The Sunday Spotlight: A Guest Column

How to Run a Quiz Show

By GROUCHO MARX

The radio columnist is off shooting pool or something, so I'm taking over. My attorney will call on him the first of the month to collect the fee.

As long as he has ordered me to fill this space today, I'll take advantage of the opportunity to answer some mail. Maybe the answers will settle some questions in your mind.

MARX

1: "How do you pick contestants for your radio and TV show?"

We pick all of our contestants from the audience, except those with interesting occupations. The latter are invited in groups and the audience picks one to be on the show, by applause. And if the latter isn't delivered, don't come running to me; see your postman.

2: "Do you chat with your contestants before you go on the air?"

I never talk to the contestants until I meet them for the first time on the show. In most cases, they are chosen five minutes before air time. Remember, they're picked in the first place because they have something to say. All I ask is that they say it, and the interview develops swimmingly. This is especially true with swimmers on the show.

3: "Is your program censored?"

The NBC censor actually has very little to do. But since our show is on film for TV and recorded for radio, the editor uses his scissors frequently. We make a 35-to-40 minute program, then the editor clips out any dull stuff or doubtful material, and reassembles the best parts. This method has proved of great value to us, since we don't worry how the show is going at the time we do it. We can explore many things with our contestants, and if they don't produce results, we junk that part of it. By mistake they junked me one week and the program was voted the best of the year by a number of people.

4: "Who are your favorite contestants?"

We've had 840 contestants on "You Bet Your Life" since we started four years ago and an amazing number of them have been wonderful. One of my own favorites was Mrs. Cordelia Russell, an Indiana housewife, who talked without stopping for 25 minutes. All I said was: "I give up." Another favorite of mine is Harry MacDermott, an Irish Catholic maintenance supervisor of a Los Angeles synagogue. A great man!

5: "Have any of your contestants ever been mad at you?"

Not to my knowledge. In virtually every case, they go away from the show happy, rich and dazed. I just go away dazed. But that's the way I arrive in the first place.

6: "What's the most money you ever gave away on your show?"

A Coast Guard sailor and a colonel's daughter won $6,000. Altogether, we've given away more than $100,000 in cash. People have later told us they've set themselves up in small businesses, paid for expensive operations, paid off mortgages, put their kids part way through college, and some got married on money they won on our show.

Obviously, I'm on the wrong end of this thing: I haven't set myself up in business, paid for an operation, paid off my mortgage, put myself through college or got married on what they pay me.

Uncle Ray's Corner

Achilles Became Greek Hero

Ancient Greek legends tell about a hero named Achilles, and how his mother tried to save him from danger of death.

The legend says that the mother of Achilles was a sea goddess named Thetis. His father was Prince Peleus.

Wishing to give everlasting life to her infant son, Thetis took him to the River Styx, and dipped him in its water. This river ran around Hades, the land of the dead, and its waters were supposed to have magical powers.

Covered Heel and Ankle

While holding the child as he sank under water, the mother covered the heel and ankle of one of his feet with her hand. This was a mistake, because it left a part of him subject to injury. While speaking about a weakness in a man who otherwise is strong, people sometimes say that he has "an Achilles heel."

While Achilles was growing up, trouble was brewing between the Greeks and a powerful city known as Troy. A Trojan, or resident of Troy, was the prince named Paris. To him was given a hard task—to decide which goddess among three should be called most beautiful. He chose the goddess of love, Aphrodite or Venus, because she offered him "the most beautiful woman in the world" as a wife.

The most beautiful woman at that time was Helen, the wife of King Menelaus of Sparta. While visiting the palace of this king, Paris fell in love with Helen and took her away to Troy.

Greeks Sailed to Troy

That deed angered the Spartans and other Greeks. Several Greek kings gathered a fleet to sail to Troy. They wanted to take revenge on the Trojans for "stealing" Helen.

Thousands of Greek soldiers were carried by the fleet to a landing place near Troy. That city was the capital of a country, and was guarded by high, strong walls.

