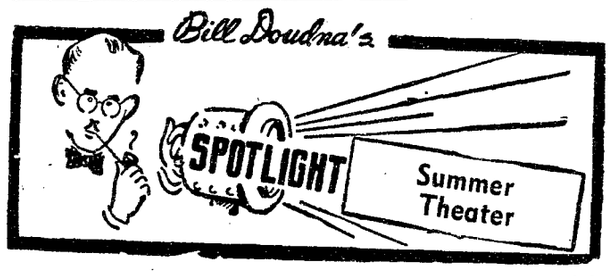
Radio Program Schedules by the Clock

THURSDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00	Farm	* Top o' Morning	Chore	Silent	Paul	Farm Bulletin	Rise and	News
6:15	Frolic	* News; Top M'rn	Time	Silent	Gibson	Devotions	Shine	Town and
6:30	Jimmy and	* Top o' Morning	Chore	Rural	Paul	Karl and Barty	Farm Service	Farm
6:45	the Rangers	* Top M'rn; News	Time	Roundup	Gibson; News	Let's Go Visiting	News	News
7:00	News; Musical	* Top o' Morning	Ray Carson	News; Farm	News of World	Sage Riders	Record	Norman
7:15	Clock	* Top M'rn; News	Coffee Club	Service	News	Bob Atcher	Reveille	Rose
7:30	News	* Top o' Morning	Coffee	News; Weather	Listen	Happy Hank	News; Record	Norman
7:45	Musical Clock	* Top; Geo. Hicks	Club; News	Farm News	to Cliff	News	Reveille	Ross; News
8:00	Morning Parade	* Breakfast	Coffee	News; Musical	News	Breakfast	News	Your
8:15	Betty	Club	Club; News	Clock	Gold Coast	Club	Two Ton Baker	Neighbor
8:30	Trading Post	* Breakfast	Coffee	Musical	Patrick O'Riley	Breakfast	Vicki Stevens	Norman Ross
8:45	News	Club	Club	Clock	Shopping	Club	Wishing Well	News
9:00	Fred	* My True	Reverened	* News; Pioneers	News	My True	Ed Wilson	Fred
9:15	Waring	Story; News	Epp	Heb-Chrn Hr.	Rhyme Does Pay	Story	Show	Waring
9:30	Road of Life	* Easy	Mary Foster	* Sweet Music	Arthur	Betty Crocker	Art Baker	Road of Life
9:45	The Brighter Day	Rhythm	News; Jerry Blake	* U. S. Army	Godfrey	Dorothy Kilgallen	Spots of Music	The Brighter Day
10:00	Eddy Arnold	* Nelson Olmsted	John Nesbitt	Women's News	Arthur	Capt. Stubby	News	Do It Yourself
10:15	Love and Learn	* The Kirkwoods	Your Neighbor	Rent Control	Godfrey	& Buccaneers	Victor Lindlahr	Love and Learn
10:30	Jack Berch	* Organology	Gabriel Heatter	Mid-Morning	Grand Slam	Ted Malone	Gabriel Heatter	Jack Berch
10:45	Lora Lawton	* Galen Drake	Lanny Ross	Matinee	Rosemary	News	Virginia Gale	Lora Lawton
11:00	Linda's 1st Love	* To the	Woman's World	News; Matinee	Wendy Warren	Welcome	Kate Smith	Aunt Mary
11:15	Music for Today	Ladies	Kate Smith	Headlines; Farm	Aunt Jenny	Travelers	Kate Smith	It's Your Life
11:30	Farm	* To the	Farm	and Home	Helen Trent	Farm World	Bing Crosby	The Roens
11:45	Roundup	Ladies	Journal	* Farm Front	Our Gal Sunday	Today	News	Tommy Port
12:00	* News; Roundup	* Baukhage	Farm Journal	News	Big Sister	Dinner Bell	Let's Have	News
12:15	* Farm Service	* Serenade; News	News	Markets	Ma Perkins	Time	Fun	Food
12:30	* News	* News; Serenade	Dinner Bell	News; Markets	News	News	Farm Markets	Magician
12:45	* March Time	* Serenade; News	Der Bingle	Farm & Home	Guiding Light	Doc Burlingham	News	Luncheon Party
1:00	* Double or	* Breakfast	Queen for	Farm Service	2nd Mrs Burton	Almanac	Queen for	Double or
1:15	Nothing	in Hollywood	a Day	Si Hays	Perry Mason	School Time	a Day	Nothing
1:30	* Today's Ch'ren	* Curtain Call	Welcome	and Daughter	Nora Drake	Bride	Jim Ameche	Today's Children
1:45	* Today's Music	* Nancy Craig	Listen to Larsen	* Music Booth	You Tick	and Groom	We Three	Light of World
2:00	* Life Beautiful	* Music for	A Woman's	* Music	David Harum	Ladies Be	News	Life Beautiful
2:15	* Ma Perkins	Two	Work	Booth	Hilltop House	Seated	Hal and Lee	Ma Perkins
2:30	* Pepper Young	* Rouse	The Happy	* March of Dimes	News	Rouse	Melody Time	Pepper Young
