

TIP O' THE MORNING: An intensified advertising war among breweries on radio and television is shaping up. One will spend \$4,000,000 on these media in the next 12 months' -just for boxing. Another is staying with dramatic shows, and others are lining up sports events.

 $\mathbf{E}_{ ext{music}}^{ ext{XCEPT}}$ for band concerts in Vilas park, Madison's summer music season will come to an end this week. Three events are on the schedule.

At 8 tonight, Stanford Hulshizer will conduct the University of Wisconsin Summer Session chorus in a free concert at Music hall. Marjorie Loberg, soloist with the University Summer Symphony on Aug. 10, will be plano accompanist.

Hulshizer conducted the All-State High School chorus this summer, too.

The University Summer Session band, with Prof. Raymond F. Dvorak conducting, will end its season with a program at 7:15 p. m. Wednesday on the Memorial Union terrace. This, too, will be free.

A group of summer session students will give an informal recital at 1:20 p. m. Wednesday in Music hall. There will be vocal. violin, and piano music.

Monday.

Vilas park concerts by the Madison Musicians' Assn. band are scheduled for Aug. 24 and 31.

BELFRY PLAYERS: Vera Rob-from Aug. 28 through Sept. 6. nson, long a favorite with Belfry WORKSHOP: Harold Engel of Players audiences, and John Har-kins, a scholarship actor, have the WHA is among the speakers at the leading roles in "Remains to Be Ilrst nationwide workshop on edu-Scen," current attraction at the calional television being held at Bellry theater, Williams Bay. It WOI-TV, Ames, Ia. The workshop, will close Saturday night. Also in the cast are two Univer-isty of Wisconsin students, Pnyllis sponsored by Iowa State college Johnson and Laura Warren. The season will end with a 10-tional Ass. of Educational Broad-night run of "Stepping Sisters." to casters, and the Joint Committee be presented at 8:20 p.m. daily on Educational Television. Players audiences, and John Har-

NAMES IN THE NEWS: First guest singer on "Your Hit Parade" when it returns to NBC Friday, Aug. 29, will be Fran Warren. Hattle McDaniel again will star in "Beulah" when the Mondaythrough-Friday show starts its sixth season on CBS



a performer in its history. Virginia Gibson, who has just finished work on 'Stop, You're Killing Me," goes into a singing and dancing role in "Back to Broadway," being filmed by Warner. Roger Dann, last seen on Broadway in "The

Jack Benny has been signed as headliner at the

California State fair at the highest salary ever paid-

Happy Time," has been cast as Anne Baxter's husband in "I Confess," Alfred Hitchock thriller starring Montgomery Clift, Karl Malden, and Miss Baxter.

Frank Lloyd Wright pulled 2,000 letters to the GIBSON "Tex and Jinx" show with one guest appearance,

Just for Markets Weather Report J Homemakers Program O Opereta Favoritas JO Opereta Favoritas Views of the News Vieworical Geography Views of Historical Geogram Noon Musicale P. M. Barbara Benson, Sammy Kaye vocalist, postponed her wedding until late August so the could sing with the band at the Atlantic 12:20 News Farm Program

City Steel Pier starting Friday. Gen. Omar N. Bradley will make his first screen appearance in "Never Wave at a WAC." He'll portray himself in a Pentagon

scene with Rosalind Russell. Joseph Cotten again will be the slar when "The Private Files

of Matthew Bell" returns to Mutual Sept. 7. Patricia Hitchcock, daughter of Director Alfred Hitchcock, will Patricia Hitchcock, daughter of Director Alfred Hitchcock, will536 U.S. Navy Bandhave a role on "Whispering Streets" over ABC-WISC at 9:25 a.m.536 U.S. Navy BandThursday.For the stress of t

conducting the show during Miss Vernon W. Thomson, 5:30 p. m. Parsons' vacation. Monday, Sepi. 1. Andrew G. Jastep out cobson.

