

**Bill Doudna's**  
**SPOTLIGHT**  
**James Fleming**

**TIP O' THE MORNING:** Spring is really here. The Badger Outdoor theater has announced its reopening on April 10.

**AFTER 14 MONTHS** as news editor of "Today," daily NBC-TV show, James Fleming will take over another pioneering job for the network. Merrill Mueller has succeeded him on "Today."

Fleming will prepare and appear on a series of special projects for both radio and television, the exact content and format of which have not been announced.

Meantime, Fleming is working on his second record album. The first was "Mr. President—from FDR to Eisenhower," now on the market.

Fleming is a native of Baraboo. He graduated from the University of Chicago in 1938. As an undergraduate, he was on the staff of WGN as news and sports announcer. A few months after graduation, he joined CBS as a European correspondent. In 1942 he was transferred to the Middle East as a war correspondent. Later, he covered the Teheran conference, then was sent to Moscow, but was expelled for arguing with a censor.

After a hitch in the army, Fleming returned to radio, then joined the Economic Cooperation Administration. In 1949, he joined NBC.

**NAMES IN THE NEWS:** A play translated from the Turkish by Nuvit Ozdogru of Istanbul, and produced in the Play Circle while he was a University of Wisconsin student, will be presented in New York next fall at the Shipley Dramatic Workshop.

As an actor, Ozdogru made successful appearances here in "The Madwoman of Chaillot," "Mourning Becomes Electra," and a Haresfoot club production.

**Diane Smith**, daughter of Mr. and Mrs. Robert E. Smith, formerly of Madison, will sing on the WENR "Amateur Hour" at 12:30 p. m. Sunday, April 5. The Smiths now live at Union Mills, Ind. Mrs. Smith formerly was Helen Uehlfen.

**Paul Downing**, Hillsboro, was a first-place winner in the third annual Wild Life Art exhibit at the Milwaukee Auditorium. His picture was "Wolf and Dog." Downing is a Layton Art school student.

**Edwin Hagenah**, also of Hillsboro, won an honorable mention with "Duck."

**Joe Silver**, 1944 graduate of the University of Wisconsin, is a regular on the "Red Buttons" show on CBS-TV.

**Albert Rahler** will return to the Pro Arte quartet for its last concert of the current series, to be given at 8 p. m. Sunday in Music hall. Prof. Louise Lockwood Carpenter, pianist, will be guest artist.

**Irvig A. Fein**, former University student, has been named director of public relations for CBS radio in Hollywood. For the past 18 months, he has been director of publicity and exploitation for the same unit.

**Jean Weldon**, former singer with the San Francisco Opera Co., will have her first leading role as movie actress in "Riding Shotgun" action drama starring Randolph Scott.

**Larry Chance**, former professional football player, will appear as a villainous Indian chief in "The Burning Arrow," second three dimension film on the Warner schedule.

**Gale Storm** will be inaugurated April 11 as mayor of Sherman Oaks, Calif. Her co-star on "My Little Margie," Charles Farrell, is mayor of Palm Springs.

**Frank Bourgholzer**, NBC's White House correspondent since 1947, has been appointed the network's chief Paris correspondent, succeeding William Frye. The latter will return to the U. S.

**PUPPETS:** Sixth-grade pupils of Longfellow school will present a puppet show Thursday at 8:30 a. m. and at 1 p. m. Parents have been invited.

The children made their puppets, adapted the play from a story, and will enact it. Their teachers include Mrs. Mary Riemer, Carrie Rasmussen and Beulah Waugh.

**JOKE NO. 1:** First joke about three-dimension movies to reach this department comes from Frank Lovejoy, star of "House of Wax" (a 3-D picture).

A man went to a three-dimension movie and couldn't see through the bushy hat on the woman sitting in front of him.

"Pardon me," said he, "but would you please remove your hat?"

"Can't," was the reply. "I'm in the picture."

**A WEEK'S WORK:** Some radio fans after listening to a quiz program have been heard to say, "Gee, that guy has it easy—does a half-hour show once a week and loafs the rest of the time. What a life!"

"Tain't true—at least not so far as CBS Radio's Quizmaster, Bob Hawk is concerned. The Monday night quizster puts in a full, five-day week at his office in Beverly Hills.

"There are numerous details that require my full attention," explains Hawk, "and I'm busy all week. I will admit that I give myself an afternoon off once in a while, though."

