Today's Radio Highlights

Drama

10:30 a. m.—Romance of Helen Trent (WBBM): starts 19th radio

6:30 p. m.—The Falcon (WMAQ): "The Case of the Plenty Twenties," tale of counterfeiter's mur-

7:30 Journal News 7:45 Musical Clock 7 p. m. - Petc Kelly's Blues (WIBA): cornetists meets black-8:90 | Musical 8:15 | Clock 8:30 | Musical Clock 5:45 | News mail and gangsters . . . Rocky Jordan (WKOW): George Raft fights plot to seize Egyptian oil field. 9:00 Welcome 9:15 Travelers 9:30 Carson Guller 9:45 Trader: News 7:30 p. m. - Dr. Christian (WKOW): girl runs away to teach her parents a lesson . . . Fat Man

sides of the tracks. 8 p. m.—Escape (WKOW): "The Earthmen," tale of U. S. scientists

murder probe on both

| 11:00 | Share the Wealth | Musical Shopper | 11:15 | Magic in Music | Curt Massey | Swcopstakes | News; Quiz 8:15 p. m.—Guest Star (WFOW): Jean Hersholt as Dr. Christian. 8:30 p. m.—Mr. District Attorney (WIBA): paroled shoplifter sows seeds of trouble in daughter's seeds of trouble in daugnter's home ... Johnny Dollar (WKOW): "blind" item leads to bevy of unsavory characters . . Mr. President (WISC); inventive chief example of the control of the co ecutive fights repeal of judiciary

9 p. m. — Big Story (WIBA): Cleveland reporter helps free in-dustrialist accused of wife's mur-

9:30 p. m. - Rex Saunders (WIBA): Rex Harrison in story of intrigue around Ming porcelain. * * *

Music

4:30 p. m.—Curt Massey Time (WBBM): "I'm in Love Again," "Jezebel," "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 Mac-Arthur (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.—Basebali (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 9:30 a. m. — C of Illinois;" Ruth King, Madison; Sybil Mitchell and Isabel Bau-mann, Cottage Grove: Sclma Sor-10 a. ensen, Mt. Horeb; Grace Lang- Advances in Fibers and Clother, Marshall.

12:15 p. m. — Farm Service ing." "The Parent ing." "The Parent ing." "The Parent ing." "The Parent ing." Viola Hunt. Pigs." R. H. Grummer and John Torke. CHICKEN DIET BARRED

12:30 p. m. - Farm Program TUNICA, Miss. - (U.P.)-Four

Radio Timetable Bill Doudna's

Top O'Morning | Coffee Club

News: H. Felton | Arthur | Godfrey | Music Speaks | L. Mortenson

Veather: Coffee Club: News

Markets: Coffee Club; News Kitchen Club

Coffee Club: New

Arthur Godfrey Arthur Godfrey Arthur Godfrey

News Aunt Jenny Music for You Variety Time

Uncle Julius

News Markets; Farm Prolic

Shopping to Music Here's Harper

Luella Mortenson

Strike It Rich

House Party; News

Treasury Band News

Mary Casey's Showcase Harmony House

Rocky Jordan Doctor Christian

Dance Orchestra Music for Memories

News Sports Lonesome Gal Ballroom Music

News: Lawler's Folly Lawler's Folly

Yours Truly Johnny Dollar

News
Top O'Morning
Pauline Fred'k

Breakfast

Club Breakfast Club

My True

Baseball
Baseball
Baseball
Baseball

Bob Swanson Show Bob Swanson Show

Henry's Hit Parade

Lone Ranger

American Agent The Fat Man; News

Mr. President

Newsreel Elmer Davis

News; Lawrence Welk Orch.

