# Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch 5—WNBQ—Chicago
Ch. 13—WREX-TV—Rockford
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch 27—WKOW-TV Madison
Ch. 39—WTVO—Rockford
Ch. 15—WMTV—Madison

## TODAY'S BEST BETS

11:30 a. m.—State Journal Funnies: at new hour—WMTV (33).
12:15 p. m.—Elmer Davis: new program—WMTV (33).
3 p. m.—Football: Pro Bowl game—WMTV (33).
5:30 p. m.—You Are There: "The Resolve of Patrick Henry"—WKOW-TV (27) and WBBM-TV (2).
6:30 p. m.—Jack Benny: with Liberace—WKOW-TV (27) and WBBM-TV (2).
7 p. m.—The Mask: murder in a hotel—WMTV (33) and WBKB (7).
7 p. m.—Toast of the Town: Franchot Tone, Gig Young, Roberta Peters, others—WKOW-TV (27) and WBBM-TV (2).
9:30 p. m.—Roundy: with Walter Rhodes and Laurie Carlson on curling, Jingles O'Brien and Vern Wagner on hockey—WMTV (33).


VICTOR MUSIC
Headquarters for
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WESTINGHOUSE
456 STATE ST. Ph. 6-4945


SUNDAY MORNING

8:00
7—Church In Home
8:15
9—Christophers
9:00
2—Lamp to My Feet
4—Excursion
7—Polk City Special
9—Morning Movie
9:15
3—Bible Time

9:30
2—Look Up and Live
4—This Is the Life
5—The Pulpit
7—Morning Feature
9:45
3—Christophers
10:00
2—This Way Up
4—Church Services
5—Sunday Funnies
7—Outstanding Drama

10:30
2—Theater
3—Western Playhouse
11:00
4—Comics
11:05
7—Peacemaker
11:30
2—Carnival Contest
5—Live and Learn
7—Faith for Today
9—Dick Tracy
33—Journal Funnies


1st IN MADISON
1:30 NEW YORK PORTRAIT—A special program marking the 300th anniversary of New York City narrated by Don Hollenbeck.
6:00 LIFE WITH FATHER—Clarence Day comes to grips with that new fangled contraption, the telephone.
6:30 JACK BENNY SHOW—Guest Keyboard artist, Liberace.
7:00 TOAST OF THE TOWN—Guests: Roberta Peters, Franchot Tone, Betsy Von Furstenberg, Gig Young, and Harry Belafonte.
9:00 THE WEB—An unfaithful wife sets the death-trap in "The Hunted."
WKOW-TV Channel 27 CBS


SUNDAY AFTERNOON

12:00
4—Roy Rogers
5—Youth Would Know
7—Johnny Jupiter
9—Action Theater
33—Funny Bunnies
39—Youth Would Know
12:15
2—Your Future Home
33—Elmer Davis
12:30
2—Farm Town U.S.A.
3—Catholic Hour
7—Amateur Hour
33—Way Out West
39—Frontiers of Faith
1:00
2—Bowling Clinic
4—Say It With Music
5—Your Garden
9—Johnny Mack Brown
33—Sunday Matinee
39—American Inventory
1:30
2—N. Y. Portrait
4—Name's the Same
5—American Forum
7—Wild Bill Hickok
27—N.Y. Portrait
39—American Forum

2:00
2—City Without Slums
4—Pride of Family
7—Annie Oakley
9—Theater of Romance
27—Youth Takes Stand
33—Echoes from Eden
2:30
2—Man of the Week
4—Kukla, Fran, Ollie
5—Kukla, Fran, Ollie
7—Hank McCune
27—Man of the Week
33—What's Y'r Trouble?
3:15
33—Grid Preview
3:00
2—Juvenile Jury
4—Grenadiers
5—Excursion
7—Cisco Kid
9—Meeting House
33—Excursion
39—Excursion
3:15
33—Funny Bunnies
3:30
2—Adventure
5—Zoo Parade

