

## RADIO PROGRAMS

SUNDAY DAYTIME

(The Indianapolis Times is not responsible for inaccuracies in program announcements caused by late station changes)

WFBM 1260 CBS	WIBC 1070 Mutual	WIRE 1430 NBC	WISH 1310 ABC	WLWL 1590 P.M. After 3:00 P. M.
7:30 Christian Hour Voice of Prophecy	Folk Songs Country Topics	Brotherhood Hour	Baron Hour	Sun Dial
8:00 Sermons in Song E. Power Biggs Wheeler Mission	Public Report Hoosier Pulpit	World News Roundup The Funnies	Calvary Tabernacle Church of Christ	" "
9:00 Bible Speaks Unitarian Church News	Christian Science Sweet Music Sunday Waltzes	Living Music Circle Arrow Show	Revival Hour " "	David Rose News Waltz Time
10:00 Sunday Serenade-News	News-Everson Class Everson Class Ave Maria Hour	Faithful Starch Time Indiana University Sunday Sunshine	101 Men's Bible Class Deluxe Four Showers of Blessings	Bing Crosby Eddie Lauder Orchestra Bright Spot
11:00 Invitation to Learning	Church Service	" "	Rhythm Ranch Hawtorn Echoes Edward's Miniatures News	Harmony House Hawtorn Echoes Jan Garber Orchestra Peggy Lee
12:00 Larry Green Orchestra	News Sunday Serenade	Donald Bruce Bob Eberle Herman Cloutier	Capitol Capers Best Band of the Week	20th Century Serenade News Tropicana
1:00 Gilbert Forbes Paul Roberts Three Suns Remember	William L. Schirer J. B. Kennedy Pol Show Four Top Singers	Frill Piano Quartet Perry Cane Music by Martin Mr. President	Blitz Four Leon Back & Lison Topnotchers	" "
2:00 Festival of Song Curtain Calls Sports & Riff	World News Footlight Echoes Tomorrow's Stars	" "	" "	" "
3:00 N.Y. Philharmonic Symp.	Bird Warblers In Hoosierland Juvenile Jury	" "	" "	" "
4:00 Thrill Parade Designs by Denals Strike It Rich	House of Mystery True Detective	" "	" "	" "
5:00 Family Hour	Ray Rogers	" "	" "	" "
5:15 Pause That Refreshes	Hick Carlor	" "	" "	" "

## SUNDAY EVENING

6:00 Goss Aulry Show	Sherlock Holmes	Jack Benny	Go For The House	Music for Dining
6:15 Ames 'n' Andy	Behind the Front Page	Harris-Faye Show	Curt Massey	News Jim Amos Show
7:00 Sam Spade	Guest Star Accident Squad It's a Living	Charlie McCarthy	Stop the Music	Concert of Seven
7:15 Philip Marlowe	" "	Fred Allen	" "	Voice of the Army Decision Now
8:00 Electric Theater	News-Ray Bloch Hughes Monroe Jimmy Fidler Your Choice	Manhattan Merry-go-Round	Walter Winchell Louis Persson Theater Guild	Skyway Serenade
8:15 Our Miss Brooks	" "	Album of Familiar Music	" "	Claude Thornhill Orch. Billy Butterfield Orch.
9:00 Lum & Abner	Secret Mission	Take It or Leave It	" "	Nat Brandwynne Orch. Glen Gray Orchestra
9:15 Cabin B-13	Wayne King Orchestra	Horace Heidt	Jimmy Fidler Errands of Mercy	Good Music Hour
10:00 Gilbert Forbes U. H. in Action	Shirley Evans Broad Ripple Chorus Dance Orchestra	Donald Bruce Carmen Cavallero Music You Remember	News-Music Musical Album Youth for Christ	" "
10:15 Eddie Howard Orchestra	" "	" "	" "	" "
11:00 News-Charlie Barnett	" "	News-Beasley Smith Beasley Smith Surprise Serenade	Sacred Four Serenade 25th Street Baptist	Sign Off

## MONDAY PROGRAM

6:30 Back to the Bible	Weather & Markets Emmy Lou	Dawn Patrol	Indiana Farmer Breakfasting News	Sign On-News Del Porter
7:00 World News	Gordon Graham Time 'n' Tunes Happy Hank Time 'n' Tunes	World News Roundup Musical Clock	News-Dunkin' Time Dunkin' Time News-Rise & Shine Rise & Shine	Sun Dial
8:00 Flying Weather Dut Club Mrs. Parvill	Gordon Graham McGee, Callum Easy Listening	Musical Minutes Woman's World	Breakfast Club	" "
9:00 Songs for You Judy and Jane Arthur Godfrey	Bing Sings Easy Listening	Fred Waring	My True Story Betty Crocker Anna & Eleanor Roosevelt Kay Kiser	My Serenade Three Suns News Mill North Trio Cornbread Matinee
10:00 Grand Slam Rosemary	News-Stocks Victor Lindlar Both Our Houses	News-Drake We Love & Learn Jack Berch Lora Lawton	What Makes You Tick	" "
11:00 Woody Warren News Ann Jenny Helen Trout Our Gai Sunday	Gentleman Sings Kale Smith Sings Country Carnival	Linda's First Love Record Player Dr. G. W. Crano Record Player	Welcome Traveler Jimmy Dyer Plays Lunchroom Party	Frank DeVoll Orchestra Jimmy Dorsey Orchestra Tommy Dorsey Orchestra Jack Fina Orchestra
12:00 Gilbert Forbes Ma Perkins Hoosier Farm Circle	Gordon Graham Pick-A-Pocket Hoosier Farm Circle	Donald Bruce S'Prize Party	Frank Edwards Bing Crosby Kay Reporter Jimmy Boyer	Fiesta Time Jan Garber Orchestra News Christmas Stars
1:00 Second Mrs. Burton Perry Mason News Drake Jane Gordon	Queen For A Day Ann's Almanac Codic Foster	Double or Nothing Hearts in Harmony Editor's Daughter	Catherine Daniels Bride & Groom	Dooms Taylor Concert Music for Monday
2:00 David Harum Hill House House Party	PH Party Easy Does It	Life Can Be Beautiful Ma Perkins Pepper Young Right to Happiness	Ladies Be Seated Galen Drake Listen to This	Songs of Our Time School of the Sky Fun With Dunn
3:00 Hoot Hoot Hoot Hoot-News Rhythm at Random	News-Easy Easy Does It	Backstage Wife Stella Dallas Lorenzo Jones Young Wilder Brown	Breakfast in Hollywood Hoosier Request Time	" "