A talkative contestant on "Bob Hawk Show" recently gave out that his hobby was betting on horses. Hawk asked him if he had a system.

"Yes, I play the consecutive system—just keep on trying," he said.

"I also use the consecutive system in my radio activities," Hawk explained. "I just keep on working one day after another. It pays off."

# Radio Timetable

TUESDAY			
WIBA 1310 Kc.	WISC 1480 Kc.	WKOW 1070 Kc.	WIBU 1240 Kc.
6:00 Profic: Farmers Forum 6:30 Musical 6:45 Clock: News	6:00 Wisconsin Farm Hour 6:30 News: Pop o' Morn: Hearst	6:00 Uncle Julius 6:30 Farm Hour 6:45 Weather Markets	6:00 Music: News Farm Reporter 6:30 Roundup
7:00 Alex Dwyer 7:15 Bomb Test 7:30 Journal News 7:45 Musical Clock	7:00 Top o' Morn 7:15 News 7:30 Top o' Morn 7:45 Faithful Fredk	7:00 Spiz: Coffea 7:15 News 7:30 Weather: Coffea Club: News	7:00 News: Farm Service 7:15 News: Weather Farm Frolic
8:00 Musical 8:15 Clock 8:30 Musical Clock 8:45 News	8:00 Breakfast Club 8:15 Breakfast Club 8:30 My True Story: Whis'z Streets 8:45 Betty: News	8:00 Coffee 8:15 News 8:30 Kitchen Club 8:45 News: Mxta.	8:00 Prayer League 8:15 Musical 8:30 Musical Clock
9:00 Welcome 9:15 Travelers 9:30 Double or Nothing 9:45 Nothing	9:00 Ladies 9:15 News 9:30 Queen for a Day 9:45 Betty: News	9:00 Arthur Godfrey Time 9:15 Arthur Godfrey Time 9:30 Arthur Godfrey Time 9:45 Arthur Godfrey Time	9:00 News: Pioneer 9:15 News: Pioneer 9:30 News: Pioneer 9:45 News: Pioneer
10:00 Strike It 10:15 Rich 10:30 Phrase Says 10:45 Bob Hope	10:00 Ladies 10:15 News 10:30 Queen for a Day 10:45 Betty: News	10:00 News: Women 10:15 News: Women 10:30 News: Women 10:45 News: Women	10:00 News: Pioneer 10:15 News: Pioneer 10:30 News: Pioneer 10:45 News: Pioneer
11:00 Betty Cass 11:15 Colump 11:30 David Gaudier 11:45 Farm Roundup	11:00 Ladies 11:15 News 11:30 Queen for a Day 11:45 Betty: News	11:00 News: Women 11:15 News: Women 11:30 News: Women 11:45 News: Women	11:00 News: Pioneer 11:15 News: Pioneer 11:30 News: Pioneer 11:45 News: Pioneer
12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 Polka Party	12:00 Ladies 12:15 News 12:30 Queen for a Day 12:45 Betty: News	12:00 News: Women 12:15 News: Women 12:30 News: Women 12:45 News: Women	12:00 News: Pioneer 12:15 News: Pioneer 12:30 News: Pioneer 12:45 News: Pioneer
1:00 Trading Post 1:15 Mel. Matinee 1:30 News: Matinee 1:45 Holy Week	1:00 Ladies 1:15 News 1:30 Queen for a Day 1:45 Betty: News	1:00 News: Women 1:15 News: Women 1:30 News: Women 1:45 News: Women	1:00 News: Pioneer 1:15 News: Pioneer 1:30 News: Pioneer 1:45 News: Pioneer