7—Bob Atcher Ranch
27—Adventure
4:00
2—Omnibus
4—Hall of Fame
5—Hall of Fame
7—Super Circus
9—Theater at 4
27—Midway Feature
39—Chicago Symphony
4:30
13—Hopalong Cassidy
5:00
4—Victory at Sea
5—Meet the Press
7—Cisco Kid
9—Call the Play
27—News
33—Meeting House
39—Western Movie
5:15
27—Weather; Sports
5:30
2—You Are There
4—You Asked for It
5—Roy Rogers
7—George Jessel
9—What's the Answer
13—Johnny Jupiter
27—You Are There


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SUNDAY EVENING

6:00
2—Life with Father
4—Ozzie and Harriet
5—Paul Winchell
7—You Asked for It
9—Theater
13—Kit Carson
27—Life with Father
33—M. Griffin, News
39—Paul Winchell
6:30
33—Ekern Weather
6:15
33—Industry on Parade
6:30
2—Jack Benny
4—Mr. Peepers
5—Mr. Peepers
7—TV Teen Club
27—Jack Benny
33—Mirror Theater
39—Hank McCune
7:00
2—Toast of the Town
4—Comedy Hour
5—Comedy Hour
7—The Mask
9—Press Conference
13—Toast of the Town
27—Toast of the Town
33—The Mask
39—Comedy Hour

8:00
2—Fred Waring
4—Television Playhouse
5—Television Playhouse
7—Walter Winchell
9—Rocky King
13—Victory at Sea
27—Foreign Intrigue
33—Playhouse
39—Television Playhouse
8:15
7—Orchid Award
8:30
2—Behind the Badge
7—Peter Potter
9—Plainclothesman
13—I Led 3 Lives
27—City Detective
33—Peter Potter
9:00
2—The Web
4—Letter to Loretta
5—Letter to Loretta
7—Industries for America
9—Dollar a Second
13—All Star Playhouse
27—The Web
33—Hollywood Theater
39—The Web
9:30
2—What's My Line?
4—Telenews Weekly
5—Victory at Sea

7—Billy Graham
9—Man Against Crime
13—What's My Line?
27—Your TV Theater
33—Roundy
39—Feature Film
10:00
2—Playhouse
4—TV Playhouse
7—Jeffrey Jones
9—Television Theater
13—Weather; News
27—News
33—M. Griffin, News
10:10
33—Ekern Weather
10:15
27—Weather; Sports
33—Sun Night Theater
10:30
5—Sports Star Time
13—Biff Baker, U.S.A.
27—Feature Film
39—Dollar a Second
11:00
4—Plainclothes Man
5—11th Hour Theater
13—Feature Film
11:30
2—The Late Show
4—Rocky King
12:00
7—Night Owl Movie


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ON WMTV — CHANNEL 33
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# Today's Radio Highlights

## Religion

**8:30 a.m.—Capital Cathedral** (WIBA): "Replacement for Worry," the Rev. C. A. Puls.

**9 a.m. — Bethel Lutheran** (WIBA): "The Bible Still Lives," the Rev. F. I. Schmidt.

**10 a.m. — Religion for Today** (WIBA), interview with Norman Thomas.

**11 a.m.—Christ Presbyterian** (WKOW): "A Life of Inner Authority." Dr. Roy W. Zimmer.

**11:15 a.m.—First Congregational** (WIBA): "Return to Christianity," the Rev. Alfred Swan.

**11:30 a.m.—Bashford Methodist** (WMFM): "The Means Determines the End," the Rev. Kenneth W. Whitney.

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## Discussion

**12:30 p.m. — Round Table** (WMAQ): "The American Economy—One Billion Dollars a Day." . . . **Invitation to Learning** (WBBM): "Will Congress Support the President's Proposals?." Sens. John Sparkman (D-Ala.) and Homer Ferguson (R-Mich.)