## Sablosky's

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901 N. ALABAMA  
1044-46 VIRGINIA  
1523-25 N. ILLINOIS

## STORE HOURS

Monday Thru Friday  
8:30 A. M. to 6 P. M.  
Saturday  
8:30 A. M. to 8:30 P. M.

## Radio in Review—

## Bing Seen as Money Wizard

New Show Sandwiches a Few Songs Between Commercials

By John Crosby

NEW YORK, Nov. 27.—Morning radio, which is becoming surprisingly literate these days, has been further enriched by a new 15-minute transcribed Bing Crosby show (CBS, 8:45 a. m. CST, Mondays through Fridays).

The housewife, if she's nimble enough with the dial, can pick up Crosby at 8:45, jump over to Fred Waring on NBC at 9, latch on to Anna and Eleanor Roosevelt on ABC at 9:45 and thus get through about half of her chores without running into a single soap opera.

Since Mr. Crosby's voice is heard roughly 24 hours a day on radios and jukeboxes, the addition of a new Crosby program seems a little unnecessary, but this one deserves mention if only for its financial implications. All news stories about Mr. Crosby these days dwell heavily on the financial angles.

Having been exploited beyond the realm of further exploitation as the greatest entertainer of his day, Mr. Crosby is now regarded with some justification as one of the great wizards of finance and may yet go down in history as the Hetty Green of his era.

MR. Crosby, whose income has already passed reasonable limits, was lured into this day-time program on a stock deal which may or may not become a basis for future deals.

He acquired 20,000 shares of Vacuum Foods Corp. which puts out Minute Maid Orange Juice, the product he's sponsoring, and was also made a director of the corporation in a deal engineered by John Hay Whitney, who controls Vacuum Corp. His immediate paper profit, according to Time Magazine, was \$188,000.

HOWEVER, if the stock rises—and that's exactly what the program is designed to do—Mr. Crosby is in on the ground floor of a very good thing. (Capital gains tax is 25 per cent, as opposed to income tax of around 77 per cent.)

He also, of course, draws a salary for this task. Some years back, as I recall, large fees were expressed that women were gradually taking over ownership of the country. I submit the Crosby business dealings as a possible indication the entertainers are making a bid to take it away from the women.

Let's get away from this gross talk about money. "This is Bing Crosby" is a pleasant 15 minutes of old and new Crosby records introduced by the Groaner himself. On his first program Mr. Crosby offered his old "I Don't Stand a Chance With You" and a fairly new "160 Acres" land to feed the zoo's bison. Next year Bump plans to plant 14 acres.

## Guest Artist



## THE ELECTRIC THEATRE

STARS

HELEN HAYES

IN

"ANGEL STREET"

SUNDAY NIGHT,  
WFBM  
8 P. M.

Thought to you by

INDIANAPOLIS Power &amp; Light COMPANY

## Models Combine Grace, Brains

Report Some Earn \$25,000 a Year

NEW YORK, Nov. 27 (UP)—Mrs. Eileen Ford, who operates a \$250,000-a-year model agency, said a successful cover girl must have "ego satisfaction." She also needs "individuality analysis" and "quality control."

"A girl has to have more than grace and photogenic beauty to be a top-notch model these days," Mrs. Ford said. "I have 34 of the best models in New York and they earn an average of \$10,000 a year each. Many of them make as high as \$25,000."

But the girls couldn't make the grade on shapely legs, or other physical accoutrements, alone. "They must be well adjusted mentally," she said.

Trained in Psychology That's where Mrs. Ford comes in. Only 23 and pretty enough to be a model herself, Mrs. Ford said she was well trained in psychology while attending Barnard College.

"I insisted on stimulating 'quality control' by elevating modeling to a profession of which any model's mother would be proud," she said.

"Ego satisfaction," I found, was just as important and I gave every effort to building up the confidence of our girls." Easy to Detect Mrs. Ford said she uses psychology on her customers, too. "I have long talks with them on the telephone," she said, "and I try to analyze their moods. If the client is upset and disgruntled about something, it's easy to detect it. The problem then is to send him a girl who is chic and refreshing."

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