

Radio News and Programs

WIBA to Air Prom; Roundy Changes Hour



An hour of broadcasting from the University of Wisconsin Junior Prom will be offered by WIBA beginning at 9:45 tonight. The program will include descriptions of the opening scene at the reception line and of the grand march, interviews with prom-goers, talks by Pres. C. A. Dykstra of the university and the prom king and queen, and music by the Dick Jurgens and Joe Sanders orchestras.

Other attractions tonight, classified:

Musical
6 p. m.—West High Orchestra (WIBA): Richard Church, conductor; "Barnum and Bailey's Favorite" march, King; "Jesus, Joy of Man's Desiring," Bach; polka from "Schwanda, the Bagpiper," Weinberger; "Entry of the Gods in Valhalla," Wagner; "Merry Widow March," Lehár-Alford; "From Africa to Harlem," Bennett.

Variety
6:30 p. m.—Jack Haley (WBBM): hires some help.
7:30 p. m.—Burns and Allen (WBBM): Gracie shows lantern slides of Honolulu.
8 p. m.—Plantation Party (WENR): "Alabama Bound," "Sweet Georgia Brown," "Gold Mine in the Sky," "Cielito Lindo."

Sports
8:30 p. m.—Roundy (WIBA): at new time.
9 p. m.—Boxing (WENR): Tiger Jack Fox vs. Melio Bettina.
10 p. m.—Boxing (WIND): White City bouts.

Dramatic
7 p. m.—Warden Lawes (WLS): story of a "lucky" criminal.
First Nighter (WBBM): "The Stars Never Lie," mystery tale.
8 p. m.—Playhouse (WBBM): Helen Hayes, Orson Welles in "Aeroplane."

Saturday
10 a. m.—Cincinnati Conservatory (WBBM): Madrigal singers, oboe-string ensemble, orchestra; "Symphony No. 7," Beethoven; "Suite in D Minor for Oboe and Strings," Milford; group of Madrigals.

1:30 p. m.—College Debate (WGN): Pennsylvania vs. Ursinus.
2:45 p. m.—American Viewpoints (WBBM): The Rev. M. S. Sheehy on "Latin America As I Saw It."
3 p. m.—Unemployment Conference (WBBM): with Howard Hunter, assistant WPA administrator.

News Broadcasts

Friday Night

5:25-WENR 8:30-WGV WCFL
5:30-WIA 8:35-WCFB
5:45-WLW WIND 9:30-WIBA
6:15-WGN 10:00-WENR WLW
6:25-WTJM 10:25-WMAQ
6:30-WMAQ 10:30-WBBM
6:45-WCFB WLS 1:00-WBBM
7:30-WIND

Sports Reviews

Friday Night
5:30-WLW 7:30-WGN
5:45-WTJM 7:30-WIND
5:45-WENR WIND 8:30-WIBA
6:30-WLS 8:37-WGN
6:35-WLS 9:30-WBBM
6:45-WGN WLW 10:10-WTJM

News Broadcasts

Saturday
5:45-WLW 12:00-WLW WMAQ
6:15-WTJM 2:30-WBBM
6:30-WIND 2:50-WLS
6:45-WLS WCFB 3:00-WIND
7:00-WBBM 4:45-WLW
7:15-WTJM WLW 5:00-WIND WCFB
7:20-WLW WMAQ 5:00-WGN
8:00-WGN WJWJ 5:30-WIBA
8:15-WLS 5:45-WIND
8:30-WIND 6:00-WLW
8:45-WIND 6:15-WGN
9:00-WGN WIND 6:30-WTJM
10:45-WLW 6:45-WLS
10:55-WLS 7:30-WIND
11:30-WGN 7:45-WIBA
11:55-WLS 7:50-WGN

Markets

Saturday
6:00-WLS 11:25-WTJM
6:05-WLS 11:45-WLW
6:35-WLW 12:20-WIBA
10:45-WLS 12:30-WGN

Other Stations

Saturday
5:30—Smile a While—WLS
6:30—Family Bible—WJJD
6:45—Dawn Salute—WBBM
7:00—Suburban Hour—WMAQ
7:10—Lena and Martha—WLS
7:15—Morning Devotions—WLS
7:30—Musical Clock—WBBM
7:45—Jolly Feet Feet—WLS
8:00—Your Neighbor—WMAQ
8:30—Whistler and His Dog—WMAQ
8:30—Tina and Tim—WLS
8:35—The Heart of a Lion—WBBM
8:45—Salvation Army Chorus—WJJD
8:45—The Gospel Singer—WLS WLW
9:00—Streaking the Field—WBBM
9:30—Keep Fit to Music—WGN
9:30—Florence Hale—WMAQ WTJM
9:35—The Circle—WMAQ WLW
9:45—Spelling Bee—WLS
9:45—Boy Scouts—WTJM
10:00—Cheerful Conservatory—WBBM
10:00—Interior Decorating—WMAQ WLW
10:30—High School Party—WMAQ
10:30—W. S. Army Band—WGN
11:00—Education Forum—WTJM
11:00—Martha Crane, Helen Joyce—WLS
11:30—Heinie's Grenadiers—WTJM
11:30—Farm & Home Hr.—WLW WMAQ