FERGUSON

**2:30 p.m. — Reviewing Stand** (WGN): "Shall We Amend the Taft - Hartley Act?"

**3:30 p.m. — World Today** (WBBM): report on Eisenhower employment plan.

**7:15 p.m. — March of Dimes** (WISC): Robert H. Judd, Mrs. Betty Cotterman.

**9:30 p.m. — Meet the Press** (WIBA): Sen. Paul Douglas (D-Ill.) . . . **Club Time** (WISC): the Moose club.

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## Variety

**7 p.m.—Bing Crosby** (WKOW): with Helen O'Connell.

**8:30 p.m. — Charlie McCarthy** (WKOW): and Liberace.

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## Drama

**1:30 p. m.—Family Theater** (WISC): Michael O'Shea in "Hackie."

**3 p. m. — World Theater** (WHA): "She Stoops to Conquer" . . . **Counterspy** (WISC): agents ride the waves to catch car thieves . . . **UN Story** (WMFM): "The Furious Dogs."

**3:30 p. m. — Nick Carter** (WISC): store detective slain.

CAREY

**4 p. m.—The Shadow** (WISC): "The Valley of Death."

**4:30 p. m.—Greatest Story** (WENR): "The Beam."

**5 p. m.—Gene Autry** (WBBM): rustling racket uncovered.

**5:30 p. m. — Our Miss Brooks** (WKOW): Eve Arden baby-sits . . . **Bulldog Drummond** (WISC): "A Man with Two Lives."

**6:30 p. m. — The Marriage** (WIBA): heirloom puts Jessica Tandy in reflective mood.

**7 p. m. — Six Shooter** (WIBA): bandits pose as posse members.

**7:30 p. m. — My Little Margie** (WKOW): classmates' reunion.

**8 p. m. — Hall of Fame** (WKOW): Macdonald Carey in "The Long Boyhood of Mark Twain."

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## Music

**9 a. m. — Devotional Music** (WHA): "Ich Bin Vergungt," Bach.

**10 a. m. — Symphony Hall** (WHA): "Iberia."

**11 a. m.—Masterworks** (WHA): Schubert's ninth symphony.

**12:15 p. m.—Musical Theater** (WISC): "Kismet" selections.

PEERCE

**1:30 p. m.—N. Y. Philharmonic - Symphony** (WKOW): Bruno Walter, conductor; Dame Myra Hess, pianist: "Piano Concerto in E flat," Mozart; "Cosi fan Tutte" overture, Mozart; "Symphony No. 1," Brahms.

**2 p. m. —Serenade in Blue** (WIBA): "Down Yonder," "Sleigh Ride."

**2:15 p. m. — U. W. Music** (WIBA): Interfraternity chorus.

**3 p. m. — Concert Hall** (WKOW): Ernest Ansermet, conductor.

**3:35 p. m. — Listening Glass** (WKOW): "Caprice Viennois."

**4:30 p. m.—Music Hour** (WHA-FM): "Symphony No. 2," Brahms.

**5:30 p. m. — NBC Symphony** (WIBA): Arturo Toscanini, conductor; first act of "Un Ballo in Maschera," with Jan Peerce, Herva Nelli, Robert Merrill, Robert Shaw Chorale, others.

**8 p. m.—Sunday Night Concert** (WHA-FM): Dvorak cello concerto.

**9 p. m.—FM Concert** (WHA-FM): Beethoven's seventh symphony.

**9:30 p. m.—Cavalcade of Music** (WKOW): "Caravan," "Dry Bones."

### WHA—WHA-FM
970 Kc.—88.7 Mcs.
SUNDAY

A. M.
9:00 Devotional Music
9:30 Cathedral Echoes; News
10:00 Symphony Hall; News
11:00 Masterworks of Music
P. M.
12:00 Sunday Musicale
1:15 UN Story
1:30 Letter from Italy
1:45 From the Opera
2:00 Encore
3:00 BBC World Theater
FM ONLY
4:30 Sunday Music Hour
5:15 London Forum; News
6:00 Dinner Musicale
7:00 The Sampler
8:00 Sunday Night Concert
8:45 Letter from Italy
9:00 FM Concert
10:50 News (to 11)

