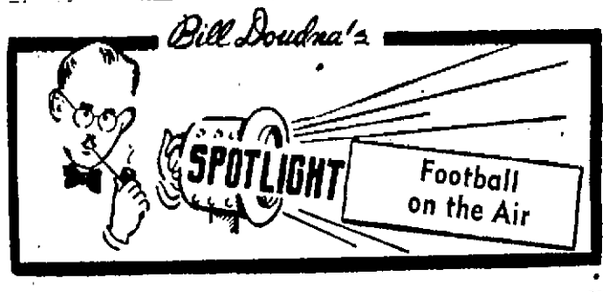
At School Music Institute

PIERCE SOMMERS TIPTON

These three out-of-state speakers will be among the experts at an Elementary School Music Institute on the University of Wisconsin campus today through Thursday.

They are Hobart Sommers, assistant superintendent of Chicago schools; Prof. Anne E. Pierce, of the State University of Iowa, and Prof. Gladys Tipton, of the University of California at Los Angeles.

Prof. S. T. Burns of the University of Wisconsin will be general chairman.



TIP O' THE MORNING: Jack Newman, WIBA news director, will do the play-by-play on the official University of Wisconsin football broadcasts this season. He'll continue on the WIBA job, too.

* * *

FIRST station to announce plans for football broadcasts this fall is WMFM. It will carry all University of Wisconsin games, both here and away; all home games of Madison East, West, and Central high schools, and some of East's out-of-town games.

Incidentally, Owner Earl Fessler and Chief Engineer Elmer Weisensel of WMFM have come up with some interesting television information.

"We have made checks on most makes of television sets," Fessler says, "and find that a fairly large percentage, when tuned to Channel 6 with the picture turned down and 'fine tune' used, can get most of Madison's frequency modulation (FM) stations.

"Some of the other sets will get them on other channels, after a little experimenting.

"However, not all sets will get the stations because they will not reach the FM broadcasting band.

"Reception is good, since the sound used by television is on FM.

"Now a use has been found for the television set on days of bad reception.

"Here's a warning: the picture tube should be turned down in such cases."

* * *

DISC OF THE DAY: "High Noon" and "Rock of Gibraltar," recorded by Frankie Laine (Columbia) . . . Two powerful Laine numbers, the first dramatic and the second humorous. This combination easily can become a best-seller.

* * *

NAMES IN THE NEWS: Peggy Wood, who plays Mama (of "I Remember Mama") on television is touring Norway. She'll be received by King Haakon.

William Bendix has been offered a role in "Nile Boy," to be filmed in Cairo next year.

Leon Ames is considered a play which would take him back to Broadway this fall.

Billy Gray, who played **Doris Day's** brother in "On Moonlight Bay," will do the same in "By the Light of the Silvery Moon."

Eduard (ex-Milwaukee) Franz has signed for a role in "The Jazz Singer," as had Mildred Dunnock.

John Wayne's next picture will be "Alma Mater," in which the former California football player will portray a grid coach.

Phyllis Kirk will be Randolph Scott's leading woman in "Come On, Texas."

Paul Whiteman, Eileen Barton, and **Larry Douglas** will launch a musical show on ABC Sunday.

Sammy Kaye is lining up a two-month tour of one-night stands, starting in October. The band will include **Joe DeRosa** and **Andy "Fatso" Russo.**

Elliot Lawrence band and **Don Cornell** will play six weeks of one-nighters starting Sept. 25. They'll do combination concert-dance dates. Lawrence and Cornell will complete their fifth week at New York's Paramount theater on Aug. 26.

Edwin R. Fissinger, Chicago, has won the 15th annual W. W. Kimball Prize Award of $200 with his song, "Children on a Hill." Another Fissinger song placed second among the 243 entries.

George London, bass-baritone who sang on the Wisconsin Union concert series last season, will be on NBC's "Great Artists" Oct. 6.

Guy Lombardo and "Your Hit Parade" will return to NBC Aug. 29.

Dolores Dwyer, member of a team of Olympic sprinters, is a clerk at CBS Radio, New York.

