HILLSBORO, July 3-James E.

Wisecup, who resided south of

Wisecup In Race

Radio In Review

ers of America.
Ten cities

Martin, Connie
Ten cities

Martin, Connie
Ten cities

says Mr. Hal-pern, soon will borre, Janet Blair and Vic De-

is, large-screen all of them have been seen on

WELL, AFTER ALL, possibly

television in recent months. Who

As for tying up the big sports

cause they can't see the events at

The World Series undoubtedly

If You Can't Lick 'Em, Join 'Em

A SMALL storm has been kicked up by a booklet issued by the A Theater Owners of America, proposing that motion picture theaters lick the menace of television simply by installing theater television and outbidding the broadcasters in their own field. This proposition seems on the surface deceptively simple and at

have theater mone.

television: that

elevision oper-

ating on closed

least threatening enough to have alarmed E. F. McDonald Jr. pres- here. But not much. Take his proposal to put on a bigger and ident of the Zenith Radio Co.

The plan, which I consider better program that TV can afbasically unsound, was advanced ford. He points out that recent by Nathan L. Halpern, a television consultant, and has the blessing of Gael Sullivan, executive vertisers, feature such top perdirector of the sonalities as Bob Hope, Burt Theater Own- Lancaster, Lena Horne, Martin



circuits una-vailable to the do an act on theater television Crosby home set owner. which they did on Ed Sullivan's show free the previous night?

The theater owner, by spendhooked up on a closed circuit, they would have a potential box-office of about \$1,800,000 for a lot of top personalities, I suppose single attraction and could well But sheer quantity of star mateafford to pay \$500,000 for a sin- rial never has worked very well, gle show. Half-a-million clams, even in the movies. of course, is quite a lot beyond

ON SPECIAL EVENTS and home, I admit this might bring a sports, Mr. Halpern continues, the very large audience—for two or theater owner again simply could three events a year. No more outbid the sponsors in gaining than that. exclusive rights to the World Series, the Kentucky Derby, heavyweight prize fights, and even—a wild flight of fancy—presidential much that a hout by any of the inaugurations.

Mr. Halpern's proposition is a active heavyweights today would great deal more detailed than lure 10 people into a theater, this outline, but I think I have

the essential points.

7:00 Tune-O 7:15 7:30 Club 15 7:45 Murrow-

Purple Sage

Surige Roundup

Musical Clock News Musical Clock

11:00 Arthur Godfres

11:15 11:30 RFD 1400 11:45 Rosemary

12:00 Farm News 12:15 News 12:30 Helen Trent 12:45 Our Gal Sur

Mr. Halpern has something dinary ball game, an ordinary

Hours are Portsmouth time (Eastern Standard). Erroneous listings, if any are due to laxt-minute changes by stations and networks.

WPAY-FM (104.1 megacycles) duplicates WPAY programs daily from 3 to 11:15 p.m. NATIONAL WLW 700 MUTUAL WGN 720

MONDAY NIGHT

One Man's Family Rudy Vallee

Telephone Hour Hall Fantasy

TUESDAY MORNING

Welcome Traveler

Fifty Club

Housewife Req't Double or Noth's Tune-Test Perry Mison

1:00 Big Sister
1:15 Housewife Reg't Linda's Love
1:30 Dr. Malone Party Line
1:45 Guiding Light Melody Trail

Nora Drake Housewife Reg't

4:00 I400 Club 4:15 4:30 Treasury Band 4:65

\$:00 Chicagoans

5:30 Gene Autry 5:45 Curt Masse;

7:00 Counter Spy

9:00 Life with Luist 9:15

9:30 Star of Week 9:45 Airlane Trio

7:15 "News 7:30 Club 15 Dixieland 7:45 Edw R. Murrow Harkness

TUESDAY AFTERNOON

News-Markets Market Report Everybody's Farm Nichols-News

Millionaire's Life Meet Menjous Harold Turner

TUESDAY NIGHT

Sports Review

Votce of Army Cavic'de America John Steele Waltz Time Solute to Reserve Starlight Concert Mystery Stories

Singleton Story

Life In Hands

ts Rowlew Hurleigh—News
Chicago Revue
Listening Heatter—News
e Star Extra Fulton Lewis Jr

