Today's Radio Highlights

Drama

6:30 p. m.—The Great Gildersleeve (WMAQ): starring Madison's Willard Waterman.

7 p. m.— Pete Kelly's Blues (WIBA): jazz-age cornetist comes to aid of cultured man mixed up with goodlums . . . . **Mr. Cameleon** (WKOW): three suspects in doll-shop murder.

WATERMAN

7:30 p. m. — **Dr. Christian** (WKOW): father tries out theories of child-raising . . . **Johnny Dollar** (WBBM): "The Rum Barrel Matter."

8:30 p. m.—**Mr. District Attorney** (WIBA): confidence man tries to sell city hall.

9 p. m. — **Big Story** (WIBA): Idaho reporter solves murder mystery.

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Music

7:45 a. m. — **George Morgan** (WIBA): and the Whippoorwills; "Tennessee Hillbilly Ghost," "Mandolin King Rag," "Sometimes I'm Happy."

ARNOLD

4:30 p. m. — **Music of the Masters** (WHA): Beethoven cycle — "Viennese Dances." "Symphony No. 5."

5:15 p. m. — **Jack Smith** (WBBM): and Dinah Shore: "Pretty Baby," "When You and I Were 17," "Hello, Young Lovers."

9:30 p. m.—**Meredith Willson's Music Room** (WIBA): Eddy Arnold, guest, sings "Something Old, Something New."

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Sports

12:15 p. m. — **Baseball** (WJJD): Tigers at Boston.

12:25 p. m. — **Baseball** (WISC): Braves at Chicago.

7 p. m. — **Baseball** (WCFL): White Sox at Washington.

9 p. m. — **Boxing** (WKOW): Jimmy McAllister vs. Baby Ortiz.

10:45 p. m. — **Boxing Summary** (WKOW): report on Robinson-Turpin match.

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Discussion

10:05 a. m. — **Talk Back** (WISC): with Duke Snyder of Dodgers.

8 p. m. — **Freshman Forum** (WHA-FM): "Modern Science and the Future," Dean C. A. Elvehjem.

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Variety

8 a. m.—**Breakfast Club** (WISC): Don McNeill salutes Anna McDonald, retired teacher, as "woman of the week."

8:15 p. m.—**Guest Star** (WFOW): Jerry Colonna, Ginny Simms.

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Farm Programs

11:30 a. m. —**Farm Roundup** (WIBA): "The 4-H Achievement Program," Bill Kimball, Dane county 4-H club agent.

12:15 p. m. — **Farm Service** (WIBA): "How to Keep New Seedlings Strong," Vic Burcalow, Frank Mayfield.

For Children

4:45 p. m. — **The Kids' Club** (WIBA): "Little Orley and the Bull Fiddle." . . . **Uncle Dick** (WISC): "Health Can Be Fun."

Miscellaneous

10 a. m. — **Homemaker** (WHA): "The Lunches at School," Gordon Gunderson; "A Wheat-Free Diet," Mrs. Frenda Gilbert.

8 p. m.—**It Pays to Be Ignorant** (WIBA): with Tom Howard, Lulu McConnell, Harry McNaughton, George Shelton.

9 p. m. — **Sharpen Your Wits** (WFOW): with Marv Kahn.