2:00 Life Beautiful 2:15 Road of Life 2:30 Pepper Young 2:45 Right to Happ.	2:00 Ladies 2:15 News 2:30 Queen for a Day 2:45 Betty: News	2:00 News: Women 2:15 News: Women 2:30 News: Women 2:45 News: Women	2:00 News: Pioneer 2:15 News: Pioneer 2:30 News: Pioneer 2:45 News: Pioneer
3:00 Backstage Wife 3:15 Stella Dallas 3:30 Widder Brown 3:45 Wom. in House	3:00 Ladies 3:15 News 3:30 Queen for a Day 3:45 Betty: News	3:00 News: Women 3:15 News: Women 3:30 News: Women 3:45 News: Women	3:00 News: Pioneer 3:15 News: Pioneer 3:30 News: Pioneer 3:45 News: Pioneer
4:00 Just Plain Bill 4:15 Front P. Farrell 4:30 George Jones 4:45 Doctor's Wife	4:00 Ladies 4:15 News 4:30 Queen for a Day 4:45 Betty: News	4:00 News: Women 4:15 News: Women 4:30 News: Women 4:45 News: Women	4:00 News: Pioneer 4:15 News: Pioneer 4:30 News: Pioneer 4:45 News: Pioneer
5:00 Madison Hour 5:15 Sports: News 5:30 Sports: News 5:45 Sports: News	5:00 Ladies 5:15 News 5:30 Queen for a Day 5:45 Betty: News	5:00 News: Women 5:15 News: Women 5:30 News: Women 5:45 News: Women	5:00 News: Pioneer 5:15 News: Pioneer 5:30 News: Pioneer 5:45 News: Pioneer
6:00 News Parade 6:15 Music: News 6:30 News of World 6:45 1 Man's Family	6:00 Ladies 6:15 News 6:30 Queen for a Day 6:45 Betty: News	6:00 News: Women 6:15 News: Women 6:30 News: Women 6:45 News: Women	6:00 News: Pioneer 6:15 News: Pioneer 6:30 News: Pioneer 6:45 News: Pioneer
7:00 Caravade 7:15 Red America 7:30 Red Skelton 7:45 Red Skelton	7:00 Ladies 7:15 News 7:30 Queen for a Day 7:45 Betty: News	7:00 News: Women 7:15 News: Women 7:30 News: Women 7:45 News: Women	7:00 News: Pioneer 7:15 News: Pioneer 7:30 News: Pioneer 7:45 News: Pioneer
8:00 Martin and Lewis 8:15 Fibber McGee and Molly 8:30 Fibber McGee and Molly 8:45 Fibber McGee and Molly	8:00 Ladies 8:15 News 8:30 Queen for a Day 8:45 Betty: News	8:00 News: Women 8:15 News: Women 8:30 News: Women 8:45 News: Women	8:00 News: Pioneer 8:15 News: Pioneer 8:30 News: Pioneer 8:45 News: Pioneer
9:00 Two for the money 9:15 The money 9:30 The money 9:45 The money	9:00 Ladies 9:15 News 9:30 Queen for a Day 9:45 Betty: News	9:00 News: Women 9:15 News: Women 9:30 News: Women 9:45 News: Women	9:00 News: Pioneer 9:15 News: Pioneer 9:30 News: Pioneer 9:45 News: Pioneer
10:00 News 10:15 Your Pastor 10:30 Sports Final 10:45 M. J. J. Forde	10:00 Ladies 10:15 News 10:30 Queen for a Day 10:45 Betty: News	10:00 News: Women 10:15 News: Women 10:30 News: Women 10:45 News: Women	10:00 News: Pioneer 10:15 News: Pioneer 10:30 News: Pioneer 10:45 News: Pioneer
11:00 News, 1310 11:15 Dance 11:30 Dance 11:45 Orch: News	11:00 Ladies 11:15 News 11:30 Queen for a Day 11:45 Betty: News	11:00 News: Women 11:15 News: Women 11:30 News: Women 11:45 News: Women	11:00 News: Pioneer 11:15 News: Pioneer 11:30 News: Pioneer 11:45 News: Pioneer