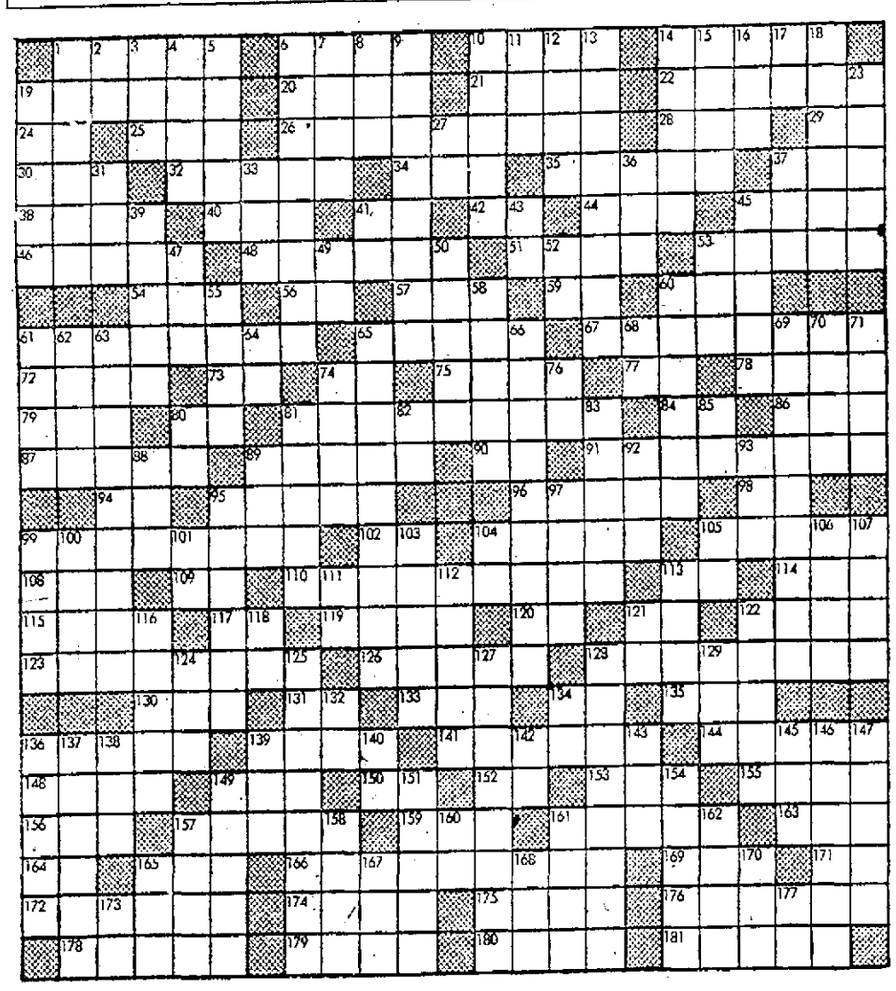
Achilles joined the forces of Greece. He was the leader of hundreds of men, and proved skillful in war.

Some Roamed Countryside

The ancient myths tell us that Troy was too hard to take by direct attack. Many of the Greeks camped outside its walls, but others roamed the countryside.

Achilles led his men to various cities and towns which belonged to the Trojans. Months passed, and the months mounted into years. During a period of nine years, Achilles brought about the capture of 12 Trojan strongholds. He was hailed as a hero, and it became a widespread opinion that he held the top place as a warrior among the men of Greece.

