Classified Highlights of Today's Radio Schedule

SUNDAX

WISC

News Morning 3000

Moments on the Mount

Milton Cross Opera Album Old Time Religion

Bible Class Ave Maria Hour

First University Methodist Church

Basebail Scoreboard Detective Story

Drew Pearson Headlines

Stars Review The Hits

Stop the Music Stop the Music

Wild Bill Hickok; News
 Challenge of the Yukon

• W. Winchell • L. Parsons • Melody Time

Music for the Americas Kiwanis Cholr

News: Eddie O'Neal Orch

Paul Earvey Wayne King

* News Show Time Revus

News Dixie Quartet Message of Israel

WIBA

(310 Ec

1:80 News: Organ 1:15 Musto 7:30 Jack Arthur 3:45 Show

11:00 News 11:15 Day at th 11:30 Sunday 11:45 Melody

4:60 Whisperer 4:15 Whisperer 4:30 Now Hear This

5:00 . State Golf

News Wayne King

6:00 | • Quiz 6:15 | Klds 6:30 | • The New 6:45 | Theater

1:00 The New Theater 7:30 NBC 7:45 Symptony

8:00 • NBC 8:15 Symphony 8:30 • Music By 8:45 Roth

• The \$54 Question • American Forum

11:15 Contrasts 11:30 Russ Morgan Orch.: News

chorus.

cert.

News: Contrasts Contrasts

2 p.m. - Encore (WHA); All-

State high school orchestra and

4:30 p.m.—Summer in St. Louis (WBBM): "Great Waltz" songs.

6 p.m. — Guy Lombardo (WKOW): and Patti Page.

pends on You," "May the Good Lord Bless and Keep You," "Lady of the Evening," "Conversation at

Midnight' ... Symphonette

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7 p.m -- Mario Lanza (WKOW):

and Gisele MacKenzie; "I've Got You Under My Skin," "O Paradi-

3 p.m. — Chantauqua Symphony Wariety (WENR); all-Tschaikowsky con-

5:30 5:45

Day at the Zoo

2:100 Chicago Baseball 2:135 Round Table Baseball 2:30 David Lawrence Baseball 2:45 John C. Swayze Baseball

8:80 Church of 8:13 Christ 8:30 Capital Cathedrai 8:45 Sacred Heart

WKOW

1070 Rc.

Coffee Concart: News Renfro Valley Gamerin

Reniro Valley Christian Brotherhood For Adventure

Rev. Bawden Civil Defense

The Rev. Mr Bodamer

Christ Presby-terian Church

Peoples
Platform
News
Mobilization

Dr. Charles E. Fuller Dr. Charles E. Fuller

News Religion Labor Sounds Starlight Melodics

News: Main St. Music Hall Sunday at the Chase

News: Fair Easy Listenin' Phil Regun Show: News

Guy Lombardo Time Fiesta Fiesta

Mario Lapza The Greatess of These

Broadway's My Beat Damon Runyon Theater

Music for

News Elmo Roper Fireside Hour

ing on nation's defenses.

10:45 a.m.—Carnival of Books (WIBA): "Tophill Road."

Work and Materials Guaranteed

11:15 a.m.-A Day at the Zoo

Madison

Radio

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WIBU

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News: Marches Farm Service Farm Frolig

Freedom Stor

Methodist Church Ist Lutheren Church

Malody

Bible

Fellowship Variety Wrestling

Sunday
Farm Hour
Serenade
Serenade

Serenade Serenade

Music Jewel Box

Waitz Time Waitz Time Old Timere Bandstand

Watertown
Watertown
Polka Parade
Bob Fehling

Baptist

Old Timers Farm Front Old Timers Jamborce

Old Timers Jamboree Old Timers Jamboree

Farmers'
Friend
Band of Weel
Firsta Time

Silent Silent Silent Silent

Silent Silent Silent Silent

Religion

9:15 a. m. — Bethel Lutheran (WIBA): "The Indifferent Christ," the Rev. F. I. Schmidt; solo, "In My Father's House Are Many Mansions," Harold Kvitle.

10 a. m. - First Congregational (WIBA): "On Pussyfooting and Walking Circumspectly," the Rev. Richard L. Snyder; guest organist, Mrs. Marjory Gregory.