Sports Summaries

SUNDAY
7:00—WLS
8:37—WGN

MONDAY
5:30—WLW 6:45—WGN WLW
5:35—WMAQ 7:15—WGN
5:45—WENR 8:37—WGN
5:45—WTJM WIND 9:30—WIBA
5:50—WMAQ 10:10—WTJM
6:35—WLS

News Broadcasts

SUNDAY
8:25—WBBM 5:00—WIND
8:40—WDBA 6:30—WLW
9:00—WTJM 6:45—WCFB
9:30—WLW 7:15—WLS
9:30—WMAQ 7:30—WIND
10:00—WMAQ 8:30—WGN
10:45—WBBM 9:30—WIBA
11:4—WLS 9:45—WIND

12:00—WTJM WBBM 10:00—WTJM WCFB
12:25—WMAQ 10:00—WENR WLW
12:30—WIBA 10:00—WBBM
1:45—WBBM 12:45—WBBM
3:00—WCFB

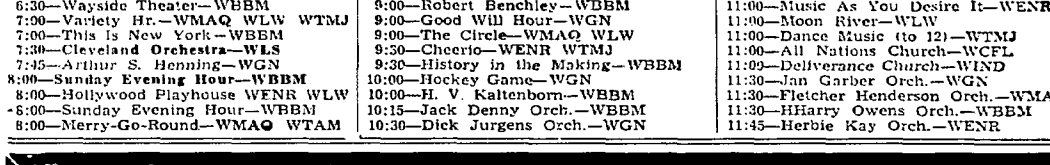
7:15—NBC Cloister Bells
8:00—NBC Today
8:00—NBC Coast-to-Coast Bus
8:30—NBC Today
8:45—NBC Today
9:00—The Norwegian Hour
9:30—NBC Music and American Youth
9:30—NBC Radio Church
10:15—NBC "Chimney House"
10:30—NBC Meridian Music
11:00—First Congregational Church

12:00—Tony Salerno's Orchestra
12:30—NBC Today
12:40—Concert Interlude
1:00—NBC The Magic Key
1:00—NBC Today
2:30—Concert Ensemble
2:30—Fatter Coughin
3:00—NBC Radio Church
4:30—Lutheran Vesper Hour
5:00—NBC The Catholic Hour
5:30—NBC Radio Church
6:00—NBC Jack Benny & Company
6:30—NBC The Band Wagon
7:00—NBC Variety Hour
8:00—NBC Today
8:15—Tropical Moods
8:30—NBC Album: Familiar Music
9:00—NBC Radio Church
9:15—NBC Paradise Restaurant
9:30—NBC Today
10:15—NBC Today
10:30—NBC Today
11:30—NBC St. Francis Hotel

Other Stations Sunday
8:00—Coast to Coast Bus—WMAQ WLW
8:00—Eve's Hour—WLS
8:00—Church Services—WTJM
8:20—Wines Over Jordan—WBBM
8:20—Lutheran Melodists—WCFB WLW
8:30—NBC Radio Church
9:00—Little Crown Church—WLS
9:00—Church of the Air—WBBM
9:15—Lutes in Verse—WBBM
9:20—Music & American Youth—WMAQ
9:30—Aubade for Strings—WBBM
9:30—NBC Today
10:00—College Debate—WLS
10:00—Bureau of Missions—WJJD
10:30—NBC Today
10:30—Madrigal Singers—WMAQ
11:00—Peoples Church—WJJD
11:00—NBC Today
11:15—Radio City Music Hall—WLW
11:30—Radio City Music Hall—WMAQ
11:55—Wheat Markets—WLS

