

Today's Radio Highlights

Special Events

9:15 p.m.—Gen. Douglas MacArthur (WGN): addressing American Legion convention (on WIBA at 10:30 p.m.)

Drama

7 p.m.—Halls of Ivy (WIBA): 70-year-old grandmother enrolls as freshman, embarrasses her son.

7:30 p.m.—Dr. Christian (WKOW): "The Perfect Planner," story of "perfect marriage with six noiseless children."

8:30 p.m.—Big Story (WIBA): Massachusetts reporter unravels mystery of strangling case.

9 p.m.—Family Theater (WISC): "Jewels of the Queen," with Victor Jory as Columbus, Jeanne Cagney as Queen Isabella, Francis X. Bushman as Father Perez.

Music

7:45 a.m.—George Morgan (WIBA): "Missouri," "The Old Spinning Wheel," "Drifting and Dreaming."

11 a.m.—Jack Berch (WISC): "Cara Cara Bella," "Me and My Teddy Bear."

3:30 p.m.—Music of the Masters (WHA): "Concertino in F Minor," Pergolesi.

5:30 p.m.—Curt Massey (WBBD): "You'll Know," Estrellita."

6:15 p.m.—Jack Smith (WBBD): and Dinah Shore; "That Naughty Waltz."

8:15 p.m.—Guest Star (WFOV): Gordon MacRae.

9 p.m.—FM Concert (WHA-FM): "I Pagliacci."

9:30 p.m.—Meredith Willson (WIBA): and Dale Evans.

Sports

7:30 p.m.—Coach Ivy Williamson (WIBA): last week's and next week's games.

9 p.m.—Boxing (WKOW): Virgil Akins vs. Luther Rawlings.

Discussion

2 p.m.—Commission on Human Rights (WHA): "Segregation in Wisconsin, Then and Now," Atty. James Dorsey, Milwaukee.

5:15 p.m.—You and the World (WKOW): Edward R. Murrow, others cover British election campaign.

Variety

8:30 p.m.—Bing Crosby (WKOW): with Bob Hope and Martha Tilton.

Farm Program

12:15 p.m.—Farm Service (WIBA): "Minnesota System of Raising Swine," Prof. Henry Zavoral and Roy B. Ormond.

12:30 p.m.—Farm Parade (WKOW): Bill Clark, Dane county agent.

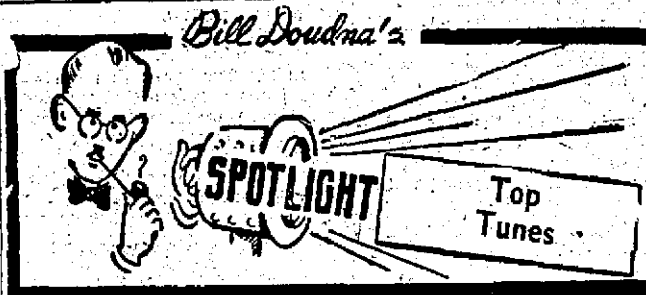
Miscellaneous

8 a.m.—Breakfast Club (WISC): salute to Mrs. Sheila Erdman, polio victim raising family of two.

9 a.m.—Welcome Travelers (WIBA): with Lieut. Ralph "Hoot" Gibson, first jet aircraft ace.

9:30 a.m.—Chef Carson Gulley (WIBA): pumpkin and apple pies.

2:15 p.m.—House Party (WKOW): Eve Arden, guest.



TIP-O' THE MORNING: "A Streetcar Named Desire" will open Oct. 24 at the Capitol theater.

"Undecided" was Madison's favorite song last week, a composite of three individual surveys shows.

From the eight top tunes on "Madison Hit Parade" (WFOV), "The Big Eight" (WISC), and "Most Sold Records" (WFOV), this department comes up with this result:

- ONE. "Undecided."
- TWO. "Cold, Cold Heart."
- THREE. "Sin."
- FOUR. "Because of You."
- FIVE. "Downyonder."
- SIX AND SEVEN (tie). "I Get Ideas" and "I've Got My Mind on You."
- EIGHT. "If Teardrops Were Pennies."

