C-KQJ106

South (Mrs. Keen)

S-K Q 2 H-A Q 6 5 2

spades. West then led the 10 of clubs, East sloughed a third spade

and Mrs. Keen ruffed. She next led the king of spades

ing
East returned a diamond, the

queen of spades was discarded from the closed hand and West

ruffed with the nine of hearts.
At this point Mrs. Keen was

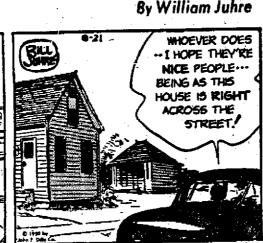
down to four trumps to the ace-

11:30 a. m. — Farm Roundup (WIBA): Frank Mayfield at state

Miscellaneous







Madison

## Radio Progam Schedules by the Clock

	MONDAY							
	WIBA 1310 kc.	WISC	WKOW 1070 KC	WIBU 1240 kc.	WBBM 750 kc.	WENR-WLS	WGN 120 Me.	WMAQ 670 kg.
00 15 30	(Sunrise Frolic Musical	* Top o' the Morning * Moments on the Mount	Uncle Julius Farm World Farm Program; Mkts.	Silent Silent Rural Roundup		Capt. Stubby Bob Atcher Dolph Hewitt News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: News
00 15 30	News; Musical Clock News	• Top O'Morning • Hinn: News • Top o' Morning • Pauline Fred'k	Sports News News Coffee	News: Farm Service News: Weather Farm News	News Patrick O'Rties Gold Coast Shopping	Breakfast Club Breakfast Club	News Two fon Saker Tello Test Today's the Day	Your Neighbor Norman Ross News
:00 :15 :30	Eddy Arnold  Musical Clock Musical Clock	Breakfast Club Breakfast	Markets; Coffee Club News; Ouffee Club	Prayer Learus Musical Clock Musical Clock	Robt. Q. Lewis	My Story My Story Betty Crocker John B. Kennedy	Record Relay Record Relay	Welcome Travelers Double or Nothing
:45 :00 :15 :30	Welcome Travelers Gibert's	Club  My True Story: Betty Crocker News	Reverend Epp News of America Music for You	Preddy Martin Reedsburg Hou! Shopping Quiz	Robt. Q. Lewis Robt. Q Lewis Grand Slam Rosemary	Capt Stubby Buccaneers Kitchen Club News	Record Relay The Kelsey The Tom Moore Show	Elizabeth Ha Fentagon Re- Jack Berch David Harum
:45 :00 :15 :39	Haskell & Co. Pentagon Report Jack Berch	Lady of the House Quick as Flash	Robert Q. Lewis Music Talks Here's Howard	Women's News • U. S. Navy Mid-Morning Matinee	Wendy Walten Aunt Jenny Helen Trent Our Gal Sunday	Luncheon Club Martha and Helen	Kate Smith Virginia Gale Answer Man News	Here's Norma Ross Here's Norma Ross
:45 :00 :15 :30	Trading Post Linda's Love Ranch Hands Farm	Luncheon Club Tello Test Bing Crosby	Dick Haymes Console Reflections Jackput Quis	News Matines Headlines Farm and Home Farm Front	Big Sister Ma Perkins News Guiding Light	Farm World Today Dinner Bell	Cedric Foster June Davis Market Reporter News	News: Burlin Food Magicia Philip Hayes Love and Le
:45 :00 :15 :30	News: Roundup Farm Service News	Man on Street Hinn: News Bob Swanson	Uncie Julius News Mkta.; Farmyard Frolics	*Music; Markets * News; Markets * News; Markets Parm and Home	2nd Mrs. Burton Perry Mason Nora Orake Brighter Day	News L. Burlingham Merry-Go- Roundup	Ladies Fair Queen for Day	Double of Nothing Live Like a Millional
:45 :00 :15 :30	March Time Double or Nothing Love and Learn	* Bob Swanson Bob Swanson	Music of the Day Music Please C. Cavallero	Parm Service Si Hays and Daughter Music Booth	Nona ('m Nowhere Hilltop House Winner Take All	Bride and Groom Quick As a Flash	Tune Test The Menjous Consumer Panel	Life Beautif Road of Life Pepper Your Right to Ha
