

TIP O' THE MORNING: First "Day at the Zoo", program (WIBA Sunday) will be about monkeys.

RADIO is going all out to cover the Republican national con-vention in Chicago next week. All the networks are sending their top reporters to the scene; the National Broadcasting Co. alone will have a crew of 300 on hand. All of Madison's network stations-WIBA (NBC), WKOW (CBS), and WISC (ABC and MBS)-are planning extensive coverage.

Ralph O'Connor, manager of WISC, will broadcast from Chicago Sunday night and each night of convention beginning Tuesday.

He will cover the Wisconsin delegation and its activities. Programs will be at 8:15 p. m. Sunday; 7 p. m. Tuesday, and 7:15 p. m. beginning Wednesday. They will include interviews with delegates.

O'Connor also will be liaison man between the Badgers and ABC radio and television networks throughout the convention, and will return to Chicago to perform the same duties at 2:00 * Life Beautiful 2:15 * Road of Life 2:30 * Pepper Young 2:45 * Right to H'p'nss the Democratic convention.

DISC OF THE DAY: Arthur Godfrey has come up with another pairing that looks like a winner, both for sales and on the juke boxes. The first tune is "Can You Whistle, Johanna?," a happy ditty with plenty of whistling; the second is "Busybody," a reversal of "Slow Poke." Archie Bleyer's orchestra does a quiet but effective backing. (Columbia.)

NAMES IN THE NEWS: New voices at WFOW are those of Ray Lenahan, Madison, and Joe Benton and Don Bennett, Appleton, who replace Glenn Price and Sigrid Lee.

Roy V. Bogas, 18-year-old San Francisco pianisť, has won a \$2,000 prize from the San Francisco Foundation. Four years ago he won the Stillman Kelley

Clubs.

junior scholarship given by the

National Federation of Music

Russell's husband in "Never

of "Crossfire," ABC network pro-

gram to be heard on WISC be-

CBS' news staff at the Repub-

lican and Democratic national

conventions will include Jim Bor-

mann, who began his career as

Wisconsin alumnus, is moderator 10:12

Wave at a WAC."

ginning tonight.

Vational Federation of Music Subs. Faul Douglas will return to a \$135 Star

comedy when he plays Rosalind 9:00 * Secy. Sawyer

Gunnar Back, University of 10:00 • News 10:15 • Your Pastor Visconsin alumnus, is moderator 10:30 • Menhattan Mus. 10:30 • Menhattan Mus. 10:30 • Melody Parade



dramatic reading of "Challenge to Danger" for the American Founda-

tion for the Blind. Colette Marchand and Zsa Zsa Gabor will have leading roles with and high school music teachers, Ferrer in "Moulin Rouge." now shooting in Paris. Jose Ferrer in "Moulin Rouge." now shooting in Paris.

Francis X. Bushman, glamor boy of silent pictures, is writing his chorat music. memoirs. The title: "Grandma's Pin-Up Boy."

moirs. The title: "Grandma's Pin-Up Boy." **Dale Evans** will be the first woman ever to headline a world jucted by Dr. Lara Hoggard, these championship rodeo in Madison Square Garden. She will co-star with sleeves-rolled-up meetings will in-her husband, Roy Rogers. The rodeo opens Sept. 24.

WISCONSIN STATE JOURNAL, WEDNESDAY, JULY 2, 1952

assn., others.

sas,

Drama

8:30, 9, and 9:30).

+ + +

7:45 z, m. - George Morgan

+++

12:25 p. m.—Baseball (WIND): Cubs vs. Pirates.

Cups vs. Pirates. 1:30 p. m.-Baseball (WISC): White Sox vs. Tigers. 9 p. m.-Boxing (WKOW): Glen Flanagan vs. Gene Smith.

7 p. m. - What's My Line?

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CANADA

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(WIBA): "Night Prain to Mem-phis," "Undecided," "Cuddle Up

a Little Closer." 2:30 p. m. — Music You Want (WHA): Horowitz recital. 4:30 p. m.—Music of the Mas-ters (WHA): Brahms' "Requiem" . . Curt Massey (WBBM): songs hout withes (WHA): the Rev R G Borg-

6 p. m.-Music for a Half Hour wardt, Trinity Lutheran church.