Hazel Markel recalls that of her MBS Washington program last May, she quoted Sen. J. J. Sparkman (D-Ala.) as predicting Gov. Adlai Stevenson's presidential nomination "on the third or fourth ballot" at the Democratic national convention.

Clifton Utley, NBC commentator, left Chicago Saturday on a three-week, round-the-world flying trip.

* * *

LUTHERAN HOUR: Prof. A. C. Oldsen, St. Louis, will begin his second year as speaker on radio's "Lutheran Hour" with a broadcast Sept. 7 from Immanuel Lutheran church, Milwaukee. The program will begin at 11:30 a.m. The Lutheran A Cappella choir of Milwaukee, directed by Harold Albers, will sing.

Oldsen is now on vacation, and guest speakers are filling his time. The program is carried on 1,150 stations in the United States, Canada, and 55 territories and other countries.

A "Lutheran Hour" rally will be held at 3 p.m. Sunday, Sept. 7, in the Milwaukee Arena, with Oldsen speaking. It will coincide with the opening of Concordia college's 72nd year, and Pres. Leroy C. Rincker of the college will speak, too. A mixed choir of 650 voices will sing.

Radio Timetable

TUESDAY

	WIBA 1310 kc	WISC 1480 kc	WKOW 1070 kc	WIBU 1240 kc
6:00	Frolics; Farmers	• Wisconsin	Breakfast Club	• Silent
6:15	Forum	Farm Hour	Farm Hr.; Mkts.	• Silent
6:30	Musical	• News; Tops	Chapel in Air	Rural
6:45	Clock	in Sports; News	Weather; Markets	Roundup
7:00	Alex Drier	• Top o' Morning	Spts; Coffee Club	• News; Farm
7:15	Musical Clock	• News	News	Service
7:30	Journal News	• Top o' Morning	Weather; Coffee	• News Weather
7:45	George Morgan	• Pauline Fred'k	Club; News	• Farm Frolic
8:00	Musical	• Breakfast	Markets; Coffee	• Prayer League
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 Godfrey	• News; Pioneers
9:15	Travelers	Story; Whisp.	Time	• Bob Crosby
9:30	Double or	Streets	Arthur Godfrey	• Sweet
9:45	Nothing	• A Girl Marries	Time	Music
10:00	Strike It	• Paula Stone	Arthur Godfrey	News
10:15	Rich	• Coffee Cup	Time	Musical Variety
10:30	Bob and Ray	• Queen for	Music Speaks	Mid-Morning
10:45	Dave Garroway	a Day	Jackpot Quiz	Matinee
11:00	Betty Cass	• Jack Berch	News; Women	News; Matinee
11:15	Column	• Bing Crosby	Aunt Jenny	Matinee
11:30	Hollywood Date	• News; Betty	Helen Trent	Nws; Frm Ps.
11:45	Farm Roundup	• J. Conte; Quiz	Our Gal Sunday	Farm Front
12:00	• News; Roundup	• Top Tunes	Dinner Concert	Music; Markets
12:15	• Farm Service	• News	News	Markets
12:30	• News	• Baseball	Mkts.; Weather	• News and
12:45	• Polka Party	• Baseball	Farm Parade	Farm & Home
1:00	• Trading Post	• Baseball	Jockey's	Farm Service
1:15	• Melody Mom.	• Baseball	Choice	Si Hays and
1:30	• Brighter Day	• Baseball	Dearest Mother	Daughter
1:45	• Dr. Malone	• Baseball	Jockey's Choice	Chr'n Science
2:00	• Life Beautiful	• Baseball	Quiz the Missus	• Hubba
2:15	• Road of Life	• Baseball	House	Hubba
2:30	• Pepper Young	• Baseball	Party	• WAF Program
2:45	• Right to Happ's	• Baseball	O. Smith; Adams	• Chapel in Sky
3:00	• Backstage Wife	• Mr	Every Day; L.	• Chapel in
3:15	• Stella Dallas	Music	Mortenson	the Sky
3:30	• Widdor Brown	• Mr.	Easy	• Melody
3:45	• Wom. in House	Music	Listening; News	Hour
4:00	• Just Plain Bill	• Break	Mary Casey's	• Melody
4:15	• Front P Farrel	the Bank	Showcase	Hour
4:30	• Lorenzo Jones	• Jon and Sparky	Harmony	• News
4:45	• Doctor's Wife	• Birthday Club	House	• Band Parade
5:00	• Madison	• Cal	Madison Top	Fiesta Time
5:15	Hour	Tinney	Tunes; News	• University
5:30	• News	• Mr. Music	Balter; All Hits	Special
5:45	• Sports; News	• Sports; News	Allan Jackson	• Univ Special
6:00	• Dinner	• News; Serenade	News	• News
6:15	Melody; News	• Fulton Lewis	Music	Old Time Band
6:30	• News of World	• Silver	Music; Sports	• Sports Time
6:45	• I Man's Family	Eagle	Edw R Murrow	Bing Sings
7:00	• Scarlet	• Song	People	Bing Sings
7:15	Pimpernel	Showcase	Are Funny	Farm Front
7:30	• Barrie	• Dr.	Mr. and	• Stan Jasen
7:45	Craig	Kildare	Mrs. North	Trio
8:00	• Len Schmitt	• America's	Len Schmitt	Old Timers
8:15	Talkathon	Town	Talkathon	Jamboree
8:30	• Truth or	Meeting	Len Schmitt	Old Timers
8:45	Consequences	• G. Heatter	Talkathon	Jamboree
9:00	• Len Schmitt	• John Daly	News	University
9:15	Talkathon	• Len Schmitt	Len	Farm Hour
9:30	• News; Music	Talkathon	Schmitt	• News; at Your
9:45	• Sports Final	• Elmer Davis	Talkathon	Request
10:00	• News	• News	News	• At Your
10:15	• Your Pastor	• Len	Sports	Request
10:30	• Len Schmitt	Schmitt	Some of Best	• At Your
10:45	Talkathon	Talkathon	Dance Time	Request
11:00	• News 1310	• News; I Love	Len	• Silent
11:15	Club	Mystery; Ed	Schmitt	• Silent
11:30	Les Brown	Silvern Show	Talkathon	• Silent
11:45	Orch., News	• Side Street	(to 5:30 a.m.)	• 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