:45 :00 :15 :30	Magio in Music	* Dolly Madison * Chance of	Lucita Biortenson Mary Casey Showcase	* Music Booth • Organ Music • Guest Star	Strike It Rich News Double Quiz	Nancy Crais Art Baker News Traveler	Re(0) Quiz Second Spring Linda's 1st Love Lanny Ross	Backstage W Stella Dallas Lorengo Jon Vidder Brow
:45 :00 :15 :30	Right to Hap'ness  Backstage Wife  Stella Dallas  Lorenzo Jones  Widder Brown		News Easy Listening Treasury Band; News	Chapei in the Sky Melody Hour	Paul Gibson Paul Gibson Gold Coast	The Bob Atcher Show Navy Band Beulab Karney	Marshall Kens marshall Kens marshall Singing Story	A Girl Marr Portia Face Just Plain I Front P Fac
:45 :00 :15 :30	News: Madison Hour Madison	• Queen for a Day • Tourist Time • Uncle Dick	Harmony House Harmony House	Melody Hour Band Parade Serenade	News News Curt Massey News	Fun House Superman Superman	Cisco Kid Bobby Benson	News Dave Garroway News
:43 :00 :15 :30	Playtime Fiesta Time News	DeForest, Kyser Portage Program Home Show		Pieste Time * University Special * Univ Special	Garry Moore Stepping Out Julian Bentley	News Edwin O. Sill Lone Ranger	Melody Five News antiel fleatter Fulton Lewis Jr.	
:45 :00 :15 :30	Man's Family News of World	E. C. Hill: Fiesta Marquis Childs Lone Ranger	! News	Sports Time Serenade News Bing Sings	Hollywood Star Playhouse Broadway's My Beat	Ethel and Albert Henry   Paylor Sen. Scott Lucas	Rudy Vallee Crime Fighters	Gordon MacRae Concert Hour
:45 :00 :15 :30	• Music: News • Gordon • MacRas • Concert	Ethel and Albert Henry J Paylor Joe Hasel	David Rose	Serenade Farm Front Old Timers Jambores	The Qulet Answer Granby's Green Acres	J. Robinson Guest Star Solo and Soliloguy	Murder by Experts Korcan War Roundup	Great Artists Band of Americs
:45 ::00 ::15 ::30	Great Artists Band of	Murder by Experts Sherman Ave. Serenade	Too Many Cooks Granby's Green Acres	Old Timers' Jambores Old Timers Jambores	Leave It to Joan Dance Orchestra	United or Not Pleasure Parade It's Show Time	Hall of Fautasy Mystery Is My Hobby	Night Beat Pirst Plane Quartet
:45 :00 :15 :30	Might Beat Monday	Crime Fighters; News Korean War Roundup	Licare It	* University Farm Hour News: At Your Request	News Weather: Tony Wettzel: Dance Orchestra	News Barry Wood Casey Flatter Party	Behind the Story Chicago at Night News: Songs This Is the Story	Rio Rhythr
:45 :00 :15 :30	News Todd Manners First Plano	Hing News Frank Edwards The Ed Silvers Show	News Sports News Dance Music	At Your Request At Your Request	News: Cee Davidson Orch Dance Orchestra	Elmer Davis Frankle Masters Eddie O'Nelli Bill McCune	Prank Sdwards Henry Brandon Ira Brant Orch : News	News Guest Star Jimmy Dor Orch.; Ne
:45 :00 :15 :30	• News; 1310 Club 1310 Club: News	News: The Ed Silvers Show	News: Lawler's Folly Lawler's Folly	Silent Silent Silent Silent	Matinee at Midnight Matinee at Midnight	The John McCormick Show News	Dance Orchestra Guy Lombardo Orchestra	Promenade Concert Promenade Concert