News Frank Edwards News News; Silvera

News; Sports Final Ed Silvera Show

H. Williams: "A Veteran Gets for a new playmate.

WHA): "Select Good Gilts," D. year old Nita Power, is looking

News: Henry's Hit Parade

Story Betty Crocker Romancus

WIBA

6:30 Sunriss 6:35 Froils 6:30 Musical 6:45 Clock; News

7:00 Alex Dreier 1:15 Musical Clock

10:00 Break the 10:15 Bank 10:30 Jack Berch 10:45 Dave Garroway

News Polka Party

3:00 | Backstage Wife | 3:15 | Stella Daffas 3:30 | Widder Brown 3:45 | Wom. in House |

5:00 | Bob and Ray 5:15 | Flesta 5:30 | News 5:45 | Sports News

6:00 | Dinner 6:15 | Melody: News 6:30 | News of World 6:45 | 1 Man's Family

Pete Kelly's Blues Wednesday Serenade

8:00 | * It Pays to 8:15 | Be Ignorant 8:30 | * Mr. District Attorney

9:00 The Big 9:15 Story 9:30 Files of 9:45 Rex Saunders

10:00 News 0:15 News of World 10:30 Melody 10:45 Parade

1:00 * News: 1310 1:15 Club 1:30 Dance 1:45 Orch.; News

Started," Lars Landsness.

9:30 a. m. — Carson Gulley WIBA): "Eggs and Cheese

10 a. m.-Homemakers (WHA):

"The Parents' Responsibili-

Melody Matince; News

2:00 * Lite Beautiful * Baseball 2:15 * Road of Life * Baseball 2:23 * Pepper Young * Baseball 2:45 * Right to Hap'n's * Scoreboard

4:00 * Just Plain Bill * Bob Swanson 4:15 * Front P. Farrell Show Platter Parade Delly Madison

1:00 Double or 1:15 Nothins 1:30 Melody 1:45 Matines; N

| 2:00 | News: Roundup | Lady of House | 12:15 | Farm Service | News | 12:30 | News | Baseball | Baseball | Baseball

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WEDNE	SDAY					6000	De 5 30	TA =		
WISC 1430 kc.		OW kc.	1.	WIS 1240		. 1	(45Pl	OTLIGHT		Pay As
Top o' the Morning. Tops in Sports; News	Uncle J Farm Mc Chapel Weather	our of Air	:	Silent Silent Rural oundup:	Micta.		i		Yo	u Watch

News: Farm Service News Farm News

Rev. Peterson
Musical
Clock
Musical Clock

News Matines
Headlines
Farm and Home
Farm News

Music: Markets
News
News: Markets
Farm and Home

Farm Service Si Hays and Daughter • Music Booth

Chapel in the Sky • Melody Hour

Beaver Dam High School

News • Radio Parada

Flesta Time
University
Special
Univ. Special

* News Tips & Tunes * Sports Time Bing Sings

Farm Front News Jamboree Serenade

Old Timers Jamboree * Old Timers Jamboree

University Farm Hour

Parm Hour News: A1 Your Request

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

News: Pioneer Freddy Martin Reedsburg Hour Sweet Musio current squabble over televising football and other sports was ex-plained here Tuesday to educators visioned in subscription plans—is Women's News
 Job Service
 Mid Mornins
 Matinee and radio folk.

This was a "pay as you watch" developed. This was a "pay as you watch" (Incidentally, a leading role in plan, one of three to be considered the movie shown to demonstrate the Federal Communications Phonevision was played by Rusty commission (FCC). Called "Phone- Lane, former director of the Wisvision," it was developed by the consin Union theater.) Zenith Radio Corp. and explained by Theodore Leitzell of that com-

All three are subscription systems under which owners of spe-cially-equipped television receivers would pay, in various ways, to see certain programs—unavailable without payment. All involve send-ing "scrambled" images which can be made clear only by payment of a fixed sum in one of three wavsin a meter, by use of a code card

in a meter, by use of a code card inserted in the set, or (in the case of P. M. play, "Uncle Vanya," which will open tonight at the Play Circle. phone 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 long terms of the case of process of the case of the cas ciple 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 the basis of a 90-day test run in the leaving decision in the basis of a 90-day test run in the leaving decision the leaving decision are decision. Rene Hammel and Ralph Engels-man, New York City; Donald Robpath Rochester, N. Y.