Radio Timetable

WEDNESDAY

WIBA 1310 kc.	WISC 1430 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00 Sunrise Frolic 6:15 Musical 6:30 Musical 6:45 Clock; News	* Top o' the Morning * Tops in Sports; News	Uncle Julius Farm Hour Chapel of Air Weather: Mkts.	* Silent * Silent * Rural Roundup: Mkts.
7:00 Alex Dreier 7:15 Musical Clock 7:30 Journal News 7:45 George Morgan	* Top O'Morning * News * Top O'Morning * Pauline Fred'k	Coffee Club News Weather; Coffee Club; News	* News: Farm Service * News * Farm News
8:00 Musical Clock 8:15 Musical Clock 8:30 Musical Clock 8:45 News	* Breakfast Club * Breakfast Club	Markets: Coffee Club; News Kitchen Club Coffee Club; News	Rev. Peterson * Musical Clock Musical Clock
9:00 Welcome Travelers 9:15 Carson Gulley 9:30 Carson Gulley 9:45 Trader; News	* My True Story * Betty Crocker * Romance	Arthur Godfrey Arthur Godfrey Arthur Godfrey	* News: Pioneer Freddy Martin Reedsburg Hour * Sweet Music
10:00 Break the Bank 10:15 Jack Berch 10:30 Jack Berch 10:45 Dave Garroway	* News: H. Felton * David Amity * Queen for a Day	Arthur Godfrey Music Speaks L. Mortenson	* Women's News * Job Service Mid Morning Matinee
11:00 Vincent Lopez 11:15 Magic in Music 11:30 Farm Roundup 11:45 Roundup	* Musical Shopper * Curt Massey * Sweepstakes * 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 12:30 * News 12:45 * Polka Party	* Lady of House * News * Baseball * Baseball	Uncle Julius News Markets; Farm Frolic	Music: Markets * News * News: Markets Farm and Home
1:00 * Double or Nothing 1:15 * Melody 1:30 * Melody 1:45 Matinee; News	* Baseball * Baseball * Baseball * Baseball	Shopping to Music Here's Harper	Farm Service Si Hays and Daughter * Music Booth
2:00 * Life Beautiful 2:15 * Rond of Life 2:30 * Pepper Young 2:45 * Right to Hap'n's	* Baseball * Baseball * Baseball * Scoreboard	Luella Mortensen House Party and Q. Adams	* Music Booth * U. W. Band * Hawaii Music
3:00 * Backstage Wife 3:15 * Stella Dallas 3:30 * Widder Brown 3:45 * Wom. in House	* Bob Swanson Show * Bob Swanson * To the Ladies	Strike It Rich Bandstand News	Chapel in the Sky * Melody Hour
4:00 * Just Plain Bill 4:15 * Front P. Farrell 4:30 * Lorenzo Jones 4:45 * Kids' Club	* The ABC Club * Uncle Dick	Mary Casey's Showcase Harmony House	* Beaver Dam High School News * Radio Parade
5:00 * Kids' Club 5:15 * Fiesta 5:30 * News 5:45 * Sports News	* Bobby Benson * News; Henry's Hit Parade	News Hits; Scores Behind Scenes: You Asked	Fiesta Time * University Special Univ. Special
6:00 * Dinner Melody; News 6:15 * News of World 6:30 * News of World 6:45 * I Man's Family	* News; Fiesta * Fulton Lewis * Lone Ranger	News Music for Dining; Sports E. R. Murrow	* News Tips & Tunes * Sports Time Bing Sings
7:00 * Pete Kelly's Blues 7:15 * Wednesday Serenade 7:30 * Wednesday Serenade 7:45 * Wednesday Serenade	* American Agent * The Fat Man; News	Mister Chameleon Doctor Christian	Farm Front News Jamboree Serenade
8:00 * It Pays to Be Ignorant 8:15 * It Pays to Be Ignorant 8:30 * Mr. District Attorney 8:45 * Mr. District Attorney	* Perry Como Bing Crosby * Mister President	Music Harmony Shop Music for Memories	Old Timers Jamboree * Old Timers Jamboree
9:00 * The Big Story 9:15 * The Big Story 9:30 * Meredith Willson 9:45 * Meredith Willson	* News; Lawrence Welk Orch. * Newsreel * Elmer Davis	Boxing Boxing Frank DeVol Orchestra	* University Farm Hour * News: At Your Request
10:00 * News 10:15 * News of World 10:30 * Melody Parade 10:45 * Melody Parade	* News * Frank Edwards * Ed Silvera * News: Silvera	News Sports Top Tunes Boxing Summary	* At Your Request * At Your Request
11:00 * News: 1310 Club 11:15 * 1310 Club 11:30 Dance Orch.; News 11:45 Dance Orch.; News	* News; Sports Final * Ed Silvera Show	News; Lawler's Folly Lawler's Folly	* Silent * Silent * Silent * Silent

* 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.

Drunk Is Dunked, Lucky to Pay Fine

John E. Knutson, 61, of 318 E. Main st., was lucky to be in superior court to be fined Tuesday. Superior Judge Roy H. Proctor told him.

Knutson narrowly escaped drowning Monday night when he rolled into Lake Monona off a cement wall near the end of S. Blair st., where he had laid down to sleep after making a tour of several taverns.

W. J. Kneller, 550 W. Dayton st., waded into the about 5-foot-deep water and rescued Knutson. Kneller was alerted by the screams of two girls who saw Knutson roll off the wall.

Police took Knutson to a hospital where doctors said he had suffered no ill effects from the dunking. In fact, Knutson told police he didn't remember falling in the lake.

