

Bill Douma's  
**SPOTLIGHT**  
Radio-TV Institute

**TIP OF THE MORNING:** Josef Marais and Miranda, with an assist from Mitch Miller, have another hit in "The Zulu Warrior." Watch it climb.

ONE of the country's top authorities on education by radio, I. Keith Tyler of Columbus, O., will be principal speaker at the 1952 Better Radio and Television institute, to be held Oct. 23 in the Memorial Union.



Tyler is director of radio broadcasting, research, and training at Ohio State university and has been in charge of that school's annual radio-television institute for several years.

Since 1947, he has spent much time in Europe. His first trip was to the American zone of Germany, where he worked with German educators and broadcasters to improve educational radio.

He also worked with the army in planning broadcasts for the benefit of occupied countries.

In 1950, Tyler returned as member of a staff of an international workshop at Heidelberg designed to expand social studies in German schools.

He also worked for the benefit of European radio in this country, serving on a unit of UNESCO, and headed a study of the effects of radio programs on children for the Federal Communications Commission.

The Institute here will be sponsored by 14 state agencies and statewide organizations.

**TODAY'S QUOTE:** "Scoundrels everywhere in the free world have other cards up their sleeves—an unwitting ally, more powerful than any they've rallied. This is the man who always votes on their side, not through being misled, but by not voting at all."—Douglas Fairbanks, Jr., on "See You at the Polls" (NBC-WIBA).

**FOOTBALL ON THE AIR:** College, high school, and professional football games will be broadcast this weekend by Madison stations. Here's the weekend schedule, including games carried on other outlets heard here:

**FRIDAY**  
Madison Central vs. Racine Park—7:30 p. m., WIBA.  
Madison West vs. Janesville—7:45 p. m., WMFM.

**SATURDAY**  
Wisconsin vs. Iowa—1:15 p. m., WIBA, WKOW, WMFM, WHA-FM, WTMJ . . . 1:45 p. m., WISC . . . 1:30 p. m., WIBU, WWCF.  
Madison East vs. Beloit—7:45 p. m., WMFM.  
Michigan vs. Northwestern—1:15 p. m., WMAQ . . . 1:25 p. m., WIND . . . 1:30 p. m., WJJD.  
Notre Dame vs. Purdue—1:25 p. m., WBBM.  
Packers vs. Texans—7:55 p. m., WISC . . . 8 p. m., WIBU, WWCF.  
Bears vs. '49ers—1:25 p. m., WIND.

**RURAL ART:** Wisconsin's 14th Rural Art show will be held May 23 through June 22, 1953, at the University of Wisconsin. James Schwabach, extension specialist in charge of rural art, announced Wednesday.

The third Junior Rural Art show and the "Let's Draw" exhibit will be held June 24 to July 13, he said.

Meanwhile, 12 regional one-day art schools will be held throughout the state. Here are the dates:  
Nov. 29, Middleton; Dec. 6, Richland Center; Feb. 14, West Bend; Feb. 21, DePere; Feb. 28, Darlington; Mar. 7, Eau Claire; Mar. 14, Wautoma; Mar. 28, Lake Geneva; Apr. 11, Webster; Apr. 18, Antigo; Apr. 25, Phillips, and May 8, Washburn.

**DISC OF THE DAY:** If you like Latin rhythms done up in colorful orchestration, Percy Faith's 10-inch LP, "Carnival Rhythms," is for you. Tops on this Columbia release are "Mambo Samba," "Fantasy," "Jamaican Rumba," and "Oye Negra."

**WISCONSIN PLAYERS:** Box office sale for "Caesar and Cleopatra" has begun at the Wisconsin Union theater boxoffice. Prof. John E. Dietrich, business manager of Wisconsin Players, said Wednesday. The Shaw comedy is being staged by Prof. Fredrick A. Buerki with a cast of 40 University of Wisconsin students.

**TONIGHT!**  
Hear  
Governor Adlai E. STEVENSON  
WKOW  
9:30 P.M.

Stevenson-Sparkman Forum Committee  
John I. Snyder, Chairman  
Arnold M. Grant, Treasurer  
Wolfe R. Charney, Asst. Treasurer

Tonight after "Roundy" Listen to  
**ATTY. LAWRENCE W. HALL**  
speak on behalf of  
**Floyd Springer**  
Republican Candidate  
DISTRICT ATTORNEY  
WIBA—8:45 P. M.

Paid Advertisement: Authorized and paid for by Springer for District Attorney Comm., Wm. C. Sachtjen, treasurer.