2:45	* R't to Hap'ness	Party	Gang	* Hawaiian Music	Robt. Q. Lewis	Party	F. McCormack	Right to Hap'ness
3:00	* Backstage Wife	* Kay Kyser	Basketball	Family Bible	Hint Hunt; New	Kay Kyser	Radio Quiz	Backstage Wife
3:15	* Stella Dallas	Kollege	Basketball	Hour	Look at Life	Kollege	Lanny Ross	Stella Dallas
3:30	* Lorenzo Jones	* Ethel & Albert	Basketball	* Melody	Winner Take All	Galen Drake	Linda's 1st Love	Lorenzo Jones
3:45	* Widder Brown	* Varsity	Basketball	Hour	More from Life	Lulu Belle, Scotty	Editor's Daughter	Widder Brown
4:00	* News; Madison	* Varsity	Basketball	* Melody	Paul	Martha and	News	A Girl Marries
4:15	Hour	Jamboree	Basketball	Hour	Gibson	Helen	Marshall Kent	Portia
4:30	* Madison Hour	* Varsity	Basketball	* Spotlight	News	News	Spotlight	Just Plain Bill
4:45	* Story Corner	* The Roosevelts	Basketball	Serenade	Gold Coast	Beulah Karney	Telephone Quiz	F. Page Farrell
5:00	* Melodic Gems	* Green	Basketball	Fiesta	News	Green	Straight	News
5:15	* Fiesta Time	Hornet	Basketball	* University	News	Hornet	Arrow	Dave
5:30	* News	* Sky	Sizing Up Sports	Special	Herb Shriner	Sky	Capt. Midnight	Garroway
5:45	* Sports; News	King	Tom Mix	* UW Special	Lowell Thomas	King	Tom Mix	News
6:00	* Supper Club	* E. O. Hill; Spts	News; Weather	* Sports Time	Beulah	News	Dr. Bradley	Jimmy Blade
6:15	* News of World	* Elmer Davis	Dinner Music	Polka Party	Jack Smith	Air Edition	John Nesbitt	News of World
6:30	* Dinner	* David	Fulton Lewis, Jr.	* News	Club 15	David	News	Home Towners
6:45	Melody; News	Harding	Inside of Sports	Sing Sings	Edw. R. Murrow	Harding	Inside of Sports	Richard Harkness
7:00	* The Aldrich	* Abbott and	Straight	Serenade in	FBI in	Abbott and	Curt	The Aldrich
7:15	Family	Costello	Arrow	Music; News	Peace and War	Costello	Massey	Family
7:30	* Burns	* Theater	Religion in News	* Old Timers'	Mister	U. of Illinois	Western	Burns and
7:45	and Allen	U. S. A.	Army; News	Jamboree	Keen	Guest Star	Hit Review	Allen
8:00	* Music	* Go for	Basketball	Old Timers'	Suspense	Theater	Gabriel Heatter	Music
8:15	Hall	the House	Basketball	Jamboree	Suspense	U. S. A.	This Is the Story	Hall
8:30	* Dorothy	* Jo Stafford	Basketball	Old Timers'	Crime	Jo Stafford	Mysterious	Dorothy
8:45	Lamour	Show; Capitol	Basketball	Jamboree	Photographer	Show	Traveler; News	Lamour
9:00	* Screen	* A Child's	Basketball	* University	James Hilton	A Child's	Griff	Screen Guild
9:15	Guild	World	Basketball	Farm Hour	Playhouse	World	Williams	Players
9:30	* Fred	* We Care	Basketball	* News at	First	We Care	Windy	Fred
9:45	Waring	* Harrison Wood	Basketball	Your Request	Nighter	Harrison Wood	City	Waring
10:00	* News	* News	Basketball	* At Your	News	Paul Harvey	Jim Ameche	Supper Club
10:15	* Morton Downey	* Joe Hasel	Basketball	Request	Paul Gibson	Skip Farrell	Calling Detectives	Morton Downey
10:30	* Concert	* Gems; Dance	News	* At Your	Billy Leach	Bob Elson	News; Songs	Mishel Piastro
10:45	Master	Orch.	Sports; News	Request	News	Linn Burton	Fulton Lewis Jr.	Symphonette
11:00	* Journal News	* News; Dance	Midnight in	Silent	Sports; Music,	Linn Burton	News; Music	News
11:15	1310 Club	Orchestra	Madison	Silent	Please	Barclay Allen	Ray Pearl	Final Sports
11:30	The 1310	* Orchestra;	Midnight in	Silent	Music,	Freddy Nagel	Griff Williams	Boston Symph.
11:45	Club; News	News	Madison; News	Silent	Please	Jerry Glidden	Dance (to 1)	Rehearsal

* Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM . . 101.5 M. WWCF (WIBU) . . 94.9 M. WISC-FM . . 98.9 M.



Another sign of the changing seasons came up today. The Blefry Players of Williams Bay are getting ready for the 1949 summer playbill. The board of directors will meet Sunday night at the Charles Robinson home to consider scholarship applications and to set up a tentative schedule of productions.

Six plays will be given. Among those under consideration are "Rope," "Parlor Story," "Harvey," "The Inspector Calls," "Suspect," "Laura," "For Love Or Money," and "The Candlestickmaker."

Vera Robinson is production manager.

* * *

FROM HOLLYWOOD: We'll turn the rest of the space over to Edith Gwynn, State Journal Hollywood correspondent, who reports:

Things are sure poppin' for producer Harry Popkin, now in the midst of a deal with Mary Pickford for the purchase of United Artists. Popkin popped off a lot when he and Larraine Day feuded all during the filming of "My Dear Secretary", but things like that don't slow him up much. Other night, he previewed his latest, "Impact", and among other things liked the work of Helen Walked so much that he's signed her for two more pictures.

PICKFORD

Richard Breen, who did such a sensational job with his writing contributions to "A Foreign Affair," and John Lund are burning the midnight oil working on an original story for the screen. Lund is no novice at this. He was writing radio scripts before he turned actor.

The Balaban and Katz chain of theaters in Chicago will be among the first to install those Joan Bennett-manufactured perfume dispensers in its lobbies.

Buster Collier, once of Hollywood, and now movie-making in England, is on his way to Filmtown to try to sign up Edward G. Robinson for the starring role in "Snow Wine" which will be made in London and Italy.

A new magazine called Hollywood Preview, that sells for a thin dime, hits the stands this week. Ray Milland's newest, "Alias Nick Beal," gets the nod as the first issue's choice as the outstanding film of the week. They'll pick one for each issue. **Sounds optimistic. IS there an outstanding movie preview each week?**

Jose Iturbi's sister, Ampara, will do a piano duet with her brother in "The Midnight Kiss". Reminds us of the story about the dumb cutie listening to Iturbi caress the keys during a swank party. "My that's pretty", she sighed. And her escort asked, "Yes—and do you know what he's playing?" "Of course!" she answered indignantly; "he's playing the piano!"

Vera-Ellen literally stopped the show with that sensational "Slaughter on Tenth Ave." dance she did with Gene Kelly in "Words and Music". This led to her being teamed with Kelly again in "On the Town", which he'll also direct. Now Metro has signed the gal, and one of the big things in the offing for her is yet another top spot in a big picture with Kelly as her partner. We mean the movie version of Jerome Kern's "Roberta", to be filmed this summer. It will be re-titled "Lovely to Look At"—and last we heard—Frank Sinatra and Judy Garland had been promised the starring roles.

VERA-ELLEN

If M.G.M. continues to refuse Red Skelton permission to do a stage tour here—he'll rush over to Japan to entertain our G.I.'s before doing his next picture.

Curt Bois is having a one-man exhibit of camera art in New York next month—his portraits including Don Ameche, Paul Henreid, George Jessel etc. Also a wonderful picture of Deanna Durbin. (It better be!)