One Man's Family Rudy Vallee

PHILCO 922

Ladies Fair

Lite Can be Bea'l Radio Quiz
Road of Lite
Second Soring
Pepper Young
Linde's Love
Right to Happin's Editor's Daugh'r Patt Barnes

Backstage Wife
Stella Dalha
Lorenzo Jones
Ying Wid's Brown
Storytime

Lionel Barrym're Fun House
Marshall Kent
Baker's Spotlight Sky King

When Girl Marr's Straight Arrow Portia Faces Life Just Plain Bill B-Bar-B Riders Herb Shelton

Dr. Kildare

Siegrist—News This, The Story

Crime Fighters

Bands of America Myst'y, My Hob'y John Hicks Ted Malone

Farm Hour On The Farm

Slegrist-News

Murder, Experts To Be Announced

Murder at Midn't Solo & Soliloquy

Henry J Taylor Sports Show

United Or Not

Franklin

News Kiernan's Korner

News The Fitzgeralds

Breakfast Club

True Story

News Herb Shelton

Baukhage Talk'g Nancy Craig

Hollywood Wel'e

Bride & Groom

Hannibal Cobb

Edwin C. Hill Elmer Davis Counter-spy

Erwin Canham Music Memos

Time for Defense

It's your Business

Symphony Sid

Official Detictive Of The Press

Queen For Day Lifetime's Chance

Dixieland News-Harkness

Railroad Hour

Hall Boward Barlow

Sunrise Roundup News Midwest Roundup

SCHOOLMASTER IS KING. Who's taking off whose hat to whom? King Feisal of Iraq, a pupil in Harrow School, Middlesex, Eng., raises his hat to the headmaster at the roll call parade of the Speech Day ceremony. It was the first time since World War II that the wearing of hats at this function was compulsory. the means of an advertiser who attractions and thus driving the has no box-office.

sports fans into the theaters be-

> sports event of any kind is not sets out to disprove a poll show- patrol?" Milton Berle when he stops to family has two and a half chil-consider that 75-cent admission fee, the sitter problem and transportation to and from a theater.
>
> In a foreword to this novel To Joan" returns to the air as a

much that a bout by any of the AN ORDINARY FIGHT, an orwavelength circuits, we can of- to a dog-always manage to hap-fer superlative quality of talent pen to Joan. and showmanship not possible on home television . . if we band together and harness this way's My Beat" has moved to a

nature of the revolution wright room is found, he discloses that by television. The whole point he had loaned the room to still of television is that it is now post another man. Before Danny Clovsible to pipe Bob Hope into a er's investigation is through, there

IF THE THEATER owners 8 p.m.—Mutual: Death rakes in want a method of piping Bob the chips during a "friendly" card Hope from theater to theater, game as "Murder By Experts" they will find their old, old methalist the story of "The Red Dog od of putting him on film and Murders". When one of the playshipping him around far more ers commits suicide after losing efficient and infinitely more sat- his firm's money, a police officer

isfactory to the audience. To De Announced ient method of distributing Bob an unusual manner. Bret Halli-Hope as the teelphone was a day is the narrator for the series basic improvement on the meg-The essential qualities of Mr. Hope had nothing to do with the situation.

If the theaters could obtain exclusive use of Mr. Hope—and I'm sure Mr. Hope has more sense than to let them do such a thing television simply will create its own Bob Hope.

WHEN THE MOVIES came in there were thousands of legitimate theaters in the land. There are now only a fraction of that number, and there are 19,000 movie theaters in their place. Ten years from now, virtually every American home will be its own theater. There still will be a motion picture industry, as

there still is a legitimate theater. But I doubt very much that there will be 19,000 motion picture Ladies Be Seated theaters. (Copyright, 1950, N.Y. Herald-Tribune)

On The Airlanes

MUSIC 9 p.m.-NBC: John Charles Thomas, American baritone, will return to the "Telephone Hour" as guest soloist. Thomas and conductor Donald Voorhees have prepared an all-American program for the Independence Day eve program. Among numbers on the program will be: "Gentle Annie", 'All Day On the Prairie" and "Sing A While Longer".
COMEDY

9 p.m .- WPAY-CBS: A new replacement of "Radio Theater" is "Too Many Cooks", a comedy starring Hal March and Mary Jane Croft as parents of a kingsize family. Tonight father Cook

going to lure the set owner from ing that the "average" American

10 p.m.-WPAY-CBS: "Leave It said the fat man angrily. proposal, Gael Sullivan says:

