Today's Radio **Highlights**

Special Events

9:30 p.m.—Senate Crime Hearings (WKOW); highlights of day's testimony. 6:00 Sunrise 6:15 Frolic 6:30 Musical 6:45 Clock; News

Sports

12:25 p.m.—Baseball (WJJD): Indians at Chicago. 5:45 p. m.—Sports Parade (WIBA): Jack Newman interviews Chairman Walter Rhodes and Blackhawk Pro Kully Schlicht on

state open golf tournament.

5:55 p.m.—Mel Allen (WISC):
salute to Babe Ruth,

7:15 p.m.—All-Star Warm-Up
(WISC): interviews with college and professional league officials.
7:30 p.m. — Football (WISC) College All-Stars vs. Cleveland Browns, reported by Jack Drees and Al Helfer.

Drama

6:30 p.m.-Nightheat (WMAQ): adventure story with Frank Lovejoy . . . This Is Your FBI (WLS): undercover man keeps up with hijacking plan; agents move in.
7 p.m.—Man Called X (WIBA): starring Herbert Marshall.
7:30 p.m.—The Sheriff (WENR) star pitcher receives death threat.
8 p.m. — Inspector Thorne
(WIBA): "The High Style Murder

8:30 p.m.—Mr. Keen (WIBA): "The Poisoned Sandwich Murder

Music

a.m. — Morning Melodies (WHA): "Rodeo," Copland. 10:30 a.m.—Jack Berch (WIBA) "Sweetheart of Sigma Chi,"
"Boola Boola," "Whiftenpool
Song," "I Like Mountain Music,"
10:45 a.m. — Dave Garroway
(WIBA): "Lonesome and Sorry,"
"Tve Got to Fall in Love Again,"

4:30 p.m.—Curt Massey Time (WBBM): "Get Out Those Old Records," "The Very Thought of You," "Green Eyes" . . . Music of "Green Eyes" the Masters (WHA): "Iberia," De-

bussy. 8:15 p.m.—Best Bands (WFOW): Spike Jones.

Discussion

10:05 a.m.—Talk Back (WISC):
cures for alcoholism.

11 a.m.—Cooper Union (WHA):
"Women Without Men," Prof.
Gertrude P. Driscoll, Columbia

uiversity. 9 p.m.—Civil Defense (WIBA): "A First-Aider in Every Family, Maj. Gen. Ralph J. Olson.

Farm Programs

12:15 p.m. - Farm Service (WIBA): "Steady Supply of Lean Meat Needed," Lloyd Millette and Roy Ormond.

12:30 p.m. — Farm Program (WHA): "August Crop and Dairy Outlook," Walter Ebling; question

Miscellaneous

9:30 a.m. → Carson Gulley (WIBA): with Mrs. Mary Hill, state laboratory of hygiene, on "Proper Food Handling". Betty Crocker (WISC): and Gene Tier-

ney.

10 a.m.—Homemakers (WHA)

"Summer Book Fare," Haze

Straight Stafford. Haze! Stram Prevue

Off the record

5:55 News; Musical Menu

7:00 Price's Showcase

8:00 Public Strylice Time

8:15 Best Bands

8:45 Twillight Time

9:00 Sharpen Your Wits

9:30 Ortin Tucker

9:45 Shop Fields

9:55 News

1:00 Datice Bands

1:00 Let's p.m.—Fan Mail (WISC) Barbara Stanwyck, guest.

Calendar

Entertainment

CRICALIMMENT

Capitol: "Capt. Horatio Hornblower" at 1, 3:10 5:15, 7:30, and 9:45, Orbheum: "Mr. Belvedere Rings the Bell" at 1:15, 3:25, 5:35, 7:45 and 10, Farkwar; "Passare West" at 1, 4:05, 7:10 and 10:15: "Molly" at 2:35, 5:40, and 8:45. Strand: "Half Angel" at 1, 4:08, 7:10, and 10:15: Comin' Round the Moundin' at 2:45, 5:50, and 8:55. Eastwood: "Comin' Round the Moundin' at 6:30 and 9:45: "Air Cadet" at 1:05, and 3:55.

tain" at 6:30 and 9:45; "Air Gadet" at 8:05.
Madison: "Little Big Horn" at 2:10, 4:55, 7:40 and 10:15; "White Savase" at 1, 2:40, 6:25, and 9:10.
Badger Outdoor: "Haif Angel" at 7:35 and 10:35; "Her First Romance" at 9:15 Prairie: "Rider from Tucson" at 7: and 9:15; "Ghost Chasers" at 8 and 10:15.