WHA and WHA-FM

970 Kc.—88.7 Mcs.

TUESDAY

A. M.

7:00 Farm Program
7:30 Band Wagon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodies
8:30 Just for Fun
9:50 Markets
10:00 Homemakers Program
10:30 Operetta Favorites
10:45 Views of the News
11:00 Historical Geography
11:50 Noon Musicale
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Transition to Industrial Society
2:20 Music
2:30 Music You Want
3:00 Man and Culture
3:50 Music
4:00 Adventures in Research
4:15 Let's Have Fun
4:30 Music of the Masters
5:30 From the Music Clinic
5:45 News
6:00 Organ Melodies
6:30 Dinner Musicale

FM ONLY

7:00 UN Story
7:15 Views of the News
7:30 Stories N' Stuff
8:00 Chamber Music
8:30 Short Story Time
9:00 FM Concert
10:50 Night News (to 11)

WMFM

104.1 Mcs.

TUESDAY

A. M.

6:00 Early Risers
7:00 News; Yawn Patrol
7:15 North Hall Weather Report
7:18 Yawn Patrol
7:25 Band Program
7:30 Yawn Patrol
7:45 Layman's Call to Prayer
7:50 Yawn Patrol
7:58 North Hall Weather Report
8:02 News; Clockwatchers
8:30 North Hall Weather Report
8:33 Clockwatchers
9:00 Stars Sing
2:00 Dance Band
10:00 Morning Musical Variety
10:30 Songs of Yesterday
11:00 Old Timers Hall
11:30 Navy Band
11:45 Sacred Heart Program