Judge Proctor fined Knutson $10 or 10 days for drunkenness. Unable to pay the fine, he went to jail where any sleep rolling will be stopped by cell bars.

New Morning Tabloid to Start Publication

CHICAGO —(AP)— Announcement was made Tuesday that a new morning tabloid — the Oil Daily — will start publishing Oct. 1.

Keith J. Fanshier, editor and publisher who formerly was petroleum editor of the Chicago Journal of Commerce, said the paper will appear five days a week, will consist of eight pages daily, and will be printed on coated paper in two-inch columns.

He said it will be devoted to news about the $33,000,000,000 oil industry, the country's fourth largest.

Air delivery of the daily is scheduled for 52 cities.

WHA and WHA-FM

970 Kc.—88.7 Megs.

WEDNESDAY

A. M.

7:00 Farm Program
7:30 Band Wagon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodies
9:30 Fun Time
9:50 Markets
9:55 Weather Report
10:00 Homemakers Program
10:30 League of Women Voters
10:45 Views of the News
11:00 History of Wisconsin
11:50 Noon Musicale

P. M.

12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Matinee Musicale
2:00 Chicago Roundtable
2:30 Music You Want
3:00 American Literature
3:50 Music
4:00 Radio Journal
4:15 Poet's Corner
4:30 Music of the Masters
5:30 Holland Today
5:45 News
6:00 Organ Melodies

FM ONLY

6:15 Organ Melodies
6:30 Dinner Musicale
7:15 Views of the News
7:30 Northwestern Reviewing Stand
8:00 Freshman Forum
8:50 News of Wisconsin
9:00 FM Concert
10:50 Night News (to 11)

WFOW-FM

104.9 Megs.

WEDNESDAY

A. M.

8:00 Yawn Patrol
8:30 Clockwatchers
9:00 Herb Kern
9:15 Ben Light
9:30 Dance Band
10:00 Morning Musical Variety
10:30 Show Tunes
10:45 Novelty Shop
11:00 Willy Lupe
11:30 Navy Band
11:45 Sacred Heart Program

P. M.

12:00 News; Connie Haines
12:15 Harry Babbitt
12:30 King Cole Trio
12:45 Jo Stafford
1:00 Reisman Rhythm
1:15 Vic Damone
1:30 Down Memory Lane
1:45 Songs to Remember
2:00 Contrasts in Music
3:00 Music to Listen to
4:00 Juke Box Jamboree
4:15 Eddy Howard
4:30 Easy Listening
5:00 Ken Griffin
5:15 Program Prevue
5:30 Turners
5:45 Off the Record
5:55 News; Musical Menu
7:00 Price's Showcase
8:00 Public Service Time
8:15 Guest Star
8:30 Package of New Records
8:15 Guest Star
8:45 Twilight Time
9:00 Sharpen You Wits
9:30 Guy Lombardo
10:00 Dance Band Parade
12:00 Let's Have Fun from 12 till 1

EXHIBIT SECRET ROCKET

FARNBOROUGH, Eng. —(AP)— A hitherto secret British rocket which can travel 2,000 miles an hour was exhibited at an air show Tuesday.

TIP O' THE MORNING: "People Will Talk," opening today at the Orpheum, is strictly adult fare, but witty and rather wise, with some fine acting.

• • •

Broadcasts of Madison football games will begin Friday night with WIBA-FM and WFOW carrying the Madison Central-Sheboygan Central battle at Breese Stevens field. The WIBA-FM report will start at 7:25, WFOW's at 7:30.

Meanwhile, WIBA will carry its regular Friday night list of network and local programs. Because the 7 p. m. show—"Screen Directors' Playhouse"—runs for an hour, WIBA-FM listeners will hear a special musical program by the Hour of Charm orchestra and chorus from 7 to 7:25.

During the football season, five Wisconsin stations including WISC will broadcast a weekly sports program with Art Lentz, of the University of Wisconsin.

"Family Theater," a Wednesday night Mutual program, now reaches this area at 7:30 p. m. Sundays via WGN.

Arthur Godfrey will return to a rugged nine-hour-a-week radio and television schedule Sept 24 after an eight-week vacation. An extra show, "King Arthur Godfrey's Roundtable," will start Sunday, Oct. 14.

"My Friend Irma" and the Jack Benny show will return to the CBS-WKOW schedule Sunday.

"Against the Storm," award-winning serial, will return to the air via ABC on Oct. 22.

Phil Harris and Alice Faye will be back on NBC-WIBA Sept. 30, same day "The Big Show" returns.

