Today's Radio Highlights

Drama

7 p. m.—Halls of Ivy (WIBA): mysterious student saves the day when Halls' car breaks down . . . **Mystery Theater** (WISC: rattlesnake helps solve weird plot involving religious cult.

7:30 p. m.—Dr. Christian (WKOW: retired man fears he's unwanted.

8:15 p. m.—Guest Star (WFOW): Ruth Hussey.

8:30 p. m.—Big Story (WIBA): Utah reporter helps snare slayer of altar-bound veteran.

9 p. m.—Family Theater (WISC): Pat O'Brien as Knute Rockne in "Meet Mr. Jones;" William Lundigan, host.

+ + +

Music

7:45 a. m.—George Morgan (WIBA): "Frankie and Johnnie," "Bugle Call Rag," "Pretty-Eyed Baby."

11 a. m.—Jack Berch (WISC): "Danger," "Hora Staccato," "Shanghai."

12 m.—Curt Massey (WISC): "I'm an Old Cowhand," "When My Dreamboat Comes In."

3:30 p. m.—Music of the Masters (WHA): "Four Sea Interludes," Britten.

5:30 p. m.—Curt Massey (WBBM): "I Wish I Wuz," "Oh Susannah."

6:15 p. m.—Jack Smith (WBBM): and Dinah Shore; "Detour," "Christmas in Killarney," "Domino."

9 p. m.—FM Concert (WHA-FM): "Tales of Hoffman."

9:30 p. m. — Enchanted Hour (WGN): "Make Believe," "Valse Triste," "Home, Sweet Home."

10:30 p. m. — Stan Kenton Orchestra (WIBA): special broadcast from Eagles club with June Christy, Shelley Manne, Maynard Ferguson, others.

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Sports

7:30 p. m.—Coach Ivy Williamson (WIBA): Pennsylvania and Iowa games.

9 p. m.—Boxing (WKOW): Jimmy Carter vs. Art Aragon.

+ + +

Variety

8:30 p. m. Bing Crosby (WKOW): with Jimmy Stewart, Anna Maria Alberghetti.

+ + +

Discussion

10:30 a. m. — Women Voters (WHA): "The Job for Price Control."

2 p. m.—Human Rights (WHA): "Wisconsin, Vacationland for All" . . . **Luella Mortenson** (WKOW): and Bernice E. Leary; "Teaching the Fundamentals."

+ + +

Farm Programs

12:15 p. m.—Farm Service (WIBA: "Keeping Farm Records," Oscar Schaller, Wonewoc; J. E. Karrasch, Mauston; Frank Mayfield.

12:30 p. m. — Farm Program (WHA): "Getting Ready for Winter Milk Production," Evert Wallenfeldt; "Let's Use the Fanning Mill," George Briggs . . . **Farm Parade** (WKOW): Bill Clark reports on Dane county events.

+ + +

Miscellaneous

8 a. m.—Breakfast Club (WISC): saluting leader of "Crusade for Freedom" drive in Syracuse, N. Y.

10 a. m.—Homemakers (WHA): "Thanksgiving Buffet Dinner," Gladys Stillman; "Fashions in Table Settings," Cornelia Beckwith.

11 a. m.—Chef Carson Gulley (WIBA): and M. E. Klinke tell "How to Buy Your Turkey."

1:30 p. m.—Jerry Harper (WKOW: including John Nesbitt in "Roots."

2:15 p. m.—House Party (WKOW): Audrey Totter, guest.

+ + +

For Children

9:30 a. m.—Young Experimenters (WHA): "Moisture in the Air."

4 p. m.—ABC Club (WISC): "Flick, the Little Fire Engine."

4:45 p. m. — The Kids' Club (WIBA): "Fun on Old MacDonald's Farm."