AUGUST 19, 1952 WISCONSIN STATE JOURNAL, TUESE

WIBU

Music: News Farm Reporter

Roundup

Mid-Morning Matinee

News: Matines Matines

Nws; Frm Pr. Farm Front

Music: Markets

* News and Farm & Home

Farm Service Si Hays and Daughter

Daughter Ohr'n Science

WAF Program Chapel in Sky

News Band Parade

Flesta Time University Special Univ Special

* News Old Time Band * Sports Time Bing Sings

Bing Sings Farm Front • Stan Jasen Trio

Old Timers Jambores Old Timers Jambores

University Farm Hour

At Your Request

A: You Request

• Silent

News; al Your Request

Hubba

Chapel in the Sky
 Melody

Melod**y** Hour

Discussion

ents.

Drama

tle over alibi.

7 p. m.-Scar-

let Pimpernel

(WIBA): Sir Per-

cy Blakeney foils Frenchman's plot

to kill enemy, start war.

7:30 p. m. Mr. and Mrs. North (W K O W): "Too

Hot to Handle,

story of firebug. Dr. Kildar

(WISC): applied

psycholog

accident.

Religion

replaces medi-

cine after sauto

6:30 p. m. — Barrie Crair (WMAQ): blonde and brunette bat-

1245 Km-

Radio Jimetable

TUESDAY

"Wisconsin - Breakfast Club Farm Hour Farm Hr.: Mkts News: Tops in Sports: News! Weather: Markets

WISC

1480 20

Brenkfast Breakfust Club

My True Story; Whisp.

Streets A Girl Marries

 Paula Stone
 Coffee Cup • Queen for a Day

Jack Berch
 Bing Crosby
 News: Botty
 J. Conte; Qu

Baseball Baseball Baseball Baseball

the Bank Jon and Spa Birthday Clu

Cal Tinney
Mr. Music
Sports: News

Song Showcase

Dr. Kildare

America's Town Meeting Safety Champs G. Reatter

John Daly
 Craftsmen's
 Guild
 Elmer Davis

. - News

Frank Edwards Ed Silvera Show

Starred programs are also carried on corresponding FM stations
 FM channels: WIBA-FM ... 183.5 M. WWCF (WIBU) ... 94.9 M
 WISC-FM ... 98.1 M.

News: I Lovo Mystery: Ed Silvera Show

Silvera Show

WIBA

1310 ko

6:09 Frolic: Farmers 6:15 Forum

7:00 Alex Dreter 7:15 Musical Clock 7:30 Journal News 7:45 George Morgan

R:00 Musical R:15 Olock R:30 Musical Clock R:45 News

Welcome Travelers Double or Nothing

0:001 Strike It 0:15 Rich 0:30 Bob and Ray 0:45 Dave Garrows

Wisconsin State Fair

1.00 * Trading Post 1:15 * Melody Mom. 1:30 * Brighter Day 1:45 * Dr. Malone

2:00 Naws: Roundup Top Tuncs 2:15 Farm Service News 2:30 News Bacball 2:30 News

2:00 • Life Beautiful • Baseball 2:15 • Road of Life • Baseball 2:30 • Pepper Young • Baseball 2:45 • Right to Happ's • Buseball

 4:00
 • Just Plain Bill
 • Break

 4:15
 • Front P Farrel
 • the Br

 4:39
 • Lorenzo Jones
 • Jon at

 4:45
 • Doctor's Wife
 • Birthd

 6:00
 Dinner
 Nows:

 6:15
 Melody; News
 Fultor

 6:30
 News of World
 Silver

 6:45
 1 Man's Family
 Eagle

Madison

Scarlet

Concert at the Capitol News: Music

10:00 * News 10:15 * Your Pastor 10:30 * Manhattan Mus 10:451 * Melody Parade

(00] News 13:0

1:30 Les Brown 1:45 Orch., Maws

Farm Program

Band Wason Morning News Weather Report Morning Melodies Just for Fun

Music Music You Want Man and Culture Music

Music Excursions in Science Let's Have Fun Music of the Masters U.S. Navy Band News

