The Sunday Spotlight

Local Level Broadcasts

By WILLIAM L. DOUDNA
(State Journal Radio Editor)

When television comes to Madison, one can hope, the stations will do a better job of local programming than they're doing on radio.

In fact, they'll have to do better, I think, if they are to hold their audiences. And they ought to be doing better on radio right now, even if it's only to be preparing for television—either for work in that medium or to compete with it with radio.

Local programming today is limited almost exclusively (except for WHA) to six types of programs—news, sports, churches, women's shows, farm programs, and phonograph records, with or without disc jockeys.

How many dramatic shows are produced in Madison studios? How many musical programs bring us performers from the city and its trading area? What is offered along the line of discussion and comment? How many variety shows do we have? Or even quizzes?

Let's look at the record, as shown in the schedules of commercial stations published in The State Journal in the past week. Last Sunday, we find, they listed two periods of comment on the news, one of which was fed to the commercial station by WHA; one book review; one discussion on social security; one talk on pets, and dance music. All other Madison-produced programs were either church services, religious talks, news summaries, sports reviews, and music on records and transcriptions.

The Monday-through-Friday schedules brought us these things, aside from news, sports, women's shows, religious features, farm shows, and recorded and transcribed music:

"Trading Post," "Calendar of Events," two quiz shows using recorded music, and one discussion program.

Special "one-time" broadcasts included the March of Dimes Marathon, which used both live talent and records, a description of the University of Wisconsin football team's return from Pasadena, Calif., and, on FM only, the state inaugural ceremonies.

Add to this list a daily 5-minute program of live music on one station and a daily 15-minute show on another.

On Saturday, things were somewhat better, speaking from the point of view of local programming:

WIBA had the Truax Field dance band, a Madison accordion program, and "Youth Radio Workshop." WKOW offered more accordion music, a Western singer, and "Talent Time," with Madison players.

If I overlooked anything, it was unintentional; I am trying only to give a general picture of radio production as it is practiced in Madison.

The disheartening thing about it is this: Most of the programs which are produced here—including some of the disc jockey shows—demonstrate that the production and writing talent is on hand. And you and I know from experience outside radio that there is plenty of musical and dramatic talent in and around Madison, to say nothing of the many experts in numerous fields who could serve on panels.

* * *

Why is this?

Radio depends upon advertising for revenue. And apparently the Madison stations simply haven't proved to advertisers that they can produce dramatic, musical, variety, discussion, and audience participation programs which will sell products, services, or good will in proportion to the cost of putting them on the air.

Uncle Ray's Corner

Shakespeare Told Sad Romance

Romance wrote a page of history when Mark Anthony, a general of ancient Rome, joined forces with Queen Cleopatra of Egypt. This romance had a sad ending.

Learning about the two characters, William Shakespeare wove their lives of love and war into a play. To this he gave the title of "Anthony and Cleopatra."

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As the play opens, Cleopatra enters one of the rooms of her palace in company with Antony. She is asking him questions about his love for her, and his answers show that he is under her spell.

That happy scene is broken when messengers bring news to the palace. Antony hears of trouble in Rome, and decides that he must go back to patch up the quarrel. Otherwise Octavian, young heir to the power of Julius Caesar, might hurt Antony's future.

After his return to Rome, Antony agrees to marry the sister of Octavian. There is a feast, with much drinking of wine, and it seems that the trouble is settled. Octavian is to rule Italy and most of the remainder of the western part of the empire. Antony is to control Egypt and other eastern lands.

The plan pleases Antony. Cleopatra still is a magnet to him, and he wants to live where she does.

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In the months which follow, the peace is ended. Octavian and Antony make war on each other. A battle takes place at sea, with the vessels of Antony helped by a fleet from Egypt.

It might have been better if the Egyptians had stayed in their own ports. Cleopatra was aboard an Egyptian galley, and in a moment of fear she ordered her men to flee from the conflict.

With a weakness caused by his love for the queen, Antony followed her to the Egyptian shore.