Authorized and to be paid for by Democratic Organizing Committee, Francis Rose, Secretary, 1874 E. Mittell St., Madison, Wis.

Hear Bill  
**PROXMIERE**  
Democratic Candidate for Governor  
Experts call him 1951's "Outstanding Legislator!"  
ON WIBA  
AT 9:40 P. M.  
**TONIGHT**  
and every night this week

**DANCE**  
HARD TIME  
Come As You Are  
**TURNER HALL**  
Madison  
Thursday, October 16  
8:30 — 12:30  
**LAWRENCE DUCHOW'S**  
RED RAVENS  
Cash Prize for Best Costume!

**Radio Timetable**

**THURSDAY**

WIBA 1310 kc.	WISC 1480 kc.	WKOW 1270 kc.	WIBU 1260 kc.
8:00 Pledge Farmers 8:30 Mutual 8:45 Clock News	Wisconsin Farm Hour News: Top News In Sports News	Uncle Julius Farm Sr. Chapin in All-Weather Markets	Music: News Farm Reporter Market Roundup
9:00 Alex Drexel 9:15 Musical Clock 9:30 National News 9:45 George Morgan	Top of Mornin' News Top of Mornin' P. Frederick	Sports: Coffee Club News Weather: Coffee Clubs: News	News: Farm Service News: Weather Farm Front
9:50 Musical 10:15 Clock 10:30 Musical Clock 10:45 News	Breakfast Club Breakfast Club On Coffee News	Markets: Coffee Club On Coffee News	Prayer League Musical Musical Clock
9:50 Welcome 9:55 Travelers 10:00 Double of 10:05 Noeline	My True Story: Whisp's Betty: News	Arthur Godfrey Time Arthur Godfrey Time	News: Pioneer News: Bob Crosby Music
10:00 Scribble 10:05 Bob and Ray 10:10 Dave Garraway	Ladies Pair Queen for a Day	Arthur Godfrey Time Music Speaks Jackie Coles	News: Pioneer News: Bob Crosby Music
11:00 Betty Oas 11:15 Carson Guller 11:30 Farm Roundup	News: J. Berch News: J. Berch Bill Rintz J. Rintz: Quis	News: Women News: Women Helen Trent Our Gai Sunday	News: Mornin' News: Mornin' News: Farm Front
12:00 News: Roundup 12:15 Farm Service 12:30 Polka Party	Top Tunes Noon News Market: Farm Parade	Uncle Julius Market: Farm Parade	Music: Markets Markets Farm and Home
1:00 Trading Post 1:15 Melody Mon'ts 1:30 Brighter Day 1:45 Charles Kasher	Break the Bank Mr. Crocker: Mr. Crocker Charles Kasher	Jockey's Chances Dancer: Jockey's Choice	Farm Service News: Harry and Hubba Hubba
2:00 Life Beautiful 2:15 Radio Today 2:30 Peppert Youngs 2:45 RT to Happiness	Mister Music News: Mr. Music	Quit the Misus House C. Smith: Folks	Hubba Hubba Health Talk Chapel in Sic
3:00 Backstage Wife 3:15 Stella Dallas 3:30 Wilder Brown 3:45 Woman in House	Cal Timmer: Crocker Paula Stone To the Ladies	Every Day: Luella Eaton Listening: News	Chapel in Sic Melody Hour
4:00 Just Plain Bill 4:15 Front P. Farrell 4:30 Prongs 4:45 Doctor's Wife	To the Ladies Gouin Henry Jon and Sparks Birthdays Club	Mary Casey's Showcase Henry House	Melody Hour Band Parade Jamboree
5:00 Madison 5:15 Hour 5:30 News 5:45 Sports: News	Serjeant Preston Sky King: Sports	Top Tunes Music: Sports Balzer: All Hits Alan Jackson	Fiesta Time University Special
6:00 Dinners 6:15 News: News 6:30 News of World 6:45 I Man's Family	News: Serjeant Preston Nilton Lewis Silver Eagle	News for Dinners Dinners: Sports Edw R. Murrow	News: Old Time Band Sports Time Bink Sings
7:00 Wayne King 7:15 Show 7:30 Whelan 7:45 Star	Como and Crosby Mister Family	Meet Willie Junior Miss	Bink Sings Farm Parade Old Times Jamboree
8:00 Truth or Consequences 8:15 Roundy 8:30 Floyd Springer	Defense Attorney Credit Union G. Scooter	Hollywood Playhouse Bink Crosby	Old Times Jamboree Jamboree
9:00 Milton Katins 9:15 Music of Today 9:30 Serenade 9:45 Sports Final	John Daly Mystery Titus Moody Elmer Davis	News: Boris Governor Stevenson	Wisconsin Farm Hour News: Now at You Request
10:00 News 10:15 Your Pastor 10:30 News of Wisconsin 10:45 Election Preview	News: Frank Edwards E. C. Hill: Adv. of Casanova	News: Sports Some of the Best: R. Trout	Music at Request Music at Request Music at Request
11:00 News: 1310 11:15 Dance 11:30 News 11:45 Orch: News	Casanova: News Report: Ed Silvera Show	News: Radio-Turn Table Time	Silent Silent Silent