3:00 (Devotions 9:15 Bethe) Lutheran 9:30 Church 9:45 Pet Corner 20:30 a. m.—Madison Catholic Hour (WKOW): "Trust Those Who 10:00 Congresational 10:15 Church 10:30 U. W. Band 10:45 Book Carnival Put Their Trust in God," the Rev. Andrew Breines

11 a. m. - Christ Presbyterian (WKOW): the Rev. John R. Bodo, guest preacher. First-University Methodist (WISC): Bishop H. Clifford Northcott, guest minister . . . Bashford Methodist (WFOW): delayed broadcast of 9 a. m. serv-1:00 Catholic 1:15 Hour 1:30 Bob Considing 1:45 Paris Girl



Discussion

9:15 a. m. — Civil Defense VKOW): "A First-Aider in Every Famil;" Maj. Gen. Ralph J. Ol-

9:00 9:15 9:30 9:45 9:30 a. m. - Reviewing Stand WGN): "Do We Treat Our Convicts Right?;" Warden J, E, Ragen, WGN: Do We The Land (1998) Warden J. E. Ragen, 10:00 News Warden J. E. Ragen, 10:00 News Leon Pearson Chlin, Illinois correction division, 10:30 Yest day Today Chlin, Illinois correction division, 10:45 & Tomorrow

and an ex-convict.

9:35 a. m.—Invitation to Learning (WBBM): Mill's "The Subjection of Women;" Helen H. Waller,

tion of Women;
Dr. T. V. Smith.

10 a. m. — It's a Small World
(WMAQ): Iqubal Quraishi, Pakistan's director of civil defense.

5 p.m.—Later Than You Think
(WFOW): Ralph Peterson and
Tom Amlie review "India Afre."

5 p. m. — Drew Pearson (WISC):

6 p. m. — Girl from Paris

7 p. m. — Kiwanis Concert
6 p. m. — Kiwanis Concert 9:30 p. m. — American Forum (WIBA): "What's Going to Happen to Mobilization?;" Sens. H. H. Humphrey (D-Minn.) and E. M. Dirksen (R-Ilt.)



TRAUBEL

Drama

HUSSEY

3 p. m. —World Theater (WHA):

"The Tomb of King Tut."

3:30 p. m. — Martin Kane
(WIBA): racketeer forces Lloyd
Nolan to probe henchman's murder... Proudly We Hail (WFOW). der . Proudly We Hail (WFOW): 7:20 p.m. — NBC Symphony Paul Lukas in "From East to West and Back Again." (WIBA): Helen Traubel, soprano; Hans Schwieger, conductor; "Bar-

4 p. m. — You Can't Take It tered Bride" overture, "Rosamunde" ballet music, "September Song," "Vienna. City of My Dreams," "The Plow That Broke (WGN): Ruth Hussey presents Toure Halle," "Waltz of the Flow-Mona Freeman, Rory Cathoun in ers". . Contented Hour (WBBM): "The Courthouse Battle," comedy Jo Stafford, Allan Jones . . . Sunof municipal troubles . . . Mr. Moto day Night Concert (WHA-FM): (WMAQ): detective story with James Monks.

Those We Love."

11:3 Op. m. - Ghost Stories 11:3 Op. m. — Ghost Stories 8:30 p.m. — Music by Roth (WISC): phantoms try to lure (WIBA): "March of the Muske-American tourists." "It All De-



BRADLEY

Music

9 a. m. — Devotional Music (WHA): "Mass in E Flat." Schu-

9:30 a, m. — Cathedral Echose (WHA): Gertrude Stillman plays "Piece Symphonique," Franck. 10:15 a.m. — Symphony Scrap-book (WMAQ): Julius Baker, flutist, guest.

11 a.m. — Invitation to Music (WBBM): Richard Rodgers and Bernard Herrmann, guests.

12:45 p.m. — Joey Tantillo The Prescription Pharmacy (WIBA): "Accordion Polka," That's an Irish Lullaby," "I Want My Mama." Park Hotel Bldg., 5-4571

1 p.m. — Music With the Girls (WMAQ): Johnny Green tunes . . .



qualify. College is NOT necessary. For Full Information, Mail Coupon to CENTRAL RADIO & TELEVISION SCHOOLS, Box No. A3619, c/o Madison Newspapers, Inc.

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WHA and WHA-FM 970 Mc.—88.7 Mers. SUNDAY

9:00 Devotional Music 9:30 Cathedral Echoes 9:55:News 10:00-Symphony Hall 10:55 News and Westher 11:00 Masterworks of Music 11:55 News

12:00 Sunday Musicale 1:30 Lest We Forget 1:45 Music Album 2:00 Encore 1:35 Lest we Forget
1:45 Music Album
2:09 Encore
3:00 World Theater
4:00 Sunday Music Hour
5:00 London Forum
5:30 Connert Airs
5:35 News in Review
6:00 Dinner Musicale
7:15 Oberetta Favorites
7:30 Sunday Night Concert
8:55 News
9:00 FM Concert
10:50 News (to 11)

MONDAY

MONDAY
A. M.
7:00 Farm Program
7:00 Band Wazon
7:05 Morning News
7:55 Weather Report
8:00 Forn Time
8:00 Forn Time
8:05 Weather Report
10:00 Homemakers Program
10:00 Plano Mejodics
10:15 Vlews of the News
11:00 History of Wisconsin
11:00 Nown Musicals
12:00 News
P. M.

