

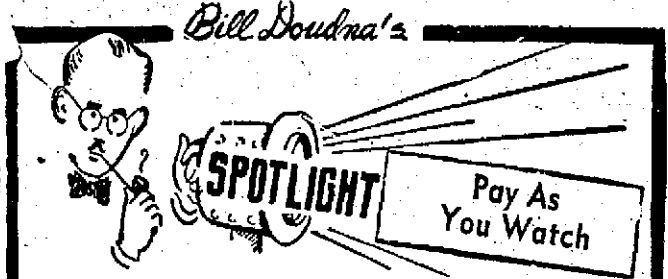
Today's Radio Highlights

Drama
10:30 a. m.—Romance of Helen Trent (WBBM); starts 19th radio year.
6:30 p. m.—The Falcon (WMAQ); "The Case of the Plenty Twenties," tale of counterfeiter's murder.
7 p. m.—Pete Kelly's Blues (WIBA); cornetists meet black-mal and gangsters... Rocky Jordan (WKOW); George Raft fights plot to seize Egyptian oil field.
7:30 p. m.—Dr. Christian (WKOW); girl runs away to teach her parents a lesson... Fat Man (WISC); murder probe on both sides of the tracks.
8 p. m.—Escape (WKOW); "The Earthmen," tale of U. S. scientists on Mars.
8:15 p. m.—Guest Star (WFOV); Jean Hersholt as Dr. Christian.
8:30 p. m.—Mr. District Attorney (WIBA); paroled shoplifter sows seeds of trouble in daughter's home... Johnny Dollar (WKOW); "blind" item leads to bevy of unsavory characters... Mr. President (WISC); inventive chief executive fights repeal of judiciary act.
9 p. m.—Big Story (WIBA); Cleveland reporter helps free industrialist accused of wife's murder.
9:30 p. m.—Rex Saunders (WIBA); Rex Harrison in story of intrigue around Ming porcelain.

Radio Timetable

Table with columns for WIBA, WISC, WKOW, and WISU, listing programs and times for Wednesday.

Music
4:30 p. m.—Curt Massey Time (WBBM); "I'm in Love Again," "Jocelyn," "Lady Be Good."
8:30 p. m.—Enchanted Hour (WGN); "Air de Lia," "All Through the Night," "Lover, Come Back to Me," "One Kiss."
Discussion
10:05 a. m.—Talk Back (WISC); Barbara Ashley tells rise to Broadway stardom.
7 p. m.—Gen. Douglas MacArthur (WGN); addressing Massachusetts legislature.
8 p. m.—Freshman Forum (WHA-FM); "Academic Freedom," Dean Mark Ingraham.
Sports
12:15 p. m.—Baseball (WJJD); White Sox at Boston.
12:25 p. m.—Baseball (WISC); Dodgers at Chicago.
5:55 p. m.—Mel Allen (WISC); and Ralph Kiner.
Farm Programs
11:30 a. m.—Farm Roundup (WIBA); "We-Say-What-We-Think Club Visits the Lincoln Country of Illinois;" Ruth King, Madison; Sybil Mitchell and Isabel Baumann, Cottage Grove; Selma Sorensen, Mt. Horeb; Grace Langens, Marshall.
12:15 p. m.—Farm Service (WIBA); "July Neglect Can Hurt Pigs," R. H. Grummer and John Torke.
12:30 p. m.—Farm Program



TIP O' THE MORNING: Bert Wheeler, guest on one of the last Bing Crosby shows of the season, probably will be a regular on the series in 1951-52.

Operation of a system which may solve the money problems of the television industry, add to movie producers' incomes, and end the current squabble over televising football and other sports was explained here Tuesday to educators and radio folk.

This was a "pay as you watch" plan, one of three to be considered by the Federal Communications Commission (FCC). Called "Phonevision," it was developed by the Zenith Radio Corp. and explained by Theodore Leitner of that company.