P. M.

12:00 News; Noontime Frolics
1:00 Music to Listen to
2:00 Dance Band
2:30 Little Show
3:30 Dance Band
4:00 Juke Box Jamboree
4:15 Kay Kyser
4:30 Easy Listening
5:00 Uncle Bill
5:30 Off the Record
5:55 News; Musical Menu
6:15 Bud McElroy
6:30 Musical Menu
6:45 Sports News
8:50 Musical Menu
7:00 Showcase
7:15 New Records
7:30 Frontier Town
8:00 Talkathon
9:00 Sharpen Your Wits
9:30 Club 15
9:45 John T. Flynn
10:00 Eddy Howard
10:15 Tex Williams
10:30 Lawrence Welk
10:45 Jan Garber
11:00 One, Oh Four & One Club (to 12)

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See Our Large Display
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6 simple summertime meals
featuring Star-Kist Tuna
Get Your FREE RECIPES at Your Grocer's Now!
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Todays Radio Highlights

Special Events

8 p. m.—Len Schmitt Talkathon (WIBA, WKOW, and WMFM): at Madison Eagles club (also on WIBA at 9 and 10:30 p. m.; on WKOW at 11 p. m. and on WISC at 9:15 and 10:15 p. m.)

* * *

Drama

7 p. m. — Scarlet Pimpernel (WIBA): unscrupulous Englishman poses as the Pimpernel and almost kills him . . . **Life with Luigi** (WBBM): returns to the air with J. Carrol Naish in title role.

7:30 p. m.—Barrie Craig (WIBA): confidential investigator encounters "Heat Wave" . . . **Dr. Kildare** (WISC): case of hydrophobia in boy who couldn't have it . . . **Mr. and Mrs. North** (WKOW): embittered mother overplays her possessiveness . . . **Frontier Town** (WMFM): Jeff Chandler in "The Case of Bourbon Kate."

* * *

Religion

10:15 p. m.—Your Pastor Speaks (WIBA): Methodist Bishop H. C. Northcott.

* * *

Miscellaneous

7:45 a. m. — George Morgan (WIBA): "Half as Much," "Eastbound Train," "Sweet Hour of Prayer."

11 a. m.—Jack Berch (WISC): "Drop a Line, Friend of Mine," "Canadian Capers."

2:30 p. m. — Music You Want (WHA). "Symphonic Variations," Franck.

4:30 p. m.—Music of the Masters (WHA): "Sinfonia Concertante in E Flat," Mozart . . . **Curt Massey** (WBBM): "Zing a Little Zong," "So Madly in Love."

7:30 p. m.—Northerners (WGN): "Falling in Love with Love," "I'll Go Home with Bonnie Jean," "Blue Danube Waltz."

8:30 p. m. — Piano Playhouse (WENR): Grace Castagnetta and Andre Previn, guests.

9 p. m.—FM Concert (WHA-FM): Bach commemorative recital, Gunnar Johansen.

* * *

Discussion

8 p. m.—America's Town Meeting (WISC): "Is The U. S. By-Passing the UN?;" Porter McKeever, Thomas J. Hamilton.

* * *

Sports

12:25 p.m.—Baseball (WISC): White Sox vs. Browns . . . **Baseball** (WIND): Cubs vs. Cardinals.

5:45 p. m. — Sports Parade (WIBA): Manager Ray Lamboley of Home Talent All-Stars previews game with Madison All-Stars.

* * *

Miscellaneous

10 a.m.—Homemakers (WHA): "Early Migration of the Birds," J. H. Zimmerman; "Roadsides in Photo Contest," Mrs. J. G. Woodburn, Mrs. Laura Gray, Bruce Cartter.

10 a.m.—Paula Stone (WISC): with Barry Nelson.

4 p.m.—Adventures in Science (WHA): "Light of the Ages."

7 p.m. — People Are Funny (WKOW): do women like to gossip?

7:30 p.m. — Louella Parsons Show. (WBBM): Arlene Dahl, guest reporter.

* * *

Farm Programs

12:15 p. m. — Farm Service (WIBA): "What the Corn Crop Is Showing," C. J. Chapman and Frank Mayfield.

12:30 p.m. — Farm Program (WHA): "How Things Look in the Orchard," C. L. Kuehner; "The 1953 ACP Program," Walter Katterhenry.

* * *

For Children

5 p.m.—Uncle Bill (WMFM: "Cinderella."