6 p. m.—Music for a main now wardt, Athense (WGN): new series with Jimmy Carroll; Frances Greer, guest; sa-Discussion inte to George M. Cohan. 6:30 p. m.—Valentino (WISC): 6:30 p. m.—Valentino (WISC): carroll; frances Greer, guest; sa-Galifornia, interviewed by

6:30 p. m.—randinght spot, barltone moves to night spot, 9 p. m.—FM Concert (WHA-FM): "Siegfried" and "Gotterdam-FM): "Siegfried" and "Gotterdam-Bryson Rash, John Edwards.

merung" excerpts. 10:30 p. m.—Musie of Manhat-tan (WIBA): "Look to the Rain-bow," "The New Ashmolean Band," [2:15 p. m. — Fri (WIRA): "Putting Gri

WIBU

1240 Mt.

News: Farm Service News Parm News

Prayer League Musical Olock Musical Clock

News; Ploneet Bub Croeby Bweet Music

News: Morning Matines

Music: Markets

News and Markets Farm and Home

Chapel in the Sky Melody Hour

• Melody Hour News Band Parade

Pleats Time

• News Tips, Tupes • Sportstime Bing Bings

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Wisconsin Farm Hour News: At Your Request

Bpecial Univ. Special

• Hubba Hubba • Hubba Hubba • U W Band

Music

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ago at Shawnee-on-Delaw ar e, 6:30 p. m. - Great Day (WGN)

Sports

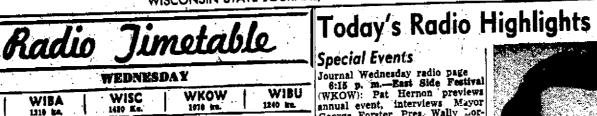
News Farm News

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Roundup



George Forster, Pres. Wally Lor-enz of East Side Business Men's assn., others. 7 p. m.—East Side Festival (WFOW): descriptions, interviews, visits to booths (also at 7:30, 8, 9:30 p. m. - Pres. Truman (WISC): at dedication of Norfolk and Bull Shoals dams in Arkan-+ + +

7:30 p. m. — Hardy Family (WISC): Mickey Rooney, Lewis Stone, Fay Holden on new schedule ... Dr. Christian (WKOW); political candidate upsets city with "uncontrollable truth-telling." S p. m.--Mr. President (WISC): s p. m.-mr. Fresident (WISC): at new time; woman's ambition takes busband from senate to White House . . Yours Truly, Johnny. Dollar (WKOW): Edmond ARLENE FRANCIS Versatile Arlene Francis is a panelist on "What's My Line?," the quiz show which moves to 7 p. m. Wednesday on WIBA and WIBA-FM, effective today. Si Hays and Baughter Bubba Hubba plagued with murder, motives,

Noted as a mimic, she has also

been mistress of ceremonies on

music and quiz shows, and ac-tress in radio serials on the

Clark, O. W. Meyer, Howard Kuhn

W. J. Ryan, J. S. Thomas.

Miscellaneous

burglar forced open a rear door to their home and escaped with valuables totaling \$138. Baker discovered the thefts Tues-

Baker discovered the thers about day, morning when he was about to leave the house to open his tavern at 601 E. Wilson st. The burgler had taken \$59 from his structure his structure and a \$15

wallet, his \$65 watch, and a \$13 cigaret lighter.

Police also received reports Tuesday afternoon of the thefts of a \$20 lawnmower from the Albert

Hamm home. 501 Cedar st., and of a \$395 motorcycle from the King. Motors, Inc., used car lot, 1128 E.

Washington ave.

Burglar Gets \$136 WFOW-FM at East Side Home While the Robert J. Baker family, 2025 Rutledge st., was shep-ing early Tuesday, a soft-shoe

.

