



TIP OF THE MORNING: Sammy Kaye's new singer, Peggy Powers is a novice at "pop" singing; she has studied serious music since she was 11, and she's a coloratura. Besides that, her real name is Maria del Carmen Lawanna del Cruz del Diaz del Zamora del Montoya!

JOHN HENRY FAULK, master of ceremonies for "Walk a Mile," quiz show which starts at 7 tonight on WIBA and WIBA-FM, is a former professor at the University of Texas. A specialist on regional and frontier humor, he wrote a master's thesis on regionalism in American speech and humor that brought him invitations to lecture at Columbia and Yale.

During World War II, Faulk tried to join the army but was rejected because of a visual defect. He joined the merchant marine, then served two years with the Red Cross in the Middle East, and finally got into the army via a waiver of his disability. For two years, he was a psychiatric social worker with the medical corps.

After his discharge, Faulk accepted an offer to take his "Texas talk" to radio. But he recognized after a time that his inexperience was against him, and took a disc jockey job on a small station. There he learned to tailor his humor to radio, and eventually he moved to network radio and television.

Faulk claims to be the only member of this family who ever left Travis county, Tex.

NAMES IN THE NEWS: The University of Wisconsin and Ohio State university will be saluted by Vaughn Monroe over CBS-WBBM at 6:30 p. m. Saturday.

Aaron Bohrod, artist in residence at the university, will be a juror for the annual Michigan Artists exhibition at the Detroit Institute of Arts. He and Philip R. Adams, director of the Cincinnati Art museum, will judge entries Oct. 13 and 14 in Detroit. More than 1,700 works have been submitted.

Broderick Crawford's next film will be "Posse," his second Western for Columbia Pictures.

Patricia Medina has signed to appear in a picture a year for three years for producer Sam Katzman. First will be "Siren of Baghdad," with Paul Henreid opposite her.

Helmut Summ, head of the art department at the University of Wisconsin in Milwaukee, has a one-man show in the Wisconsin gallery of the Milwaukee Art institute. A native of Hamburg, Germany, Summ attended high school in Sheboygan and Kohler, graduated from Wisconsin, and won a master's degree at Marquette.

UNIVERSITY CHORUS: Director J. Russell Paxton has opened membership in the University chorus to faculty members as well as students. As a result, the organization will have 193 voices when it presents "The Messiah" in December. Rehearsals are Tuesday nights in Music Hall.

DISCS OF THE DAY: Frankie Laine and Jo Stafford appear to have another pair of hits for Columbia, with both sides of a new record having great appeal. One is "Peace a-Puddin'," a lively adaptation of a nursery rhyme which they do with vigor and drive. The other is "Tonight We're Setting the Woods on Fire," an infectious tune.

In another vein, Tony Bennett has another pairing that should find ready sales. The tunes are "Stay Where You Are" and "Anywhere I Wander," both warm and lovely.

"Wander" is from the forthcoming film, "Hans Christian Andersen," from which another Columbia pairing also comes—Doris Day and Donald O'Connor in "No Two People" and "You Can't Lose Me." Both are catchy.

Table with 2 columns: Time and Program Name. Includes Farm Program, Morning News, Weather Report, etc.

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Radio Timetable

Large radio timetable table with columns for WIBA, WISC, WKOW, and WIBU, listing various programs and their times.

Sears, Roebuck Sales Rise in September CHICAGO (AP)—Sears, Roebuck and Co. reported Tuesday sales for September amounted to \$271,262,648, an increase of 14.3 per cent over the same month a year ago at \$237,404,742.

Today's Radio Highlights

Drama: 7 p. m.—Mystery Theater (WISC): Double murder and double-cross in "The Case of the Tell-Tale Twa"... FBI in Peace and War (WKOW): "The Clip Joint," story of jewel swindle. 7:30 p. m.—Dr. Christian (WKOW): "Second Chance," tale of embittered veteran. 8 p. m.—Mr. President (WISC): "54-40 or Fight." 8:30 p. m.—Big Story (WIBA): Florida reporter follows minute clue, solves hitch-hike murder case. 9:35 p. m.—Dangerous Assignment (WMAQ): at next time. 10:35 p. m.—Walter Pidgeon Theater (WISC): "Holiday in Mexico," with Victor Marchese.

Advertisement for The Hoffman House featuring a portrait of Eddie Daniels and text: 'After the Movie... it's Eddie Daniels Time! Visit the Hoffman House and see this All-Star Entertainer impersonate your favorite screenland stars.'

Advertisement for Kingsbury Pale Beer, featuring a 4-pack carton and text: 'The Beer that's "Brewed to Please You" NOW! Packed to Please You Too!'

Large advertisement for Mercury cars, featuring a large image of a Mercury sedan and text: 'Best Time Ever for the Best Deal Yet! CASH IN ON MERCURY'S FORERUNNER STYLING FOR A SOUND INVESTMENT. EYE AND TRY THE YEARS-AHEAD ECONOMY CAR. MERCURY. Now's THE time to come in with your old car and discuss trading in for a brand-new Mercury. For there's no time like now to get a good deal.'