All three are subscription systems under which owners of specially-equipped television receivers would pay, in various ways, to see certain programs—unavailable without payment. All involve sending "scrambled" images which can be made clear only by payment of a fixed sum in one of three ways—in a meter, by use of a code card inserted in the set, or (in the case of Phonevision) by calling the telephone company and ordering the program.

Subscription television would emphasize quality programs not generally available on regular television because of cost or because of unsuitability for advertising sponsorship.

If the FCC approves the principle of subscription television; then one of two things might happen—either one system would be approved, or all of them would be permitted to operate in competition, leaving decision up to the public.

In any case, it is estimated on the basis of a 90-day test run in Chicago that the income from subscriptions would exceed the revenue from comparable periods paid for by advertisers.

Development, the Zenith company believes, would (1) make educational television feasible on a pay-as-you-go plan; (2) permit home broadcasting of football and other college sports at no financial loss to the schools; and (3) provide motion picture producers with new income from revivals of movies not now showing in theaters.

Admittedly, the high costs of television construction and production will hold back widespread TV after the federal "freeze" of applications is thawed unless some

WFOV-FM
104.9 MESS.
WEDNESDAY
A. M.
8:00 Yawn Patrol
8:30 Clockwatchers
8:30 Herb Kerra
9:15 Ben Lantz
9:30 Dance Band
10:30 Morning Musical Variety
10:30 Show Tunes
10:45 Novelty Shop
11:00 Wily Lingo
11:30 Sacred Heart Program
11:45 Navy Band
P. M.
12:00 News: Ames Brothers
12:15 Jan August
12:30 Tropical Tote
12:35 Motion Picture Favorites
1:00 Fussy Lee
1:15 Dick Lebert
1:30 Gordon MacRae
1:45 Paul Weston
2:00 Contrasts in Music
2:00 Music to Listen to
4:00 Dixie Box
4:15 Cliff Steward
4:30 Easy Listening
5:00 Ken Griffin
5:15 Program Preview
5:30 Glenn Turner
5:45 Off the Record
5:55 News: Musical Menu
7:00 Price's Showcase
8:00 Public Service
8:15 Glee Star
8:30 Package of New Records
9:00 Sharpen Your Wits
9:30 Russ Morgan; News
10:30 Dixie Band Parade
11:30 Music for You (bill 2)

'Voice of America' Accuses Czechs of Railroadng Oatis
WASHINGTON — (U.P.) — The "Voice of America" accused Czechoslovakia Tuesday of "railroading" Newspaperman William N. Oatis to prison and said the free world will not rest until he is freed.
The state department's radio voice opened a new campaign against the Czech Communist regime, which on July 4 sentenced the Associated Press reporter to 10 years imprisonment on trumped-up spy charges.
"No act of Communist injustice directed against an individual has aroused the American people to greater indignation than the railroading to a Czechoslovak prison of the American newspaper correspondent," the "Voice" said.
"No one who loves truth, justice and freedom will rest easy until this victim of Communist oppression is set free."
The "Voice" attacked the Communist courts in Czechoslovakia during the trial but eased off for a while in an apparent hope it might facilitate his release. The state department said Monday, however, that the Czech government has turned down the latest U. S. demand for Oatis' freedom.
Oatis, an Associated Press reporter in Prague, the Czech capital, was arrested on charges of spying against the Czech government. He admitted the charges at his trial, but the Czech accusations largely covered activities normal to any newspaper correspondent in a foreign country.