# Radio Timetable

SUNDAY

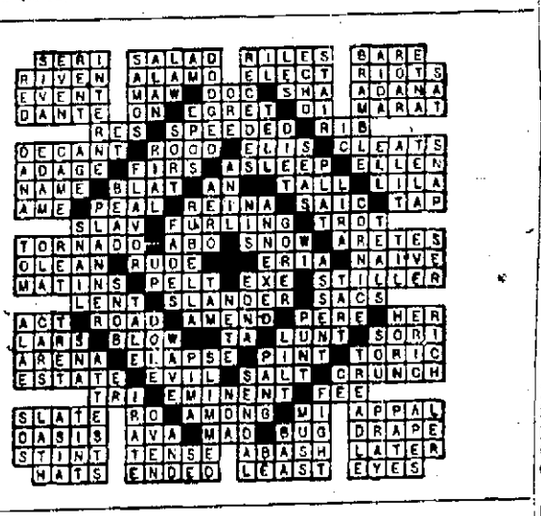
| | WIBA 1310 Kc | WISC 1480 Kc | WKOW 1070 kc | WIBU 1240 kc |
|---|---|---|---|---|
| 7:00 | News; Organist | • News; Morning Song | News | News; Marches |
| 7:15 | Sacred Heart | • Morning Song | Religion in News | Farm Service |
| 7:30 | Good News Hour | | Manitou Valley Gatherins | Farm Profile |
| 7:45 | | | | |
| 8:00 | Church of Christ | • Words of Healing | Rev. Rawden | • Mus. Clock |
| 8:15 | Capital Cathedral | • Old Time Religion | Old Fashioned Revival Hour | • Gospel Farm |
| 8:30 | Christian Science | | | • Organ Music |
| 8:45 | | | | • Bandstand |
| 9:00 | Bethel Lutheran Church | • Radio Bible Institute | Old Fashioned Revival Hour | • Mid-Morning Melodies |
| 9:15 | | • Voice of | The Rev. Mr Bodamer | • Mid-Morning Melodies |
| 9:30 | Sunday Devotion | | | |
| 9:45 | of Carmel | | | |
| 10:00 | Unitarian Soc. | • Frank, Ernest | Healing Waters | • Sunday Serenade |
| 10:15 | Reflections | • Let Be Light | Madison | Lutheran |
| 10:30 | In | • Message of | Catholic Hr. | Church |
| 10:45 | Music | Israel | | |
| 11:00 | News | • First-Univ. Meth. Church | Christ Presbyterian Church | Bible Fellowship |
| 11:15 | First Congregational Church | • Melody Highway | | Musicale |
| 11:30 | | | | • Old Timers |
| 11:45 | | | | |
| 12:00 | • Joey Fantillo | • News | News | • News |
| 12:15 | • News | • The Musical Theater | Social Security | Farm Hour |
| 12:30 | • Hello Wisconsin | | Christian Brotherhood | • Trio Time |
| 12:45 | • Waltz Festival | | | |
| 1:00 | • Catholic Hour | • Ave Maria Hour | Symphonette Symphonette | • Trio Time |
| 1:15 | | | | • Music |
| 1:30 | • American Forum | • Family Theater | New York Philharmonic | • Jewel Box |
| 1:45 | | | | |
| 2:00 | • Serenade | • Take a Number | New York Philharmonic | • Don Peachy Waltz Time |
| 2:15 | • U.W. Music | • Deadline | New York Philharmonic | • Old Timers |
| 2:30 | • Golden Treasury | | | • Waltz Time |
| 2:45 | | | | |
| 3:00 | • Weekend | • Counter Spy | 20th Century Concert Hall | • Watertown on Parade |
| 3:15 | • Weekend | • Nick Carter | News; Music | • Freedom Story |
| 3:30 | • Weekend | | Mobilization | • Here's to Vets |
| 3:45 | • Weekend | | | |
| 4:00 | • Weekend | The Shadow | Mystery; Stage Struck | • Melody Hour |
| 4:15 | • Weekend | • Detective Mystery | | • Melody Hr. |
| 4:30 | • Weekend | | Stage Struck | • Sunday Songs |
| 4:45 | • Weekend | | | |
| 5:00 | • Bob Considine | • Headlines | Gang Busters | • Sun Prairie Program |
| 5:15 | • News | • Three Suns | Our Miss Brooks | • Serenade |
| 5:30 | • NBC Symphony Orchestra | • Bulldog Drummond | | • Jamboree |
| 5:45 | | | | |
| 6:00 | • NBC Symphony Orchestra | • Horatio Hornblower | Jack Benny | • Andre Kostelanetz |
| 6:15 | | • Squad Room | Amos 'n Andy | • Methodist Church |
| 6:30 | • The Marriage | | | |
| 6:45 | | | | |
| 7:00 | • Six Shooter; News | • Drew Pearson | Bing Crosby | Old Timers Jamboree |
| 7:15 | | • Mich of Dimes | My Little Margie | Old Timers Jamboree |
| 7:30 | • Sunday at Home; News | • American Music Hall | | |
| 7:45 | | | | |
| 8:00 | • Star Playhouse | • Walt. Winchell | Hall of Fame | Old Timers Jamboree |
| 8:15 | | • Taylor Grant | | |
| 8:30 | • Star Playh'se; News | • Name of That Song | Charlie McCarthy | • Old Timers Jamboree |
| 8:45 | | | | |
| 9:00 | • Serenade | • Paul Harvey News | Week in Wisconsin | • Proudly We Hail |
| 9:15 | • Labor Speaks | • Club Time | Cavalcade of Music | • Pasta Time |
| 9:30 | • Meet the Press | • Elmer Davis | | |
| 9:45 | | | | |
| 10:00 | • News | • Club Badger | News | • Silent |
| 10:15 | • Commentary | • Revival Time | This Is the Hour | • Silent |
| 10:30 | • Stars from Paris | | | • Silent |
| 10:45 | | | | • Silent |
| 11:00 | • News; Stars in Jazz | • Hour of Decision | News; Dance Music | • Silent |
| 11:15 | | | | • Silent |
| 11:30 | M. McFarland Plays; News | • Easy Street | Dance Music | • Silent |
| 11:45 | | | | • 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**