10:15.
Middleton: "Missing Women" at 6:30 and 8:55: "Heart of the Rockles" at 7:30 and 9:35.
Play Circle: "All Baba" starting at

At the Shows

Orpheum

FEATURE: Mr. Belvedere Rings their state of lethargy. He is the Bell.

his "magic potion" is just a symbol

TYPE: Comedy.

CAST: Lynn Belvedere (Oliver) of growing young again, and that Erwenter). Clifton Webb; Harriet the true secret of youth lies in Tripp, Joanne Dru; and the Rev. them.

Charles Watson. Hugh Marlowe.
REVIEWER: Suzanne Mason.
STORY: That Belvedere is here again! A lecturer on "How to Be formation wrought in Mr. Watson Young Though 80," he decides to test his theories by becoming resi-fice girl.

dent of a home for the aged. According a birth certificate of the lmost, fails to live up to the high

ulring a birth certificate of the most, fails to live up to the high late Oliver Erwenter, 77, Belvedere standards set by the first two Bel-Uses a "magic potion of youth" and vedere films. It is slow moving in a church bazaar to make the oldsters act at least 20 years younger. VERDICT: You'll love it.

Enjoy the Better Beer thatis bitter-free Slow-Brewed! Gotit?. <u>Get</u>it! 700% UNION BREWERY Affas Browing Company, Chicago

Radio Jimetable

Top o' Morning Coffee Club News

News: H. Felton Arthur
David Amity Godfrey
Queen for Music Speaks
a Day L. Mortenson

Musical Shopper News
 Gurt Massey Annt Jenny
 Sweepstakes Music for You
 Organ; Quiz Variety Time

Breakiast

Club Breakfast Club

My True
Story
Betty Crocker
Romal.ces

Bob Swanson

Show Bob Swanson Show

* Bob Swanson

Show Bob Swanson Show

Henry's Hit Parade

News: Fan Mail: Hits

* News: Fiesta * Fulton Lewis * Lone Ranger

Grid Closeups

Football Football Football Football

News: The Ed Silvera Show

... FM channels: WIBA-FM ... 101.5 M. WWCF (WIBU) ... 94.9 M. Starred programs are also carried on corresponding FM stationary WISC-FM ... 98.1 M.

Top o' Morning Weather: Coffee P. Frederick Club: News

WIBA

1310 kc

Alex Dreier Musical Clock

7:30 | News 7:45 | Musical Clock

8:00 Musical 8:15 Clock 8:30 Musical Clock 8:45 News

9:00 | Welcome 9:15 | Travelers 9:30 | Carson Gulley 9:45 | Trader; News

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

1:00 | • Double or 1:15 | Nothing 1:30 | • Meiody 1:45 | Mat.: New

Melody Mat.: News

2:00 * Life Beautiful 2:15 * Road of Life 2:30 * Perper Young 2:45 * R't to Hap'ness

5:90 * Bob and Ray 5:15 * Flesta 5:30 * News 5:45 * Sports; News

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

7:00 | * The Man 7:15 | Called X 7:30 | * Friday 7:45 | Screnade

8:00 | * Inspect 8:15 | Thorn 8:30 | * Mister 8:45 | Keen

· Civil Defense

1:00 | * News: 1310

Dance Orema News

8:00 Yawn Patrol
8:30 Clockwatchers
9:00 Eerb Kern
9:15 Ben light
9:30 Dance Band
0:00 Morning Musical Variety
0:30 Show Tunes
0:30 Show Tunes
1:60 Willy Lube

1:00 Willy Lupe 1:30 Navy Band 1:45 Sacred Heart Program P. M.

11:35 Sacred Heart Program
12:00 News: Vic Damone
12:05 News: Vic Damone
12:35 Andy Russell
12:35 Margaret Whiting
12:35 Margaret Whiting
12:35 Eddy Arnold
1:00 Arthur Godfrey
1:15 Ethel Smith
1:30 Charile Kunz
1:43 Ralph Cinsberg
1:43 Ralph Cinsberg
1:00 Contrasts in Music
1:00 Contrasts in Music
1:00 Music to Listen to
1:00 Music to Listen to
1:00 Music Howard
1:15 Eddy Howard
1:15 Eddy Howard
1:15 Eddy Howard
1:15 Program Prevue
1:30 Off the record
1:15 Program Prevue
1:35 News: Musical Menu

10:00 Dance Band Parade 12:00 Let's Have Fun from 12 till 1.

