

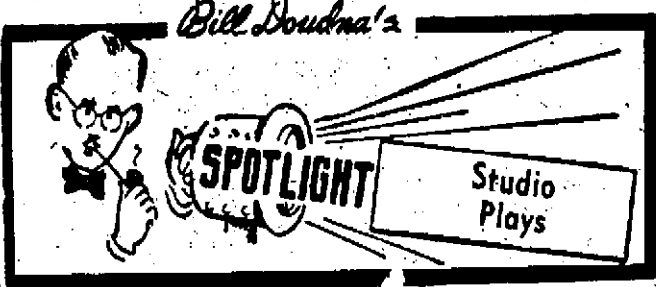
OPEN SUNDAYS
Beginning Sunday, Oct. 19
We will be open every Sunday
from the hours of 11 a. m. to
7:30 p. m.

The DOME
114 E. Main St.

Radio Timetable

MONDAY			
WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240
8:00 Profr: Farmers Forum 8:15 Musical Clock 8:45 George Moran	8:00 Top of Morning News 8:15 Top of Morning News 8:30 Top of Morning News 8:45 Top of Morning News	8:00 Uncle Julius 8:15 Uncle Julius 8:30 Uncle Julius 8:45 Uncle Julius	8:00 Music: News Farm Reporters 8:15 Music: News Farm Reporters 8:30 Music: News Farm Reporters 8:45 Music: News Farm Reporters
9:00 Alex Dreier 9:15 Musical Clock 9:30 Musical Clock 9:45 News	9:00 Breakfast Club 9:15 Breakfast Club 9:30 Breakfast Club 9:45 Breakfast Club	9:00 Coffee Club 9:15 Coffee Club 9:30 Coffee Club 9:45 Coffee Club	9:00 News: Farm Service 9:15 News: Farm Service 9:30 News: Farm Service 9:45 News: Farm Service
10:00 Strips 11 10:15 Strips 11 10:30 Strips 11 10:45 Strips 11	10:00 My True Story 10:15 My True Story 10:30 My True Story 10:45 My True Story	10:00 Arthur Godfrey 10:15 Arthur Godfrey 10:30 Arthur Godfrey 10:45 Arthur Godfrey	10:00 News: Flower 10:15 News: Flower 10:30 News: Flower 10:45 News: Flower
11:00 Betty Case 11:15 Betty Case 11:30 Betty Case 11:45 Betty Case	11:00 News: Roundup 11:15 News: Roundup 11:30 News: Roundup 11:45 News: Roundup	11:00 News: Women 11:15 News: Women 11:30 News: Women 11:45 News: Women	11:00 News: Markets 11:15 News: Markets 11:30 News: Markets 11:45 News: Markets
12:00 Trading Post 12:15 Trading Post 12:30 Trading Post 12:45 Trading Post	12:00 Break the Bank 12:15 Break the Bank 12:30 Break the Bank 12:45 Break the Bank	12:00 Jockey's Choice 12:15 Jockey's Choice 12:30 Jockey's Choice 12:45 Jockey's Choice	12:00 News: Service 12:15 News: Service 12:30 News: Service 12:45 News: Service
1:00 Life Beautiful 1:15 Life Beautiful 1:30 Life Beautiful 1:45 Life Beautiful	1:00 Master Music 1:15 Master Music 1:30 Master Music 1:45 Master Music	1:00 Quis the Misus 1:15 Quis the Misus 1:30 Quis the Misus 1:45 Quis the Misus	1:00 Chapel in 1:15 Chapel in 1:30 Chapel in 1:45 Chapel in
2:00 Backstage Wife 2:15 Backstage Wife 2:30 Backstage Wife 2:45 Backstage Wife	2:00 Cal Tenny 2:15 Cal Tenny 2:30 Cal Tenny 2:45 Cal Tenny	2:00 Mary Casey's 2:15 Mary Casey's 2:30 Mary Casey's 2:45 Mary Casey's	2:00 News: Band 2:15 News: Band 2:30 News: Band 2:45 News: Band
3:00 Just Plain Bill 3:15 Just Plain Bill 3:30 Just Plain Bill 3:45 Just Plain Bill	3:00 To the Ladies 3:15 To the Ladies 3:30 To the Ladies 3:45 To the Ladies	3:00 Madson Top 3:15 Madson Top 3:30 Madson Top 3:45 Madson Top	3:00 News: Time 3:15 News: Time 3:30 News: Time 3:45 News: Time
4:00 Show Train 4:15 Show Train 4:30 Show Train 4:45 Show Train	4:00 Senator Nixon 4:15 Senator Nixon 4:30 Senator Nixon 4:45 Senator Nixon	4:00 Billboard Hit 4:15 Billboard Hit 4:30 Billboard Hit 4:45 Billboard Hit	4:00 News: Hour 4:15 News: Hour 4:30 News: Hour 4:45 News: Hour
5:00 News: 1310 5:15 News: 1310 5:30 News: 1310 5:45 News: 1310	5:00 News: 1480 5:15 News: 1480 5:30 News: 1480 5:45 News: 1480	5:00 News: 1070 5:15 News: 1070 5:30 News: 1070 5:45 News: 1070	5:00 News: 1240 5:15 News: 1240 5:30 News: 1240 5:45 News: 1240