### WMFM
104.1 Mcs.
MONDAY

A. M.
7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman; Yawn Patrol
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:57 Weatherman
8:02 News; Clockwatchers
8:26 Weatherman; News
8:30 Clockwatchers; News
9:00 Stars Sing
9:30 Dance Band
10:00 Guest Stars
10:30 Songs of Yesteryear
11:00 Old Timers Hall
11:30 Navy Band
11:45 Ben Light

P. M.
12:00 News; Noontime Frolics
12:27 Road Report; Weatherman
12:33 Noontime Frolics; News
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to; News
2:00 Music Matinee; News
3:00 Music Matinee; News
4:00 Juke Box Jamboree
4:15 Les Paul
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
5:30 Off the Record; Weatherman
5:50 Off the Record; News
6:00 Musical Menu; News
7:00 Showcase
7:30 Old Timers Party; News
8:00 Your Star Time
8:15 U. of Wisconsin Music
8:30 Package of New Records
8:45 Twilight Time; News
9:00 Sharpen Your Wits
9:30 Guest Star; News
10:00 Frankie Carle
10:15 Lombardoland
10:30 Al Trace
10:45 Cliff Steward; News
11:00 One Oh Four & One Club
11:55 News (to 12)



## The Sunday Spotlight: Guest Column

# Crafts for Today's Way of Life

By RUTH ALLCOTT
(Director of Art, Madison Public Schools)

In the current exhibit at the Frautschi gallery, the Madison Art assn. has assembled a craft show worthy of the most discriminating eye, and every piece exhibited can proudly wear the sign, "Made by Hand."

Objects of everyday use—houses, furniture, pottery, fabrics, glass—have undergone many changes in the past few decades. Creative designers, experimenting in these fields, have used old and new materials in new ways to produce objects suited to our present way of life. An exhibit like this could well consist of experiments not associated with sound craftsmanship, but here we find a well-staged, provocative-time show.