Sunday's Crossword Puzzle



HORIZONTAL

1 Overspread
6 Repetition
10 Part of fishhook
14 Part of flower
19 To afford agreeable satisfaction
20 Alleged electric force
21 American Indian
22 A sea demigod
24 Musical note
25 Number
26 S. Manchurian port
28 River island
29 Hawaiian hawk
30 Sea bird
32 Abate
34 Letter
35 Cruises
37 American Indian
38 Russian ruler
40 Armed conflict
41 Child for mother
42 Toward
44 To annoy
45 Beverage (pl.)
46 Stitched
48 Proclamations
51 Large bundle
53 Look at fixedly
54 Kind of fly
56 Man's nickname
57 French for summer
59 To exist
60 Sign of Zodiac
61 Ascribed
65 Paradise (pl.)
67 Visionaries
72 Spoken
73 Pronoun
74 Chopping tool
75 Remained in horizontal position
77 Preposition
78 Georgian of the Caucasus
79 Atmosphere
80 Hawaiian bird
81 Withdrawn
84 Sloth
86 Man's name
87 Inclined walks
89 First Jewish high priest
90 Chinese measure
91 Supplants
94 Exclamation of triumph
95 Before
96 To lessen
98 Symbol for platinum
99 Firearm (pl.)
102 Symbol for tantalum
104 A minute groove
105 Experiment
108 Man's nickname
109 Article
110 Spiritedness
113 Symbol for tin
114 Tierra del Fuego Indian
115 Kiln to dry hops
117 101 (Rom. num.)
119 After awhile
120 Exclamation of pain
121 Card game
122 Insects
123 ------- Roe, Dodgers Pitcher
126 To gather after a reaper
128 Bogs
130 Kind of fish
131 Aloft
133 Heavy East-Indian wood
134 Sun god
135 High mountain
136 To color
139 To agitate
141 Javanese dramatic performance
144 Measure of capacity
148 Sea eagles
149 Babylonian deity
150 Note in Guido's scale
152 Greek letter
153 Pikeilke fish
155 House in Italy
156 Bitter vetch
157 Cupidity
159 Brazilian coin
161 Observes
163 Philippine negrito
164 Word of negation
165 Group of tribes in Annam
166 Measurement of a thing
169 The wallaba
171 Exclamation of surprise
172 Pertaining to the woods
174 Color
175 Old pronoun
176 Station
178 Compound of oxygen and element
179 Fish (pl.)
180 Part of window frame
181 Rising step

VERTICAL

1 A short sentence
2 Faroe Islands' windstorm
3 Large tub
4 Danish weight (pl.)
5 Restore to freshness
6 Impeded progress
7 Genus of evergreens
8 Small child
9 Developed mentally
10 Procreate
11 Noah's boat
12 River (Sp.)
13 Bemoaned
14 Stem of plant
15 Goddess of discord
16 Depression
17 By
18 Linger
19 Plans
23 Loop with running knot
27 A direction
31 River of Kansas
33 New Guinea city
36 Anger
37 Palm leaf (var.)
39 To make resistance
41 1100 (Rom. num.)
43 River of Asia
45 Small particles
47 Kind of beetle
49 Fish (var.)
50 Greek gravestone
52 Symbol for alabamine
53 Body of water
55 Group of three
58 Make into law
60 American Indian
61 Bellow
62 Silkworm
63 Rural dwelling
64 French for 'and'
65 Wrest from person by force
66 Station
68 Japanese measure
69 Dispossession of tenant (pl.)
70 Unusual
71 Nahoor sheep (pl.)
74 An airplane
76 A direction
80 Bone
81 Former opera singer
82 Symbol for radon
83 To draw off utterly
85 Prefix: not
88 Cooking vessel
89 The alder tree (Scot.)
92 Greek letter
93 Month (abbr.)
95 Punchdrunk (slang)
97 Part of head
99 To spill over
100 Gray with age
101 State (abbr.)
103 Soap plant
104 A thoroughfare (abbr.)
105 A weight (abbr.)
106 Poker stake
107 Young lady
111 Symbol for sodium
112 Concerning
113 Chapter of Koran
116 Mountain lakes
118 Pacific island screw pine
121 Behold!
122 A savory meat jelly
124 Feline
125 Signed Declaration of Independence
127 Contracting muscles
128 Old military engine
129 Entire
132 3.1416
134 Note of scale
136 Part of hammer (pl.)
137 A watercourse
138 Those in power
139 Observe
140 Symbol for ruthenium
142 Early Bronze coin of China
143 Pistol (slang)
145 Chinese pagoda
146 Girl's name
147 Order of rays
149 Strong saline solution
151 Playing card (pl.)
154 Peruses
157 To incite
158 Dreadful
160 Printer's measure
161 Christmas carol
162 Small barracuda
165 1.006 (Rom. num.)
167 Disease (med.)
168 The stitchbird
170 Turkish title of respect
173 60 (Rom. num.)
177 Japanese measure