When "The Lawton Story", Hallmark's Cinecolor film on the life of Christ, has its world premiere in Lawton, Okla., seats will sell for the highest figure we've ever heard of. Some are priced at $1,000 each! It's hoped the event will raise $150,000 for the Wichita Mountain Easter Pageant fund. After that, this picture will be road-showed throughout the world.

Universal can't have Dana Andrews to star in "Paradise Lost, 1949", which will be made in Europe this spring, so they're trying to borrow Vic Mature for the role. But Vic has been farmed out so much during the past year, it's doubtful that 20th-Fox will let him go. Universal also wants Gene Tierney for "Paradise Lost". Well, they can dream, can't they? Even Fox, her home lot, hasn't been able to get Gene back to Hollywood for movie-making for many a month. Fox not only has first dibs but about four stories waiting for her as well.

PAAR

Life with Father Dept.: Comedian Jack Paar's wife presented him with a seven pound daughter. He got so excited he fainted in the hospital corridor, sprained his ankle. He's on crutches. P. S. The mother is doing very nicely in an unperturbed sort of way.

WFOW

104.9 Megacycles
THURSDAY
A. M.

8:00 Yawn Patrol
9:00 Vocal Varieties
9:30 Musical Varieties
10:00 Marching Along
10:15 Sons of the Pioneers
10:30 Show Tunes
11:00 Polka Time
11:30 Organ Hymns
11:45 Palmer House Ensemble
P. M.
12:00 Music for Romancing
12:15 News
12:30 Irving Berlin Melodies
1:00 American Waltzes
1:30 Rhythm Ranch
2:00 Farm Program
2:30 Old Time Music
3:00 Homemakers
3:30 Smooth Music
4:00 Juke Box Jamboree
4:30 Parade of Bands
5:45 Organ Music
5:00 Piano Land
5:15 Kiddie Storytime
5:30 Korntopia
6:00 Musical Menu
6:15 News
6:30 Musical Menu
7:00 Sports Shorts
7:15 Bing Crosby
7:30 Farm News
7:35 Farm Hour
8:00 Glenn R. Davis
8:15 Guest Star
8:30 Package of New Records
8:45 Dance Band Parade.
9:45 News
10:00 Moonlight Moods (to 10:30)

FRIDAY
A. M.
104.9 Megacycles

8:00 Yawn Patrol
9:00 Vocal Varieties
9:30 Musical Varieties
10:00 Marching Along
10:15 Sons of the Pioneers
10:30 Show Tunes
11:00 Polka Time
11:30 Organ Music
11:45 Palmer House Ensemble
P. M.
12:00 Waltzing on Air
12:15 News
12:30 Songs of Hawaii
1:00 Manhattan Moods
1:30 Rhythm Ranch
2:00 Farm Program
2:30 Old Time Music
3:00 Homemakers
3:30 Smooth Music
4:00 Juke Box Jamboree
4:30 Parade of Bands
5:00 Piano Land
5:15 Kiddie Story Time
5:30 Korntopia
6:00 Musical Menu
6:15 News
6:30 Musicial Menu
6:45 Organ Music
7:00 Sports Shorts
7:15 Bing Crosby
7:30 Farm Hour
8:00 Senator McCarthy
8:15 Voice of the Army
8:30 Package of New Records
8:45 Dance Band Parade
9:45 News
10:00 Moonlight Moods (to 10:30)

WHA and WHA-FM

970 Kc.—88.7 Mc.
THURSDAY
A. M.

7:30 Band Wagon
7:45 Morning News
7:57 Weather Report
8:00 Morning Melodies
9:00 Broadcast on Broadcasts
9:15 Nursery School of the Air
9:30 Music Enjoyment
9:55 Weather Report
10:00 Homemakers' Program
10:30 PTA Program
10:45 News and Views
11:00 Freshman Forum
11:50 Noon Musicale
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 News of the Week
2:00 Wisconsin Forward
2:15 Editor's Desk
2:30 Music of the Masters
3:25 Earth Science
4:15 Legislative Forum
4:30 Musical Varieties
5:00 Excursions in Science
5:15 Music You Want
5:45 News and Sports
FM ONLY
6:00 Dinner Musicale
6:45 Legislative Forum
7:00 Evening Concert
7:30 Chapter a Day
8:00 Musical Moments
8:15 News and Views
8:30 Music of the Masters
9:30 Prof. William S. Stokes
10:00 Composers' Hour
specialist would be helpful in determining the cause.