WHA and WHA-FM

stuffy young man in charge of the home, distrusts Belvedere, espe-

cially after he is led to believe that Harriet, his assistant, is falling in love with the remarkably young

acting new inmate. Upon discovering his impersonation, all revert to

970 Rc.—88.7 Megs.
FRIDAY
7:00 Farm Program
7:30 Band Waxon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodics
9:00 Mature of the Universe
9:30 Music
9:50 Markets
9:55 Weather Report

9:30 Markets 9:35 Weather Report 10:30 Homemakers Program 10:30 Piano Melodies 10:45 Views of the News 11:00 George Lawton 12:00 Noon Musicale

11:00 | Share the Wealth 11:15 | Magic in Music 11:30 | Farm 11:45 | Roundup

12:00 | News: Roundup | Lady of House 12:15 | Farm Service | News 12:30 | News | Bob Swarson 12:45 | Folka Party | Show

3:95 * Backstage Wife * Bob Swanson Show Show Show Show Show Show Show

4:00 Just Plain Bill Bob Swanson 4:15 Platter Parade Scoreboard Dolly 4:45 Parade Dolly Madison

10:00 News 10:15 News of World 10:30 Robinson Crusoe 10:45 Melody Parade News; Silvera

WFOW-FM

FRIDAY Battle of WISC WKOW WIBU 1240 kg 1070 kc 1480 kg Music Breakfast Symph | Rural News: Farm Hour | Science Exc'n Chapel of Air | Slient Top o' the Morning Top o' the Morning News

Silent

Markets: Coffee Club; News Clock Club; News Clock Clock

News: Farm Sarvice

News: Music Freddy Martin Swect Music

Women's News Chore Boys Mid Morning Matines

News: Matines Headlines Farm and Home Farm Front

Music: Markets
News
News, Mkts.
Farm and Home

Farm Service Si Hays and Daughter Music Booth

Music Booth Roundup Star Parade

News
Serenade
Miclody Hour
Radio Parade

Flesta Time
University
Special
Univ. Special

News Old-Time Band Sports Time Bing Sings

Serenade News Old Timers Jamboree

Old Timers' Jamboree Old Timers' Jamboree

Chapei in The Sky • Melody Hour

Parm News

Weather: Mkta

Arthur Godfrey Arthur Godfrey

Dinner Concert

Markets, Farm Frolics

Shopping to Music Here's Harper

Lucila Mortenson

House Party; News

Strike It
Rich
Treasury Band
News

Mary Casey's Showcase Harmony House

Alan Jackson Hits: Final Scored News: You Asked for It

News Sports: Final Music: Sports Don Hollenbeck

Spade Cooler Show

Space Cooley Show

Rayburn and Flach

Rayburn and Finch

Guy Lombardo Time

Senate Crime Hearings

News Sports Lonesome Gal Ballroom Music

News: Lawier's Folly Lawier's Folly

10:20 News
1:60 Chapter a Day
1:30 Descriptive Music
1:230 Farm Program
2:15 Spirit of the Vikings
2:30 Music You Warth
3:00 Music You Warth
4:00 Eadio Journal
4:15 Excursions in Science
4:20 Music of the Masters
5:30 UN Story
5:45 News
6:30 Dinner Musicale
FM ONLY
7:00 Dinner Musicale
7:15 Views of the News
7:30 Bach Bicentennial Scries
8:30 Music
8:30 Music
8:50 News of Wisconsin
9:00 PM Concert
10:50 Night News (to 11)

TIP O' THE MORNING: Growing attendance at barbershop quartet concerts has led the Madison quartets to plan two simultaneous shows Sept. 22-one in West high, the other at East.

Two bands with a total of 50 musicians will conduct a four-hour

lead a 15-piece dance orchestra.
"The cream of the players" the association (a local of the AFL American Federation of Musicians) will take part in the double

concert, according to Pres. Charles The concert hand will play from 1:30 to 3:30 p.m. and the dance group from 3:45 to 5:45. William Allen Daniels, drum-

organization, playing Dave Bennett's "Calfskin Calisthenics," Currently popular tunes, show music, and hits of the past will make up the second half of the concert.