Director Sonia Benson, Brook-lyn, N. Y. is assisted by Joan Mc-Cray, Madison.

Ted Warshafsky, Madison, will happen—either one system would be approved or all of them would be permitted to operate in competition. Provide the provided that the provided the provided that the provided that

Ted warsnarsky, mainson, war the basis of a 90-day test run in Chicago that the income from sub-scriptions would exceed the revenue from comparable periods paid han, New York City, are in charge than the adventiges.

other college sports at no financial Earth, was reported in "satisloss to the schools, and (3) provide factory" condition Tuesday night motion picture producers with new at St. Mary's hospital where she income from revivals of movies not now showing in theaters.

St. Mary's hospital where she income from revivals of movies for treatment of head cuts and year old Nita Power, is looking not now showing in theaters.
for a new playmate.

Admittedly, the high costs of severe bruises suffered in a fall down stairs. Police said Mrs.
to the zoo, Nita's fox cub, duction will hold back widespread flowers was helping with house-

Buster, developed a taste for her TV after the federal "freeze" of cleaning at 8 N. Prospect ave. father's chickens. applications is thawed unless some when she fell.

WFOW-FM 104.9 Megs.

A. M. 8:00 Yawn Parfor
9:00 Herb Kern
9:15 Ben Light
9:30 Danne Band
10:00 Morning Musical Variety
10:30 Show Tunes
10:45 Novetty Shop
11:00 Willy Lupe
11:30 Sacred Heart Program
11:45 Navy Band

P. M. :00 News; Ames Brothers 1:00 News; Ames Brothers
115 Jan August
1:30 Tropical Isle
1:35 Motion Picture Favorites
1:06 Fessy Lee
1:15 Dick Leibert
1:00 Gordon MacRac
1:35 Faul Weston
1:00 Contrasts in Music
1:00 Music to Listen to

2:00 Contrasts in Music
3:00 Music to Listen to
4:00 Juke Hox
4:15 Cliff Steward
4:50 Easy Listening
5:00 Ken Griffin
5:15 Program Preview
5:30 Gienn Turner
6:45 Off the Record
6:55 News: Musical Menu
6:00 Public Service
6:15 Gues; Star
6:00 Public Service
6:15 Gues; Star
7:00 Package of New Records
7:00 Pack

WHA — WHA-FM 970 Kc.—88.7 Megs.

WEDNESDAY WEDNESDAY
A. M.
7:30 Band Wagon
7:45 Morning News
7:52 Weather Report
8:00 Morning Metodies
9:00 Folitios of Pressure Groupa
9:50 Markets
10:30 Lesgue or Women Voters
10:45 Views of the News
11:00 American Literature
11:50 Noon Musicale
12. M.

P. M.

Accuses Czechs of Disease Under State Railroading Oatis

not rest until he is freed.

The state department's radio voice opened a new campaign against the Czech Communist reup 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 group made a \$2,000 contribution and freedom will rest easy until to the fund. Harry Marsh is presiting victim of Communist oppresdent of the assn.

Oatis, an Associated Press reporter in Prague, the Czech capital, was arrested on charges of spying against the Czech government. He Years of Building," eligible for one covered activities normal to any newspaper correspondent in a foreign country.

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 Mu tual report, Fifteen

'Voice of America' U.W. to Study Lung TB Group Grant

WASHINGTON — (U.P.) — The University of Wisconsin "Voice of America" accused Czech-oslovakia Tuesday of "railroading" in lung disease made possible by Newspaperman William N. Oatis to a \$5,000 grant from tuberculosis prison and said the free world will associations throughout the state, the Wisconsin Anti-Tuberculosis assn. (WATA) reported Tuesday

night. The grant, which is the first to gime, which on July 4 sentenced be made directly to the university the Associated Press reporter to from state Christmas Seal funds. 10 years imprisonment on trumped-lup spy charges. 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

The actual research will be done The "Voice" attacked the Communist courts in Czechoslovakia in medicine at Wisconsin General during the trial but eased off for hospital, under a committee comduring the trial but eased off for a while in an apparent hope it prised of three university physicians. They are Dr. William S. state department said Monday, however, that the Czech government has turned down the latest U. S. demand for Oatis' freedom.