**WHA-WHA-FM**  
870 Kc.—11.7 Meas.  
THURSDAY  
A. M.

7:00 Farm Program  
7:30 End Vision  
7:45 Morning News  
7:55 Weather Report  
8:00 Morning Melodies  
8:20 American Literature  
9:20 Music  
9:30 Music Time  
9:40 Markets  
9:50 Weather  
9:55 Home Service Program  
10:00 PTA Forum  
10:45 Views of the News  
11:00 Freshman Forum  
11:20 Noon Musicale

P. M.

12:20 News  
12:30 Farm Program  
1:00 Chapter a Day  
1:30 News of the Week  
2:00 Book of Today  
2:30 Music You Want  
3:00 Treasure Island  
3:20 Music of the Masters  
4:30 Political Education Forum  
4:45 Let's Have Fun  
5:00 Musical Varieties

P. M. ONLY

5:15 Musical Varieties  
5:30 International Visitor  
5:45 News  
6:15 Evening Melodies  
6:30 Dinner Musicale  
7:00 Political Education Forum  
7:15 Excursions in Foot  
7:30 Jeffersonian Heritage  
8:00 Survey of Russian Literature  
8:30 News of Wisconsin  
9:00 FM Concert  
10:50 Night News (to 11)

**WARNER BROS. MAJESTIC**  
Dan Dally • Jeanne Pru  
"PRIDE OF ST. LOUIS"  
Broderick Crawford  
"SCANDAL SHEET"  
FRIDAY & SATURDAY  
TOP ACTION PROGRAM  
**BRONCO BUSTER**  
John Lund  
Scott Brady  
"HEAVENLY CREW"  
ALSO  
**TIM HOLT**  
"DYNAMITE PASS"

**EASTWOOD**  
NOW! 2 GRAND SHOWS!  
LOADED WITH FUN STARS  
Ginger Rogers • Fred Allen  
Victor Moore • Marilyn Monroe  
D. Wayne • Eve Arden • Paul Douglas  
We're Not Married  
• AND • LORNE BAKER • MITZI GATHRO  
• AND • LORNE CALLENDER • ZEA ZEA CANDY  
**MARLENE DIETRICH**  
In the Exciting Adventure  
**"RANGHO NOTORIOUS"**

**CAPITOL NOW**  
"The Miracle of Fatima"  
STUNNING! STAGGERING! SPECTACULAR!  
PRICES FOR THIS ROAD SHOW ATTRACTION ONLY  
Adults Week Days to 9 p. m. 62c tax Events 83c plus  
Sunday to 2 p. m. 50c tax Sun. 2 to close 83c plus  
Children under 12 years—35c including tax, anytime

**Today's Radio Highlights**

**Drama**  
7 p. m.—Meet Millie (WKOW): man makes love to Millie and her mother. Roy Rogers (WMAQ): Indian agent tries to frame law-abiding tribe.  
7:30 p. m.—Bright Star (WIBA): matinee idol becomes Fred MacMurray's rival for Irene Dunne's affection. Father Knows Best (WMAQ): Robert Young's parental strategy backfires. Hardy Family (WISC): Andy has career trouble.  
8 p. m.—Hollywood Playhouse (WKOW): John Howard, Denny Shane in "Crystal," drama of marital triangle. Captains of Industry (WVME): story of James Couzens. Escape With Me (WENR): wandering farm hand falls in love with boss.  
10:35 p. m.—Modern Casanova (WISC): Errol Flynn saves girl from fatal marriage.