Radio Timetable

WEDNESDAY

	WIBA 1310 kc.	WISC 1480 Kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00	Sunrise	• Top o'	Uncle Julius	• Silent
6:15	Frolic	the Morning	Farm Hour	• Silent
6:30	Musical	• Top o' the	Chapel of Air	• Rural
6:45	Clock; News	Morning	Weather; Mkts.	• Roundup; Mkt
7:00	Alex Dreier	• Top O' Morning	Coffee Club	• News; Farm
7:15	Musical Clock	• News	News	Service
7:30	Journal News	• Top 'O' Morning	Weather; Coffee	• News
7:45	George Morgan	• Pauline Fred'k	Club; News	• Farm News
8:00	Musical	• Breakfast	Markets; Coffee	Rev. Peterson
8:15	Clock	Club	Club; News	• Musical
8:30	Musical Clock	• Breakfast	Kitchen Club	Clock
8:45	News	Club	Coffee Club; News	Musical Clock
9:00	Welcome	• My True	Arthur	• News; Pioneer
9:15	Travelers	Story	Godfrey	Freddy Martin
9:30	Betty Cass	• Betty Crocker	Arthur	Reedsburg Hour
9:45	Trader; News	• Against Storm	Godfrey	• Sweet Music
10:00	Strike It	• Ladies	Arthur	• Women's News
10:15	Rich	Fair; News	Godfrey	• Job Service
10:30	Betty Cass	• Queen for	Music Speaks	Mid Morning
10:45	Dave Garroway	a Day	L. Mortenson	Matinee
11:00	Carson Gulley	• Jack Berch	News	News, Matinee
11:15	Magic in Music	• Victor Lindlahr	Aunt Jenny	Headlines
11:30	Farm	• Sweepstakes	Helen Trent	Farm and Home
11:45	Roundup	• News; Quiz	Our Gal. Sunday	Farm News
12:00	• News; Roundup	• Curt Massey	Uncle Julius	Music; Markets
12:15	• Farm Service	• News	News	• News
12:30	• News	• Bob Swanson	Farm	• News; Market
12:45	• Polka Party	Show	Parade	Farm and Hom
1:00	• Double or	• Break the	Shopping	Daughter
1:15	Nothing	Bank	to Music	• Music Booth
1:30	• Melody	• Talk Back	Here's	Farm Service
1:45	Matinee; News	• Bob Swanson	Harper	Si Hays and
2:00	• Life Beautiful	• The Bob	News of 1070	• Music
2:15	• Road of Life	Swanson	House	Booth
2:30	• Pepper Young	Show	Party	• U W Band
2:45	• Right to Hap'ns	• Evelyn Winters	Variety Time	• Hawaii Music
3:00	• Backstage Wife	• The Bob	Luella	Chapel in
3:15	• Stella Dallas	Swanson	Mortenson	the Sky
3:30	• Widder Brown	Show	Forbidden Diary	• Melody
3:45	• Wom. in House	• To the Ladies	Moods; News	Hour
4:00	• Just Plain Bill	• The	Mary Casey's	• Beaver Dam
4:15	• Front P Farrell	ABO	Showcase	High School
4:30	• Lorenzo Jones	Club	Harmony	News
4:45	• Kids' Club	• Uncle Dick	House	• Radio Parade
5:00	• Kids' Club	• Green	News	Fiesta Time
5:15	• Fiesta	Hornet	Hits: Scores	• University
5:30	• News	• Mark	Madison'	Special
5:45	• Sports News	Trail; V. Borge	Top Tunes	University Speci
6:00	• Dinner	• News; Serenade	News	• News
6:15	Melody; News	• Fulton Lewis	Dinner Music	Tips & Tunes
6:30	• News of World	• Lone	Music; Sports	• Sports Time
6:45	• 1 Man's Famil'y	Ranger	E. R. Murrow	Bing Sings
7:00	• The Halls	• Mystery	Visitin'	Farm Front
7:15	of Ivy	Theater	Time	News
7:30	• Ivy Williamson	• The Top	Doctor	• Jamboree
7:45	• Wed. Serenade	Guy	Christian	Serenade
8:00	• Groucho	• Rogues	Red	Old Timers
8:15	Marx	Gallery	Skelton	Jamboree
8:30	• The Big	• Mr.	Bing	• Old Timers
8:45	Story	President	Crosby	Jamboree
9:00	• Barrie	• Family	Boxing	• University
9:15	Craig	Theater	Boxing	Farm Hour
9:30	• Meredith	• News	Frank DeVol	• News; At
9:45	Willson	• Elmer Davis	Orchestra	Your Request
10:00	• News	• News	News	• At Your
10:15	• News of World	• Frank Edwards	Sports	Request
10:30	• Stan Kenton	• The Ed	Trio Time	• At Your
10:45	Orchestra	Silvera Show	Some of Best	Request
11:00	• News; 1310	• News; The	News; The Best	• Silent
11:15	Club	Ed	Woody Herman	• Silent
11:30	• Palladium	Silvera	Tommy	• Silent
11:45	Orch.; News	Show	Reynolds Orch.	• Silent

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

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
9:00 Broadcast on Broadcasts
9:20 Music
9:30 Young Experimenters
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 World War II
11:50 Noon Musicale

