

# Radio Timetable

FRIDAY

WIBA 1210 to	WISC 1430 to	WKOW 1870 to	WIDU 1210 to
6:00 Frolic: Farmers 6:15 Forum 6:30 Musical 6:45 Clock: News	6:00 Wisconsin 6:15 Farm Hour 6:30 News 6:45 Top of Mornin'	6:00 Breakfast Club 6:15 News 6:30 Farm Hour 6:45 Weather: Mkta. 6:55 Roundup	6:00 Music: News 6:15 Farm Reporter 6:30 Rural 6:45 Roundup
7:00 Alex Dreyer 7:15 Musical Clock 7:30 News 7:45 George Morgan	7:00 Top of Mornin' 7:15 News 7:30 Top of Mornin' 7:45 Top of Mornin'	7:00 Coffee Club 7:15 News 7:30 News 7:45 News	7:00 News: Farm 7:15 Service 7:30 News 7:45 Farm Profile
8:00 Musical 8:15 Clock 8:30 News 8:45 News	8:00 Breakfast 8:15 Club 8:30 News 8:45 News	8:00 Market: Coffee 8:15 Kitchen Club 8:30 Coffee Club: News 8:45 News	8:00 Prayer League 8:15 Musical 8:30 Clock 8:45 Musical
9:00 Welcome 9:15 Double 9:30 Nothing	9:00 My True 9:15 Story: Whisp's 9:30 News 9:45 News	9:00 Arthur Godfrey 9:15 Arthur Godfrey 9:30 Arthur Godfrey 9:45 News	9:00 News: Music 9:15 Bob Crosby 9:30 News 9:45 Music
10:00 Strike II 10:15 Rich 10:30 Rob and Ray 10:45 Dave Garroway	10:00 Paula Stone 10:15 Coffee Cup 10:30 News 10:45 News	10:00 Arthur Godfrey 10:15 News 10:30 News 10:45 News	10:00 News 10:15 Mid Mornin' 10:30 Matinee 10:45 News
11:00 Betty Carr 11:15 Columbo 11:30 Rob McLaughlin 11:45 Farm Roundup	11:00 Jack Herch 11:15 Margie 11:30 Bill Ring 11:45 Go! Sunday	11:00 News: Woman 11:15 Aunt Jenny 11:30 Bill Ring 11:45 Go! Sunday	11:00 News: Mornin' 11:15 Matinee 11:30 News 11:45 Farm Front
12:00 News: Roundup 12:15 News 12:30 News 12:45 Polks Party	12:00 Market Basket 12:15 News 12:30 News 12:45 Music	12:00 Dinner Concert 12:15 Mkta.: Weather 12:30 Farm Parade 12:45 News	12:00 Music: Market 12:15 News 12:30 News 12:45 News
1:00 Trading Post 1:15 Melody Moments 1:30 Breakfast 1:45 Dr. Malone	1:00 Market Basket 1:15 News 1:30 News 1:45 Music	1:00 Joeey's 1:15 Choice 1:30 Deeds: Mother 1:45 Joeey's Choice	1:00 Farm Service 1:15 St. Mary's 1:30 Deeds: Mother 1:45 Hubba Hubba
2:00 Life Beautiful 2:15 Road of Life 2:30 Pepper Young 2:45 Right to Ho'us	2:00 Baseball 2:15 Baseball 2:30 Baseball 2:45 Baseball: Scores	2:00 Quit the Mises 2:15 News 2:30 News 2:45 News	2:00 Hubba Hubba 2:15 Hubba Hubba 2:30 News 2:45 Science
3:00 Backstage Wife 3:15 Ella Dallas 3:30 Wilder Brown 3:45 Woman in House	3:00 B. Crocker, Mr. 3:15 Music 3:30 Music 3:45 Music	3:00 Every Day: Luella 3:15 Mortenson 3:30 News 3:45 News	3:00 Chapel in 3:15 the Sky 3:30 Melody 3:45 Hour
4:00 Jim: Plain Bill 4:15 Front P. Farrell 4:30 Lorenzo Jones 4:45 Doctor's Wife	4:00 Break the 4:15 Bank 4:30 Joe and Sparkie 4:45 Birthdays Club	4:00 Mary Casey's 4:15 Showcase 4:30 News 4:45 News	4:00 Melody 4:15 News 4:30 News 4:45 News
5:00 Madison 5:15 Hour 5:30 News 5:45 Sports: News	5:00 Cal 5:15 Tinney: Crocker 5:30 News 5:45 Sports: News	5:00 Madison Top 5:15 News 5:30 News 5:45 News	5:00 Madis Time 5:15 University 5:30 Madis Time 5:45 Div. Special
6:00 Dinner 6:15 Melody: News 6:30 News of World 6:45 Man's Family	6:00 News: Serenade 6:15 Nelson Lewis 6:30 News 6:45 News	6:00 News: McCarthy 6:15 Club 6:30 News 6:45 News	6:00 News: Old Time 6:15 Band 6:30 News 6:45 News
7:00 Your Hit 7:15 Parade 7:30 Bob and 7:45 Ray	7:00 The Top 7:15 This 7:30 This 7:45 This	7:00 Hollywood 7:15 Open House 7:30 E. Depper: Mute 7:45 Land U. S. A.	7:00 News: Mart 7:15 News 7:30 News 7:45 News
8:00 Mario 8:15 Laura 8:30 Music by 8:45 Mantovani	8:00 Gov. Adial 8:15 Stevenson 8:30 News 8:45 News	8:00 The Big 8:15 Steve 8:30 News 8:45 News	8:00 Old Times 8:15 News 8:30 News 8:45 News
9:00 My Garden 9:15 Words in Night 9:30 News: Mktg 9:45 Sports: Final	9:00 Boxing 9:15 News 9:30 News 9:45 News	9:00 News: Capitol 9:15 News 9:30 News 9:45 News	9:00 Wisconsin 9:15 Farm Hour 9:30 News 9:45 News
10:00 News 10:15 Your Pastor 10:30 Manhattan Mus 10:45 Melody Parade	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News: Some 10:15 News 10:30 News 10:45 News	10:00 At Your 10:15 Request 10:30 News 10:45 News
11:00 News: 1310 11:15 Club 11:30 Dance 11:45 Orch.: News	11:00 News: The 11:15 News 11:30 News 11:45 News	11:00 News: Midnight 11:15 News 11:30 News 11:45 News	11:00 Silent 11:15 Silent 11:30 Silent 11:45 Silent