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(Solution on Page 2, Section 4)

Classified Highlights of Today's Radio Schedule

Special Events

8:30 p. m.—University Welcome (WIBA): Pres. E. B. Fred, Vice-Pres. J. Kenneth Little, Football Coach Ivan Williamson, Editor Jean Matheson of Daily Cardinal, concert band, orchestra, chorus.

SHORT BRUCE

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Religion

9 a. m.—St. John's American Lutheran (WFOW): the Rev. Carl Becker.

9:15 a. m. — Bethel Lutheran (WIBA): "The Church's Children," the Rev. F. I. Schmidt; anthem, "The Lord Is Mindful of His Own."

10 a. m. — Religion for Today (WIBA): "Let's Deal With Issues," the Rev. Fred I. Cairns.

10:30 a. m.— Madison Catholic Hour (WKOW): "The Unyielding Prejudice, a Good Will Apostolate," the Rev. Andrew Breines.

11 a. m.—First-University Methodist (WISC): the Rev. W. Ross Conner . . . **Christ Presbyterian** (WKOW): "City of Opportunity," Dr. Roy W. Zimmer . . . **Bashford Methodist** (WFOW): the Rev. W. B. Waltmire.

11:15 a. m. — First Congregational (WIBA): "Christian Education—a Meeting Place," the Rev. Richard L. Snyder.

FRED WILLIAMSON

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Discussion

9:30 a. m.—Reviewing Stand (WGN): "What Will the Japanese Peace Treaty Mean?"

9:35 a. m.—Invitation to Learning (WBBM): Strachey's "Queen Victoria."

10 a.m.—Small World (WMAQ): G. H. Sylvester, English educator.

5 p. m. — Later Than You Think (WFOW): Ralph Peterson and guest review "Those Guys in Baggy Pants" and "A Time to Go Home."

9:30 p. m. — American Forum (WIBA): "Is Universal Military Training Necessary;" Rep. Dewey Short (R-Mo.), American Legion Commander Earl Cocke, Jr.

LeGALLIENNE NIVEN

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Drama

2:30 p. m.—Martin Kane (WIBA): secret arms plant houses murderer.

3 p. m.—World Theater (WHA): "Family Reunion."

3:30 p. m.—Greatest Story Ever Told (WENR): award-winning series begins sixth year.

4 p. m.—You Can't Take It With You (WMAQ).

7 p. m.—New Theater (WIBA): Eva LeGallienne in "The 12-Pound Look."

7:30 p. m. — Theater Guild (WIBA): David Niven, Margaret Phillips, Nigel Bruce in "This Woman Business" . . . **Proudly We Hail** (WFOW): Paul Lukas in "The Last Trap" . . . **Mr. Moto** (WMAQ): with James Monks as Oriental sleuth . . . **Family Theater** (WGN): Jeff Chandler, Jane Wyatt in "The Kiddy Story Story."

8 p. m.—Corliss Archer (WKOW): "quiet evening at home" falls apart.

11:30 p.m.—Ghost Story (WISC): "The Vanishing Man."

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Documentary

10:30 p.m. — "Worth' of His Hire" (WIBA): success stories of handicapped workers.

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Music

9 a.m. — Devotional Music (WHA): "Mass in G Minor," Williams.

9:30 a.m. — Cathedral Echoes (WHA): Gertrude Stillman, organist; "Choral Improvisation on Beatitudes," Verrees.

10:15 a. m.—Symphony Scrapbook (WMAQ): Adolph Herseth, principal trumpet of Chicago Symphony orchestra.

10:30 a. m. — University Band (WIBA): with Coach Ivy Williamson; "Wisconsin's Pride," "Men of Wisconsin," Badger medley.

12 m.—Symphonette (WBBM): "Enchanted Lake," "Ride of the Valkyries."