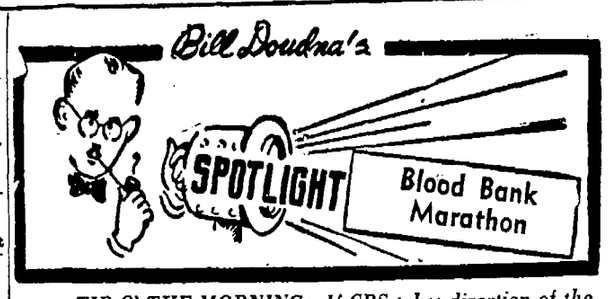
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Journeys in Musicland
2:00 Commission on Human Rights
2:15 Music Album
2:30 Music You Want
3:00 Radio Journal
3:15 Excursions in Science
3:30 Music of the Masters

FM ONLY
4:30 Just for Fun
5:00 Musical Varieties
5:30 Holland Today
5:00 Musical Varieties
5:45 News
6:00 Organ Melodies
6:30 Dinner Musicale
7:00 Wisconsin Public Welfare
7:15 Views of the News
7:30 The People Act
8:00 History of Journalism
8:50 News of Wisconsin
9:00 FM Concert
10:50 Night News (to 11)

County Home Delayed by Steel Shortage

The new $2,000,000 county home for the aged at Verona will not be started before next May or June at the earliest because of the steel shortage, County Clerk Keith A. Schwartz reported Tuesday.

Schwartz said he had received letters from Wisconsin's senators and officials of the federal defense production authority that the steel for the new building cannot be allocated until at least late next spring.



TIP O' THE MORNING: If CBS takes direction of the television version of "My Friend Irma" out of Cy Howard's hands, you can expect him to move to NBC.

* * *

Station WKOW will cooperate fully with the Columbia network in its Blood Pledge Marathon on Thursday.

During the all-day schedule, Arthur Godfrey will boost the blood bank appeal at the end of each network show, and WKOW announcers will supplement his announcements with the telephone number to be used for Madison pledges. Commercial announcements throughout the day will include "plugs" for the appeal.

GODFREY

WKOW will carry special blood bank programs at 4:30 and 6:15 p. m., as well as a one-hour program from Washington, New York, and Hollywood at 9 p. m.

* * *

FULL CALENDAR: Today is full of activity in the arts and entertainment field, with opera, an art reception, and drama among the attractions.

A near-capacity house will greet the London Opera Co. in "Carmen" at 8:30 at the Capitol theater . . . The 17th Wisconsin Salon of Art, the state's top exhibition, will open at 8 with a reception and preview in the Memorial Union . . . Stan Kenton's orchestra will play for two dances at the Eagles club . . . Wisconsin Players will repeat their studio play, "The House of Bernardo Alba," at 3:30 and 8 p. m. in the Play Circle . . . The Little Hollywood Players will give their first performance of "Murder in the Old Red Barn" at 8:30 in Club Hollywood . . . And "Across the Wide Missouri" will open at the Orpheum theater.

A total of 285 entries was submitted to the Salon jury, which selected about 100 by 82 artists for showing. There were 128 entries in oil and tempera, 60 in graphics, 85 in water colors and pastel, and 12 in sculpture.

The show will open to the public Thursday.

* * *

BAND CONCERT: The 504th Air Force band of Truax Field will give its first public concert at 7:45 tonight in the Truax Field service club. Admission will be free.

Warrant Officer Harry Fleig will conduct the 40-piece organization. Features will include a vocal solo by Corp. Hugh Erwin and a trumpet trio by Corps. James Moore, Gene Bahlman, and Howard Patterson.

* * *

DISC OF THE DAY: Two comparatively new works by Aaron Copland are offered on a Columbia LP. They are the "Clarinet Concerto," written in 1948 and performed by Benny Goodman with the Columbia string orchestra, and the "Piano Quartet" (1950), played by the New York quartet. Goodman is at his best in the concerto. Both works are highly different from most of the Copland works you have heard. The rhythms and lyrics are there, but handled differently from "Rodeo" (for example).

* * *

HIGH SCHOOL PLAYS: East and West high school pupils will present their fall plays at 8 p. m. Friday in their respective schools. West's choice is Maxwell Anderson's "Star Wagon" and East's is Jane Austen's "Pride and Prejudice." Lists of cast members were published in the Youth Journal on Sunday.

Mrs. Ruth McCarty is directing "Star Wagon," assisted by Mrs. Isabel Peterson and Paul Smith. Margaret Williams directs "Pride and Prejudice," with Barbara Hull as student director.

