

Radio Timetable

WEDNESDAY

WIBA 1310 kc.	WISC 1430 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:30 Sunrise 6:35 Profile 6:40 Musical 6:45 Clock News	• Top of the Mornin' • Top in Sports • News	Uncle Julius Farm Hour Chapel of Air Weather: Mks.	• Silent • Rural • Roundup: Mks.
7:00 Alex Drier 7:15 Musical Clock 7:20 Journal News 7:25 Musical Clock	• Top O'Mornin' • News • Pauline Fred's	• Coffee Club • News • Coffee Club: News	• News: Farm • Service • Farm News
8:00 Musical 8:15 Clock 8:20 Musical Clock 8:25 News	• Breakfast • Club • News	• Maple: Coffee • Kitchen Club • Coffee Club: News	• Rev. Peterson • Musical Clock • Sweet Music
9:00 Welcome 9:15 Travelers 9:20 Carson Gully 9:25 Trader: News	• My True • Story • Betty Crocker • Romance	• Arthur Godfrey • Arthur Godfrey	• News: Pioneer • Freddy Martin • Reedsburg Hour • Sweet Music
10:00 Break the 10:15 Bank 10:20 Jack Berch 10:25 Dave Garroway	• News: H. Felton • David Amley • Queen for a Day	• Arthur Godfrey • Music: Spaska • M. Mortenson	• Women's News • Joe Santos • Mid Morning • Mainline
11:00 Share the Wealth 11:15 Music in Music 11:20 Farm 11:25 Roundup	• Musical Shopper • Curt Massey • Sports • News: Quiz	• News • Aunt Jenny • Music for You • Variety Time	• News: Matinee • Headlines • Farm and Home • Farm News
12:00 News Roundup 12:15 Farm Service 12:20 News Party 12:25 Folk Party	• Ladies of House • News • Baseball • News	• News • Markets: Farm • Markets: Home	• Music Markets • News • Markets: Farm • Markets: Home
1:00 Double or 1:15 Nothing 1:20 Melody 1:25 Mainline: News	• Baseball • Baseball • Baseball • Baseball	• Shopping • To Music • Here's • Earler	• Farm Service • St. Hars and • Daughter • Music Booth
2:00 Life Beautiful 2:15 Road of Life 2:20 News Party 2:25 Right to Happ'n's	• Baseball • Baseball • Baseball • Scoreboard	• Lucia • Mortenson • House • Party: News	• Music • News • U. W. Band • Hawaii Music
3:00 Backstage Wife 3:15 Stella Dallas 3:20 Tender Young 3:25 Wom. in House	• Bob Swanson • Show • Bob Swanson • Show	• Strike It • Rich • Alice Barler • News	• Chapel in • the Sky • Melody • Hour
4:00 Just Plain Bill 4:15 Front P. Farrell 4:20 Flatter 4:25 Parade	• Bob Swanson • Show • Dolly • Madison	• Mary Casey's • Showcase • Harmony • House	• Beaver Dam • High School • Melody • Radio Parade
5:00 Bob and Ray 5:15 News 5:20 News 5:25 Sports News	• Harry's Hit • Parade • News: Harry's • Hit Parade	• News • Scores • Behind Scenes • You Asked	• Fiesta Time • University • Special • Daily: Special
6:00 Dinner 6:15 Stella Dallas 6:20 Tender Young 6:25 A Man's Family	• News: Fiesta • Fulton Lewis • News • Ranger	• News • Waxworks • Music: Sports • Don Hollenbeck	• News • News: Tunes • Sports Time • Dins Sins
7:00 Polo Kelly's 7:15 Blues 7:20 Wednesday 7:25 Serenade	• American • Agony • News: News • Muz: News	• Rocky • Jordan • Jordan • Christian	• Farm Front • News • News: News • Serenade
8:00 12 Pass to 8:15 Be Ignorant 8:20 Mr. District 8:25 Attorney	• Ferry Come, • Ding Crosby • Vice-Pres. • Barkley	• Doctor • Escape • Yours Truly • Johnny Dollar	• Old Times • Jamboe • Old Times • Jamboe
9:00 The Big 9:15 Story 9:20 Meredith 9:25 Wilton	• News: Lawrence • Walk Orch. • News: News • Elmer Davis	• J. P. Johnson • Frankie Carle • Senne Crime • Hearings	• University • News: Hour • News: At • Your Request
10:00 News 10:15 News of World 10:20 News 10:25 Melody Parade	• News • News: Edwards • News: News • News: Silvers	• News • News: Gai • Top Tunes	• At Your • Request • News: News • News: News
11:00 News: 1310 11:15 Club 11:20 Dance 11:25 Orch.: News	• News: Sports • News: News • News: News • News: News	• News: Lawler's • News: News • News: News	• Silent • Silent • Silent • Silent

Starred programs are also carried on corresponding FM stations... F.M. channels: WIBA-FM 101.5 M. WWCW (WIBU) 94.3 M. WISC-FM 88.1 M.