The Sun Prairie auto races will be on WFOW in the afternoon for the next two Sundays. They have been aired Sunday nights.

When the Choraliers return to CBS-WBBM Sunday, they'll take the spot now occupied by Michel Piastro's Symphonette, which will move to an afternoon period.

Tony Martin will become permanent co-star of Jo Stafford's "Contented Hour" on CBS beginning Sunday.

"The Greatest Story Ever Told," another award-winner, will return to ABC Sept. 23.

"Hollywood Theater" will make its bow on NBC-WIBA next Tuesday night with Barbara Stanwyck as first guest star.

The 1951 World Series will be broadcast by WISC and WISC-FM through Mutual.

Pres. Truman's address on Democratic Women's Day, Sept. 27, will be broadcast.

Sen. Joseph McCarthy (R-Wis.) will be interviewed on "Reporters' Roundup" on Mutual-WGN at 7:30 p.m. Thursday.

WBBM's football schedule includes two Wisconsin games—Illinois and Ohio State. The latter is tentative, however, and the station may carry Indiana-Michigan instead on Oct. 13.

Madison Man Jailed on Statutory Charge

Floyd Gorst, 25, of 1837 Heath ave., was sent to jail to await sentence when he pleaded guilty late Tuesday afternoon in superior court to statutory rape of a 16-year-old Madison girl.

Asst. Dist. Atty. Donald Morris said the offense occurred in a parked car in Lake View heights on June 28.

THE KIDS CLUB
THE FINEST ENTERTAINMENT FOR ALL YOUNGSTERS
ON THE AIR
MONDAY THRU FRIDAY
4:45 - 5:15 P.M.
WIBA DIAL 1310
WIBA-FM DIAL 101.5

Is She Really Guilty?
When people started talking about Guy and Elise Richards it seemed like vicious scandal . . . a girl like Elise couldn't be guilty of that! And what of Guy himself? What is the hold that ruthless Joy Allen has over him? Perhaps Bill Davidson can put this strange puzzle together.
HEAR
JUST PLAIN BILL TODAY
AND EVERY MONDAY - FRIDAY AT 4 P. M. ON WIBA

Planning a party?
Then let our veteran Party Planning Service help you make your party a resounding success.

• Free use of glassware.
• Punch bowl.
• Portable bar, beverage coolers, ice containers.
• Expert bartenders available.
• Gift and Gadget department features Wisconsin's largest selection of unusual home bar novelties.
• We have never been stumped by a party problem.
• Free—and prompt—delivery.
DON SINAIKO'S
The Original Party Store
BADGER LIQUOR SHOP
STATE at GORHAM
5-7543

GEORGE B. THEISS SAYS!...
Accept this offer from Arthur Murray
Phone 6-9056
For Appointment