Oatis, an Associated Press relogy.

admitted the charges at his trial, of 100 bronze "Oscar of Industry" but the Czech accusations largely trophies to be presented in Octo-

TUNE IN **CLASH**

Crooners featuring BING CROSBY

PERRY COMO Every Wednesday 8:00 to 8:30 P.M.

WISC

AM 1480 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

RISHOP'S Super Market

R. C. BADEAU Plumbing Com

At Your Request At Your Request of properties and lights, respec Development, the Zenith company believes, would (1) make edu-Annette Thorpe is a beautiful, brilliant and very dangerous woman. She is cational television feasible on a pay-as-you-go plan; (2) permit home broadcasting of football and Mrs. Martha Hodges, 77, Black Starred programs are also carried on corresponding FM stations . F M channels: WiBA-FM . 101.5 M. WWCF (WIBU) . 94.9 M. WISC-FM . 98.1 M.

'ENOCH ARDEN': Richard

Strauss' setting of "Enoch Arden" will be performed at

Arden will be performed at a tonight in Music hall by Emil Heermann, violinist; Walter Heermann, cellist; Leo Steffens, pianist, and Richard C. Church, narrator.

The program will be open to the public without charge.

'UNCLE VANYA': The Chekhov

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.

Woman Without Shame!

RIGHT TO HAPPINESS TODAY
AND EVERY MONDAY-FRIDAY AT 2:45 ON WIBA

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safety notch device prevents the two halves from coming apart while handling. Ask at any drug or notion counter for Kotams -- in the blue and

silver cosmetic-style package.

Road-Test proves its performance!

Highway

Try a Mercury for size: Try it for balance; pace; and hustle: Try it for mountain-melting power. You'll find each and every inch the performance-packed value that Mercury owners say it is. For Mercury is the car that cradles you gently, needles through traffic, parks in a pocket. It has just the right combination of features to make driving real fun-handling ease, security, economy : :: comfort and power to spare. Yes, one ride in this great car and you'll want to drive it home:

2. Budget-Test proves its value!

Does it have a down-to-earth first price? Mercury gives you a big dollar's worth for every dollar invested.

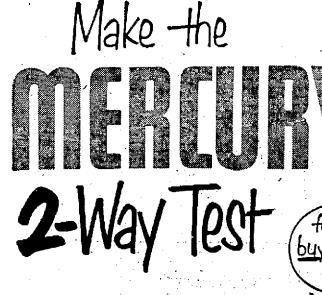
Will you be sure of good gasoline mileage? Mercury has proved its more-miles-per-gallon by winning officially sponsored economy tests.

Is it famous for long life? It is indeed! 92% of all Mercurys ever built for use in this country are still on the road, according to latest annual official registration figures.

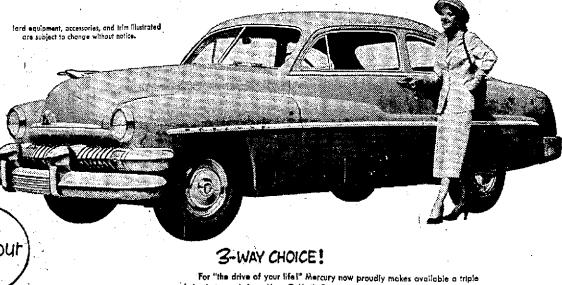
Will upkeep stay low? You'll save money year after year. Mercury's famous stamina keeps repair bills at a rock-bottom low.

Will its trade-in value stay high? Mercurys keep their value; used car market reports consistently prove it. .

Does it represent solid value? * Mercury owners say YES! So will you when you get the rest of the story. Drop in today! Make the 2-Way Test::: prove Mercury best - at your nearby dealer's:







automatic transmission—or thrifty Touch-O-Matic Overdrive are optional atextra cost, There's also silent-ease standard transmission

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