Starred programs are also carried on corresponding FM stations. FM channels: WIBA-FM... 101.5 WISC-FM... 98.1 M.

## Today's Radio Highlights

**Music**  
4:30 p.m.—Music of the Masters (WHA): "Serenade in D Major," Beethoven... Curt Massey (WBBM): "Zing a Little Song," "Wish You Were Here," "Halt as Much."  
5:15 p.m.—Jack Smith (WBBM) and Dinah Shore: "Moonlight Savings Time," "Once in a Blue Moon."  
5:30 p.m.—Club 15 (WBBM): "With a Song in My Heart."  
7 p.m.—Your Hit Parade (WIBA): Eileen "Bake a Cake" Barton, guest singer.  
8 p.m.—Mario Lanza (WIBA) and Gisele MacKenzie: "Day in Day Out," "Granada," "It's a Most Unusual Day," "Look for the Silver Lining," "Celeste Aida," "Big Time" (WKOW): salute to James Barton.  
9 p.m.—FM Concert (WHA-FM): "Quintet in A Major," Dvorak.

**Drama**  
7:30 p.m.—This Is Your FBI (WISC): story of blackmail Hall of Fantasy (WGN): "Shadow People."

**Religion**  
10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Raymond Kias, Immaculate Heart of Mary Church.

**Political Talks**  
4 p.m.—Sen. Joseph McCarthy (WHA).  
5:30 p.m.—Gov. Walter J. Kohler (WHA).  
6:15 p.m.—William Hayes (WKOW): for Sen. McCarthy.  
6:30 p.m.—Dane County Republican Club (WIBA).  
7:30 p.m.—Ernest Deppe (WKOW).  
8 p.m.—Gov. Adial Stevenson (WISC).  
9:40 p.m.—Edith Rockwell (WIBA): for Sen. McCarthy.