* * *

MUSIC'S PROGRESS: How far good music has come in the past 25 years was emphasized by a letter and a contribution reported by James Fassett, commentator for the New York Philharmonic-Symphony broadcasts on the Columbia network.

Fassett read a letter from Billy Thompson of Kalamazoo, Mich., written after he had listened to a Philharmonic-Symphony broadcast. Billy wrote:

"Gentlemen: I like your concerts very much.

"I am 9 years old and I like to hear good music.

"I am sending you a dollar."

Fassett, recalling his boyhood in Leominster, Mass., said that he too liked to hear good music when he was 9 years old. At that time, however, his listening was limited to the easier pieces from "50 Standard Selections," a book which stood on the upright piano. From this, he learned a simplified version of the slow movement from the Beethoven "Emperor" concerto. Never having heard a symphony orchestra, even on records, he didn't know that there was more to the "Emperor" Concerto than that.

Mrs. Smith, next door, had a phonograph which wound with a crank, and she let young Jimmy Fassett play records whenever he wanted. He listened with rapture to the sextet from "Lucia," to Caruso singing "Celeste Aida," and to other operatic selections by such singers as Schumann-Heink, Julia Culp, and Alma Gluck.

Except for the singing of the church choir, that was all the music that 9-year-old James Fassett could hear, in his town.

Fassett pointed out that Billy Thompson, in Kalamazoo, if he turns on his radio on Sunday afternoon, can hear plenty of good music this season. He can hear that same Beethoven "Emperor" concerto, with the English pianist Clifford Curzon playing with the Philharmonic—not just the slow movement, the whole thing. He can hear the two Brahms piano concertos, with Rudolf Serkin playing the First and Robert Casadesus the second. He can hear Artur Rubinstein play the Tchaikovsky piano concerto and Myra Hess play the Schumann. He can hear the greatest violinists in the world: Heifetz, Milstein and Francescatti.

"With these, Billy will certainly have a good solid appreciation of the classic masterpieces," said Fassett. He'll also have a chance at listening to first Philharmonic performances of some larger works: the 'German Requiem' of Brahms, for instance, conducted by Bruno Walter; Mendelssohn's magnificent oratorio, 'Elijah,' and the 'Magnificat' of Monteverdi."

NOT SMALL LONG

OKLAHOMA CITY —(UP)— Delores Jane Nitzel, who won the title of Oklahoma City's smallest baby when she weighed in at Wesley hospital here at one pound, 11 ounces, didn't stay small long. Her mother, Mrs. Henry A. Nitzel, reported she weighed 22 pounds at six months.

Swine Co-Op Elects Beloit, Columbus Men

Election of Don Lange, Beloit, and Walter Wright, Columbus, as directors was announced by the Wisconsin Swine Selection Cooperative Tuesday.

The co-op's board will meet later to name a president and other officers.

WFOW-FM

104.9 Megs.
WEDNESDAY

6:00 Early Risers
6:55 Layman's Call to Prayer
7:00 News; Yawn Patrol
7:15 Weather Report
7:18 Yawn Patrol
7:57 Weather Report
8:01 News; Clockwatchers
8:30 Weather Report
8:33 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 Lupa
11:30 Navy Band
11:45 Sacred Heart Program
12:00 News; Noontime Frolics

P. M.
1:00 Music to Listen to
2:00 Music Box
3:00 Wedding Bells
3:15 Herman Stork
3:30 Music Box
4:00 Juke Box Jamboree
4:15 Joe Fingers Carr
4:30 Easy Listening
5:00 Ken Griffin
5:15 Uncle Bill
5:30 Turners
5:45 Off the Record
5:55 News; Musical Menu
7:00 Showcase
8:00 Serenade in Blue
8:15 Guest Star
8:30 Package of New Records
8:45 Twilight Time
9:00 Sharpen Your Wits
9:30 Guy Lombardo
9:55 News; Eddy Howard
10:30 Art Mooney
11:00 Claude Thornhill
11:30 Freddy Martin
12:00 Let's Have Fun from 12 til 1

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"Was anybody caught inside...anybody I know...hurt?...burned?...overcome? How'd it start? How much loss? What's the whole story?"

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Until you see your newspaper.

You grab your paper and all the answers are there. First, in complete detail, full of local color—as it never could be anywhere else.

You knew it would all be there. Together with all the other news to be found anywhere that matters to you. Plus a hundred things you don't find anywhere else.

It doesn't take a fire. You can be just as wrought up tomorrow about a plan in the town council to widen your street. You never know what's coming...so you read your newspaper every day.