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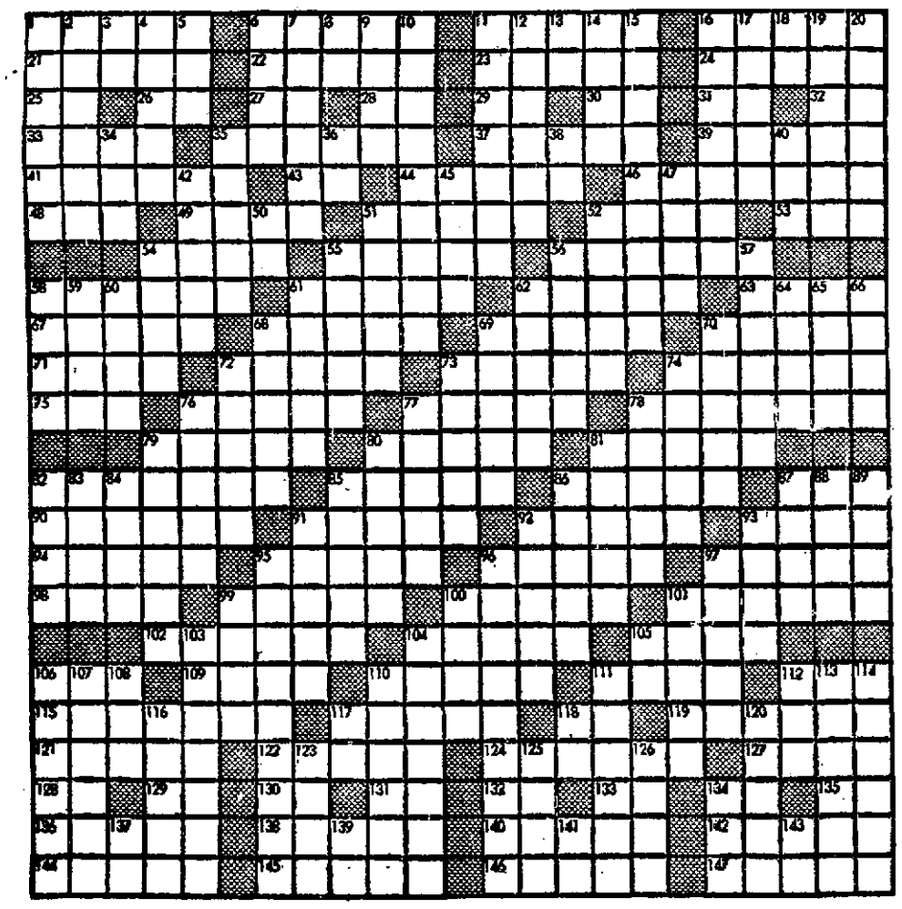
The loss of that battle was the turning point in the struggle. Octavian and his soldiers soon afterward reached Egypt, and conquered the country with little fighting.

Shakespeare's play agrees fairly closely with known history.

Toward the end we find Mark Antony falling on his sword, in a fit of despair after he was given false news of the queen's death. Cleopatra was shocken when she learned of his end, and we are told that she allowed a small, venomous snake to bite her. When she died from this, the last sorrowful word was written in the most famous "love drama" of ancient times.

Sunday's Crossword Puzzle



HORIZONTAL

1 Flies
* 6 Rod for holding roast (pl.)
11 Tambourine used in Islamic lands
16 Dog
21 ..... Allen, U.S. officer in Revolution
22 Given by word of mouth
23 Small map set within a larger one
24 Japanese syllabary in popular order
25 By
26 Arabic consonant
27 Pronoun
28 Chinese weight unit
29 No good
30 French for "and"
31 Note of scale
32 Land measure
33 Roman emperor
35 Treat with contempt
37 To strike out
39 Bright (mus.)
41 Person with a crotchet (pl.)
43 Teutonic deity
44 In Jewish Biblical history, enemy property destroyed
46 Road finish named after Scotch engineer
48 A worm
49 Doctrines
51 Spanish title
52 Gem
53 Elevated trains
54 Man's name
55 Persian elves
56 Appellations of dignity
58 Ridicule
61 Made hollow
62 Large bundles
65 Man's name
67 Wrongdoings
68 Having center removed as certain fruit
69 Was pleased with
70 Summit
71 Inventor of telephone
72 More unusual
73 Contended
74 Indulge in silly amusements
75 Cornish prefix: signifying town
76 Dodecanese island
77 Wanderer
78 Betraying of government
79 Ornamental loop forming border of an edging
80 Carried through
81 Kind of gazelle
82 Large genus of herbs
85 Expectations of good
86 Holding device
87 Bright saying
90 Mouth of a volcano
91 Locations
92 Women students in certain colleges
93 Worry
94 Foreigner
95 Device making warning sound
96 Coast
97 Mohammedan Bible
98 Gull-like bird
99 Prong of fork (pl.)
100 Hinder in growth
101 Rifles
102 Objects
104 Rows
105 Sir, Indian title of respect
106 Period of time
109 Bows
110 Virtuous
111 Japanese aborigine
112 Standing room only
115 Aquatic mammal
117 Cut into
118 Printer's measure
119 Native of Abyssinia
121 Musical exercise
122 Former opera star
124 Scale-like particles
127 Otherwise
128 Symbol for nickel
129 Preposition
130 North Syrian deity
131 Initials of former president
132 Sloth
133 Thoroughfare (abbr.)
134 New Zealand native fort
135 Swedish city
136 Pre-Celtic goddess
138 Went at an easy, bounding gait
140 Breathe loudly asleep
142 Kind of palm
144 Slow-moving creature
145 Period of time (pl.)
146 Pertaining to a tissue
147 Pig pens