# Calendar

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**WHA and WHA-FM**  
970 Kc.-88.7 MEGS.  
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**20th CENTURY THEATRE**  
THE PLACE TO GO

**MUSICAL ORPHEUM**  
LAST DAY  
**I LOVE MELVIN**  
CONALD O'CONNOR  
DEBBIE REYNOLDS

**BOYS AND GIRLS—ALL OUT FOR THE**

**EXCITING PARKWAY**  
HIRED GUNSLINGER IN A LAWLESS LAND!  
**GUNSMOKE**  
SUSPENSEFUL—REALISTIC  
"THE RING"

**TOM & JERRY BIRTHDAY PARTY**

**DRAMA MADISON**  
LAST DAY  
**BURT LANCASTER**  
**SHIRLEY BOOTH**  
Academy Award Winner  
"BEST ACTRESS"

**Come Back Little Sheba**

**ORPHEUM—MONDAY 10 A.M. and 1 P.M.**

**LAUGHS NEW STRAND**  
2 TOP HITS FOR THE ENTIRE FAMILY!  
**THE CLOWN**  
RED SKELTON—GREEN—CONSIDINE

**BIGGEST ADVENTURE OF ALL!**  
**RANDOLPH SCOTT**  
**MAN BEHIND THE GUN**

**NORWAY**  
LITTLE  
DeForest Wis.  
"JUST FOR YOU"  
Bing Crosby—Jane Bryan  
and Ethel Barrymore

**Read the Want Ads for Profit**

**Today's Radio Highlights**

**Drama**  
7:00 p.m.—Cavalcade of America (WIBA): "A Time to Grow," story of Louisiana purchase with Thomas Mitchell as Pres. Thomas Jefferson.  
7:30 p.m.—Mr. and Mrs. North (WKOW): practical joke becomes impractical menace.  
8:00 p.m.—High Adventure (WISC): salesman faces murder charge.  
8:30 p.m.—Johnny Dollar (WBMM): man spends money that isn't his on girl he can't marry.  
9:30 p.m.—My Friend Irma (WBMM): A's rich uncle arrives for visit.  
9:35 p.m.—First Nighter (WMAQ): publisher's assistant gets a surprise when he meets cook-book's author.  
10:35 p.m.—Mickey Spillane (WISC): \$1,000 for caring for a pooodle.

**Music**  
2:45 p.m.—Sunshine Sue (WKOW): replacing "Home Folks."  
4 p.m.—Music of the Masters (WHA): "Piano Concerto No. 1," Chopin.  
5:30 p.m.—Curt Massey (WBMM): "My Heart Slood Still."  
9 p.m.—FM Concert (WHA-FM): "Symphony No. 103," Haydn.  
9:15 p.m.—Doris Day (WKOW): new starting time, "Ain't We Got Fun?," "Because You're Mine."

**Religion**  
1:45 p.m.—Holy Week (WIBA): the Rev. J. L. O'Heir of St. Paul's Episcopal church, Cleveland, O.  
10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Bernard Bartel, First Evangelical Union Brethren church.

**Discussion**  
5:30 p.m.—Legislative Forum (WHA): "The Yes' Vote on April 7," Assemblyman Donald E. Reiland (R-Wisconsin Rapids).  
8 p.m.—America's Town Meeting (WISC): "U. S. Editors Report on Europe and the Middle East," James Stretch, Camden, N. J.; Julius Gius, Bremerton, Wash.

**Variety**  
8 p.m.—Martin and Lewis (WIBA): with Jack Webb.

**For Children**  
4:30 p.m.—Uncle Bill (WMFM): "Come to the Circus."

**Farm Programs**  
7:22 a.m.—Farm Features (WHA): "1953 County Fair Calendar."  
12:15 p.m.—Farm Service

**Books New This Week at Madison Free Library**

DAVIS—THE JUNGLE AND THE DAMNED  
CLAWSON—SATAN'S PARADISE  
DOAN—DEVIL'S BRIDGE  
LORANT—LINCOLN: A PICTURE STORY OF HIS LIFE  
WALLACE—UNENDING JOURNEY  
WALTON—A HUNGRY MAN DREAMS  
ELLS—HONEY LANDS  
FRANKS—FRAGILE YEARS  
FLETCHER—THE QUEEN'S GIFT  
FRANKAU—TO THE MOMENT OF TRIUMPH  
ROCHE—LOST TRAIL OF THE SAHARA  
CLOETE—THE CURVE AND THE TUCK  
HARK—BLUE HILLS AND SHOOPLY  
HOKINS—THERE ARE LADIES PRESENT  
CROWD—STRANGE EMPIRE  
KOSLER—ARROW IN THE BLUE  
LORENZ—SOLIMON'S KING  
LO PINO—ART OF MAKING ITALIAN DESSERTS  
SEINER—PRACTICAL GUIDE FOR

**West Berlin Mayor Returns from U. S. Trip**

FRANKFURT, Germany (AP)—Mayor Ernst Reuter of West Berlin returned by air here Monday after a two-weeks visit in the United States.

In an airport interview, he said he found there was "fantastic enthusiasm" about Berlin in the United States.

(WIBA): "Hogs Do Well on Ladino Pasture," T. A. Schuett; Water-town; Gilbert Lea; Juneau; Frank Mayfield.