WMFM

104.1 Mers. TUESDAY

WHA and WHA-FM

Chapter a Day Transitions to Industrial Society

7:30 State Goif 7:45 Serenade

8:00) • Meet Your 8:15 Match 8:30 • Truth or 8:45 Consequence

9:30 * News: Music 9:45 * Sports Final

5:30 * News 5:45 * Sports: News

Backstage Wife Stella Dallas Widder Brown Wom, in House

L:00 Betty Cam

9:00 9:15 9:30 9:45

3:45 .

동안

7:00

9:00

HULSHIZEB

Forum Musical Clock; News

WKOW

1070 80

Arthur Godfrey

Time Arthur Godfrey Time

Arthur Godfray Time Music Speaks Jackpot Quiz

News: Women Aunt Janny Helen Trent Our Gai Sunday

Dinner Concert

News Mkts.: Weather Farm Parade

Jockey's Choice Dearest Mother Jockey's Choice

Quiz the Missus House Party C. Smith; Adams

Easy Listening; News Hour

Every Day: 4. Mortenson

Mary Casey's Showense Harmony House

Madison Top Tuncs: News Balter: All Hits Allan Jackson

People Are Funny Mr. and Mrs. North

Life With Luigi L. Parsone: 3. Allen Show

News: Straw Hat Concert Pollo and You

News Sports Some of Best Dance Time

News: Midnight

7:58 North Hall Weather Report 8:02 News: Clockwatchers 8:10 North Hall Weather Report 8:13 Clockwatchers 9:00 Stars Sink 9:30 Dance Band 10:00 Morning Musical Varlety 10:00 Morning Musical Varlety 10:00 Old Timers Hall 11:30 Navy Band 11:45 Sacred Heart Program

News Noon Time Frolies Music to Listen to Dance Band Uttle Show Donce Band Duka Box Jamboree Eddy Howard Ensy Listening Unde Bill Off the Record News; Musical Menu Bud McElroy Outfloor Sports

Outdoor Sports Musical Menu

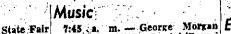
P. 31.

Turn Table Time

2:00 News

Nows: Serenade News
 Fulton Lewis News of Fair
 Silver Sports
 Engle Edw R Murrow

Today's Radio Highlights Special Events



11:30 a.m. Wisconsin State Fair 7:45 .a. m. George Morgan (WIBA): Donald McDowell, direc- (WIBA): "She'll Be Comin' 'Round tor, state department of agricul- the Mountain," "In the Mood," ture: Alice Da-

vis, Dane county home agent; John Wilson, Richland **`^** county agent; Nancy Smith, * Top o' Morning Spis: Coffee Club | News; Farm Basco; Lulia News * Top o' Morning Weather: Coffee * Pauline Fred's Club: News * Pauline Fred's Club: News

Markets: Coffee * Prayer League Olub: News * Musical Clock Club: News * Musical Coffee Club: News * Musical Clock Coffee Club: News * Musical Clock Coffee Club: News * Musical Clock

 Prayer
 Fiel Roslyn Lee, Musical Clock
 Fiel Roslyn Lee, Musical Clock

 • Musical Clock
 Lodi.
 * Suite for String

 • News: Pioneers
 12:15 p.m. — Farm Service
 * Suite for String

 • News: Pioneers
 (WIBA): at Wisconsin State fair;
 Orchestra," Jana-Cek . . . Curt

 • Sweet
 9:15 p.m. — Craftsman's Guild
 Massey (WBBM):

 • News
 (WISC) awarding of scholarships.
 "Wish You Were Weet Again."

 • News
 • + +
 Meet Again."