VERTICAL

1 Meeting of spiritualists
2 Fur-bearers
3 Exclamation of triumph
4 Kind of fabric
5 Nahoor sheep
6 Rotated
7 Goes by
8 Symbol for iridium
9 Tax
10 Crawled along in snake-like fashion
11 Coin of Peru (pl.)
12 Fisherman
13 Exists
14 Tall marsh grass
15 Tried
16 A marvel
17 Place of combat
18 Artificial language
19 Northwesterly wind over Persian gulf
20 Seraglios
34 Ethiopian title
35 Progeny
36 City in Chaldea
38 I am (contr.)
40 Kind of fish
42 Sorts
45 Wife of Geraint
47 Indian mulberries
50 High point (abbr.)
51 To cut
52 Lubricated
54 Murder
55 Peals
56 Appropriates
57 Continued story
58 Something owed
59 At all times
60 To disturb
61 French landscape painter
62 Two-legged animal
64 Clock in shape of ship (pl.)
65 City in Norway
66 Swedish measure
68 Billiard shot
69 Is very fond of
70 To crawl
72 Happen again
73 System of signals (pl.)
74 Prunes
76 Kind of cloth
77 To mature
78 To swap
79 Manifest
80 Carries
81 Vigilant
82 Command to cat
83 Heraldric bearing
84 Den
85 Employs
86 Animal (pl.)
87 Earthy crumbling deposit
88 Spoken
89 Number (pl.)
91 Warbles
92 A rustic
93 Metal money
95 Uprightly
96 Resolute
97 German soldier (slang)
99 To weary
100 Male forebear
103 Levies penalty against
103 Spiteful
104 In direction of
105 Note of scale
106 Corrects
107 Apportion out sparingly
108 Babylonian god of sky
110 To conquer
111 Capital of Turkey
112 Yellow ocher
113 Circular ornamental panel
114 Musical dramas
116 City in British India
117 Spanish for "yes"
118 Babylonian deity
120 Vital organ
123 Succulent plant
125 Cord
126 At all times
134 Dance step
137 Child for mother
139 New Zealand native fort
141 Chemical suffix
143 Either, a notehand brevo

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Solution on This Page

Today's Radio Highlights

Religion

9:15 a. m. — Bethel Lutheran (WIBA): "The King's Highway," the Rev. F. I. Schmidt.

10:30 a. m. — Madison Catholic Hour (WKOW): "The Overpopulation Bugaboo," the Rev. Andrew R. Breines.

11 a. m. — First-University Methodist (WISC): "Boundaries That Give Us Freedom," Dr. Merrill Abbey . . . **Christ Presbyterian** (WKOW): "Listening and Asking," Dr. Roy W. Zimmer.

11:30 a. m.—Bashford Methodist (WMFM): "God Goes Before Us," the Rev. K. E. Whitney.

10 p. m. — Holy Name Union Services (WISC): at St. Raphael's cathedral; Bishop William P. O'Connor.

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Discussion

10:30 a. m. — Reviewing Stand (WGN): "Should People Invest Their Money in Common Stocks?"

12:30 p. m.—Invitation to Learning (WBBM): "The Psalms."

1:30 p. m. — American Forum (WIBA): "What Is the State of the Union?:" Sens. Estes Kefauver (D-Tenn.) and Styles Bridges (R-N.H.).