12:00—Great Plains—WENR
12:00—Through the Hour Glass—WMAQ
12:30—Fair Salute—WGN WMAQ
1:00—NBC Radio Church—WTJM
1:00—At Ant Farm's—WMAQ
1:15—Among My Souvenirs—WGN
1:20—Voice of Romance—WBBM
1:45—America at War—WBBM
1:45—Bob Becker Dig Chat WGN
2:00—Frank Simon Band—WENR WLW
2:00—N. Y. Philharmonic—WBBM
2:40—On a Sunday Afternoon—WGN
2:00—Sunday Drivers—WMAQ
2:00—NBC America at War—WBBM
2:30—People's Rally—WLW WGN
2:30—Vivian della Chiesa—WMAQ
2:45—Bob Becker—WTJM WTJM WHO
3:00—Father Coughlin—WTJM
3:00—The Wives Quilt—WGN
3:00—Lutheran Vesper—WENR
3:30—Lutheran Laymen—WCFB
3:30—Question-Air—WMAQ WLW
3:30—Civic Concert—WTJM
5:30—Show of the West—WGN
6:00—Sevy Wallace—WENR
6:00—Jack Benny—WMAQ WLW WTJM
6:00—Dick Jurgens—WGN

Attention Ladies!



"ATTENTION LADIES!
Here's the
COFFEE BUY

Sheerfine HOSIERY **50¢**
MADE IN DENVER AT \$22 ONLY

WITH 2 BAG BOTTOMS FROM

Shurfine COFFEE 2 LBS. **49¢**
VIKING COFFEE 2 LBS. **33¢**

By request, we are continuing the Sheerfine silk stocking deal until March 15th. Hundreds of women have requested more of the \$1.00 value silk hose. Don't miss up this exceptional offer. A pair of \$1.00 hose and two pounds of Shurfine coffee for only 99¢. Ask your nearest Central Wisconsin Food Store for order blanks.

Shurfine MILK Quality 4 1/2 oz. Cans 25c
Shurfine BEANS Hand Picked 5 Lbs. 25c
Shurfine RICE Extra Fancy 4 Lbs. 25c
Shurfine Hydrox Cookies 8 oz. Pkg. 19c
Shurfine Shred. Wheat 2 1/2 oz. 25c

CRISCO
The Dishes'able Shortening
Triple Creamed 1 Lb. **22c**
Can 3 Lb. **53c**

Sweet Potatoes Shurfine 2 1/2 lbs. **29c**
Salad Dressing Shurfine Jar **35c**
Peanut Butter Shurfine Quality Jar **29c**

Frequencies
KNOX 1490 WIND 560
KOL 1490 WJJD 1120
WBBM 770 WLS 870
WCCO 770 WMAQ 870
WCFB 870 WLW 700
WENR 870 WMT 800
WFO 870 WTAM 1070
WHA 870 WSB 840
WHAS 870 WSM 620
WTO 870 WTJM 620
WIBA 1230 WTJM 620

WIBA Tonight
5:00—Studio Program
5:15—Let's Wait 1120
5:30—New Edition
5:45—Birthdays Club
5:50—Sports Review
6:00—West High Orchestra
6:30—Betsy Cass
6:45—Organ Melodist
7:00—NBC Concert Hour
8:00—NBC Waltz Time
8:20—Roundy
8:25—Club Chanticleer
9:00—NBC Guy Lombardo Orch.
9:30—New Edition
9:45—University from
10:45—Club Chanticleer
11:00—NBC Park Central Hotel
11:30—NBC Famous Door Restaurant

Short Wave Tonight
Budapest—6 p. m.—"Military Songs."
HAT4, 32.8 m., 9.12 meg.
Boston—6 p. m.—Music for the Dinner
Hour. W1XAL, 25.4 m., 11.79 meg.
London—6 p. m.—"Death of Uncle
George," a play. GSO, 19.7 m., 15.18 meg.;
GSD, 23.5 m., 11.75 meg.; GSC, 31.3 m.,
9.58 meg.; GSB, 31.5 m., 9.51 meg.; GSA,
49.1 m., 6.11 meg.
Miami—6:30 p. m.—Amy Bernardy:
"Rome's Midnight Voice." 2RO, 25.4 m.,
11.81 meg.; IRF, 30.5 m., 9.83 meg.
Prague—6 p. m.—Music and Entertain-
ment. OLRB, 31 m., 9.67 meg.
New York—8 p. m.—Drama, Orson
Welles. Producer. W2XE, 25.3 m., 11.83
meg.
Berlin—8:15 p. m.—Songs and Poetry.
DJJ, 25.4 m., 11.77 meg.
London—8:40 p. m.—The Westminster
Players. Molly Music (Canadian soprano).
GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m.,
9.51 meg.; GSA, 49.1 m., 6.11 meg.
Paris—9:40 p. m.—Gramophone Records.
TPDT, 25.7 m., 11.88 meg.; TPA4, 25.6
m., 11.71 meg.