20 J

BAIRD 8 p.m.—America's Town Meet-and Eugenie Baird. (WISC): "What's Novi in the State Sta

8 p.m.—America's Town Meet-and Eugenie Baird. 8:30 p. m.—Stan Kenton Con-ert (WMAQ): "Monotony;" "Ar-Middle East?" Ned Russell and bed Bouhafa, news correspond-9 p. m.—FM Concert (WHA-FM):

'Jack and the Beanstalk."

For Children

Miscellaneous

Gunnar Johnansen plays Bach.

Calendar The "Dane County and Southern Wisconsin Oles' club" was Entertainment formed Sunday, by Madison and

AT THE FAIR"

MARILYN MONROE

(The Blonde Bombshell)

"CLASH BY NIGHT"

'No Room for the Groom'

LAST DAY

NOW IN ENGLISH

Silvana Mangano

IN DE SANTIS

BITTER RICE

"YOUNG SCARFACE"

MADISON Truax Field AMPLE PARKING AVAILABLE

Sponsared by Optimist Club

SUNDAY

SENSATION MADISON

KILBRIDE

STRAND

Peter LAURIE

REAL AIR-CONDITIONING

Mariorie

MAIN

DRAMA!

LAST DAY

CURTIS



Fri. beginning promptly at 10 a. m. and 2 p. m.

Madison's Most

Interesting Factory

See hou

figurine

are made

SNEAK PREVIEW TONIGHT, 8 P. M.

● STARTS TOMORROW AT I P. M. ●

Clash by Night 🥁

KID SHOW WEDNESDAY AT 1 P. M.-DOORS OPEN 1 P. M.

TONY CURTIS - PIPER LAURIE NO ROOM for the GROOM

Ceramic Arts

Studio

E North Blount St.

Across from Kayser Motors

Last Day: 2 Grand Shows

Tracy and "PAT and Mike"

& "Treasure Lost Canyon"

BARBARA STANWYCK

PAUL DOUGLAS

George Murphy "TALK ABOUT A STRANGER'



CODIEST THIATER

ROBERT RYAN

MARILYN MONROE

AND FOR FUN



LEWIS NORSE CHALET **TARINN** 118 W. Main, Stoughton, Phono I

Hear Democratic Candidate

PROXMIRE your Democratic Candidate for

and his charming wife, Elsie. Today on

.

6150 Musical Ment 7:05 Showense 7:15 Collectors Album 8:00 Connie Haines 8:15 Package of New Records 8:30 Frontier Town 9:00 Sharpen Your Wits 9:30 Evelyn Knight 9:45 John T. Flynn 19:00 Raiph Martiere 19:13 Roy Ross 10:49 Sister Slocum ADVERTISEMENT: Authorized and to be paid for by the Wisconsin Proxmine for Governor Club, Rob-ert W. Arthur, Pres. 212 Washing-ton Bildg., Madison 3, Wisconsin. 10:30 Sister Slocum 10:45 Tex Williams 11:00 One, Oh Four & One Club (to 12

GOVERNOR

o'clock in the evening.

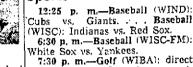
Station WIBA at 9:40

Jump ng Uter

. FREE PARKING LOT . WILLIAM

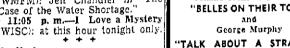
whom the experts call the out-standing legislator of the 1951 Wis-consin Legislature.

+:+ + Sports



NA1SH - Life With Luig! report on State Open tournament (WKOW): Basco's classmates

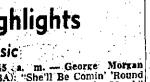
range a date for him; J. Carrol Naish stars. PRAIRIE SUN PRAIRIE 8:30 p. m. — Frontier Town (WMFM): Jeff Chandler in "The Jeanne Crain - Myrna Loy "BELLES ON THEIR TOES"



Alumni Form a Club







11 a. m.-Jack Berch (WISC): "Lover." 2:30 p. 2:30 p. m. — Music You Want

(WHA): final por-tion or "Car-men's" first act.