WISCONSIN BLUEPRINT COMPANY
• Architects' Supplies
• Blue Printing
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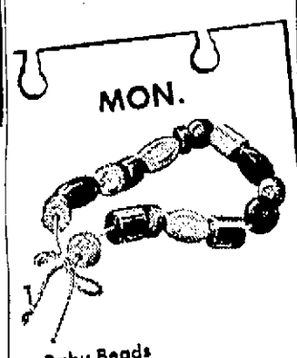
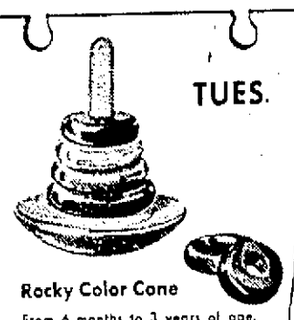
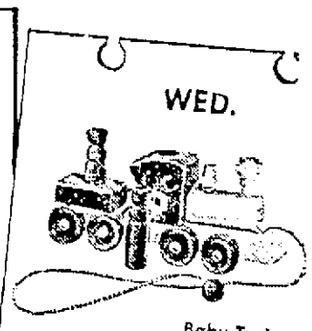
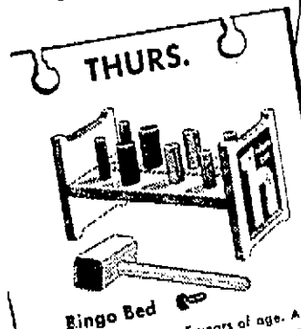
The First Rubber Base Paint in
*House and Garden Colors
MAUTZ Rubber Satin
SPREADS LIKE MAGIC
WASHES LIKE A DISH
DRIES IN 30 MINUTES
*Colors chosen by 600,000 women in nation-wide survey by House & Garden magazine.
54 glamorous colors
$1.60 a Quart
(in standard colors)
Paint It New . . . It's Fun to Do!
Free Color Chart in Our New Paint Department
Fourth Floor

Harry S. Manchester Inc.
For Every Day of Childhood, There's a
Holgate Toy
Whatever the age group . . . parents can be sure of getting the right toys for their child's playtime years with our Holgate Toys. For they're based on an educational principle . . . scientifically designed to make every playing hour an hour of instruction . . . an hour of fun.

MON.

Baby Beads
From 6 months to 3 years of age. At last, bead shapes big enough for baby to play with safely and profitably. Large bead holes and firm string make it easy for chubby hands to manage. Transparent tip on bead string makes stringing a cinch. $1.25

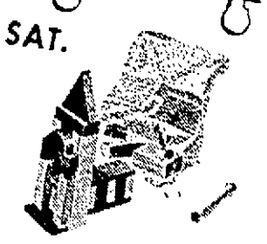
TUES.

Rocky Color Cone
From 6 months to 3 years of age. Six appealing graduated discs brightly finished in the colors of the rainbow. Stacking them correctly in the shape of a cone offers a challenge to youngster. The fun comes when the child places discs at random and sees them spill off as toy tips over. 98c

WED.

Baby Train
From 6 months to 3 years of age. Trains are the first love of children of all ages. This Baby Train will delight little girls as well as little boys. Engine and tender are very simply coupled and separated. A good pull toy, too, as baby becomes older and leaves the play pen. $2.50

THURS.

Bingo Bed
From 18 months to 5 years of age. A safe and educational outlet for a small child's natural pounding instinct. With this pounding peg board, the child gains in muscular control through learning to hit the pegs squarely.

FRI.

Old Woman of the Lacing Shoe $3.50
From 18 months to 5 years of age. An ingenious and amusing way for your child to learn to lace his shoes. This vari-colored shoe will delight every child and help develop dexterity. In no time at all a child will acquire the knack of lacing the shoe.

SAT.