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 M.



TIP O' THE MORNING: You can expect a gradual increase in the number of radio programs devoted to business conditions and the various markets.

HELEN LAURITZEN, whose performance last season in "The Madwoman of Chaillot" won her considerable acclaim, will be in Christopher Fry's "A Phoenix Too Frequent," one of a pair of studio plays to be presented in the Play Circle at 8 p. m. Tuesday and 3:30 and 8 p. m. Wednesday. Rosme Sterling also will be in the cast.

Robert Murray directs the satiric comedy. John Warner, now a Madison resident, is author of the second play, "Incident at Company B," which concerns anti-segregation regulations in the army. Warner is a Stanford graduate.

The cast, directed by Robert Koolman, will consist of Ronald Hasse, Dexter Hart, Ted Harris, and Jerome Goodrich. A dance interlude by members of Orchestis will complete the bill.

Free tickets are available at the Memorial Union boxoffice upon presentation of student fee cards or Union membership cards.

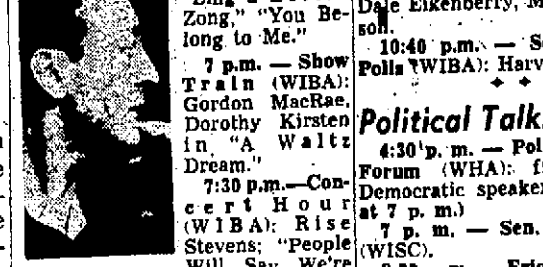
TALENT SEARCH: The Entertainers Guild of the University of Wisconsin will conduct the fourth annual "Campus Talent Search" Tuesday and Wednesday nights at the Memorial Union. All students may compete for places in campus floor shows. Four will be chosen to appear at the 20th anniversary celebration of the 770 club.

NAMES IN THE NEWS: When the a cappella choir of Whitewater State college presents Kurt Weill's "Down in the Valley" at 8:15 p. m. on Oct. 30, the cast will include Rosemary Olson, Beaver Dam; William Hohmann, Elkhorn; Dick Arnold, Whitewater; Paul Johnson, Oconomowoc; David Croy, Okanochee; Don Brecenthin, Elkhorn, and James Moore, West Salem.

Donna Reed will co-star with John Wayne in the latter's next film, "Alma Mater."
Doris Day's radio show will move to Tuesdays, effective Nov. 11.

Today's Radio Highlights

Music
7:45 a. m.—George Morgan (WIBA): "In the Sweet Bye and Bye," "Maybe," "Steel Guitar Rag."
8:30 p. m.—Curt Massey (WBBM): 1913 medley.
8:30 p. m.—Club 15 (WBBM): "Zing a Little Zong," "You Belong to Me."
7 p. m.—Show Train (WIBA): Gordon MacRae, Dorothy Kirsten in "A Waltz Dream."
7:30 p. m.—Concert Hour (WIBA): Rita Stevens, "People Will Say We're in Love," "Habenera" from "Carmen," "Widmung," "Vienna, City of Dreams" (WBBM): cellist, tenor, vocal-instrumental trio, popular singer.
8 p. m.—Great Artists (WIBA): Jascha Heifetz; Dvorak's "Humoresque," "Waves at Play," finale of Beethoven's "Concerto in D."
8:30 p. m.—Band of America (WIBA): "Pony Boy," "The Crusaders," "Liberty Bell March," college medley.
9 p. m.—FM Concert (WHA-FM): "Harold in Italy."