**There is evidence of true sensitivity to the changing direction and needs of our time, not a mere striving for novelty.**

Since creative artists today are individualists in their personal expression, and since each works for a form and style of his own, it is not surprising that the show is characterized by many styles and directions. However, one can generalize, I think, to the point of saying that the trend in all fields seems to be toward simplification and elimination of elaborate detail.

**Underlying the ingenious experimentation with color, texture, and materials, one finds esthetic awareness as well as technical skill.**

* * *

The weavings by Jack Lenor Larsen were especially exciting to me. Here is a young designer who has great sensitivity for color and texture as well as materials. I especially like his broomcorn *blind*—a combination of gold braid, yellow and orange string, and boucle wth corn stalks.

Mariane Strengell, director of weaving at Cranbrook Academy of Art, is represented by handsome drapery and upholstery pieces. An unusual piece of many subtle variations of green and chartreuse in combination with a silver thread running through the design is particularly good.

* * *

Jewelry is worn for two reasons: for its preciousness and for its decorative value. Jewelry made of precious stones or pearls must be judged by different standards, but when made of less valuable materials should be regarded as part of the wearer's clothing; its main function is to decorate and enhance a person's appearance. Pieces on exhibiting achieve this desirable quality.

Forms are of great variety and individuality. Some place emphasis on three dimensionality. Pins by Mary Nohl of Milwaukee use bent and twisted silver.

Textured contrasts are shown—polished areas against dull ones. Prof. Arthur Vierthaler of the University of Wisconsin exhibits this trend in his silver pin with stylized profile. Another trend in modern jewelry is the combination of metals, or of metals with other materials. Vierthaler's finest piece, his Crucifixion, combines gold and silver which is oxidized for depth and beauty.

ALLCOTT

Joan and Edward Zagorski exhibit silver objects of utilitarian design conceived in a contemporary spirit. Zagorski's handsome coffee service with its simple lines speaks of today. Joan, his wife, shows a porringer. Both artists have used inventiveness in the decorative treatment of wire threads used for handle ornamentation.

Evelyn Bauman's two silver dishes are pieces of great, simple beauty in design and craftsmanship. The work of Arthur Pulos, a mastercraftsman with silver who teaches at the University of Illinois, is distinguished by restrained use of decoration. What little he uses is done by simple filing.

Peter H. Voulkos is represented with a big jug, thrown on a wheel and then somewhat flattened and designed. He also has two little bowls of great charm and beauty. These pieces are examples of reduction ware, and were fired in the absence of oxygen to bring out the natural iron in the clay which may be seen in warm brownish spots that add a natural pattern of their own.

**To make pottery means to give form to the most common and formless of all materials . . . clay. It is the basic stuff of life yet it takes great feeling, and skill, and integrity to be a creative potter.**

Prof. Harvey Littleton of the university art department has some handsome pots in the show which are distinguished by their excellent form and strong shapes and characterized by simple earth colors and restrained decoration.

Two other potters—Carlton Ball of Carbondale, Ill., and Aaron Bohrod, university artist in residence; are so well known that I hardly need mention the excellence of their work. Technical skill and esthetic effect are achieved by the craftsmanship of both men working together.

**Since a piece of pottery must relate its form, its design, its texture, and its color to its functional employment, it is the degree to which these relationships are achieved which distinguish the pieces by Ball and Bohrod.** In their large vase, the design seemed to me especially well suited to the form, and the soft warm gray of the malt glaze enhanced its beauty.

One must note also the characteristically 20th-century style of Jane and Max Howell of Century House, a high gloss glaze treatment with incised design; the interesting effects and whimsical representations by William Chancey, Wales; the bent glass of Michael and Frances Higgins, Chicago; striking liturgical pieces by Ada Korsakaite, Los Angeles.

Mention must also be made of the Frautschi gallery, excellently designed by William V. Kaeser. Architecturaly satisfying space is achieved by use of nature's materials—pocky cypress and stone combined with brick and cement. And wide glass areas bring in the out of doors. I like the glass screened drop ceiling and the garden inside that passes through the windows and emerges again on the outside. It is well planned as the background for contemporary furnishings and the craft show.