Other Stations Tonight
5:00—Dick Tracy—WMAQ
5:00—Don Winslow—WENR WLW WSB
5:15—Malcolm Claret—WENR
5:15—Hinge Wing—WBBM WCCO

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WIBA Saturday
7:00—The Musical Clock
7:30—Stale Journal News
7:30—Musical Clock
8:30—Today's Almanac
8:50—Society Reporter
9:00—NBC Three Romances
9:15—Amanda Shoop
9:30—Shopping With Dorothy
10:00—NBC Music International
10:00—NBC Eastman School
11:00—Scraperhook of a Sky Pilot
11:15—Agricultural Adjustment
11:30—NBC Farm and Home Hour

WIBA Sunday
7:00—NBC Peertone

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Short Wave Saturday

New York—115 p. m.—Metropolitan Opera. WXAL, 16.8 m., 17.78 meg.
Moscow—3 p. m.—Broadcast in English. RAY, 31 m., 9.6 meg.
Berlin—4:15 p. m.—Soloist. DJJ, 25.4 m., 11.77 meg.
Budapest—5 p. m.—"In the Village," by the chamber-orchestra. HAT4, 32.8 m., 9.12 meg.
London—5:30 p. m.—Music Hall. GSO, 19.7 m., 15.18 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m., 9.51 meg.; GSA, 49.1 m., 6.11 meg.
Rome—6:30 p. m.—"American Hour." 2RO, 25.4 m., 11.81 meg.; IRF, 30.5 m., 9.83 meg.
London—7 p. m.—London String Players. GSO, 19.7 m., 15.18 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m., 9.51 meg.; GSA, 49.1 m., 6.11 meg.
Tokyo—7:15 p. m.—Musical Selections. JY, 25.4 m., 11.80 meg.
Berlin—7:30 p. m.—Today in Germany. Sound Pictures. DJJ, 25.4 m., 11.77 meg.
W2XAL, 31.4 m., 9.55 meg.
Caracas—8 p. m.—Dance Music. YVSR, 31.7 m., 11.53 meg.
London—8:20 p. m.—"In Town Tonight." GSC, 31.3 m., 9.58 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m., 9.51 meg.; GSA, 49.1 m., 6.11 meg.
Prague—9 p. m.—Music and Entertainment. OLRB, 31 m., 9.67 meg.
New York—9:45 p. m.—Capitol Opinions. W2XE, 25.3 m., 11.84 meg.
Tokyo—11:45 p. m.—Folk Songs. JZJ, 25.4 m., 11.80 meg.

WIBA Sunday
7:00—NBC Peertone

High-Test OXYDOL
FREE \$30,000 CASH
2 Pkgs. **19c 21c**

P and G SOAP 7 Giant Bars **25c**
KIRK'S Hard Water Castile 5 Large Bars **25c**
DRETT 2 Reg. Pkgs. **24c**
CHIPSO Reg. Pkg. **21c**

FREE 60 IVORY BUICKS SOAP 2 bars 19¢ 4 bars 25¢

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A 25c 19c Per Pound

Meats the Mainstay A HEALTHFUL DINNER
Shurfine Tomato Soup
Pork Loin Roast
Mashed Potatoes Dressing
Creamed Cabbage
Cranberry Sauce
Apple Pie Wisconsin Cheese
Shurfine Coffee

BEECH-NUT BEANS
OVEN BAKED
With Liberal Portions of Pork
2 16 oz. 23c

PORK LOIN ROAST
Cut from Choice Loin
Loin End 3 lb. ave. **17c**
Rib End 3 lb. ave. **21c**

FRANK'S QUALITY KRAUT
For Years Wisconsin's Finest and Favorite Brand
3 27 oz. 25c

GLADIOLI SIFTED PEAS
Wisconsin's Finest Sifted Tender Peas
2 20 cans 25c

KITCHEN KLENZER
Purifies As It Cleans
Hurts Only Dirt
3 Large 17c

ARMOUR'S STAR Canadian Bacon **25c**
Extra Lean - Full Flavored
ARMOUR'S Branded Beef Pot Roast **19c**
Selected Cuts, Lb. 20¢
FRESH Ground BEEF Fine for Meat Balls .Lb. **21c**
ARMOUR'S STAR LINK Pork Sausage Lb. **29c**
With Wheat Cakes for Breakfast

Automatic Automatic Automatic
WEBER'S Iced Fruit Biscuits Doz. **12c**
Weber's Ass't Cup Cakes Doz. **30c**

Wisconsin's Finest Butter Lb. **29c**
Black Bottom Layer Cake ea. **29c**

FRESH MUSHROOMS LB. BOX **25c**

Head Lettuce 2 for	New Cabbage 3 Lbs.	Calif. Carrots Bunch	Fcy. Box Delicious 4 Lbs.	252 Navel Oranges Doz.	US No. 1 Idaho Potatoes 15 Lb. Bag
11c	10c	5c	25c	15c	31c

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