**Music**  
7:45 a. m.—George Morgan (WIBA): "Shame, Shame on You," "More Kisses."  
2:30 p. m.—Music You Want (WHA): "Symphony No. 2," Haydn.  
3:30 p. m.—Music of the Masters (WHA): "Symphony No. 5," Tschalkowsky.  
8:30 p. m.—Curt Massey (WBBM): and Martha Tilton; "Mockin' Bird Hill," "Cry of the Wild Goose," "Hot Canary."  
8:30 p. m.—Eddie Cantor (WMAQ): "Lady of Spain," "Can't Help Lovin' Dat Man," "A Guy Is a Guy."  
9 p. m.—Milton Katins Conducts (WIBA): Radio City Orchestra. FM Concert (WHA-FM): "Sonata in C Minor, Opus III," Beethoven.

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

**Political Talks**  
4:30 p. m.—Political Education Forum (WHA): Democratic speak.

**Miscellaneous**  
10 a. m.—Homemakers (WHA): "From a Dietitian's Notebook," Lucille Billington; "My Year in Wales," Esther Gerling.  
7 p. m.—Inquiring Reporter (WVME): at Union Corners.  
8 p. m.—Truth or Consequences (WIBA): Ralph Edwards starts "creamy peach pie" contest.

**WMFM**  
101.1 Meas.  
THURSDAY

6:00 Pinto Pete  
6:15 Early Risers  
6:45 Hank Thompson  
7:00 News: Yawn Patrol  
7:10 North Hall Weather Report  
7:15 Yawn Patrol  
7:20 News Record  
7:30 Yawn Patrol  
7:45 Layman's Call to Prayer  
7:50 Yawn Patrol  
7:58 North Hall Weather Report  
8:02 News: Clockwatcher  
8:08 North Hall Weather Report  
8:33 Clockwatchers  
8:50 Stars Stage  
8:58 News Band  
10:00 Morning Musical Variety  
10:30 Songs of Yesterday  
11:30 Navy Band  
11:45 Sacred Heart Program

12:00 News: Noontime Frolics  
2:00 Music to Listen to  
2:30 Little Show  
3:30 Dance Band  
4:00 Juke Box Jamboree  
4:30 Easy Listening  
5:00 Uncle Sam  
5:30 Off the Record  
5:55 News: Musical Menu  
6:15 Bud McQuinn  
6:30 Musical Menu  
6:45 Sports News  
7:00 Showcase  
7:30 Air Force Dance Band  
7:45 Sleepy Joe

**FREE PARKING LOT**  
**MIDDLETON**  
Yvonne De Carlo  
"Scarlet Angel"  
Constance Moore-Jerry Colona  
Paul Whitman & Orchestra  
"Atlantic City Honeymoon"  
Ladies: Free Dinnerware

**PRAIRIE SUN BATH**  
**JANE RUSSELL**  
Frank Sinatra-Groucho Marx  
"DOUBLE DYNAMITE"  
"LADIES! FREE CHINAWARE"

The BIGGEST Hit Ever!  
**Dick "Chubby" Neiland**  
at the Hammond Organ  
**ESQUIRE**  
2615 Sherman Ave.

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**PAIN**  
OF NEURITIC • NEURALGIC  
WITHOUT  
STOMACH UPSET

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12 TABLETS 20¢  
100 TABLETS 85¢

Your Summer Shoes  
Dyed to new Fall Shades  
... various colors to choose from. We carry a full line of shoe trees, laces, and polishes. Let us also waterproof your shoes for winter.

Suede shoes cleaned and reblocked

**PHIL'S SHOE HOSPITAL**  
MODERN SHOE REPAIRING  
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**PRE-WINTER SPECIAL!**

**ATLAS PERMA-GUARD!** Permanent type. One fill lasts all winter. Will not evaporate or boil away. Prevents rust and corrosion. Odorless.

**PERMALUBE MOTOR OIL** Free-flowing at below zero temperatures. Fights winter wear. Keeps engines clean. Change now to the winter grade you need.

**1 5 QTS. POLARINE MOTOR OIL** Crankcase drained and refilled with famous engine-protecting Polarine—favorite of thrifty motorists for 40 years.

**2 PERSONALIZED LUBRICATION** Friction points lubricated thoroughly for winter safety and protection against ice and slush.

**3 5 QTS. STANDARD SUPER ANTI-FREEZE** Enough to protect average 6-cylinder engine down to 8° below! Full strength. Protects against corrosion.

**PLUS PRE-WINTER SAFETY CHECKUP AT THESE VITAL POINTS:** Battery checked. Tires checked for safety. Cooling system checked for leaks, corrosion. Fan belt checked.

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**ATLAS BATTERIES** Get a Heavy-Duty Atlas Battery for added winter loads. Warranty good for 2½ years.

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