**Simon House Restaurant**

open face SANDWICH  
whipped potatoes  
beverage

Call 6-9056

Why don't you come in today and learn to dance the Arthur Murray Way. It's quick and easy. Special rates, special parties during his 40th Anniversary celebration, too!

**ARTHUR MURRAY**  
20 1/2 E. Mifflin St.

**WATCH FOR BADGER OUTDOOR THEATRE OPENING**

WHAT'S THE RUSH?

CANT MISS ARTHUR MURRAY'S 40th ANNIVERSARY CELEBRATION!

Call 6-9056

Why don't you come in today and learn to dance the Arthur Murray Way. It's quick and easy. Special rates, special parties during his 40th Anniversary celebration, too!

**ARTHUR MURRAY**  
20 1/2 E. Mifflin St.

**MAJESTIC TODAY**

ON THE CHISHOLM TRAIL!!  
**JOHN WAYNE**  
**RED RIVER**

PLUS  
SUSAN HAYWARD  
PRESTON POSTER

**'TULSA'**

**FASTWOOD**

THE ACADEMY AWARD WINNER  
The Finest Picture You Will Ever See!

**THE QUIET MAN**

Color by TECHNICOLOR  
A REPUBLIC PICTURE

TOGETHER WITH—  
William Holden—Edmund O'Brien  
Alexis Smith

**THE TURNING POINT**

**FASTWOOD**

NOW! 2 GRAND SHOWS!

**THE TURNING POINT**

TOGETHER WITH—  
William Holden—Edmund O'Brien  
Alexis Smith

**THE QUIET MAN**

Color by TECHNICOLOR  
A REPUBLIC PICTURE

TOGETHER WITH—  
William Holden—Edmund O'Brien  
Alexis Smith

**6 STORES FOR RENT**

1 48x65'  
2 20x65'  
2 15x32'  
1 20x32'

IN THE NEW MIDDLETON SHOPPING AREA  
**C. E. HOMMEL & SONS**  
CALL 6-0418 IN MADISON OR 2393-1 IN MIDDLETON

**NOW! ON WIBA**  
Monday thru Friday  
6 p. m. daily

**PURE OIL News Parade**

Fast 15-minute review of late news and authoritative comment by men who know the people, know the places, in today's headlines. Presented by... The Pure Oil Company. Be sure with Pure!

**ORPHEUM Starting Tomorrow**

20th Century-Fox Brings You the Glitter and Glamour of Broadway's Hit-Musical!

**CALL ME MADAM**

IRVING BERLIN'S  
ETHEL MERMAN • DONALD O'CONNOR  
VERA ELLEN • GEORGE SANDERS

TECHNICOLOR

The Year's Biggest Bonanza of Song-Hits  
You're Just in Love  
We're a Lovely Day Today  
Honey With the Moster'  
On the Ball!  
The Best Thing for You  
What Chance Have I With Love  
International Rag  
Something to Dance About  
Can You Use Any Money Today?

**SNEAK PREVIEW TONITE**

At 8:20 P. M. One of the BEST in Months with 3 Stars

LAST DAY "She's Back on Broadway"

At 8:20 P. M. YOU'LL Rave About This One and Will Want All Your Friends to See It!

SNEAK OVER AT 10 P. M.

Here's EVERYONE'S great adventure of all time!

Never before has the motion picture screen captured a story so filled with warm satisfaction, robust adventure and hilarious laughter!

**Walt Disney's PETER PAN**

A New Achievement in Motion Picture Entertainment

COLOR BY TECHNICOLOR  
THE ROBBY ORCULLI on the Voice of Peter Pan

EVEN THE SONGS ARE OUT OF THIS WORLD!

Illustrated by BOB BAKER PICTURES, INC.

**WALT DISNEY'S BEAR COUNTRY**

THE FUN, FURY, and TRUE LIFE of the Rockies' Shaggy Ruler!

WALT DISNEY'S BEAR COUNTRY  
Print by TECHNICOLOR  
© Walt Disney Productions

**STARTS TOMORROW**

**CAPITOL**

— NOTE —  
PRICES FOR THIS ENGAGEMENT—  
Week days to 8 p. m. 74c  
Sunday to 2 p. m. 74c tax Sunday, 2 to close 98c tax  
Children under 12 years 50c, including tax, anytime