**Discussion**  
11 a.m.—Contemporary Trends (WHA): "The American Citizen—His Responsibilities in a Free Society," Elizabeth Brandeis.  
3 p.m.—Cooper Union Forum (WHA): "Racial Aspects of International Relations," Ethel Alpenfels.  
8:45 p.m.—Pro and Con

(WMAQ): "Tariffs," Harold E. Linder of state department.

**Sports**  
12:25 p.m.—Baseball (WIND): Dodgers vs. Braves.  
1:30 p.m.—Baseball (WISC): Yankees vs. Athletics.  
9 p.m.—Boxing (WISC): Gil Turner vs. Bobby Dykes.

**Farm Programs**  
12:15 p.m.—Farm Service (WIBA): Frank Mayfield and Roy Ormond interview officials, prize winners at Grant County fair.  
12:30 p.m.—Farm Program (WHA): report from Harvest Field-day at Spooner.

**Miscellaneous**  
10 a.m.—Paula Stone (WISC) and Ida Lupino.  
8:30 p.m.—Ice Follies (WISC): premiere of 1953 edition; interviews with movie stars and "Follies" performers.

**E. R. McPhee Appointed to Educational Group**  
E. R. McPhee, 2214 Chadbourne ave., has been appointed to the governor's educational advisory committee. Gov. Walter Kohler's office announced Thursday.  
McPhee, who is director and secretary of the Board of Regents of State Colleges, will fill the vacancy caused by the resignation of Forrest R. Polk, Oshkosh State college president.  
The committee serves as a state approval agency for GI educational benefits.

## Sunbeam Demonstration

Friday 8 a. m. - 5 p. m. Saturday 8 a. m. 'til noon

**Famous Sunbeam Appliances in Action!**

See new work-saving, time-saving features developed by Sunbeam for your convenience. America's most wanted appliances being shown by Sunbeam's Mrs. Marie Cobb.

**Have a Free Cup of Coffee**

Automatically and perfectly prepared in the Sunbeam Coffee Master. F.V. Cookies Will Also Be Served!

And See the new Mixmaster, Toaster, Iron, Egg Cooker, Bertha Warmer and Wafla Baker — too!

**Madison Gas and Electric Company**

"Quality Merchandise at Reasonable Prices"

100 N. Fairchild Street Dial 5-4521

Bill Doudna's

**SPOTLIGHT Band Concert**

TIP OF THE MORNING: Edward Everett Hale's "The Man Without a Country" will be filmed with Sterling Hayden as Philip Nolan.

MADISON'S summer music season will end Sunday. The Madison Musicians Assn. band will give its 11th and final 1952 concert in Vilas park at 1:30 p. m., followed at about 3:30 by a concert by the Madison, Portage, and Mt. Horeb chapters of the Sweet Adelines, Inc.

William H. Keyes will conduct the band; Ann Hanson will play a saxophone solo, and Margaret Phelps and Miss Hanson will offer a saxophone duet. This concert, like others in the series, was made possible by the cooperation of the city, the Vocational and Adult school, the musicians' association, and a grant from the industry's performance trust fund.

**NAMES IN THE NEWS:** A road company of "A Tree Grows in Brooklyn" will be sent out this fall by Lee Shubert. It will open Oct. 13 in Washington, D. C.

Joann Thew Wilson has joined the piano faculty of the Wisconsin School of Music. A graduate of East-high school, she studied at the Wisconsin School and the University of Wisconsin, taught at Monroe and at the Madison Vocation and Adult school, was choir director and organist at Wing chapel, Pope Field, N. C., and is choir director at Central Lutheran church. She has also played with the Madison String Sinfonia and is a member of the Madison Civic chorus.

Gall Davis has signed to play the feminine lead in "On Top of Old Smoky," her 12th Gene Autry picture.

Rex Thompson, 9-year-old actor who played Gertrude Lawrence's son in "The King and I," will appear as young Edward VI in MGM's "Young Bess." "Stewart Granger, Jean Simmons, Charles Laughton (again as Henry VIII), and Deborah Kerr will star.