12:20 News
12:30 Farm Program
10:00 Chapter a Day
1:30 Matinee Musicale
2:30 Music You Want
2:30 Music You Want

+ + +

(WIBA); the lion house.

Friendly
Music
Music
Farm Jambore News
Here's to Vots
Chapel in
the Sky Quiz

6 p.m.—Quiz Kids (WIBA): ane Morgan, "girl from Paris," guest.

Miscellaneous

* Starred programs are also carried on corresponding FM station:

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FM channels: WIBA-FM 101.5 M. WWCF (WIBU) . . . 94.9 M. Chaplin at the Maine State fair.



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3:00 American Literature
1:50 Music
4:00 Radio Journal
4:15 Inquiring Parent
4:15 Inquiring Parent
4:15 Music of the Masters
5:30 Here is Australia
5:43 News
6:00 Organ Melodies
6:00 Organ Melodies
6:00 Dinner Musicale
FM ONLY
7:00 Civil Defense Program
7:15 Views of the News
7:30 Organ Classics
8:00 Women
9:00 FM Concert
10:50 Night-News (to 11)

WFOW-FM

104.9 Mers. SUNDAY

8:00 Wake Up to Music 8:30 Comic Weekly Man 8:00 Tops in Pops 10:39 Memory Tunes

8:30 Comic weens, and B:30 Comic weens, and B:30 Memory Tunes 10:35 Ferry Como 11:50 Bearing Methodist Church P. M.

12:00 News: Raiph Martierre 12:15 Memory Tunes 12:30 Luncheon Music 11:30 Little Show 2:00 Navy Band 2:15 Sacred Heart Program 2:30 Madison Hit Parane 3:30 Foudity We Ball 4:90 Church and State 4:15 Hore's to Veterans 4:30 Wolgt. Hore's to Veterans 4:30 Wolgt. 4:45 Ken Griffin 5:00 Later Than you Think 5:00 Later Than You Think 5:00 Hour of St. Francis 5:45 Doris Day 5:55 News: Full Reed 6:15 Package of New Records 6:30 Most Sold Records 7:00 Sunday Vespers 7:20 Kostelantz Concert 8:00 Sun Francis Auto Rages 9:35 News 8:00 Odn Frank 9:55 News 10:00 Jan Garber 10:00 Sammy Kaye 11:00 Yanghin Monroe 11:00 Barciay Alien (till 12),

CLASSIFIED ADS TWO PAPER

WANT AD RATES AND RULES Morning, Evening and Sunday

P-MTTEE BYPHET	1,000	DAT	BLYS	ders	BATI	BITS	BLYS	065
Mission	1	1.10	2.00	7.48	2.30	3.45	4.15	4.11
16 10 21		1.38	2.53	1.19	1.19	23	5.45	5.75
71 10 75	5	1	2.94	3.44	Lit	5,50	4.65	6.75
26 to 30		1.80	3.50	1.35	135	1.50	1.15	Lie
31 to 35	,	2.11	3	5.85	45	1.11	10	9.43
LACH ARBUT N	.50		70	.#	1.18	1.30	1.40	
39-847 StCrist 66-C007 The past line past day and								

5-Florists HOUSE OF FLOWERS
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Miscellaneous

11 a. m.—Fred Van Devanter (WGN): member of "20 Questions" panel starts coast-to-coast news series.

1:30 p.m.—Air Force Hour (WGN): jet-propelled Paul Re-Reyeres.

8 p.m.—Walter Winchell (WISC): Patti Page pinch-hits.

10:20 p.m.—Yesterday, Today

1859 MODIOS 20.

1 WILL not be responsible for debts contracted by anyone but myself. Edward V Decker.

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Oct. 7—Frankie Laine, new series—CBS-WKOW.

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The Sunday Spotlight

two football games, always sure signs of fall.

All University of Wisconsin games will be on WIBA, WISC. WKOW, WHA-FM, WIBU, and WWCF beginning Saturday, Sept. 29. In addition, WIBA will carry

begin returning to the air.

As for football:

'Stars Over Hollywood."

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relishes and big, thick sand-

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'neath a leafy tree, and maybe

even some ants scurrying about

to make you welcome. . .

and pickles. They take along their trusty old

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cause they'll be able to relish

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(Probably, the ants won't show

up in the pictures because usual-ly they're small ones.)