Discussion
10:30 a. m.—Conference on Youth (WHA): Leonard Mayo.
8 p. m.—Cooper Union (WHA-FM): "Psychological Effects of Our Industrial Civilization," Clifford J. Sager.
9:45 p. m.—Women Voters (WKOW): "Background of the Reapportionment Referendum," Mrs. Dale Eikenberry, Mrs. Olaf Davidson.
10:40 p. m.—See You at the Polls (WIBA): Harvey S. Mudd.

Political Talks
4:30 p. m.—Political Education Forum (WHA): first of series; Democratic speaker (on WHA-FM at 7 p. m.)—Sen. Richard Nixon (WISC).
9:30 p. m.—Eric Haas (WMAQ):
WMFM
10:11 Meet MONDAY A. M.

Drama
7 p. m.—Suspense (WBBM): Richard Widmark in "How Long Is the Night."
7:30 p. m.—Crime Does Not Pay (WISC): Diana Barrymore in "Carnival Fright."
8 p. m.—Radio Theater (WBBM): James Mason, Pamela Kellino in "Five Fingers."
8:30 p. m.—Crime Fighters (WISC): "Precinct Detective."
10:35 p. m.—Woman of the Year (WISC): maid troubles.

Religion
10:15 p. m.—Your Pastor Speaks (WIBA): the Rev. Max D. Gaebler, First Unitarian society.

8:30 Sharpen Your Wits
8:30 Memories of Hawaii
8:45 John T. Flynn
8:50 Buddy Morrow
10:15 Lynn Murray
10:30 Ray Noble
11:00 One On Four & One Club (to 12)

WHA-WHA-FM
910 Kc.—87.7 Mgrs.
MONDAY
7:00 Farm Program
7:30 Bandwagon
7:58 Weather Report
8:00 Morning Melodies
8:30 Man in Society
9:30 Music
9:50 Reader's Misc
9:55 Weather Report
10:00 Homemakers Program
10:30 Conference on Youth
11:00 Views of the News
11:00 Greek and Roman Culture
11:50 Noon Music P. M.

12:20 News Program
12:30 Chapter a Day
1:30 Wisconsin Almanac
2:00 Education by Radio and Television
2:30 Music You Want
3:00 Bard of Avon
3:30 Music of the Masters
4:30 Political Education Forum
4:45 Let's Have Fun
5:00 Musical Varieties
5:00 FM ONLY
5:15 Musical Varieties
5:45 UW Show
7:45 Organ Melodies
7:48 Dinner Music
7:50 Political Education Forum
7:15 Security Begins at Home
8:30 Organ Classics
8:00 Cooper Union Forum
8:00 FM Concert
10:50 Night News (to 11)

Authorized and to be paid for by Democratic Organizing Committee, Francis Rose, Secretary, 18 1/2 E. Milwaukee St., Madison, Wis.

Hear Bill
PROXMIRE
Democratic Candidate
for Governor
Tell You How
Your Property Taxes
Can Be Cut!
ON **WIBA**
AT 9:40 P. M.
TONIGHT
and every night this week

WHAT WOULD YOU DO IF YOU SAW THE SUN PLUNGE TOWARD THE EARTH?

THE THRILL OF ITS STORY... THE POWER OF ITS SPECTACLE... MAKE IT A MILEPOST IN MOVIE HISTORY!

WARNER BROS. PRESENT
THE MIRACLE OF FATIMA
WARNERCOLOR
STARTS WEDNESDAY

WARNER BROS. PRESENT
CAPITOL
NOW! 2 GRAND SHOWS!