12:30 p. m. — Invitation to Music (WBBM): Sibelius festival music.

12:45 p. m. — Joey Tantillo (WIBA): "Accordian Polka," "When I Grow Too Old to Dream."

1 p. m. — Music With the Girls (WMAQ): "Anything Goes."

3 p. m.—Piano Playhouse (WISC): Erroll Garner and Sidney Foster, guests.

5:30 p. m.—Wayne King (WIBA): "April in Paris," "There's No Tomorrow," "That Naughty Waltz," "Johnson Rag," "Wine, Women, and Song."

7 p. m.—Mario Lanza (WKOW): "Lolita," "Song of Songs," "Strange Music," "The Rosary" . . . **Opera Concert** (WGN): music from "Eugen Onegin," "Don Pasquale," "Romeo and Juliet," others.

7:30 p. m.—Sunday Night Concert (WHA-FM): "Gurre-Lieder," Schoenberg.

10:30 p. m. — Kiwanis Concert (WISC): Columbus Boys choir.

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Sports

12:25 p. m.—Baseball (WISC): Cubs at St. Louis.

2 p. m.—Auto Races (WFOW): Sun Prairie events.

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For Children

10 45 a. m.—Carnival of Books (WIBA): "Henry Huggins."

2 p. m.—Bobby Benson (WGN): preparation for Hallowe'en.

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Miscellaneous

1:30 p. m. — Air Force Hour (WGN): training jet pilots.

3:15 p.m.—World News Roundup (WKOW): on new schedule.

WHA and WHA-FM

970 Kc.—88.7 Mcs.

SUNDAY

9:00 Devotional Music
9:30 Cathedral Echoes
9:55 News
10:00 Education for Women—Harold Taylor
10:55 News and Weather
11:00 Masterworks of Music
11:55 News

P. M.

12:00 Sunday Musicale
1:30 Masterworks Story
1:45 Music Album
2:00 Encore
3:00 World Theater
4:00 Sunday Music Hour
5:00 London Forum
5:30 Concert Airs
5:45 News in Review

FM ONLY

6:01 Dinner Musicale
7:15 Operetta Favorites
7:30 Sunday Night Concert
8:55 News
9:00 FM Concert
10:50 News (to 11)

WHA & WHA-FM
970 Kc—88.7 Mcs.
MONDAY
A. M.

7:00 Farm Program
7:30 Band Wagon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodies
9:30 Afield With Ranger Mac
9:50 Markets
9:55 Weather Report
10:00 Homemakers Program
10:30 Piano Melodies
10:45 Views of the News
11:00 History of World War II—Ewum
11:50 Noon Musicale

P. M.

12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Radio Almanac
2:00 Northwestern Reviewing Stand
2:30 Music You Want
3:00 American Literature
3:50 Music
4:00 Radio Journal
4:15 Inquiring Parent
4:30 Music of the Masters
5:30 Here is Australia
5:45 News

FM ONLY

6:01 Organ Melodies
6:30 Dinner Musicale
7:00 Civil Defense Program
7:15 Views of the News
7:30 Organ Classics
8:00 Women & Politics—Mrs. Ralph B. Morris
8:50 News of Wisconsin
9:00 FM Concert
10:50 News (to 11)

WFOW-FM

104.9 Mcs.
SUNDAY
A. M.

8:00 Wake Up to Music
8:30 Comic Weekly Man
9:00 St. John's Lutheran Church
9:30 Tops in Pops
10:30 Songs of our Times