Oliver's Hamlet Coming to Parkway

LAURENCE OLIVIER

Mail orders are being accepted at the Parkway theater for showings of Laurence Olivier's film production of "Hamlet," to be shown there beginning Wednesday, Mar. 23.

The picture will be presented daily, including Sunday, at 2:30 and 8:30 p. m.

Banquet to Honor Callahan for Work in Education Field

John Callahan, retiring state superintendent of public instruction, will be honored at a banquet on Monday, Mar. 21, at the Hotel Schroeder, Milwaukee.

There are already almost 200 advance registrations for this function which, it is estimated, will attract 700 to 800 persons to honor Callahan for his long service to the state. Citizens and educators, associates, friends and admirers of the man and his record are planning to attend.

Educators in Wisconsin and from other parts of the country are already sending letters of appreciation which will be bound and presented to the guest of honor. In addition, a travel fund is being raised.

Sponsoring organizations for the event are the Wisconsin Education assn., Wisconsin Association of School Administrators, County Superintendents' assn., Wisconsin Association for Vocational and Adult Education, Teachers' College assn., Stout Institute, County Normal Principals' assn., Junior High School Principals' assn., Elementary Principals' assn., Wisconsin Association of Directors of Vocational and Adult Education, University of Wisconsin, Department of Public Instruction, and the State Board of Vocational and Adult Education.

Today's Radio Highlights

Music

9 a. m.—Fred Waring (WIBA): salutes Peter DeRose's birthday with "Deep Purple," "Wagon Wheels," others.

6 p. m.—Supper Club (WIBA): Bing Crosby visits Peggy Lee.

CROSBY

6:15 p. m. — Jack Smith (WBBM): and Dinah Shore; "Mad About Him Blues," "Something Old, Something New," "Wait Till the Sun Shines, Nellie," "Little Jack Frost."

6:30 p. m. — Club 15 — (WBBM): "A Little Bird Told Me," "Slow Boat to China," "Embraceable You."

9:30 p. m.—Fred Waring (WIBA): salutes 4-H clubs with "A Place in the Sun."

10:15 p. m. — Morton Downey (WIBA): "Red Roses for a Blue Lady," "Stars Fell on Alabama," "Rosewood Spinet."

* * *

Variety

7:30 p. m.—Burns and Allen (WIBA): Gracie helps organize a Girl Scout troop . . . **Theater USA** (WISC): Humphrey Bogart, Lauren Bacall, Jane Froman, Louis Prima, Bert Wheeler.

BURNS

8 p. m.—Music Hall (WIBA): Jimmy Durante visits Al Jolson.

8:30 p. m. — Dorothy Lamour (WIBA): with Bob Burns and Richard Widmark.

* * *

Drama

11:15 a. m. — It's Your Life (WMAQ): "A Day in the life of Your Neighborhood druggist."

7 p. m.—Aldrich Family (WIBA): Henry and Homer give Washington a time . . . **FBI in Peace and War** (WBBM): Paul McGrath as man who poses as federal agent in race-track swindle.

FONTAINE

8 p. m. — Suspense (WBBM): Van Heflin in "Three O'Clock," by Cornell Woorich.

9 p. m.—Screen Guild Players (WIBA): Joan Fontaine and Louis Jourdan in "Letter from an Unknown Woman" . . . **Playhouse** (WBBM): Meredith Willson as himself in "And There I Stood With My Piccolo."

Sports

2 and 8 p. m. — Basketball (WKOW): state high school tournament.

10:30 p. m. — Basketball Summaries (WIBA): Lou Landman reports from the fieldhouse.

* * *

Discussion

4:15 p. m. — Legislative Forum (WHA): "Strikes and Public Utilities," Sen. William F. Trinke.

9 p. m. — A Child's World (WISC): Helen Parkhurst interviews members of "boy gangs."

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Miscellaneous

10 a. m.—Homemakers (WHA) "Music in Religious Worship," Robert Woolen; "Ways to Use Dried Fruits," Mrs. J. L. Lonergan.