WFOV-FM
104.5 Mezs.
WEDNESDAY

8:00 Yarn Patrol
8:30 Clockwatchers
9:00 Herb
9:15 Ben Light
9:30 Dance Band
9:45 Morning Musical Variety
10:30 Memory Tunes
10:45 Novelty Show
11:00 Willy Lutz
11:30 Navy Band
11:45 Sacred Songs Program
P. M.
12:00 News: Ames Brothers
12:15 Jan. Auger
12:30 Tropical Isle
12:45 Motion Picture Favorites
1:00 Spade Cooley
1:15 Ray Block
1:30 Easy Listening
1:45 Al Jolson
2:00 Contrasts in Music
2:15 Must to Listen to
2:30 Juke Box
2:45 Teddy Phillips
3:00 Easy Listening
3:15 Ken Griffin
3:30 Program Preview
3:45 Turner
4:00 Off the Record
4:15 News: Musical Menu
4:30 Showcase
4:45 Public Service
5:00 Guest Star
5:15 Package of New Records
5:30 Twilight Time
5:45 Dance News: Wia
6:00 Russ Moran
6:15 News
6:30 Dance Band Parade
6:45 Let's Have Fun (till 1)

WHA and WHA-FM
970 kc.-88.7 Mezs.
P. M.

7:00 Farm Program
7:30 Band Wagon
7:45 Morning News
7:55 Weather Report
8:00 Morning Melodies
8:15 Politics of Pressure Groups
8:30 Markets
8:45 Weather Report
9:00 Homemakers Program
9:15 League of Women Voters
9:30 Views of the News
9:45 American Literature
10:00 Noon Musicale
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Descriptive Music
2:15 Holland Today
2:30 Music You Want
3:00 Assthetics
3:30 Music
4:00 Radio Journal
4:15 Post's Corner
4:30 Music of the Masters
5:00 TX Story
5:15 News
5:30 Orson Melodies
6:30 Dinner: Musical
FM ONLY
7:00 Dinner Musicale
7:15 News of the News
7:30 Northwestern Reviewing Stand
8:00 Freshman Forum
8:30 FM concert
10:30 Night: News (to 11)

Fowlkes Named Chief Consultant on Educational Finance

John Guy Fowlkes, dean of the school of education and professor of education at the University of Wisconsin, has been appointed chief consultant on educational finance of the Midwest Administration center of the University of Chicago, it was announced Tuesday.

The center, the midwestern division of the Cooperative Program in Educational Administration, is a part of a nationwide effort to improve educational administration and is supported by grants from the W. W. Kellogg foundation.

Dean Fowlkes, working with the center at the University of Wisconsin state department of public instruction, will direct study and research in educational finance in the midwest region.

The first program in the finance

Young and Foolish!

James Carter has ambitious plans for his son to take over his business. But Clay is much too interested in the girls who work for his father. Today temptation crosses the path of the impulsive Clay when he is left alone in the office with a pretty secretary. The situation may hurt the business seriously. Will Clay act wisely?

HEAR

THE WOMAN IN MY HOUSE
TODAY
AND EVERY MONDAY-FRIDAY AT 3:45 ON WIBA

for Whitest Cottons and Linens!

Bleaches! Disinfects! Deodorizes! Removes Spots!

BEST

for bleaching cottons and linens without rubbing. Best for deodorizing baby wash and work clothes—leaves them fresh as a daisy! Best for removing many stains from tile and wood as well as fabrics.

BUY THIS BETTER BLEACH
So pleasant to use!
No Offensive Odor!

New Silver-Sheen Cap
Won't rust, chip or break.

Same High Quality—Same Low Price

Today's Radio Highlights

Special Events

2 p. m.—Wisconsin Electric Co-operative (WFOV): building dedication, with Vice-Pres. Alben W. Barkley, the Rt. Rev. Msgr. William Mahoney, Norris E. Maloney, Jerry Voorhis.

3:30 p. m.—Vice-Pres. Barkley (WIBA and WKOW): at WEC dedication (also on WISC at 8:30 p. m.).

9:30 p. m.—Senate Crime Hearings (WKOW): tape-recorded testimony.

Music

8 a. m.—Morning Melodies (WHA): "Checkmate," Bliss.

10:30 a. m.—Jack Berch (WIBA): "Hey, Young Yella, 'How Deep is the Ocean?'" "Short-n' Bread."