"We theater owners . . . can make television our ally and not make television our ally and not in the show is built around the supposed to the our enemy. Through our combined buying powers, our 'know-clerks in Willock's Department slapping his tail on the water as how, and televising over closed Store. Things that should happen a signal of alarm to the other

MYSTERY new giant, television, to work new day and time. In tonight's episode, a wealthy Texan is found Both Mr. Sulivan and Mr. Hal-murdered in a hotel room, and pern seem to misunderstand the when the regular occupant of the is still another murder. Larry Thor stars.

vows vengeance against the card Television is just a more offi- sharps-who oblige the police in





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Roving Reports

THE fat man toiled wearily up The fat man asked him why fat boy anxiously. "The Beaver a hill in the encampment of he had joined the Beaver Patrol Patrol is really the one to join." Ing petition for Highland County and the state of the boy fiducted a second than the sec 47,000 Boy Scouts here for their The boy fidgeted a moment, then econd national jamboree. said:

Despite the hot sun the manswept with sentimental memories of his own: days as a Scout.

He passed a tent just as a 🛊 fat young boy in shorts came The fat man paused to i rest, mopping

Boyle his flushed, perspiring brow. He howk!'
looked at the fat Boy Scout. The Then he twisted his face in a about the other choices. So the grimace and said loudly: fat boy ran into his tent and Kreeec! come back with the scout hand-

The fat boy stared doubtfully book opened at the page giving at him and asked:

the patrol names and their calls. "What did you say, sir?"

"KREEEE! KREEEE!" said the fat man hopefully. "I used to belong to the Eagle Patrol. That is the cry of the Eagle Patrol-Kreeee! Don't you recognize it?" "No, sir, I don't."

THE FAT MAN glanced and

Panther—"Keeook." Moose—"Oh-ah, oh-ah, oh-

Rattlesnake-Rattle pebbles in

Flaming arrow—"Whssess." Heron—"Quawk, quawk."

Alligator-Grunting hiss.

Pine Tree-Rustle paper.

Beaver—Clap hands once.

saw a few:

Raven-"Kar-kaw."

Owl-Loud coo.

"Well, I can't blame you for that," said the fat man. "I always thought it sounded funny for eagles to go around saying: 'Kreece.' But that's what the Scout handbook said they didwhen I was a boy. What is your

The fat boy promptly clapped his hands loudly.

"NEVER MIND the applause,"

"But that is the sign of my patrol-the Beaver Patrol, sir," said

TV HIGHLIGHTS

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people.

Closed All Day Tuesday

By Hal Boyle

"YOU SEE, SHE," explained the sembly. Mr. Wisecup is a member you grow up, son?"

"Well, I don't know what kind of Highland County Democratic "Because I thought it was the Despite the hot sun the man—
Because I thought it was a "Because I thought it was a "Well, I don't know what kind committee. The Democrats did being romantic, as most fat people are—was ple are—was book, sir."

"Because I thought it was a "Well, I don't know what kind committee. The Democrats did of Scout you are," said the fat the patrols listed in our handman, as he started to waddle on not nominate a candidate for the man, as he started to waddle right representative post.

Koi-oi-oik' and feel like I was the Beaver understood each other, a real otter. And the cry for the (Associated Press Correspondence)

Porcupine Patrol is just to make PLANS SOCIAL SATURDAY your teeth chatter. That's hard, WEST UNION, July 3—West too. And if you join the Gull Union Methodist Youth Fellow-howk!" supper on the courthouse lawn The fat man wanted to know Saturday at 6 p.m.

"HMM," SAID the fat man, now you'll be a darn good lawwhat are some of them?"

"Well if you join the Otter Kreeeeeeeeeeeeeeeeeeeeeeeeeeeee."

The fat how clarate to waddle on not nominate a candidate for the representative post.

Mr. Wisecup would appear on the ballot as an independent. If he wins a place on the ballot he will oppose a strong our handbook save the own. Patrol our handbook says the cry
The fat boy clapped his hands will oppose Arthur H. Milner of Koi-oi-oik! I just couldn't say sharply once. The Eagles and Leesburg. NO CLOWNING!

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