Everybody else is just like you. Everybody reads the newspaper every day. If one thing doesn't stir them—it's another. To a thrifty housewife, the fire sale can be just as important as the fire.

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* * *

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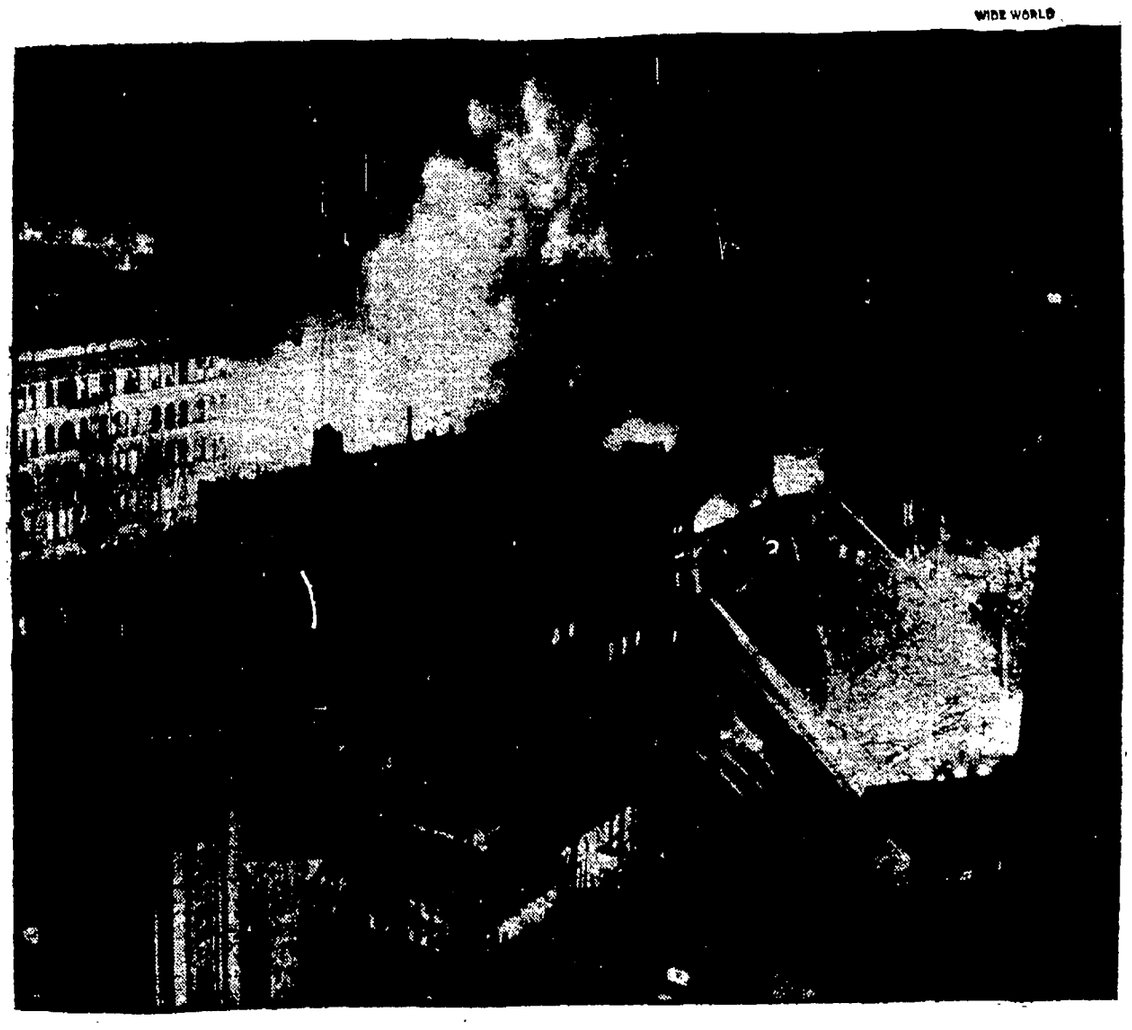
Radio and TV programs reach only fractions of your market. Each one appeals to only a special audience—sports fans, homemakers, kids, etc. And how many of these can listen at the time you broadcast?

The newspaper talks to everybody in town. It's created fresh every day to appeal to everybody. Just as you read the paper now, all your customers and prospects read the paper too—at the times they choose, for as long as they choose!

Only the newspaper is first with the most news...first with the most people...first with the most advertisers!

WIDE WORLD



The newspaper is always "first with the most"

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