SUNDAY

WIBA 1310 kc	WISC 1480 kc	WKOW 1070 kc	WIBU 1240 kc
7:00 News; Organ 7:15 Melody 7:30 Jack Arthur 7:45 Show	* News * Morning Song * Moments on the Mount	Coffee Concert; News Renfro Valley Gatherin	News; Marches Farm Service Farm Frolic
8:00 Church of Christ 8:15 Capitol Cathedral 8:30 Sacred Heart 8:45	* Milton Cross Opera Album * Old Time Religion	Renfro Valley Christian Brotherhood For Adventure	Musical Clock Freedom Story Musical Clock
9:00 Devotions 9:15 Bethel Lutheran Church 9:30 Pet Corner 9:45	* Bible Class * Ave Maria Hour	Rev Bawden Civil Defense The Rev Mr Bodamer	* Melody Time * Melody Time
10:00 Relig'n for Today 10:15 Sunday Melody 10:30 U W Band 10:45 Book Carnival	* News * Dixie Four * Message of Israel	Salt Lake Choir Madison Catholic Hour	* Methodist Church * 1st Lutheran Church
11:00 News 11:15 First Congregational Church 11:30 11:45	* First University Methodist Church	Christ Presbyterian Church	Bible Fellowship * Variety * Wrestling
12:00 * Accordionists 12:15 * News 12:30 * Hello Wisconsin 12:45 * Joey Tantillo	* News * Sun at Home * Baseball * Baseball	Peoples Platform News Mobilization	* Sunday Farm Hour Serenade Serenade
1:00 * Catholic Hour 1:15 1:30 * Yest'day Today & Tomorrow 1:45	* Baseball * Baseball * Baseball * Baseball	Dr. Charles E Fuller Dr. Charles E Fuller	Serenade Serenade * Music Jewel Box
2:00 * Chicago Round Table 2:15 * David Lawrence 2:30 * John C. Swayze 2:45	* Baseball * Baseball * Scoreboard * F. Van Deventer	News; Religion To Be Ann'd Invitation To Music	* L. Duchow Waltz Time * Old Timers Bandstand
3:00 * The Saint 3:15 3:30 * Martin Kane 3:45	* Piano Playhouse * Under Arrest	News; Music World News Sunday at the Chase	* Watertown Watertown * Polka Parade Bob Pehling
4:00 * The Whisperer 4:15 4:30 * Now Hear This 4:45	* The Shadow * Detective Story	News; Syncopation Piece Range Riders; News	* Baptist church * Music, Variety * To Be Ann'd
5:00 * Singing Am'ns 5:15 * News 5:30 * Wayne King 5:45	* Drew Pearson * Headlines * Nick Carter; News	How To . . . How To . . . Box 13	Friendly Music Music * Farm Jamboree
6:00 * Quiz Kids 6:15 6:30 * Roy Shield and Company 6:45	* Stop the Music * Stop the Music	Jack Benny Fiesta Fiesta	* News * Here's to Vets Chapel in the Sky
7:00 * The New Theater 7:15 7:30 * Theater Guild 7:45	* Wild Bill Hickok; News * Challenge of the Yukon	Mario Lanza Horace Heidt	Old Timers Farm Front * Old Timers Jamboree
8:00 * Theater Guild 8:15 8:30 * University Welcome 8:45	* W Winchell * L Parsons * Songs in the Air	Meet Corliss Archer Greatest of These	* Old Timers Jamboree * Old Timers Jamboree
9:00 * The $64 Question 9:15 9:30 * American Forum 9:45	* Paul Harvey * Wayne King * News * Bob't Montg'ry	My Friend Irma Damon Runyon Theater	Farmers' Friend * Band of Week * Fiesta Time
10:00 * News 10:15 * Clifton Utley 10:30 * Worthy of His Hire 10:45	* Music for the Americas * Kiwanis Choir * Dance Orch.	News Elmo Roper Fireside Hour	* Silent * Silent * Silent * Silent
11:00 * News, Contrasts 11:15 * Contrasts 11:30 Dance 11:45 Orch.; News	* News; Lew Diamond Orch. * Ghost Stories	News; Oscar Dumont Lawrence Welk Orchestra	* Silent * Silent * Silent * Silent

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

Grant County Circuit Court Jurors Listed

LANCASTER—The names of the following persons have been drawn for jury service in the October term of circuit court in Grant county:

Charles Andrews, Hazel Green township; Duncan Ballentine, Bloomington; Alfred Benish, Muscoda; Clifford Bourbeut, Clifton township; Wesley Broadbent, Watterstown township; Charles Bushnell, Patch Grove; Mrs. Mae Daley, Platteville; Silas Edge, Harrison township; Oscar Gilbertson, Mt. Ida township; Melvin Gunderson, Mt. Ida township; Charles Hamilton, Wyalusing township; Delbert Huzen, Mt. Hope; Mrs. Edna Hill, Clifton township; Mrs. Flossie Howell, Fennimore.