WHA&WHA-FM Farm Program
Band Wagon
Morning News
Weather Report
Morning Melodies

### WFOW-FM

Herb Kern Dance Band News Morning Variety Show Show Tunes Zany Tunes News

12:00 News 12:05 Invitation to the Waltz 12:30 Patti Page 12:45 Jan August



### Vivian Della Chiesa

lovely star of concert and opera sings

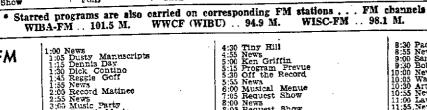
Tonight at 7:30

**VOICE OF** FIRESTONE

WITH HOWARD BARLOW

and the orchestra

WIBA 1310 **WIBA-FM 101.5** 



2:55 News 3:65 Music Party 3:30 Smooth Music 3:55 News 4:00 Juke Box Jamboree 4:15 Kiddie Storytime

News Ken Griffin

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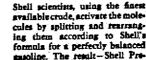
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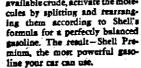
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\*From a continuing impertial study of monthly gasoline purchases over a period of 27 months.









### LL PREMIUM GASOLINE

### Today's Radio **Highlights**

Music

7:45 a.m. — Eddy Arnold (WIBA):
"Too Late to Worry," "Land, Sky, and Water," "Arkansas Traveler."
11:15 a.m. — Ranch Hands
(WIBA): "Fire on the Mountain,"
"Hillbilly Fever," "Shine".
4:30 p.m.—Curt Massey (WBBM):
and Martha Tilton: "I Don't Care

4:30 p.m.—Curt Massey (WBBM): and Martha Tilton; "I Don't Care If the Sun Don't Shine," "Hillbilly Fever," "La Vie en Rose."
6:30 p.m. — Hymns of the World (WIBA): "O Worship the King," "O Love That Will Not Let Me Go," "Nearer, My God, to Thee," "Still, Still With Thee."
7 p.m. — Summer Show Train (WIBA): Gordon MacRae, Lucille Norman; "The Lullaby of Broadway," "I'm in the Mood for Love," "Bess, You Is My Woman Now."

"Bess, You Is My Woman Now,"
"These Foolish Things," "Begin

"Bess, You Is My Woman Now,"
"These Foolish Things," "Begin the Beguine."
7:30 p.m. — Concert Hour (WIBA): Vivian Della Chiesa, Howard Barlow orchestra; "In the Good Old Summertline," "Only a Rose," "My Curly-Headed Baby,"
"The Rosary," "El Relicario."
8 p.m. — Great Artists (WIBA): Ezio Pinza, Donald Voorhees orchestra; "Madamina," "Le Cor.,"
"L'Ultima Canzone," Brahm's Hungarian Dance No. 1," "Intermezzo" from "Cavalleria Rusticana," MacDonald's "Cakewalk."
8:30 p.m. — Band of America (WIBA): "Honey Boys on Parade," "Dusty Trombone" "The Preacher and the Bear," "12th Street Rag," "Waitin' for the Robert E. Lee."
9:30 p.m. — First Piano Quartet (WIBA): "Butterfly Etude," "Moment Musicale," "Clair de Lune," "Russian Sailors' Dance."

Drama

I believe S.—K Q 2 5 2
D.—A K
C.—A 9 2
The bidding:
South West North Pass
1 Mess 2 N T Pass
3 H Pass 3 N T Pass
4 H Dbi. All Pass
Mrs. Keen got to four hearts. But she didn't make it. As you can see, her partner wouldn't have made three no trump either.
In fairness to Mrs. Keen I must say that this hand was played some time ago—before she learned two bid.
West opened the king of clubs and Mrs Keen won with the ace. She decided to cash her two top diamonds but West ruffed the second one and won two club tricks with the queen and jack.
On the clubs East discarded two spades. West then led the 10 of clubs, East sloughed a third spade

6 p.m. — Hollywood Star Play-house (WBBM): Victor Mature in "Final Entry," story of navy of-ficer, discharged for cowardice, who medeans his representation. who redeems his reputation.

9 p.m. — Crime Fighters (WISC): county prosecutor saves ex-convict who's trying to go straight.

9:30 a.m. — Grand Slam (WBBM): Diane Courtney substitutes for (WHA): State fair\_highlights. Irene Beasley.

fair; Jack Reynolds and W. M. Masterson, guests. 11 a. m. — Soviet Literature (WHA): new series by Prof. Edmund Zawacki and Mrs. Xenia Gasiorowski.

Gasiorowski.

6:15 p. m. — Marquis Childs
(WISC): State Journal columnist
pinch-hitting for Elmer Davis.
9:30 p. m.—Korean War Roundup (WISC): including Kingsbury
Smith's talk from aboard French
liner Liberte.

fair.

12:30 p. m. — Farm Program
(WHA): state fair news.

† + + +

For Children

5 p. m.—Playtime (WIBA): "On the Farm." Smith s barre.

Variety

9:30 p. m. — Skip Farrell

(WMAQ): new disc-jockey show;

(WMAQ): new disc-jockey show;

(Our Pickle Problems," Mrs. Linear Dennett; state fair news.

3 p. m.—Carson Gulley (WISC):

"What Can Be Done with Left-

7 a. m. - Morning Farm Hour overs.

## Blackwood on Bridge

(By Easley R. Blackwood)

With her five and a half honor queen and she had to lose one tricks Mrs. Keen opened the bid- more trick to West's king. Down four, 1100 points.

What's wrong with this hand?
Of course the distribution was gruesome and most South players would probably end up with a

South dealer. Both sides vulnerable North S—9 8 6 H—7 4 D—Q 10 7 6 C—8 7 4 3

of course the distribution was gruesome and most South players would probably end up with a minus score.

