V. Hart, Secretary, 18½ E. Mifflin St., Madison, Wisconsin.

IF PETER PAIN SHOOTS YOU FULL OF

Head Cold

FOR FAST RELIEF, rub in Ben-Gay. Contains up to 2½ times more of those two famous pain-relieving agents, methyl salicylate and menthol, than five other widely offered rub-ins!

• Also for Pain due to RHEUMATISM, MUSCULAR ACHES, HEADACHES and STRAINS. Ask for Mild Ben-Gay for Children.

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QUICK! RUB IN Ben-Gay
THE ORIGINAL BAUME ANALGÉSIQUE

Can you afford to pay somebody else's Rent?

"I've Come to Collect YOUR half of MY Rent"

VOTE "YES" ON THE HOUSING REFERENDUM AND STOP ANOTHER RAISE IN TAXES.

This advertisement sponsored by the Madison Home Protective Council L. L. Oeland, chairman.

Stop the Trend Towards Socialism

TIP O' THE MORNING: You may be able to buy some of the pictures at the 1950 Wisconsin Salon of Art on the instalment plan. Under consideration is an idea to offer to the public those which aren't taken up by purchase prizes.

* * *

A powerful, pitiless tragedy about life and death of a shallow man with dreams never to be fulfilled—that was "Death of a Salesman," trenchantly acted Monday night at the Parkway theater.

With all its vivid writing and perceptive performance, there was an air of unreality about the prize-winning play. Strangely, this aura enhanced rather than detracted from the high tension at which it held its audience.

Most of it was vividly, starkly, mercilessly real. Much of it was poetic in conception and statement. The real and the unreal blended, the poetic and the powerful merged, and the play became great tragedy.

Jo Mielziner's mightily effective setting and lighting, Elia Kazan's sharp direction, and the cast's consistently clear characterizations added to the perspective of Arthur Miller's writing, which swept from broad comedy to high tragedy with steadily rising force.

Briefly, it was the account of Willy Loman, who after 40 years of travel finds himself jobless, broke, deeply in debt, and utterly hopeless. And he learns that his beloved son, broken by the discovery of his father's infidelity to his mother, has become a thief.

Shattered in spirit, broken in mind, Willy takes the only way he can to find to rid himself of debt, failure, and despair—death.

The story was told partly in flashbacks which make marvelously smooth appearances in the body of the play.

As for the cast—in every way it was superior. Paul Langton as Biff, the lost son, was piercingly bitter—he gave one of the finest performances we've seen at the Parkway in a long time.

Albert Dekker as Willy, June Walker as Linda his wife, and Darren McGavin as the second son were first rate.

Paul Ford, Royal Beal, and Michael Stanley contributed vivid vignettes of characterization.

The play will be repeated at 3 and 8 p. m. today.

+ + +

DISC OF THE DAY: "Love Me Long" and "If I Should Lose You," recorded by Herb Jeffries (Columbia)...Two nice songs and one of the best singing jobs we're had from Herb. Bobby Hackett's trumpet adds to the first side.

Minute Maas
By Elsie, the Borden Cow

JOIN YOUR FRIENDS AND NEIGHBORS BY LISTENING AT
1:45 P.M.
MONDAY THROUGH FRIDAY
WIBA
AM 1310 — FM 101.5
"If it's Bordens — it's got to be good!"

"Why Our Prayers Are Not Answered"

"There Is A Safe Place to Hide"

"My Religion"
by Helen Keller

These Books Are FREE!

Just Write to THE SOCIETY FOR THE PROMOTION OF GOODWILL TOWARD MEN, Box 3131, Madison 4, Wisconsin

WIBA
DIAL 1310
WIBA-FM 101.5

Cavalcade of America 7:00
LORETTA YOUNG in the stirring drama "WHITHER THOU GOEST"

Baby Snooks 7:30
starring Fanny Brice—the original makes-you-want-to-spank moppet

Bob Hope greatest thing for gags since adhesive tape 8:00

Fibber McGee & Molly 8:30
fun and frolic at 79 Wistful Vista with the world's best loved comedy couple

Big Town 9:00
city editor Steve Wilson cracks down on crime

People are Funny 9:30
Art Linkletter proves monkeys aren't the craziest people

Three chimes mean good times on NBC

Recognize him?

He's a well-known Madison barman. He'll tell you that **Paul Jones** is your best buy.

It's the BEST BUY in MADISON!

He says: "Paul Jones is as smooth-tasting, as flavor-rich as the most expensive whiskey. Money just can't buy a better drink!"

Paul Jones
FIRST FOR FLAVOR FIRST FOR VALUE!

BLENDED WHISKEY. 86 proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N. Y. C.

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