WFOW-FM Joint Negative WEDNEBDAY A. M. 6:00 Harly Risers 7:00 News; Yawo Patrol 7:13 Rowth Hall Weather Report 7:25 Boud Prostam 7:35 Lownen's Call to Prayer 7:45 Laymen's Call to Prayer 7:45 Yawn Patrol 7:45 Lownen's Call to Prayer 7:45 Laymen's Call to Prayer 7:45 North Hall Weather Report 8:30 North Hall Weather Report 8:30 Dance Band 1:30 Navy Band 1:30 Navy Band 1:30 Navy Band 1:30 Dance Band 7:30 Little Show 7:30 Latter Hall 7:30 Reserved for Jr. 7:31 East Listening 7:30 Reserved for Jr. 7:35 Reserved for Jr. 7:36 Reserved for Jr. 7:37 Reserved for Jr. 7:38 Reserved for Jr. 7:39 Reserved for Jr. 7:30 Reser 8:00 ESEMA Feelval 8:15 Origin of Superstition 8:30 ESEMA Festival 1:45 Sharpen Your Wits 1:00 ESEMA Festival 1:30 Frid Martin 1:3 Fred Martin 1:3 Fred Martin 30 Phil Hartis 4:5 Xarier Cutat

45 Xavier Cusat 00 One, Oh Four & One Club (to 12

WHA and WHA-FM

WEDNEND A. M. 7:00 Farm Prostan 7:30 Bend Wagon 7:45 Morning News 7:58 Weather Report

1:20 College of Air Lecture 2:20 Music Tou Wast 3:00 Music You Wast 3:00 Music You Wast 4:00 Mental Health 4:15 Just for Fun 4:30 Music of the Masters 5:30 Music of the Voice 5:45 News

1:00 Chapter & Day 1:30 College of Air Lecture

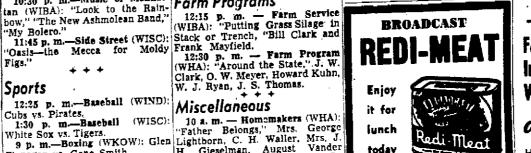
12:20 News 12:30 Farm Program

8:00 Morning Melodies 9:30 Just for Fun 9:50 Markets 9:55 Weather Report 9:50 Markets 9:55 Weather Report 9:55 Weather Report 10:30 Concert Airs 10:35 Concert Airs 10:35 Concert Airs 10:35 Concert Airs 10:35 Concert Airs 10:30 Historical Geography 11:50 Noon Musicals P. M. 12:20 News

4 30 Music for the Voice 5 30 Music for the Voice 5 30 Music for the Voice 6 30 Dinner Musicale 6 30 Dinner Musicale 7 30 March of Medicine 7 30 Thiese Fontier 5 40 Survey of Russian Literature 8 50 News of Wiscobsin 8 50 News of Wiscobsin 10 50 Night News (to 11)

(WIBA); the Rev. R. G. Borg- (WIBA); "Picnic Menus." 2:15 p. m. - House Party (WKOW): Ann Blyth, guest. 6:45 p. m. - Excursions in Sci-nce (WFOW): "Developmental ence Engineers.

8:15 p. m. - Origin of Super-stition (WFOW); wishes and 8:35 p. m. — Portrait of a City (WMAQ): Philadelphia.



today

July 4th

MISCENDREOUS
10 a. m. — Hommakers (WHA): "Father Belongs," Mrs. George Lightborn, C. H. Waller, Mrs. J. H. Gieselman, August Vander Meulen . . Paula Stone (WISC): and Helen Gallagher.
11 a. m. — Chef Carson Gulley

Midseason STOCK CAR CHAMPIONSHIP 100 LAPS OF RACING-100 Laps Tag to the 50 Lap Amateur Last Man Championship Race Races Feature General Admission \$1.50 - Children 50c Reserved Seats \$2.00 --- Children \$1.00 Time Trials 7:00 P. M.

1st Race 8:30 P. M., D.S.T. Phone Rockford 7-6500

AUTO INSURANCE







How do your present rates compare to these? Liability rates 10/20/10 for A-1 Madison risks \$19.00 for 1st 6 months, \$15.00 succeeding 6 months inquire today, see if you are eligible for these new low rates.

Wittwer & Webster, Inc. 6.7771 3099 E. Wash. Ave.