But it didn't have to be 1100!

The trouble was that Mrs. Keen didn't have an opening two-bid.

My mail indicates that one of the most common mistakes made by inexperienced players is opening with two bids when they should open with one bid.

I am going to do a series of hands for you showing when an opening bid or two in a suit is justified.

455. and 8:30: "Caged" at 3. 6:35, and 10:10.

Parkway: "Armored Car Robbery" at 1.24.630, and 9:15: "Wasonmaster" at 2:10. 4:55, 7:40 and 10:20.

Markway: "Armored Car Robbery" at 2:10. 4:55, 7:40 and 10:20.

Badger Outdoor: "The Story of GI Joe" at 7:30 and 11:20.

Maissite: "Ma and Pa Rettle Go to Town" at 2:05. 4:50, 7:30, and 10:15: "Fire of the Plains" at 1:05, 3:45.

So and 8:30: "Figure at 3. 6:33, and 10:10.

Maissite: "Ma and 10.

So and 11:20.

Maissite: "Ma and Pa Rettle Go to Town" at 2:05. 4:50, 7:30, and 10:15: "Furre of the Plains" at 1:05, 3:45.

So and 8:30: "Caged" at 3. 6:33, and 10:10. S-10 7 5 4 H-10 8 D-J 9 5 4 3

I believe the best way to do it is to start out with "fundamentals' and discuss opening bids of

But just stick with me I mean to tell you all about opening two bids, including some-Pass thing no other bridge writer has Pass ever told you.

I am going to end up by telling you when you are justified in passing your partner's opening two bid short of game.

ENTERS HOSPITAL

VIOLA - Kenneth Keach, a World War II veteran, entered the Veterans' Administration hospital Wood, Wis., for a checkup

Mrs. Mae Figor

Entertainment Middleton: "The Reformer and the Redhead" at 1:25 and 10:15: "The Boy from Indiana" at 5:20 and 9:15.

MONDAY, AUG. 21

Strand: "No Man of Her Own" at 1:15, 55, and 8:30; "Caged" at 3, 6:35, and

### Municipal Affairs

MONDAY, AUG. 21
City plan commission: 7:30 p. m., city hall.

Community Center MONDAY, AUG. 21 Open for adults from 11:30 a. m. to

### Current Exhibits

State Historical Museum: Architec-ture in Wisconsin; dolls: tishting: Ole Bull's bed and dresser; hate and ac-cessories; portrait of Alexander Mitch-ell. Open 9 a. m. to 5 p. m. Monday through Friday; 9 a. m. to 4 p. m., Saturday: closed Sunday



### Open for Business THE Clean Spot

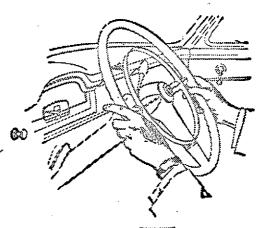
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You're going to find out-for yourself-whether all these wonderful things you've been hearing are true.

A flick of the finger, and the great Hydra-Matic Drive is set for action. Softly, quietly-and, oh, so smoothly-you roll out into the street.

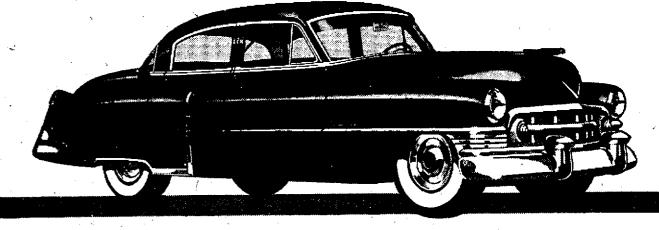
What's this? A "Stop" sign! You take your toe off the throttle and put it on the brake-and you settle down to the softest, most reassuring stop you ever experienced in all your life. Say, it's fun even to put on the brakes!

As you touch the throttle again, the back of the seat comes up to press against your shoulders. But it's all so easy! From settled stop to driving speed is one continuous sweep. What an experience! Again and again, the big brakes bring you to a velvet

stop. Again and again, the great engine sweeps you into action with one continuous movement. Again and again, a rough stretch of road rolls under the wheels and leaves you wondering what happened to it.

Yes, it's true! This wonderful car's performance is equal to its prestige. You want it as much for what it does-as for the magic name it bears.

Come in and see for yourself. But it's only fair to warn you: Sit for an hour at its beautiful wheel, and you'll want this car forever!





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