5:30 p. m. — Youth Wants to Know (WMAQ): Sen. Frank Carlson (R-Kans.).

10:30 p. m. — Meet the Press (WIBA): Sen. Robert A. Taft (R-O.).

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Drama

12 m. — Eternal Light (WMAQ): "The Ghost Who Sits in Parliament."

1 p. m. — Michael Shayne (WISC): new to this station.

1:30 p. m.—Search That Never Ends (WISC): "Psychoanalysis.

1:45 p. m. — Voice of America (WMFM): "The Uninvited Guest."

2 p. m. — Hall of Fantasy (WISC): new series; tales of supernatural.

3 p. m. — The Chase (WIBA): man dreams he has split personality . . . **World Theater** (WHA): "Portrait of the Duke of Wellington."

3:30 p. m.—Jason and the Golden Fleece (WIBA): Macdoanld Carey series returns on new schedule . . . **Dear Margy** (WISC): London asks soldier's help in solving murder . . . **Proudly We Hail** (WMFM): "A Medal for Joe."

4 p. m. — Hollywood Star Playhouse (WIBA): Barry Sullivan in "The Soil," story of man torn between two careers . . . **The Shadow** (WISC): scientists brave Indian curse.

4:30 p. m. — Detective Mystery (WISC): "The Killer and the Con Man" . . . **Greatest Story** (WENR): boy gives lesson in humility to his grandfather . . . **Counterspy** (WMAQ): agents trap gold thieves.

5:30 p.m.—Nick Carter (WISC): "The Case of the Invisible Man."

6:30 p.m.—Squad Room (WISC): new series; reign of terror hits factory.

7:30 p.m. — Theater Guild (WIBA): Edna Best, Michael Redgrave in "Jane" . . . **My Little Margie** (WKOW): Margie takes up art.

9:30 p.m.—Barrie Craig (WIBA): "The Vanished Lady."

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Music

8 a.m.—Opera Album (WISC): Jussi Bjoerling, Robert Merrill.

9 a.m. — Devotional Music (WHA): "Salve Regina," Pergolesi.

10 a.m.—Symphony Hall (WHA): "Symphony No. 1," Kalinnikov.

11 a.m. — Masterworks (WHA): "The Faithful Shepherd" suite, Handel-Beecham; "Piano Concerto in A Minor," Grieg.

1:30 p.m.—N. Y. Philharmonic-Symphony (WKOW): George Szell, conductor; Clifford Curzon, pianist; "Symphony in G Major," Haydn; "Piano Concerto No. 2," Brahms.

2:15 p.m. — March of Dimes (WMFM): National Symphony orchestra; "Egmont" overture, "Swan Lake" waltz (on WISC at 7:30 p.m.)

2:45 p.m. — Youth Brings You Music (WIBA): Margaret Fitzgerald, Wauwatosa soprano; Gabriel di Pazza, Milwaukee pianist.

4 p. m.—Your Navy (WMFM); Ray Anthony orchestra.

4:15 p.m.—Sunday Music Hour (WHA): Haydn and Borodin quartets.

5 p.m.—U. W. Music (WIBA): University Symphony orchestra.

7 p.m. — Sunday Night Concert (WHA-FM): "Symphony No. 1," Rachmaninoff . . . **Fine Arts Quartet** (WENR): "Quartet in A Minor," Schubert.

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Sports

9 p.m.—Roundy (WIBA): State Journal columnist gives the hot and cold dope.

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For Children

10:15 a.m.—Carnival of Books (WIBA): "Pong Choolie, You Rascal," story of Korean boy.

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Miscellaneous

9:30 p.m. — Life Begins at 80 (WISC): on new schedule.