Three of Ziegler's own compositions will be among the concert band's offerings. Here is its pro-

"The Service Flag" march, Ziegler; "Heroic" overture, Tay-lor; "Dull Razor Blues," Huffine; 'Der Rosenkavalier" waltze: Richard Straus; "Dimpley Smiles,"
Thompson; "Polka and Fugue"
from "Schwanda," Weinberger;
"Between the Devil and the
Deep Blue Sea," King; "The Paraders" march, Pitts;

"The Service Star" march, of place mats advertising Wiscon-Ziegler; "Die Fledermaus" selec-sin's recreation and dairy industions, Johann Strauss; "Alexander's Ragtime Band," Berlin; "Calfskin Calisthenics," Bennett; "Procession of the Sardar," Ip-politow-Iwanow; "Boogie-Woogie Band," Yoder; "The Service Musi-cian" march, Ziegler. University
Farm Hour
News: Muslo
at Your Request

The free concert will be pre-sented by the Madison parks com-

THURSDAY - FRIDAY

Laff-Loaded Top Hits



Margaret O'Brien

"HER FIRST

ROMANCE"

FREE PONY RIDES & PLAYGROUND

OLD TIME DANCE

V F W BALLROOM Madison, Wis. sat., Aug. 18th Simpson's Nife Hawks

Summer Theater The Orchard Hill Players

Sponsored by U. of Wis. in

""WHAT EVERY **WOMAN KNOWS"** Take 12 to 159 to N. Entrance Devils Lake State Park

Baraboo

Curtain 8:30—Admission \$1.20 tax included

Tonight

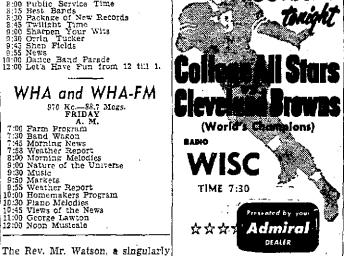
Fiddlin' Around

"I know you're all in a hurry to get to the Cat 'N Fiddle, fellss, and it's pretty nice of you to wait for me, while I finish this number."

Dancing Every Sat. Nite

CAT 'N FIDDLE

Southeast of Madison







THE ALL-STAR FOOTBALL GAME

COLLEGE ALL-STARS

CLEVELAND BROWNS NATIONAL PROFESSIONAL FOOTBALL LEAGUE CHAMPIONS

TONIGHT 7:30 p.m.---WISC AM 1480 FM 98.1

MUTUAL BROADCASTING SYSTEM



"hattle of music" Sunday at Vilas park, Elmer Ziegler will conduct

the 35-piece Madison musicians assn. band and Al Alverson will mer, will be soloist with the larger

ELMER ZIEGLER

ance trust fund of the recording industry. FLORIDA FAN MAIL: A set

mission and the music perform-







"SKORI" Boat leaves at foot of N. Park St. dally incl. Sundays and holidays at 3:30 and 7 p.m. 1½-br. ride around the lake. Adults 7c. Children 35c. Early cruise on Sundays at 2 p. m. One hour. ... Adults 50c. Children 25c. Moonlight rides every Friday. Saturday and Sunday. 8:30 p. m., \$1, All fares tax included. All fares tax included. Phone 5-0675 for group chartering.

BOB ARDEN and His Ochestra

Dancing Sunday Night JOEY TANTILLO And His Orchestra For The Best Time Of All Come To Turner Hall

sports programs will be back on the air next month. Coach Ivy Williamson will be on WIBA Wed-

nesdays, starting Sept. 28, and Roundy Coughlin will appear on

he romantic lead opposite Gloria

Swanson in her new upcoming

ONLY!

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Modern Dance

SAT.

NIGHT

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AIR-CONDITIONED Our machines are capable of making 50,000 lbs. of ice daily.

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Our Special Get-Acquainted SHRIMP PLATE \$1 Offer includes

FREE DANCING



CONDITIONING

NOW! HAPPY TIMES ARE HERE AGAIN!

M.O.T. "CRISIS IN IRAN"



NOW! AMAZING ADVENTURE!

MADISON NOW! 2 NEW OUTDOOR LAST 2 DAYS





Hilarious!

Recently on the 7 a.m. Farm being sought to play it.

"Recently on the 7 a.m. Farm program I was able to offer one dozen recreation-dairy promotion place mats to listeners who wrote in asking for them.

"The response was most generus considering that early in the morning. In a little over a week's time we received over 1,400 requests.