Oscar Jeidy, Little Grant township; Mrs. Mildred Jerrett, Lancaster; Mrs. Floyce Knoxe, S. Lancaster township; Loren Koecke, Wyalusing township; Mrs. Beth Kramer, Cuba City; Oscar Kreul, Fennimore; Mrs. Clyde Peacock, Smelser township; Loddy Prochaska, Castle Rock township; M. J. Quirk, Platteville; Guy Riege, Smelser township; Clay Robinson, Platteville township; Charles Roethe, Fennimore; Fred Schambow, Lima township; Mrs. Alma Schloesser, North Lancaster township; Mrs. Hazel Scott, Platteville; Clarence Stivarius, Wingville; Charles C. Staver, Hazel Green; Wilbert Timmerman, Jamestown township; Mrs. Lawrence Trankle, Montfort; Mrs. Mary Tornowske, Patch Grove township; Mrs. Mildred Wehrle, Mt. Ida township; Mrs. Cecelia Wiederholdt, Jamestown township.

Pardeeville Seniors Elect Merwin Allen

PARDEEVILLE—Merwin Allen was elected president of the senior class of Pardeeville high school in recent class balloting at the school.

Other class officers elected include:

Seniors — Kenny Bortz, vice-president; Jean Schultz, secretary; and Dorina Smith, treasurer.

Juniors — Robert Heaps, president; Clifton Finger, vice-president; Jean Smith, treasurer, and Margaret Larsen, secretary.

Sophomores — Shirley Wendt, president; Charlette Harnes, vice-president; Lois Hill, treasurer; and Lois Bradsma, secretary.

Freshmen—Charles Sumners, president; Tony Bortz, vice-president; Gene Spear, treasurer; and Pat O'Brien, secretary.

10:45 Perry Como
11:00 Bashford Methodist Church

P. M.

12:00 News; Ralph Martiere
12:15 Memory Tunes
12:30 Luncheon Music
1:30 Navy Band
1:45 Sacred Heart Program
2:00 Sun Prairie Races
4:15 Off the Record
4:30 Weigt Radio Program
4:45 Ken Griffin
5:00 Later Than You Think
5:30 Hour of St. Francis
5:45 Doris Day
5:55 News; Phil Reed
6:15 Package of New Records
6:30 Most Sold Records
7:00 Vespers
7:30 Proudly We Hail
8:00 Public Service Time
8:15 Here's to Veterans
8:30 Barber Shop Harmony
9:00 Benny Strong
9:30 Claude Thornhill
10:00 Dance Band Parade (to 12)

WFOW
104.9 Mcs.
MONDAY
A. M.

6:00 Early Risers
7:00 News
7:05 Yawn Patrol
7:15 North Hall Weather
7:18 Yawn Patrol
7:57 North Hall Weather
8:00 News; Clockwatchers
8:30 North Hall Weather
8:33 Clockwatchers
9:00 Herb Kern
9:15 Ben Light
9:30 Dance Band
9:55 North Hall Weather
10:00 Morning Musical Variety
10:45 Novelty Shop
11:00 Willy Lupe
11:30 Navy Band
11:45 Sacred Heart Program

P. M.

12:00 News; Movie Favorites
12:15 Slocum Brothers
12:30 Martha Tilton
12:45 Modernaires
1:00 Ames Brothers
1:15 Conaly Graves
1:30 Tropical Isle
1:45 Roy Ross
2:00 Contrasts in Music
3:00 Music to Listen to
4:00 Juke Box Jamboree
4:15 Claude Thornhill
4:30 Easy Listening
5:00 Ken Griffin
5:15 Program Preview
5:30 Off the Record
5:55 News; Musical Menu
7:00 Showcase
8:00 Public Service Time
8:15 University of Wisconsin Band
8:30 Package of New Records
8:45 Twilight Time
9:00 Sharpen Your Wits
9:30 Guy Lombardo
9:55 News
10:00 Dance Band Parade
12:00 Let's Have Fun From 12 till 1.