Esther Williams' next color musical, "Dangerous When Wet," will have in its cast Fernando Lamas, Jack Carson, Denise Darcel, James Whitmore, and William Demarest.

**RETURN DATE:** "The Greatest Show on Earth" will open a return engagement Wednesday at the Capitol theater.

**'BIG EIGHT':** Leon Petersen's "The Big Eight" will return to the WISC schedule at 11 a. m. Saturday with an hour-long kickoff program. Among the features will be interviews with Madison high school principals. Later broadcasts will have coaches and football players among the guests. Leon will welcome advance news of high school activities for use on the show. Send it to him at WISC.

**TODAY'S LAUGH:** It was on the set of "Everything I Have Is Yours," and Marge Champion overheard the conversation of one

## HEAR

Miss Ethel Rockwell

well known throughout the state as civic leader and pageant director.

Former UNIVERSITY OF WISCONSIN PROFESSOR

on

# WIBA

9:40 P. M.

Friday, Sept. 5

when she tells us why she is PROUD to support

Sen. Joseph McCarthy

for re-election.

THIS IS THE YEAR TO VOTE REPUBLICAN

Authorized and paid for by the Dane County Women's Republican Club—Mrs. Robert Harloff, Treas.

## Ike Dixie Trip Worries Senator

Possible GOP Win Seen There

SPRINGFIELD, Ill. (AP) — Sen. George A. Smathers of Florida Thursday called Gen. Dwight D. Eisenhower's hard-hitting Dixie campaign "a matter of concern" to the Democrats. And he said the GOP presidential nominee may carry Florida in November.

Smathers expressed the views to newsmen after a lengthy conference with Gov. Adial E. Stevenson of Illinois, the Democratic candidate for the White House.

**Promises To Hit Back**  
The Florida Democrat said he had urged Stevenson to campaign in Florida, and added that the governor promised to try to fit such a trip into his schedule.

Smathers' conference with the governor came shortly after Stevenson's headquarters announced he will hit back at the Republican "it's time for a change" argument in opening a nine-state Western tour with a major speech in Denver Friday night.

Stevenson's campaign manager, Wilson Wyatt, made the announcement at a news conference, where

ing from the educational field (where it carries NAEB shows) into other broadcasting.

Largest program yet to make the change is "The Hour of St. Francis," which is heard over 600 stations, including WMFM, Madison. Such service will begin Sept. 7.

Earl Fessler of WMFM says that the John T. Flynn program may be converted to tape. "The Missionary Hour" and "London Letter" now come that way.

"As a station, we like it better than discs," Fessler says. "The quality is even better than Class A transcription programs is spread-network."

he also declared the Stevenson camp is not worried about the impact of Eisenhower's two-day campaign in the South earlier this week.

Smathers declared, however, that Eisenhower made "a big impression" with speeches in Georgia, Florida, Alabama and Arkansas, and that the response the general got to sharp criticism of the Truman administration "certainly means he's got some strength" in those Democratic strongholds.

**Will Support 'Steve'**  
In a prepared statement, Smathers said he will support Stevenson for the presidency, "even though I am in disagreement with the governor and the party platform on certain issues."

Wyatt, in outlining plans for Stevenson's Western tour, said the itinerary calls for a nine-day swing, 11 formal speeches and eight whistle stop talks. Most of the trips will be by plane.

**WMFM**  
104.1 Mega.  
FRIDAY  
A. M.

- 6:00 Early Risers
- 7:00 News
- 7:05 Yawn Patrol
- 7:15 North Hall Weather Report
- 7:20 Weather Report
- 7:25 According to the Record
- 7:30 Yawn Patrol
- 7:45 Layman's Call to Prayer
- 7:50 Yawn Patrol
- 7:55 North Hall Weather Report
- 8:00 News: Clockwatchers
- 8:30 North Hall Weather Report
- 8:35 Clockwatchers
- 9:00 Stars Sing
- 9:30 Navy Band
- 10:00 Morning Musical Variety
- 10:30 Songs of Yesterday
- 10:50 Morning Musical Variety
- 11:00 Old Times Hall
- 11:30 Party Band
- 11:45 Sacred Harp Program
- 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 Duke Box Jambores
- 4:15 Vaudeville Hour
- 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
- 7:00 Showcase
- 8:00 Announcers' Choice
- 8:45 Guest Star Time
- 9:00 Sharpen Your Wits
- 9:30 Memories of Hawaii
- 9:45 John T. Flynn
- 10:00 Sister Slocum
- 10:15 Dr. Williams
- 10:30 Tex Beneke