TAFT REDGRAVE CAREY KEFAUVER

Radio Timetable

SUNDAY

	WIBA 1310 Kc.	WISC 1480 Kc	WKOW 1070 kc	WIBU 1240 kc
7:00	News; Organist	* News	News	News, Marches
7:15	Sacred Heart	* Morning Song	Coffee Concert	Farm Service
7:30	Serenade in Blue	* Ave Maria	Renfro Valley	Farm
7:45	Salvation Army	Hour	Gathering	Frolic
8:00	Church of	* Milton Cross	Renfro Valley	* Mus. Clock
8:15	Christ	Opera Album	Christian	*Gospel Pgrm.
8:30	Capital Cathedral	* Old Time	Brotherhood	* Land of Free
8:45	Chr. Science	Religion	Religion in News	* Bandstand
9:00	Sunday Devotions	* Bible	Rev. Bawden	* Mid-Morning
9:15	Bethel Lutheran	Class	Social Security	Melodies
9:30	Church	* Voice of	The Rev.	* Mid-Morning
9:45	Pet Corner	Prophecy	Mr. Bodamer	Melodies
10:00	Unitarian Society	* Frank & Ernest	Healing	* Sunday
10:15	Book Carnival	* Let Be Light	Waters	Serenade
10:30	UN Is My Beat	* Message of	Madison Catholic	1st Lutheran
10:45	Living Word	Israel	Hour	Church
11:00	News	* Methodist	Christ	Bible
11:15	First	Church	Presby-	Fellowship
11:30	Congregational	* Rhythm	terian	Musicale
11:45	Church	Master	Church	* Shopping New
12:00	* Joey Tantillo	* News	My Serenade	Sunday
12:15	* News	* Serenade	News	Farm Hour
12:30	* Hello Wisconsin	* Piano	Dr. Charles	* Trio
12:45	* Waltz Festival	Playhouse	E. Fuller	Time
1:00	* Catholic	* Michael	Dr. Charles	* Trio
1:15	Hour	Shayne	E. Fuller	Time
1:30	* American	* Search Never	N.Y. Philharmonic	Old Timers
1:45	Forum	Ends: News	Symphony Orch.	Jewel Box
2:00	* Chicago	* Hall of	N.Y. Philharmonic	* D. Peachy
2:15	Roundtable	Fantasy	Symphony Orch.	Waltz Time
2:30	* Bob Considine	* Madison	N.Y. Philharmonic	* Old Timers
2:45	* Youth Music	Bandstand	Symphony Orch.	Waltz Time
3:00	* The	* Under	Console	* Watertown
3:15	Chase	Arrest	Moods: News	On Parade
3:30	* Jason and	* Dear Margy,	Boston	* Freedom Story
3:45	Golden Fleece	It's Murder	Blackie	* Music
4:00	* Hollywood	* The	Harmony	* Baptist
4:15	Star Playhouse	Shadow	Shop; C. Adams	Church
4:30	* Hour of	* Detective	Robert	* Treasure Chest
4:45	Charm	Mystery	Trout: News	* Tiny Hill
5:00	* U. W. Music	* Drew Pearson	Music for You	* Prairie
5:15	* News	* Headlines	Mobilization	Aces
5:30	* Juvenile	* Nick	Our Miss	* Serenade
5:45	Jury	Carter: News	Brooks	* Jamboree
6:00	* Meet Your	* Peter	Jack	* News
6:15	Match	Salem	Benny	* Serenade
6:30	* Aldrich Family	* Squad	Amos 'n'	* Chapel in
6:45	* News	Room	Andy	the Sky
7:00	* Phil Harris,	* American	Charlie	* Old Timers'
7:15	Alice Faye	Music Hall	McCarthy	Jamboree
7:30	* Theater	* Mich of Dimes	Ozzie & Harriet	* Old Timers
7:45	Guild	* Sports Digest	Margie	Jamboree
8:00	* Theater	* W. Winchell	Barrymore	* Old Timers
8:15	Guild	* Taylor Grant	Playhouse	Jamboree
8:30	* Drag-	* Wisconsin	Salute to	* Old Timers
8:45	net	at Inaugural	a Star	Jamboree
9:00	* Roundy	* Paul Harvey	Classical	* Proudly We
9:15	* Singing Men	* News	Hour	Hail.
9:30	* Barrie	* Life Begins	Classical	* Band of Week
9:45	Craig	at 80	Hour	* Fiesta Time
10:00	* News	* Holy Name	News	* Silent
10:15	* Clifton Utley	Services	Thinking Aloud	* Silent
10:30	* Meet the	* Ed Silvera	Fireside	* Silent
10:45	Press	Show	Hour	* Silent
11:00	* News; Count	* Club	News: For	* Silent
11:15	Basie Orch.	Badger	Dancers Only	* Silent
11:30	Stan Kenton	* Club	For Dancers	* Silent
11:45	Concert: News	Badger	Only	* Silent