10:45 a. m.—Dave Garroway (WIBA): "The World Is Your Ballroom," "Them There Eyes."

4:30 p. m.—Music of the Masters (WHA): "Symphony No. 2," Kabalevsky.

7:30 p. m.—Curly Massey Time (WBBM): "Put on Your Old Gray Bonnet," "Come, Josephine, in My Flying Machine."

8:15 p. m.—Guest Star (WFOV): Page Cavanaugh tri.

9:30 p. m.—Meredith Willson (WIBA): with Dinah Shore.

Sports

12:30 p. m.—Baseball (WISC): Dodgers vs. Giants.

5:55 p. m.—Mel Allen (WISC): and "Sugar" Ray Robinson.

Farm Programs

12:15 p. m.—Farm Service (WIBA): "Loose Housing for Dairy Cattle," Jim Crowley and John Torke.

12:30 p. m.—Farm Program (WHA): "Western Ewe Buying Program," J. J. Lacey, "Protect New Legume Seedings," J. T. Medler, E. H. Fisher.

Drama

6:30 p. m.—The Falcon (WMAQ): small-time thug seeks revenge, becomes murder suspect.

7 p. m.—Rocky Jordan (WKOW): George Raft probes newsmen's death, becomes involved with chief suspect.

7:30 p. m.—Dr. Christian (WKOW): Jean Hersholt solves problem of celebrity's glamor-awed child... Fat Man (WISC): J. Virginia Seidel.

Miscellaneous

9:30 a. m.—Carson Gully (WIBA): Nadja Alexejewa and Gordon Stejadnovich on dishes of their native lands.

10 a. m.—Homemakers (WHA): "Apple Time in Wisconsin," Molly Melham; "Children Love Crafts," Virginia Seidel.

Rockford Man to Try Plane Speed Record

DETROIT—(AP)—Col. Fred F. Ascani, 32, Rockford, Ill., has been chosen by the air force to attempt to break the world's airplane speed record at the National air races here Sunday.

Col. Ascani, a veteran of 52 combat missions over Europe in World War II, will fly a North American P-80E Sabre jet fighter in the Thompson trophy event. He will be the only contestant.

The Thompson event will be flown over a closed course. The world record for such a flight is held by a British Sapphire jet at slightly more than 605 mph.

The air force has clocked the P-80E on a straight-away run at 670 mph.

Col. Ascani, a West Point graduate, now is director of the engineering and test center at Edwards air force base, Muroc, Calif.

study will be a conference on state programs for financing public education and will be held at the University of Chicago Aug. 16, 17 and 18. Delegates from Wisconsin, Iowa, Illinois, Kansas, Michigan, Minnesota, Missouri, Nebraska, and North Dakota will attend.

Speaking with Dean Fowlkes at the conference will be Russell T. Gregg, professor of education at the University of Wisconsin; H. T. James, director of aids, Wisconsin state department of education; George E. Watson, superintendent of public instruction, and LeRoy Peterson, assistant professor of education at the University of Wisconsin.

Bill Doudna's
SPOTLIGHT
Names in the News

TIP O' THE MORNING: Red Nichols and his Five Pennies will play Madison on Oct. 20 in their first Eastern tour in about 10 years.

Fred MacMurray has signed a 10-year contract for a series of transcribed shows, "Bright Star," in which he will be featured with Irene Dunne. Each of the pair is expected to gross \$300,000 from the deal, says Broadcasting-Television magazine. The comedy-drama will have a newspaper background with Miss Dunne as editor-publisher and MacMurray as reporter.

Tom Ewell has signed June Lockhart and radio's Katherine Raft ("Mrs. Aldrich") for the troyout of "Kin Hubbard" at the Westport County Playhouse next month. Josephine Hull will co-star.

Les Paul and Mary Ford reportedly will gross more than \$22,000 this fall for five theater and club dates and two television shows.

Ed Allen, Jr. has resigned as an NBC announcer in Chicago to become president and general manager of WFOR, Sturgeon Bay.

William T. "Bill" Wagner, formerly of WIBA and WKOW, has been appointed production director of WTVN (television), Columbus, O.

ON TOUR: Edward G. Robinson will be star of "Darkness at Noon" when the prize-winning Sidney Kingsley play goes on a six-month tour. He will play the role created on Broadway by Claude Rains. The tour is expected to include a limited run in Chicago. Robinson has been away from the stage 21 years; his last New York play was "Mr. Samuel," a comedy which had only a short life.