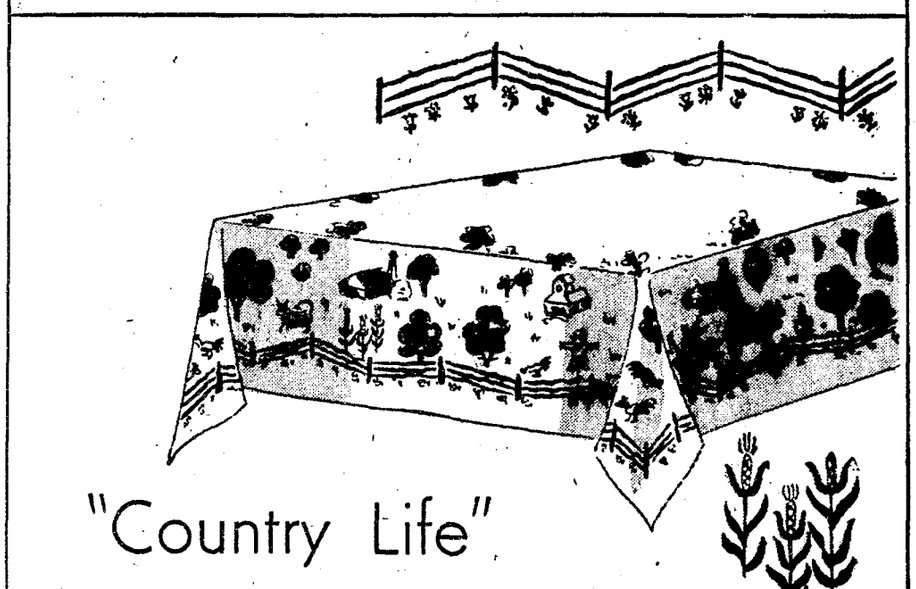
12:30 p. m.—Farm Program (WHA): "AAA News," Walter Katterhenry; "Use Good Rations Before Farrowing," Robert Grummer.

Wonderful Career Ahead for the Dress with a Jacket

$14.95

Bow neckline afternoon dress with its own town jacket . . . at such a tiny price! Petal sleek, washable, rayon print, Mynette-tailored to give your figure taller, slimmer lines . . . . a dress that will lead a busy life all spring and summer. Navy, fern green, grey or copper with white. Sizes 14½ to 24½.

THRIFT CENTER, Second Floor



"Country Life"

A Gay New Design for Dining!

54x54 inch cloth, $2.59

It's bound to make breakfasts and luncheons cherrier, this bright "Country Life" pattern on mercerized cotton momie cloth. Rail fence, chicken, cow, scare crow, school house and flower motifs in bright red, green and blue on white. Fast colors. Laundered ready for use.

LINENS, Parking Level

Harry S. Manchester, Inc.

BURT BALLARD'S Fine Wines, Liquor, Beer
"the house of sparkling glasses"
802 UNIVERSITY AVE.

Here's REAL FAST relief for ITCHY SKIN IRRITATIONS!

Zemo—a Doctor's *invisible* yet highly medicated antiseptic—promptly relieves itching of Rashes, Eczema, Psoriasis, Ringworm, Pimples and similar surface skin and itchy scalp irritations. Zemo ALSO aids healing. It's backed by amazing record of *continuous* success! First trial convinces. ZEMO

TONIGHT!
Screen Guild Players
JOAN FONTAINE
LOUIS JOURDAN
"LETTER FROM AN UNKNOWN WOMAN"
WIBA • 9 p. m.
CAMEL CIGARETTES

NEW... CREAM DEODORANT *safely* STOPS PERSPIRATION 1 *to* 3 DAYS

1. **Instantly stops perspiration,** keeps armpits dry. Acts safely, as proved by leading doctors.
2. **Does not rot** dresses or men's shirts.
3. **Removes odor** from perspiration on contact in 2 seconds. Has antiseptic action.
4. **Does not irritate skin.** Can be used right after shaving. Preferred by 117,000 nurses.
5. **A pure, white, stainless vanishing cream.** Arrid, with the amazing new ingredient Creamogen, stays smooth and creamy—will not crystallize or dry out in the jar.

NOW WITH CREAMOGEN *will not crystallize or dry out in the jar*

MONEY-BACK GUARANTEE!
Arrid with Creamogen is guaranteed not to crystallize or dry out in the jar. If you are not completely convinced that Arrid is *in every way* the finest cream deodorant you've ever used, just return the jar with the unused portion, and we will refund the entire purchase price plus postage.
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