WARNER BROS. PRESENT
CAPITOL
NOW! BETTY HUTTON
Somebody Loves Me
A Paramount Picture

THERE HAS NEVER BEEN A MOTION PICTURE LIKE
The Red Shoes
TODAY and TOMORROW
AT THE MADISON THEATRE

WINNER OF 3 ACADEMY AWARDS
ACCLAIMED BY CRITICS ACROSS THE COUNTRY

FREE PARKING LOT
MIDDLETON
Clifton Webb—Ginger Rogers
"DREAMBOAT"
Abbott & Costello
"LOST IN ALASKA"

PRAIRIE
STEWART CRANER in
"SCARAMOUCHE"
HOWARD HILL in
"TEMBO"
Walcott-Marciano Fight Pictures

WARNER BROS. PRESENT
MAJESTIC
LAST TIMES TODAY:
CHARLES STARBUCK
"SMOKY CANYON"
Plus Luff Riot
"GIVE US WINGS"
DAN DAILEY
JOAN MARCUS
ORU
PLUS
CRAWFORD REED-DEREK
SCANDAL SHEET

WARNER BROS. PRESENT
EASTWOOD
NOW! 2 GRAND SHOWS!
THE MARTIN and LEWIS
"THE HULLS"
Jumping Jacks
JOSE FERRER-KIM HUNTER
in a PERLBERG-SEATON production
ANYTHING CAN HAPPEN!
A Paramount Picture

LAUGHS! **PARKWAY**
HE'S THE TOUCHDOWN TERROR OF THE TEAM!
BONZO GOES TO COLLEGE
Morris O'SULLIVAN - Edward GIBSON
Charles BRANE - and BONZO
2nd Hit "GOBS & GALS"

LAUGHS! **MADISON**
"THE RED SHOES" IN TECHNICOLOR
LAUGHS! **NEW STRAND**
ALL TECHNICOLOR SHOW
Yes — Even Funnier than "Palaface"
HOPE RUSSELL
Drama! Romance! Suspense!
LURE of the WILDERNESS
JEAN PERLES - HENRY HUNTER

20th CENTURY THEATRES
THE PLACE TO GO
Excitement ORPHEUM
When the hands point straight up, the excitement starts!
GARY COOPER
in
"HIGH NOON"
Thos. Mitchell, Lloyd Bridges
WITH 5 FEATURETTES

LAUGHS! **PARKWAY**
HE'S THE TOUCHDOWN TERROR OF THE TEAM!
BONZO GOES TO COLLEGE
Morris O'SULLIVAN - Edward GIBSON
Charles BRANE - and BONZO
2nd Hit "GOBS & GALS"

ADVENTURE! **EDGEMORE OUTDOOR**
LAST DAY
"TEN TALL MEN" AND
"Jungle Man Hunt"
TOMORROW AND WEDNESDAY
★ HAPPY DAYS
of the Roaring Twenties
"HAS ANYBODY SEEN MY GAL"
IN TECHNICOLOR
Piper, Koch, Chatter
LAURIE HUDSON COBURN
AND THRILL HIT!
"WINGS OF DANGER"

LAUGHS! **MADISON**
"THE RED SHOES" IN TECHNICOLOR
LAUGHS! **NEW STRAND**
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HOPE RUSSELL
Drama! Romance! Suspense!
LURE of the WILDERNESS
JEAN PERLES - HENRY HUNTER

DANCE
Tomorrow Night
TUESDAY OCT. 14
to
SAMMY KAYE
and his Swing and Sway ORCHESTRA
COMING OCT. 24th
CHUCK FOSTER
THANKSGIVING EVE
Tommy Tucker
REVIEW BALLROOM
SAUK CITY

"How much Life Insurance should a man own?"



That depends upon what his responsibilities are

PEOPLE'S needs differ. Family needs differ. Goals, ambitions, desires, needs—all are likely to be different from the folks right next door.

How then can a man tell how much life insurance he should own?

The best way is for him to sit down with his family and first figure out what his responsibilities and goals are. What are the specific ambitions, desires, and needs of the family?

Among the things that a man may want to consider are protecting his family by covering the immediate expenses in case of his death; providing an income for his family; education for his children; a home that's free and clear; possibly a re-

tirement income for his wife and himself.

Once these goals are clearly determined, he would naturally turn to the person best qualified to help him fit life insurance to these goals—his life insurance agent.

So you can see there is no one answer to how much life insurance a man should own. It depends entirely upon what he needs and wants life insurance to do for him.

Institute of Life Insurance

Central Source of Information about Life Insurance
482 MADISON AVENUE, NEW YORK 22, NEW YORK