CRUSADE: Two programs are being heard here in connection with "The Cardinal's Rosary Crusade." They are on WKOW at 9:30 p.m. Sundays, with Bishop W. P. O'Connor, and on WGN at 7 p.m. Monday through Friday, with prominent priests of the Chicago area. The WGN program is also on the air at 8:30 p.m. Saturdays and at 7:45 p.m. Sundays.

MILESTONE: "Dr. Christian" starts its 15th year on the air tonight. It holds some sort of record for continuity, because it always has (1) been on CBS; (2) had Jean Hersholt as star; (3) had Rosemary De Camp in the leading supporting role; (4) been produced by Mrs. Dorothy McCann; (5) had Art Gilmore as announcer, and (6) had the same sponsor.

FROM FILMLAND: Edith Gwynn, State Journal Hollywood correspondent, reports...

Loocoovee the title for an upcoming show headed for Broadway which concerns an opera singer who buys a ball team. It's "High Pitch." If present confabs jell, Cole Porter will be doing the score for same. (Now, if they'll write one about an opera singer who becomes a swim chap and call it, "High Diva"—we'll relax. After we

Out of State Pair Admit Morals Charge

Virgil Paradise, 46, Cedar Rapids, Ia., and Verona Wilcox, 45, Chicago, were sent to jail late Tuesday afternoon to await sentence when they pleaded guilty in superior court to lewd and lascivious charges involving their staying last week at the Park hotel as man and wife.

Miss Wilcox also pleaded guilty to charges that she obtained clothing at the Cinderella shop and the H. S. Manchester, Inc., store on Capitol square by paying for them with two worthless checks totaling \$121.

cising has naught to do with pianistics. She's got to learn sign-language for the deaf mute role she's playing with Tony Curtis in the currently-shooting "Hear No Evil."

Bill Lawrence, about to sing his stuff in the Broadway revival of the Rodgers-Hart "Pal Joey", is being also dickered for a long movie contract with Universal.

The name of Phoebe B. Beebe was among the donors to the Hollywood Bowl Fund. How the late W. C. Fields, who used to send us lists of names that amused him, would have loved reading that!

Chum of ours points out that Veronica Lake's first picture was "I Wanted Wings". Now she's touring in "Peter Pan"—and she's got 'em!

WSBMA Will Award Life Memberships to 22 Men Tonight

Twenty-two members of the West Side Business Men's Assn. (WSBMA) will be the first to be honored with life membership certificates and gold membership cards at the group's clubhouse on Odana rd., tonight.

Movies of the Illinois-Wisconsin football game also will be shown as a part of the program.

Those being honored are Duane Bowman, Maple Lawn Heights; Ray O. Champeau, 321 Walnut st.; Leonard C. Forest, 649 Sheldon st.; Roland C. Fritz, 3532 Blackhawk dr.; Russell M. Gilbertson, 2 Sherman terrace; George Heldt, 2526 Monroe st.; Hugo Hessman, 544 W. Washington ave.; Henry H. Johnson, 3809 Paunack ave.; Verdine J. Johnson, 3602 Wyota st.; Howard Josselyn, 333 N. Randall st.; Stanley V. Kubly, 716 Ottawa Trail; Francis P. Mayo, 1109 Waban Hill; Herman E. Meier, 4210 Mandan Crescent; John O. Pharo, 1302 Regent st.; Robert P. Pharo, 1302 Regent st.; Joseph E. Plazewski, 2433 University ave.; Henry A. Raemisch, Middleton; Kenneth F. Sullivan, 25 N. Orchard st.; Robert J. Timlin, 2702 University ave.; Stewart Watson, 721 Seneca pl.; Clyde C. Woody, 42 Hillside terrace, and Lenor B. Zeeh, 4325 Hillcrest dr.