*Uncle Ray's Corner*

# Easy for Gecko to Shed Tail

Most lizards are as silent as giraffes, but some of them make sounds which are fairly plain. One kind, the gecko, was given its name because of a sound it often makes.

If you find a gecko in a mood for "talking," you will hear a low chirping or clicking noise. It may not sound just like "gecko" to you, but that is what it sounded like to the persons who gave it the name.

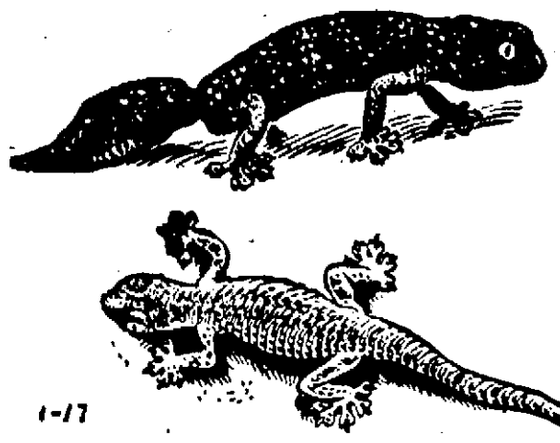
**Geckos are of small size. Some grow to be only three inches long. Others reach a length of five or six inches.**

There are geckos in lands all over the Torrid zone and in several parts of the North Temperate zone.

Some geckos have pads of a special kind on their feet. With these pads they can climb the side of a cliff which is straight up-and-down. When taken into houses, they have proved that they can climb walls and walk across the ceiling like flies. Except with the help of special shoes and powerful magnets, no man can perform that trick!

**Geckos are famous for their ability to grow new tails. Lizards in general can grow new tails, but geckos lose their tails faster and grow new ones faster than most of their relatives.**

If a greedy animal—say a snake—catches a gecko by the tail, the gecko runs away and leaves the tail behind! The tail keeps wriggling for a while after it comes off.



Perhaps the snake will not know that the *main* part of the animal has run away. When the snake does find out, the gecko very likely will be in a good hiding place.

If you saw the same gecko a few weeks later, you might not notice that anything had happened to it. The new tail is very much like the one cast off.

Sometime's a gecko's tail is hurt, but does not come off completely. In that case a strange thing often happens. A new tail grows out of the place which has been injured, making two tails!

### WMFM
104.1 Mcs.
SUNDAY

A. M.
8:00 Wake Up to Music
8:15 News; Wake Up to Music
8:30 Comic Weekly Man
9:00 St. John's Lutheran Church
9:30 Tops in Pops
10:45 Songs of Our Times; News
11:00 Perry Como
11:15 Country Church of Hollywood
11:30 Bashford Methodist Church
P. M.
12:00 News; Memory Tunes
12:30 Luncheon Music; News
1:00 Luncheon Music
1:15 Sacred Heart Program
1:30 Let's Go to Town
1:45 Guest Star; News
2:05 Madison Hit Parade; News
3:00 UN Story
3:15 Family Doctor
3:30 Proudly We Hail
4:00 Favorite Drama
4:15 Hour of St. Francis
4:30 Frontier Town
5:00 The Patriotic Pirate
5:30 International Federation
5:45 Later Than You Think
6:00 News; Phil Reed
6:15 Package of New Records
6:30 Most Sold Records; News
7:00 Pinto Pete
7:15 Country Music Time
7:30 Old Timers Party; News
8:00 Serenade in Blue
8:15 Here's to Veterans
8:30 Barber Shop Harmony; News
9:00 Sharpen Your Wits
9:30 Behind the Headlines; News
10:00 Wayne King
10:15 Lombardo Land
10:30 Neal Hefti
10:45 Sister Slocum; News
11:00 One Oh Four & One Club
11:55 News (to 12)