Representing



PAUL DOUGLASon a Janesville station.
Former Badgers on the ABC
staff will include Back and Ken-
attig will include Back and Ken-
Margaret "Mug" Richardson, formerly Arthur Godfrey's "girl
Friday," is handling radio and television promotion for the federal
Clvil defense organization in Washington.California.ago at Shawnee-on-Delaw are,
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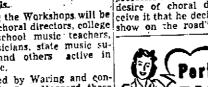
some 1,200 choral directors, college show on the road" last season.

a Milwaukee newspaper reporter colleges and institutions across the work hand in hand, the first Mu-in 1998 and Bill Shadel, formerly nation, from New Hampshire to sic Workshop was held five years Quiz

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WEDNESDAY

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WISC 1419 Ke

Wiscon.in Parm Hour News: Tops in Sports: News

Top Cr Mornins Pauline Fred'X

• My True Storr; Whisp'ng Streets • A Girl Marries

Breakfast Ciub Breakfast Ciub

Paula Stone Coffee Club

• Queen fcz a Day

Jack Rerch Bing Croeby News: - Betty John Conte

Mister

Music Baseball Baseball

Baseball Baseball Baseball Baseball

Cal Tinney

Lona Ranger

Postmark U. S. A. The Hardy Family

Mister President Cross-fire

• John Daly • Elmer Davis

Pres. Truman

• News: Ed Silvera Show • Side Street

WISC-FM

• News • Frank Edwards • Mystery Hall

Mr. Mund
 Sports; News

* News: Serenade * Fulton Lewis

WIBA

Close

12:00 | • News; Roundup | • Top Tunse 12:15 • Farm Service | • News 12:30 • News 12:43 • Polks Party Music

 3:00
 * Backstage Wife
 * Mr. Music

 3:15
 * Stella Dallas
 * Break the

 3:30
 * Widder Brown
 Bank

 3:45
 * Wom'n in Ho'se
 * Mr. Music

4:00 · Just Plain Bill · Mr. 4:13 · Frt Pass Farrel Musia 4:30 · Lorenzo Jones 4:45 · Doctor's Wile · Birthday Club

Frolio Frolio Musical Clock: News

1:00 Alex Dreier 1:15 Musical Clock 1:0 Journal News 1:45 George Morgan

8:00 Musical 8:15 Clock 8:30 Musical 8:48 News

9:00 Welcome 9:13 Travelere 9:30 Double or 9:45 Nothing

10:00 Strike It 10:15 Rich 10:30 Bob and Ray 10:45 Dave Garroway

11:00 Carson Guiler 11:15 Magic in Musie 11:30 Trader Mac 11:45 Farm Roundup

* Betty Cam: Music * Brightar Day * Dr. Malone

Madison

6:05 • Dinner 6:15 Moledy: News 6:30 • News of World 6:45 • 1 film's Family

7:00 * What's My 7:15 Line? 7:16 * Concert Hall 7:45 Variety

9:15 Serenade 9:30 News: Music 9:45 Sports Final

11:00 * News: 1310 Club Tex Williams Dance: News

* News * Sports; News

1:00 1:15 1:30 1:45

5:00 5:15 5:30

5:45

6:00 6:15 6:36 6:43

WKOW

1078 mm.

Uncie Julius Parm Hour Chapel of Air Weather; M'R'ts

Markets: Coffee Club: News Ritchen Club Coffee Club: News

Arthur Godfrey Time Arthur Godfrey Time

Arthur Godfrer

Music Speaks L. Mortenson.

News Aunt Jenny Helen Trent Our Gal Sunder.

Dinner Concert

Desrest Mother Jockey's Choice

Every Day; Luella |* Mortenson

Easy Listoning; News

Mary OLICY's Showette

Madison Top Tunes: Sports Balter; All Hits Allan Jackson

News E. S. Festival

Music: Sports E. R. Murrow

Women Voters Memory Music Doctor Christian

Johnny Dollar Steve Allen

Boxing Boxing Hits of the Day

News Sports Some of the Best

News

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

Table Time

98-1 M.

Bhowct. Harmony House

Quin the Missus House Party: Adams C. Smith; Adams C. Smith; Adams

News Farm Parade

Iocker's Choice





If you like beer

you'll <u>love</u> Schlitz



The beer (bay much Marwar ex-