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

WHA and WHA-FM

970 Kc.—88.7 Mcgs.
SUNDAY
A. M.
8:00 Devotional Music
9:30 Cathedral Echoes
9:55 News
10:00 Symphony Hall
10:55 News
11:00 Masterworks of Music
P. M.
12:00 Sunday Musicale
1:00 Music in Wisconsin
1:15 Poet's Corner
1:30 Graham Hovey
1:45 Concert Airs
2:00 Encore
3:00 BBC World Theater
4:00 Piano Melodies
4:15 Sunday Music Hour
FM ONLY
4:45 Sunday Music Hour
5:15 London Forum
5:45 News in Review
6:00 Dinner Musicale
7:00 Sunday Night Concert
8:45 Graham Hovey
9:00 FM Concert
10:50 Night News (to 11)

City YMCA Approves $1 Hike in Room Rates

A general $1 weekly increase in room rates at the City YMCA was approved by the organization's board of directors at its meeting held Thursday, it was announced Friday.

New room rates will be between $6.25 and $8 weekly, depending upon the size of the room, Loran B. Cockrell, general secretary, announced.

Generally rising costs for equipment and supplies was the reason for the increase, officials said.

The board also voted to increase its membership from 12 to 15. New members appointed to the group by the board were David Lindsay, George Hall, and Arnold Zander.

Officers for the coming year, all reelected, are C. K. Alexander, president; Oscar Mayer Jr., vice-president; Walter W. Engelke, secretary; Corwin Shell, treasurer, and Phillip Stark, assistant treasurer.

WMFM

104.1 Mcgs.
SUNDAY
A. M.
8:00 Wake Up to Music
8:15 News
8:20 Wake Up to Music
8:30 Comic Weekly Man
9:00 St. John's Lutheran Church
9:30 Tops in Pops
11:00 Songs of our Times
11:15 Perry Como
11:30 Bashford Methodist Church
P. M.
12:00 News
12:15 Memory Times
12:30 Hugo Winterhalter
12:45 Fontaine Sisters
1:00 Luncheon Music
1:15 Sacred Heart Program
1:30 Graham Hovey
1:45 Voice of America
2:00 Navy Band
2:15 Four Aces
2:30 Star Time
2:45 Madison Hit Parade
3:30 Proudly We Hail
4:00 Your Navy Show
4:15 Hour of St. Francis
4:30 International Federation
4:45 Evelyn Knight; News
5:00 Daughter of Destiny
5:30 Later Than You Think
5:45 Steve Gibson
5:55 News; Phil Reed
6:15 Package of New Records
6:30 Most Sold Records
6:55 News; Missionary Hour
7:30 Netherlands; News
8:00 London Letter
8:15 Here's to Veterans
8:30 Barber Shop Harmony
8:45 Guest Star; News
9:00 Sharpen Your Wits
9:30 John T. Flynn
9:45 News
10:00 Jimmy Palmer
10:15 Henri Rene
10:30 Jerry Shard
10:45 Jan Garber; News
11:00 One Oh Four & One Club
11:55 News (to 12)

AFL Predicts 'Death' of Wage, Price Curbs

WASHINGTON (AP)—The AFL Friday predicted "sudden death" for all wage and price controls soon after President-Elect Dwight D. Eisenhower takes office this month.

The AFL News-Reporter, the federation's official publication, quoted well-informed sources as saying the new President "was reported ready to call upon Congress" to kill controls before their expiration date Apr. 30.

The AFL recently called for a continuing controls program with tighter price ceilings than now exist.

ONE PER MAN

MALDEN, Mass. (U.P.) — This city has 188 firemen and — 188 fire alarm boxes.

Ex-Congressman from N. Y. Indicted

NEW YORK (U.P.)—Former Rep. T. Vincent Quinn was indicted Friday on charges of representing private law clients in federal income tax cases while serving in Congress.

Quinn, now district attorney of Queens County, immediately charged that he was being made the victim of "an outgoing attorney general in the waning hours of his administration" whom he accused of attacking his honor and integrity "for another abortive headline."

Quinn, a Democrat and a former assistant U. S. attorney general, last year told a House investigating committee that his law firm had represented clients in 28 income tax cases from 1949 to 1951 when he was a member of the House.

He said the Justice Department had assured him there was nothing improper in such action.

TRUSSES

Sufferers from Hernia (Rupture) may now enjoy our NO CHARGE SERVICE — offered to all truss wearers by our experienced fitters. Let them help you in your selection and application from the finest line of surgical appliances manufactured.