### WHA—WHA-FM
970 Kc.-88.7 Mcs.
MONDAY

A. M.
7:15 Weath. Roundup; Motor Safety
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
8:30 Highway Report; Melodies
8:55 News for Children
9:00 New England Renaissance
9:30 Ranger Mac
9:50 Markets; News
10:00 Homemakers Program
10:20 Musical Moments
10:45 Views of the News
11:00 American History
11:30 Noon Musicale
P. M.
12:15 News; Road Report
12:30 Farm Program
1:00 Chapter a Day
1:30 People and Places
2:00 The Sampler
2:00 Music of the Masters
4:00 Chicago Roundtable
FM ONLY
4:30 Afternoon Concert
5:00 Music for Fun
5:15 London Column
5:30 News; Weather Roundup
6:00 Dinner Musicale
7:00 Basketball
8:30 Chamber Music
9:00 FM Concert
10:50 News (to 11)


ADVERTISEMENT

One of the most common causes of hair loss, the blocked follicle, is explained to balding man by trichologist W. T. Loesch. His organization is sending a hair expert here to advise men how to escape baldness by home treatment.

## Hair Specialist Here Tomorrow Will Show How to Save Hair And Prevent Baldness

HOUSTON, Texas, Jan. 16—New home treatment methods for growing thicker hair — and preventing baldness — will be demonstrated in Madison, Wisconsin, on Monday, January 18.

Ray Hanson, trichologist, will personally examine hair-worried men and women from 2 p. m. to 9 p. m. Monday at the Hotel Loraine.

In making this announcement at the home office of Loesch Hair Experts, largest organization of its kind in the country, director W. T. Loesch also said:

"No one wants to grow bald, but we know that most people do nothing about it. They're afraid that nothing can be done, or that treatment might fail.

"Our biggest problem is not in doing what we claim to do, but in overcoming the average man's initial skepticism. He's usually quite desperate — and definitely baldish—by the time he nerves himself to consult a Loesch trichologist. All the time he's losing his hair, he justifies his neglect with one of the old superstitions about hair: That baldness is hereditary: that men naturally lose hair as they get along in years; that nothing can be done to stop hair loss.

"What's worse, all the time he's losing hair, he keeps right on with the bad habits of hair care that cause him to lose hair."

Leonard A. Floyd before and after Loesch-type treatment. Mr. Floyd was so impressed by his own results that he joined the staff of Loesch Hair Experts.

### No Cure-All

"After many years experience in treating scalp disorders," Loesch continued, "we have developed scientific treatments that will correct your scalp trouble and give you a healthy scalp."

Loesch emphasized that his treatment is neither "mail-order" nor "cure-all." Different scalp conditions require different methods of treatment. "For that reason," he said, "we do not ever prepare a treatment without first making a personal scalp examination."

### Quick Results

"Results from home treatment are quickly noticeable," he went on. "Usually it takes just a few weeks to cleanse the hair of dandruff (surface and imbedded), kill the bacteria swarming beneath the scalp, and correct local disorders. Then special formulas are used to stimulate normal hair growth. In less than two months you usually begin to see new replacement hairs.

"Your hair and scalp condition will be checked at regular intervals by an experienced expert.

### Free Examination

"I want to make it clear," Loesch declared, "that you are not obligated in any way when you come in for a free examination and consultation.

"Your obligation is to yourself—to ease your mind and learn how simple it is to save and improve your hair at home. You owe it to yourself to learn the truth about baldness and professional hair treatment — to learn that baldness is not inherited; that it is not due to old age; that it can be prevented.

### Money-Back Guarantee

"If your case is hopeless, we will tell you so. For example, we cannot grow hair if you are slick-bald after years of gradual hair loss," Loesch said frankly. "Nor do we accept cases involving systemic or organic disease. Such cases should be treated by a physician.

"We guarantee you results within 60 days or your money will be refunded. **Written guarantee furnished.**

### Can Prevent Baldness

"In most cases, baldness can be prevented if you get professional help before your hair loss goes too far," Loesch concluded. "The important thing is, don't put it off until your 'hair factories' close down—for life."

Call the Hotel Loraine tomorrow for Mr. Loesch's suite number, then come in to see him between 2 and 9 p. m. for a free examination and discussion of your hair problems. He does not make appointments, so come in at your convenience. If you wish, bring your wife.

You won't be obligated or embarrassed in any way. Examinations are given in strict privacy.