First Lesson FREE
to prove to you that we can make you a good dancer quickly and easily.
Phone 6-9056 for Appointment
Yes, Arthur Murray is so certain that he can make you a popular dance partner that he is making this challenge offer . . . your first lesson given absolutely free!
This offer has behind it all the confidence that comes from teaching nearly four million people in the past 37 years. What's more, his unique methods are so easy that anyone—even if they've never danced before — can learn the popular dances. In just 15 minutes his experts can show you how Arthur Murray's basic discovery—the "First Step to Popularity"—is the simple secret of how to lead and follow the thrilling steps of the Fox Trot, Rumba, Samba. Come in today or dial 6-9056.
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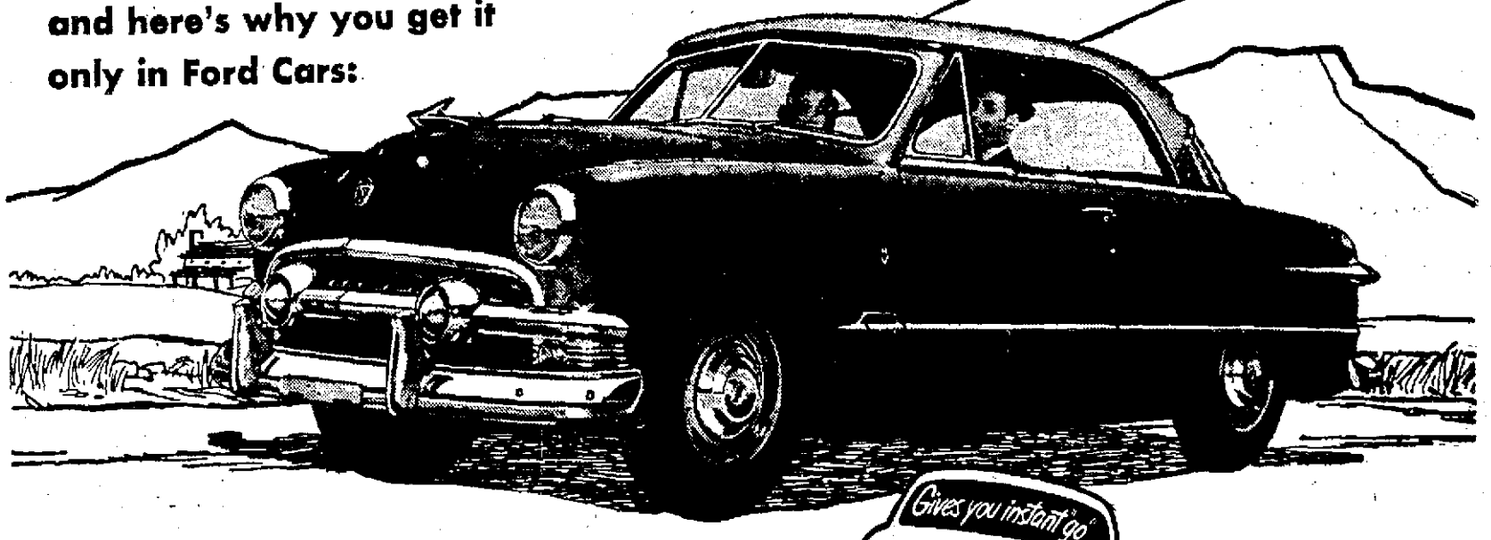
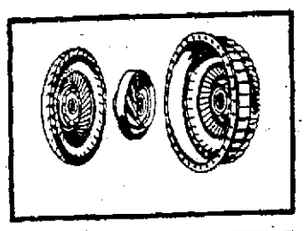
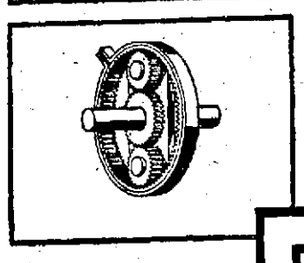
Here's why Fordomatic puts them all in the past!
For the past 10 months, automotive writers and engineers have been raving about a new kind of automatic driving . . . and here's why you get it only in Ford Cars:

All the power you need when you need it is yours with Fordomatic. You'll find it the most thrilling experience you ever had. You'll discover the advantages of having . . . the smooth going that automatic drives employing torque converters can give you...plus the zip, control, and savings that cars with automatic gears can give you.
Gives you instant "go"
Because Fordomatic gives you a combination of the best features of all other automatic drives, it delivers instant "go" for exceptionally easy, exceptionally smooth starting, passing, and hill climbing.
Practically drives itself
Fordomatic drives your car for you better than you could ever drive it yourself. It brings you a completely new thrill in no-shift-lever, no-clutch-pedal driving, because its development began where all other automatic drives left off!
Some automatics have this

The automatic drive some cars offer you is a torque converter which multiplies torque without the use of gears. Its advantage is a smooth flow of power. Its disadvantage is a smaller range of torque multiplication which requires more power from the engine and an uneconomical axle ratio. Naturally this increases operating costs.
Some automatics have this

Other cars offer an automatic drive that uses automatic gears (as illustrated in simplified form at right) instead of a torque converter. The advantage here is more "go," more control and greater economy. The disadvantage is that this system is not as smooth, nor as jerk-free as a torque converter.
But Fordomatic has both
Yes, Fordomatic has a torque converter plus automatic gears. It brings you only the advantages of both drives and eliminates the disadvantages.
Unlike cars with only a torque converter (which start and cruise all in one drive gear), Fordomatic starts fast and smooth in Intermediate Gear then shifts itself into Drive Gear.
Easier rocking, too!
A gas saving powerhouse
Fordomatic's numerically lower rear axle ratio gives the fewest engine revolutions per mile of any car in its field. Intermediate gear provides fast economical "getaway."
Fordomatic Drive optional on V-8 models at extra cost. Equipment, accessories and trim subject to change without notice.
F.D.A.F.
Fordomatic FORD
Come in for a "Test Drive"
SEE YOUR NEAREST FORD DEALER
WISCONSIN'S FINEST AUTOMOBILE DEALERS