To insure our customers of truss comfort and security, we recommend

NON-SKID SPOT PAD TRUSSES

These light-weight appliances hold your rupture securely, requiring only one-half the pressure of ordinary trusses.

Our experienced fitters also serve your needs for Abdominal Supporters, Elastic Hosiery, Shoulder Braces, etc., and our reasonable prices will surely please you.

PRESCRIPTION PHARMACY
PARK HOTEL BLDG.
Phone Answered Day or Night
5-4571

CONFESSIONS
of a
Hard of Hearing Doctor
by
George W. Frankel, M.D.

An Ear Specialist with impaired hearing tells you sincerely, factually, and realistically the truth about your problem, and it's solution, in a frank confession of his predicament. The publisher's edition of "Let's Hear It!" released by Stratford House, is being sold by book stores priced at $1.00 per copy. For a limited time only this book will be sent free to any hard of hearing person for the asking. Write "Let's Hear It," 644 Sprague St., Madison 5, Wis.

ATTENTION YOUNG WOMEN

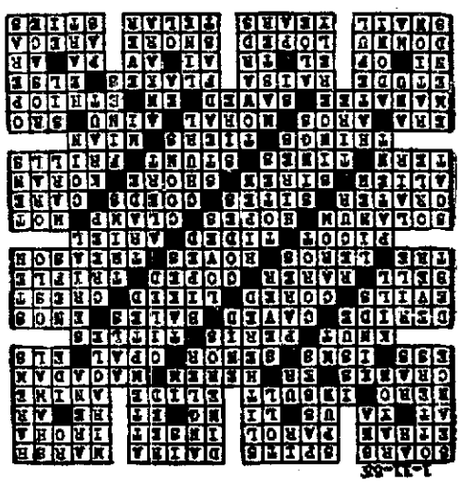
The Commercial Airlines are calling on us for more personnel than we can supply. Airline expansions are creating many new jobs; also vacancies due to marriage, etc., must be filled. Find out how you can qualify for one of these desirable positions. Single H. S. graduates, ages 17½ to 30.

Flight Hostesses Reservationists
Ground Radio Operators

For Full information send coupon to — Central Schools, Box No. 92497, c/o Madison Newspapers, Inc.

I would like to qualify for an Airline Career.
Name ..... Age .....
Address ..... Phone .....
City ..... State .....
Education ..... Married? .....

3 GREAT ZENITH HEARING AIDS
● extra-small "Royal"
● extra-powerful "Super-Royal"
● extra-thrifty "Regent"
EACH ONLY $75 Bone Conduction Devices at moderate extra cost
10-DAY MONEY-BACK GUARANTEE!
PRESCRIPTION PHARMACY
PARK HOTEL BLDG
PHONE 5-4571



If YOU have hidden talent, your future is secure!

Now: America's 12 Most Famous Artists

TEST YOUR ART TALENT!

Thousands paid $1.00 to take this revealing test. To meet the ever-increasing demand for artists needed for higher-paying jobs, this same Talent Test is yours FREE if you act now! Here's your chance-of-a-lifetime to find out if you have that real, hidden talent which can open up an exciting, glamorous, well-paying career in magazine illustration and advertising art. This is one field with no age limits, seniority, or prejudices, nothing to hold you back, when you are a talented artist. If you like to draw, you owe it to your future to take this Talent Test now. No charge, absolutely no obligation. Number of tests available at this time is strictly limited. You must mail coupon below AT ONCE!

Quantity limited, so write today!

FOR MEN AND WOMEN

Married or unmarried, you'll find out if a full-time or part-time Art Career can be yours! This exciting test, printed on 8 large pages of drawing paper, reveals your sense of design, composition, form, observation, imagination, originality and picture sense. Yours FREE if you act today!

FAMOUS ARTISTS COURSE
STUDIO 823, Westport, Connecticut
FREE Send me with no obligation the Famous Artists Talent Test
Mr.
Mrs. ..... Age .....
Miss (please print)
Address .....
City ..... Zone ..... State .....

Norman Rockwell, Jon Whitcomb, Steven Dohanos, Harold Von Schmidt, Peter Helck, Fred Ludekens, Al Parker, Ben Stahl, Robert Fawcett, Austin Briggs, John Atherton, Albert Dorne