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- 104.9 Mezs. WEDNESDAY A. M.
- 6:00 Early Risers
 - 7:00 News; Yawn Patrol
 - 7:15 Weather Report
 - 7:30 Yawn Patrol
 - 8:00 News; Clockwatchers
 - 8:30 Weather Report
 - 8:35 Clockwatchers
 - 8:40 Herb Kern
 - 8:45 Ben Licht
 - 8:50 Dance Band
 - 8:55 Weather Report
 - 9:00 Morning Musical Variety
 - 10:30 Show Tunes
 - 10:45 Novelty Shop
 - 11:00 Willy Lude
 - 11:30 Navy Band
 - 11:45 Sacred Heart Program
 - P. M.
 - 12:00 News; Connie Haines
 - 12:15 Harry Babbitt
 - 12:30 King Cole Trio
 - 12:45 Jo Stafford
 - 1:15 Dusty Manuscript
 - 1:30 Relsman Rhythm
 - 1:45 The Damone
 - 2:00 Contrasts in Music
 - 3:00 Music to Listen to
 - 4:00 Juke Box Jamboree
 - 4:15 Vaughn Monroe
 - 4:30 Easy Listening
 - 5:00 Ken Griffin
 - 5:15 Adventures of Jimmy Allen
 - 5:30 Turners
 - 5:45 Program Preview
 - 5:55 News; Musical Menu
 - 7:00 Showcase
 - 8:00 Serenade in Blue
 - 8:15 Guest Star
 - 8:30 Package of New Records
 - 8:45 Twilight Time
 - 9:00 Sharpen Your Wits
 - 9:30 Claude Thornhill
 - 9:55 News; Freddy Martin
 - 10:30 Jan Garber
 - 11:00 Vaughn Monroe
 - 11:30 Guy Lombardo
 - 12:00 Let's Have Fun from 12 till 1

Join the Family Rosary
Crusade for Peace

Hear the
FAMILY ROSARY
EVERY EVENING ON
WGN
SUNDAY 9:30 P.M.
WKOW

PRAY
THE
FAMILY ROSARY
FOR TRUE
PEACE

Tonight's Star Attractions on WIBA dial 1310



THE HALLS OF IVY
Radio's award-winning comedy program featuring Mr. and Mrs. Ronald Coiman
at 7:00



COACH IVY WILLIAMSON
Comment on the Badgers Right from the Head Man
at 7:30



YOU BET YOUR LIFE
with Groucho Marx whose questions are incidental to your laughs
at 8:00



THE BIG STORY
Adventure and excitement as it really happened when Bob Sloane narrates a reporter's once-in-a-lifetime "Big Story"
at 8:30



BARRIE CRANE, CONFIDENTIAL INVESTIGATOR
stars William Gargan as he unmasks crime and the men behind it
at 9:00



Reminiscence in
MEREDITH WILLSON'S MUSIC ROOM
with the popular maestro composer who introduced your favorite musical artists
at 9:30

Masked Bartender of Famous Hotel Conducts Unique PALATE BALLOT!

He's a true expert in fine whiskies—a famous bartender in a famous hotel. But under federal regulations we can't show his face—or name the place.

Why pay more than \$2.30 a pint for your whiskey when men who sampled silken WILKEN from plain decanter voted it "tops!"

Yes, sophisticated "big city" men were delighted by the mellow country-style flavor of silken Wilken. "Smo-o-o-th" they said. "Really silky!"

"You know, I figure it out this way—your palate doesn't read price tags. It just knows what it likes!

I poured and served the drinks from a plain decanter with my own two hands.

And I asked the gentlemen across the bar to drink, and vote. To let their palates cast the ballots.

And I hereby testify that good old silken Wilken rated tops for smoothness—silken smoothness!—and mellowness and flavor. Amazing!—when you stop to think that it costs so much less!

Enjoy its Silken Smoothness!

LET YOUR PALATE CAST ITS BALLOT!

\$2.30 FULL PINT (\$3.65 4/5 QUART)

WILKEN

Saturday, October 20, 1951 on NBC