Bag of 30 Colored Anniversary Blocks
From 5 to 8 years of age. Here are blocks that meet the older child's demand for different shape blocks to dress up and add the finishing touches to his building. These 30 blocks come in ten different shapes, all brightly colored with a smooth wax finish that makes it easy to keep them clean. Open mesh bag for easy storage. $1.50

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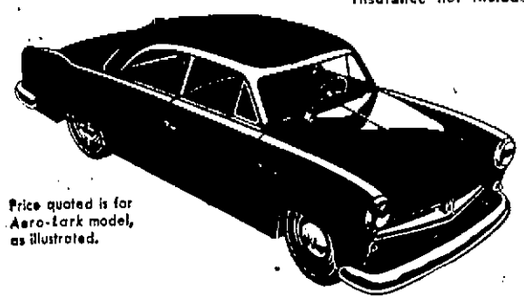
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Smart Motor Co., 2608 University Ave., Madison—Dial 5-8612
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RICHLAND CENTER Dixon Motor Sales, 230 N. Main St.

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TUNE IN
TUESDAY, AUG. 12

(Evening)		
8:00- 8:15	WIBA	1310
	WKOW	1070
	WIBU	1240
	WMFM	104.1
8:15- 8:30	WKOW	1070
	WIBA	1310
	WMFM	104.1
8:30- 9:00	WKOW	1070
	WMFM	104.1
9:00- 9:15	WIBA	1310
9:15- 9:30	WISC	1480
	WIBA	1310
	WKOW	1070
9:30- 9:45	WKOW	1070
	WISC	1480
9:45-10:15	WKOW	1070
10:15-10:30	WISC	1480
	WKOW	1070
10:30-11:00	WIBA	1310
	WISC	1480
11:00-12M	WKOW	1070

WEDNESDAY, AUG. 13

(Morning)		
12 Mid.-5:45	WKOW	1070
5:45- 6:00	WIBA	1310
6:00- 6:30	WISC	1480
6:30- 7:00	WIBA	1310
7:00- 7:15	WISC	1480
7:15- 7:30	WKOW	1070
7:30- 7:45	WISC	1480
7:45- 8:00	WIBU	1240
8:00-8:15	WMFM	104.1
	WPDR	1350
8:15- 8:30	WIBU	1240
	WMFM	104.1
	WPDR	1350
8:30- 8:45	WIBA	1310
	WMFM	104.1
	WPDR	1350
8:45- 8:55	WKOW	1070
	WMFM	104.1
	WPDR	1350
8:55- 9:00	WMFM	104.1
	WIBU	1240
	WPDR	1350
9:00- 9:45	WIBU	1240
9:45-10:00	WISC	1480
	WIBU	1240
10:00-10:15	WIBU	1240
10:15-10:30	WIBU	1240
	WISC	1480
10:30-11:00	WIBU	1240
11:00-11:15	WKOW	1070
11:15-11:30	WISC	1480
11:30-Noon	WIBA	1310
(Afternoon)		
12:00-12:15	WKOW	1070
12:15-12:45	WISC	1480
12:45- 1:00	WKOW	1070
	WISC	1480
1:00- 1:15	WISC	1480
1:15- 1:30	WKOW	1070
	WISC	1480
1:30- 1:45	WISC	1480
1:45- 2:00	WKOW	1070
	WISC	1480
2:00- 3:30	WISC	1480
3:30- 3:45	WKOW	1070
	WIBU	1240
3:45- 4:00	WIBU	1240
4:00- 4:15	WIBU	1240
	WKOW	1070
4:15- 4:30	WIBU	1240
4:30- 5:15	WKOW	1070
5:15- 5:30	WIBA	1310
5:30- 5:45	WIBU	1240
	WISC	1480
5:45- 6:00	WIBU	1240
(Evening)		
6:00- 6:15	WIBA	1310
	WIBU	1240
6:15- 6:30	WKOW	1070
6:30- 6:45	WIBU	1240
6:45- 7:00	WKOW	1070
7:00- 7:15	WIBU	1240
	WISC	1480
7:15- 7:30	WISC	1480
	WKOW	1070
7:30- 8:00	WISC	1480
	WIBA	1310
	WIBU	1240
8:00- 8:15	WKOW	1070
	WISC	1480
	WIBU	1240
8:15- 8:30	WISC	1480
	WKOW	1070
8:30- 9:00	WIBA	1310
	WKOW	1070
	WISC	1480

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