All joking aside, everybody'd enjoy picnics a lot more if they got the camera habit. Why not

try it, next time. Might even be a good excuse to go on a picnic

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Sept. 30.

Oct. 14).

Journal

Besides that, the fall-and-winter

radio season will start in a little more than a week—Monday, Aug. 27—when regular programs will

the Green Bay Packers schedule starting Sunday,

the Columbia network's weekly "Football Roundup". Sept. 29. This is a series of on-the-spot pickups of

games around the country. It will follow the Badger games on WKOW.

The Mutual network will begin its football coverage a week earlier, Sept. 22.

Among the new programs booked for Madison stations is "Bold Venture," an adventure series starring Humphrey Bogart and Lauren Bacall. It will be on WIBA Thursday nights beginning Sept. 6.

Several programs now heard only through Chi-ago stations will be on Madison outlets this season.

Among them are "Lorenzo Jones," "Let's Pretend,"
"Our Gal Sunday," "Romance of Helen Trent," and

The dates for openings and reinstatements have been fairly well lined up. Here they are, as of today:

SUNDAY

Sept. 2—Corliss Archer returns—CBS-WKOW. Sept. 9—Louella Parsons returns—ABC-WISC. Sept. 9—Drew Pearson returns—ABC-WISC.

Sept. 9-Jack Benny returns-CBS-WKOW (or

Sept. 30-The Big Show returns-NBC-WIBA.

Sept. 30—Amos 'n' Andy return—CBS-WKOW, Sept. 30—Charlie McCarthy returns—CBS-

Sept. 30-Phil Harris and Alice Fay return-

Sept. 9-Theater Guild on the Air returns-NBC-WIBA.

In addition, WKOW will broadcast portions of

(State Journal Radio Editor)

Notice that tang in the air? The changing colors in the leaves? The scent of bonfires?

You don't?

They ought to be here, because—in radio—fall

approaches. The first breath of autumn air reached us Friday and Saturday nights with broadcast of

So This Is Autumn (on Radio) By WILLIAM L. DOUDNA

Aug. 27—Radio Theater returns—CBS. Aug. 27—Bob Hawk returns—CBS. Aug. 27-Rex Allen show moves to Mondays-

CBS. Aug. 27-Jack Smith returns-CBS.
Aug. 27-Beulah, starring Hattie McDaniel, returns---CBS.

TUESDAY Sept. 4—Cavalcade of America returns — NBC-Sept. 4-The Bickersons, with Frances Langford and Lew Parker, change networks—NBC-WIBA.

Sept. 18—Hollywood Theater, new series—NBC-

Oct. 2—Bob Hope returns—NBC-WIBA.
Oct. 2—Fibber McGee and Molly return—NBC-WIBA.

Oct. 9-People Are Funny, with Art Linkletter, returns—CBS. .

WEDNESDAY Sept. 5-The Great Gildersleeve, starring Willard Waterman, returns-NBC.

Sept. 26—Coach Ivy Williamson returns—WIBA.
Oct. 3—The Halls of Ivy returns—NBC-WIBA. Oct. 3—Groucho Marx returns—NBC-WIBA.
Oct. 3—Mystery Theater changes networks— ABC-WISC.

Oct. 3-New season of boxing begins - CBS-

Oct. 3—Bing Crosby returns—CBS-WKOW. THURSDAY Sept. 6-Father Knows Best-returns - NBC-

Sept-6—James Hilton Playhouse returns—CBS-WKOW. Sept. 6-Your Hit Parade returns-NBC-WIBA. FRIDAY

Sept. 7-New boxing season starts-ABC-WISC. Sept. 21-Tomorrow's Football, new series-MBS. Sept. 21-Mr. District Attorney changes net-works-ABC-WISC.

Sept. 28—Roundy Coughlin returns—WIBA.
Sept. 28—Ozzie and Harriet return—ABC-WISC.
Sept. 28—Grantland Rice's Football Forecasts,

new-CBS. Oct. 5-Richard Diamond returns-ABC-WISC.

SATURDAY Sept. 15—Let's Pretend, new to WKOW (CBS). Sept. 29—Sports Roundup, new series—CBS, Oct. 6—Stars Over Hollywood, new to WKOW

MONDAY THROUGH FRIDAY

Aug. 27—Lorenzo Jones, new to WIBA (NBC). Aug. 27—Cedric Adams—CBS-WKOW. Sept. 17—Our Gal Sunday and Romance of Helen Trent, new to WKOW (CBS). Oct. 1-When a Girl Marries returns-ABC.

15-Help Wanted, Male BOOKKEEPER

15—Help Wanted, Male

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