TONIGHT!

DAVID NIVEN
MARGARET PHILLIPS
NIGEL BRUCE
in
"This Woman Business"
Radio brings you Bem Levy's delightful comedy about woman-haters and a wayward woman.
THEATRE GUILD ON THE AIR
7:30 p. m. WIBA

U. S. STEEL HOUR

Your Fall
FOOTBALL ROUNDUP
COMPLETE COVERAGE ON ALL GRIDIRON ACTIVITY
WIBA
DIAL 1310
WIBA-FM
DIAL 101.5

THE BADGERS
ALL THE GAMES, HOME AND AWAY, DIRECT FROM THE PLAYING FIELDS. PLAY-BY-PLAY BY FRED GAGE, FORMER BADGER STAR.

THE PACKERS
FOLLOW THE GREEN BAY PACKERS EVERY SUNDAY, BEGINNING SEPT. 30 WITH THE PACKERS-BEARS GAME AT 1:25 P. M.

HIGH SCHOOL
EVERY FRIDAY OR SATURDAY NIGHT TUNE IN WIBA-FM FOR A MADISON HIGH SCHOOL GAME.

COACH IVY
LISTEN TO COACH IVY WILLIAMSON TALK ABOUT HIS BADGERS EVERY WEDNESDAY NIGHT AT 7:30.

TOUCHDOWN TIPS
THURSDAY NIGHTS AT 7:30 SAM HAYES PRESENTS COMMENT AND PREDICTIONS FOR THE WEEK.

ROUNDY, TOO
EVERY FRIDAY NIGHT LISTEN FOR ROUNDY COUGHLIN'S COMMENTARY AND FORECASTS, AT 9:45.

GAME PREVIEWS
BEFORE BOTH BADGER AND PACKER GAMES TUNE IN THE SPECIAL GRIDIRON PREVIEW PROGRAMS.

SCOREBOARDS
FOR COMPLETE SCORES AND HIGHLIGHTS LISTEN TO THE FOOTBALL SCOREBOARDS. SATURDAYS AT 4:30 AND 6:45. SUNDAYS AFTER THE PACKERS GAME.

SPORTS PARADE
DAILY, MONDAY THROUGH SATURDAY, TUNE TO THE SPORTS PARADE AT 5:45 P.M. FOR UP-TO-THE-MINUTE SPORTS NEWS.

FOR THE BEST IN SPORTS ALWAYS DIAL
WIBA
AM or FM

CAMERA CALL!

We bow today to old man Baseball and the World Series. (We'll soon be working or doing the wash with one ear cocked to the sportcaster's voice. . . .)

But Football—ah, now there's something we can all enjoy and watch—in the flesh. And it's just hitting stride. . . .

The pennants waving . . . the gaily colored chrysanthemums . . . the smart, cocky costumes of the rosy-cheeked girls . . . the grim attention of the old grads until their boys score . . . and then the lightning smile and laugh and roar of gleeful pride. . . .

Sure, you can get good pictures of the playing action, the pass-snatchers and the hip-swaying wing-backs—but you'll need some extra-sharp cameras to get them. We say, let's stay in our own league and get simple, just-as-wonderful pictures of guys and gals in the stadium around you, of the excitement, the cheers and the overall fun!

Yep, you can have fun with your pictures *after* the game. . . . So, like all occasions where fun's involved—take your camera!

Meuer Photoart House
William J. Meuer
411 State 6-1919

Severe Loss of HEARING?

NEW! Super-power, 45 volts; amazingly light, compact single-unit aid!
ZENITH $75
"Super-Royal" HEARING AID
Headband and Bone Conduction Devices Available at Moderate Extra Cost
10-DAY RETURN PRIVILEGE
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