**WHA and WHA-FM**  
714 Kz. 817 Meas.  
FRIDAY  
A. M.

- 7:00 Farm Program
- 7:30 Band Wagon
- 7:45 Morning News
- 8:00 Weather Report
- 8:00 Morning Melodies
- 8:30 Just for Fun
- 8:50 Markets
- 9:00 Weather Report
- 9:00 Homemakers Program
- 10:00 Views of the News
- 10:45 Contemporary Trends
- 11:00 Noon Musicale
- 11:50 News
- 12:20 Farm Program
- 1:00 Chapter a Day
- 1:30 Transitions to Industrial Society
- 2:20 Music
- 2:30 Music You Want
- 2:30 Music You Want
- 4:00 Political Education Forum
- 4:15 Let's Have Fun
- 4:30 Music of the Masters
- 5:30 Political Education Forum
- 5:45 News
- 6:00 Dinner Musicale

6:15 Dinner Musicale  
7:00 Trip Through Switzerland  
7:15 Views of the News  
7:30 The Virtuosa  
8:00 Philosophy and Human Enterprise  
8:30 News of Wisconsin  
9:30 FM Concert  
10:30 Night News (to 11)



**YOUR HIT PARADE**  
The Top Seven Survey Songs with Guy Lombardo and his Royal Canadians presented by Lucky Strike Cigarettes

TONIGHT AT 7:00  
WIBA dial 1310

"Re-elect" The Great American Patriot

## McCARTHY

Listen To WKOW WISC

Sept. 5 6:15 p. m. 5:30 p. m.  
Sept. 6 5:30 p. m.  
Sept. 7 5:30 p. m.  
Sept. 8 9:35 p. m.

Authorized and paid for by Dane County Citizens for McCarthy Committee, Grace Livesey, sec.

# HEAR

MRS. W. W. FOX

Pres. Dane County Women's Republican Club, a business woman, housewife and mother

When She Speaks On Behalf Of Republican Endorsed Candidates

# WISC

7:30 A. M.

SATURDAY, SEPT. 6

THIS is the Year to Vote REPUBLICAN

Authorized and paid for by the Dane County Women's Republican Club—Mrs. Robert Harloff, Treas.

# See for yourself why LUCKIES TASTE BETTER!

**How to prove to yourself Luckies are made better—to taste cleaner, fresher, smoother**

Strip the paper from a Lucky by carefully tearing down the seam from end to end. Be sure it's from a newly opened pack, and that you don't dig into the tobacco. Then gently lift out the tobacco cylinder.

**Free from loose ends**

**Here's why Luckies taste cleaner:** You can see that Luckies hold together without crumbling—without loose ends to get in your mouth and spoil the taste. Lucky Strike remains a perfect cylinder of clean tobacco—round, firm and fully packed.

**Free from "hot spots"**

**Here's why Luckies taste fresher:** Note how few Luckies are from air spaces—those "hot spots" that give you a hot, harsh taste. Luckies' long strands of fresh, good-tasting tobacco give you a fresh, smooth smoke.

**Here's why Luckies taste smoother:** L.S./M.F.T., Lucky Strike means fine tobacco—fine, light, naturally mild tobacco. So, for a smoke that's cleaner, fresher, smoother, for truly mild tobacco, for a cigarette that tastes better...make your next carton Lucky Strike!

FOR A CLEANER, FRESHER, SMOOTHER SMOKE...  
**Be Happy-GO LUCKY!**

PRODUCT OF The American Tobacco Company  
AMERICA'S LEADING MANUFACTURER OF CIGARETTES