U. W. to Study Lung Disease Under State TB Group Grant
The University of Wisconsin next January will begin research in lung disease made possible by a \$5,000 grant from tuberculosis associations throughout the state, the Wisconsin Anti-Tuberculosis Assn. (WATA) reported Tuesday night.
The grant, which is the first to be made directly to the university from state Christmas Seal funds, has been approved by the medical research division of the National Tuberculosis Assn., Dr. Oscar Lotz, WATA executive secretary said.
The local TB groups are affiliates of the WATA. The Madison Tuberculosis Assn. is one of the WATA units which has helped to create this fund. Last October the group made a \$2,000 contribution to the fund. Harry Marsh is president of the assn.
The actual research will be done by Dr. Donald E. Olson, resident in medicine at Wisconsin General Hospital, under a committee comprised of three university physicians. They are Dr. William S. Middleton, dean of the medical school; Dr. Helen A. Dickie, associate professor of preventive and clinical medicine, and Dr. D. M. Angevine, professor of pathology.

WHA—WHA-FM
370 Kc.—88.7 MESS.
WEDNESDAY
A. M.
7:30 Band Wagon
7:45 Morning News
7:55 Weather Report
8:00 Public Service
9:00 Politics of Pressure Groups
9:30 Markets
9:35 Lesson of Women Voters
10:45 Views of the News
11:00 American Literature
11:30 Noon Mustale
P. M.
12:30 News
12:35 Farm Program
1:00 Quizat a Day
1:30 Descriptive Music
1:45 Building Melodies
2:30 Mulligan Today
3:00 You Want
3:05 Aesthetics
3:50 Music
4:00 Radio Journal
4:15 Post's Corner
4:30 Music of the Masters
5:30 From the Music Clinic
5:45 News
6:00 Organ Melodies
6:30 Dinner Musicals
7:15 Views of the News
7:30 Northwestern Reviewing Stand
8:30 Freshman Forum
8:50 News of Wisconsin
9:00 PM Concert
10:50 Night News (to 11)

CUNA WINS AWARD
The 1950 Annual Report of CUNA Mutual Insurance Society, located in Madison, has received a "Merit Award" citation in the eleventh annual report of Financial World, the investment and business weekly. This award makes the CUNA Mutual report, "Fifteen

TUNE IN CLASH of the Crooners featuring BING CROSBY and PERRY COMO Every Wednesday 8:00 to 8:30 P.M. Over WISC
AM 1480 FM 98.1
Brought to you by your friendly Atwood Avenue Merchants
WALTER REIMER, Jeweler
SCHENK-HUEGEL Dept. Store
KEN HICKMAN'S Atwood Avenue Cleaners
CASEY & O'BRIEN East Side Bargain Store
BISHOP'S Super Market
R. C. BADEAU Plumbing Cos.

Woman Without Shame!
Annette Thorpe is a beautiful, brilliant and very dangerous woman. She is determined to separate Carolyn and Miles Nelson so that she may have Miles herself. She plans to expose Carolyn to the charms of another man, then confront Miles with the facts of a contrived situation. She may very well succeed, for today she takes another daring step in her campaign. HEAR
RIGHT TO HAPPINESS TODAY AND EVERY MONDAY-FRIDAY AT 2:45 ON WIBA

Only KOTAMS gives you this new comfort and ease
WORN INTERNALLY—wonderfully different from any other kind of sanitary protection

Kotams advertisement showing product packaging and application instructions. Includes text: 'Different NEW SAFETY-MESH COVERING', 'Easy Removal. Kotams is the only tampon covered with a fine knitted Safety-Mesh...', 'Different NEW EASY-TO-USE APPLICATOR', 'Easy Insertion. With Kotams, dainty, easy insertion is assured by the satin-smooth paper covering of the distinctive new applicator...'

Mercury 2-Way Test advertisement. Features a large image of a Mercury car and text: 'Highway Test', 'Buyway Test', '1. Road-Test proves its performance!', '2. Budget-Test proves its value!', 'Make the MERCURY 2-Way Test for the buy of your life!', '3-WAY CHOICE! For "the drive of your life" Mercury now proudly makes available a triple choice in transmissions...'

Kotams NOT JUST 10 BUT 12 KOTAMS FOR ONLY 39¢ Carry them in your purse

KING MOTORS, INC. REGENT at MONROE WLAD-720 MADISON, WISCONSIN