FROM FILMLAND Edith Gwynn, State Journal correspondent, reports from Hollywood: "Don't be surprised if Gloria Swanson's leading man in 'Nina' was

was it? 'Life Of Her Own' with Lana Turner and 'Across the Wide Missouri' with C. Gable—not yet out) but he's just landed a featured spot in 'Scaramouche.' Metro is borrowing Joan Evans from Sam Goldwyn and giving her her first singing role in 'Skirts Ahoy' with Esther Williams. Producer-director-actor H. G. Haas caused quite a stir with 'Pick Up,' which he made independently and for little money. Now he's at work (in all three capacities) with 'Thy Neighbor's Wife.' He chose Cleo Moore, a beauty-contest winner, for its femme star. Cleo gets completely deglamorized for her role in this. Plays a peasant girl, gowns make-up and with hair in pig-tails. Another 'unknown' (though she had a brief contract at 20th-Fox) who gets a break in 'Thy Neighbor's Wife' is Kathleen Hughes, whose stint is more sirenish.

A note from Billy Halop says he's new general manager of a home furnishing concern in Hollywood. Halop, former "Dead End Kid," is aware of the cry for new faces—and isn't going to be caught on a dead end street. Smart feller.

Olga San Juan has gone east to rehearse for "Paint Your Wagon," the new Main Stem musical. Her spouse, Edmond O'Brien (who will commute between here and New York after he finishes "Denver and the Rio Grande"), was asked if he objected to Olga's ambitions. He said, "She's too talented to give up her career. She's given me two wonderful babies and a happy home. I'd be a heel to stand in her way."

A well-known actor, one of those "perennial juveniles" was huffing and puffing his way up to a second-floor room in a friend's house (other-eva, and Danny Kaye flipper, "You can't fool steps!"

Windfall Dept: Thelma Ritter is getting two-and-a-half-year refund of California state income taxes which studios have been deducting thinking she's a resident. Actually her home base is New York.

Tony Curtis will have Piper Laurie and Susan Cabot tussling for his affections in "Son of Ali Baba." Richard Anderson, formerly of Metro's publicity staff, has the two screen roles behind him (he

Texas Heat Wave Rises Anew After Slight Relief

DALLAS—(AP)—The killer Texas heat wave gained new strength Tuesday.

Rainclouds which brought some relief in recent days disappeared and the blazing sun seared the earth.

As the state's heat death roll rose to 28, ranchers began herding cattle off bone-dry ranges. Live stock markets reported record numbers of animals marketed.

The latest death was that of Lamar Jones, 30-year-old sawmill worker at Mauriceville, 10 miles north of the coastal city of Orange. He was overcome and died almost instantly, while returning to his machine after getting a drink of water.

Cattle and calves flooded the San Antonio live stock market in record numbers. Many were being taken from dry ranges and being sold for shipment to green pastures in other states, or for fattening in the Midwest.

About 1,500 telephone workers who quit their jobs in Dallas Monday, demanding air conditioning, returned reluctantly to work Tuesday.

Cotton over much of Texas was fruiting prematurely with the result the crop may fall short of estimates. The crop already was hurt by lack of rain in the spring and early summer.

I SWEAR THIS IS THE TRUTH STURGEON BAY LADY TELLS OF RENOR

"I find Renor Concentrate is all that is advertised to be. It helped me in many ways. It took away that stuffed tightness in the stomach and chest and my weight has gone from 217 lbs. to 198. I don't want to take weight off too fast and am losing slowly and feel like a million bucks. I felt better from the very first dose of Renor. I swear this is the truth." So writes Mrs. Fred Kluth of 204 S. Neehan Ave., W. Sturgeon Bay, Wis.

Thousands have discovered this amazing, simple home recipe to be the safe economical way to reduce. No calorie counting or rigid diet planning. Ask your druggist for 4 ounces of Liquid RENOR CONCENTRATE. To this add enough uncarbonated grapefruit juice to make one pint. Then take two tablespoons twice a day. If you are not satisfied with the results from the first bottle return it to the manufacturer for your money back. See your druggist today for RENOR and regain your normal weight.

Easy, Pop!

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PHILLIPS 66 GASOLINE

Step on it gently, Pop, when you take off with a tankful of fast-firing Phillips 66. This great gasoline is packed with Hi-Test energy!

The Hi-Test elements in Phillips 66 Gasoline help you enjoy smooth performance. Phillips 66 fires fast and evenly, providing easy starting and lively acceleration. And you save gasoline because Phillips 66 is blended to burn efficiently... to help prevent waste and crankcase dilution.

Along with all this, Phillips 66 Gasoline is controlled according to the season. Winter, summer, spring or fall, Phillips 66 is right for your car. Where else can you get so much for your gasoline dollar? Fill up at any station where you see the famous orange and black Phillips 66 Shield.

Listen to Rex Allen and the Sons of the Pioneers every Friday night over C.B.S.

Phillips 66

LUBRICATE FOR SAFETY EVERY 1,000 MILES