"Switch: While Zsa Zsa Gabor (George Sanders' spouse) is movie debuting with a good spot in a new long-term deal there.

"Tovely to Look At", her sister Eva, who once had a contract at Paramount (where nothing good mappened to her career) is doing time we received over 1,400 requests.

Bill Holden, who soon completes 14 years at Paramount, just signed a new long-term deal there.

Ann Sothern and Bob Cummings, who'll do the show on The Main Stem this fall, are just two of many who are glad the title has been changed from "The Philemen Complex" to "More than

Several of these came from II-"Several of these came from II-but with no linois, Minnesota, and Michigan, flickers in but perhaps the most interesting, flickers in sight. 128 E. Camp st., Lake City, Fla., Before pretty who said that he received a broadcast over the WHRM, Rib Mountain State park on the Ellin State park o request came from Fred L. Etter. cast over the WHRM, Rib Moun-tain State park, on the FM band on his radio. Checking with WHA I sind that such accurrences are Fonda show,

I find that such occurrences are "Point of No Re-NIVEN "Two of Madison's favorite still keep using it.

Greta Garbo is getting double

AIR-CONDITIONED MIDBLETON

the same station Fridays, starting Sept. 28." **ROY ROGERS** FROM FILMLAND: Edith "Heart of the Rockies" Gwynn, State Journal Hollywood Penney Edwards orrespondent, reports: David Niven has signed to play Missing Women

First Appearance at

RIVERVIEW

this Saturday night!!

Eddy

Lawrence

Nature's Thriller See It NOW

U. S. HWYS. 25 Miles West of Madison

tries has gone to Florida as the result of an offer on the state authority for the state ment. Tough luck for Glenn Langan, A letter from Frank Wing, radio supervisor of the state department of agriculture, tells the story:

"Becantly on the 7 am Familian Broadway play, "Nina". Gloria is takes from people who hardly recognize her with that new hair-dee authority for the state ment. Tough luck for Glenn Langan, do and a new hair-dee. G.G. has gone very brunette—a purplish shade, yet! That gorgeous face can't take the alternate lead eithstory:

"Becantly on the 7 am Familian Broadway play, "Nina". Gloria is takes from people who hardly recognize her with that new hair-dee hair do and a new hair-dee. G.G. has some very brunette—a purplish shorter man. Burgess Meredith is shorter man. Burgess Meredith is holdish tresses are more becoming.

been changed from "The Phile-mon Complex" to "More than Love". Bets are this winds up as a Cary Grant movie. He's dying to do it. He said weeks ago that the original title gave him a pain in the neck.

Zasu Pitts and Paul Fix (he isually plays heavies or character roles) are currently furnishing the comedy relief in "Denver and the Rio Grande". Producers Pine and I find that such occurrences are not uncommon, but you can imagine our surprise at having a request for place mats from as far away as Florida."

SPORTS: Typographical troubles caused an error in Thurshow it should have read:

"Two of Madison's favorite"

"Point of No Renturn", she leaps

"Point of No Renturn", she leaps

"Point of No Renturn", she leaps

"White No NIVEN

Rio Grande". Producers Pine and Thomas are getting such lefts from their scenes and figgering that audiences will, too, that they've already put scripter Frank Gruber to work on a yarn in which they intend to start the two as a comedy team. It's temporarity titled, "Asleep at the Switch".

"Two of Madison's favorite still keep using it."

PRAIRIE SUN PRAIRIE

Bowery Boys in 'GHOST CHÁSERS" TIM HOLT in "RIDER FROM TUCSON"

DANCE

TONIGHT Music by a Wonderful **NEW BAND**

-Dancing-Every Friday and Saturday

Under New Environment MARCS Midnite O.







AND YOUR FAVORITE WESTERN SATURDAY 1:30 p. m.

Doors Open 12:45

COME ON HAVE FUN

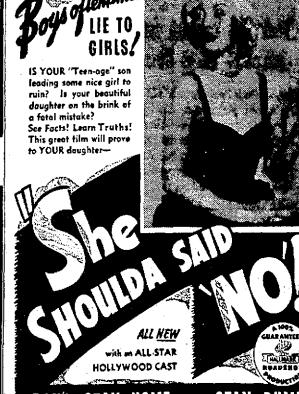


TOMORROW NIGHT SATURDAY 11:45 P. M.









AL BENSON, Distributor 1396 University Ave., Madison. Wis. Diai 3-4121 Serving Dane and Sauk Counties