Madison

Radio Program Schedules by the Clock

| FRIDAY | | | | | | | | | | | |
|---------------------------------|---|--|---|--|--|--|---|---|--|--|--|
| | WIBA 1310 kg. | WISC 1490 Mg. | WKOW 1070 km. | WIBU 1240 kg, | WBBM 780 kc, | WENR-WLS | WGN | WMAQ | | | |
| 8:90 6:15 6:30 6:45 | Farm Fresio Jimmy and the Sangers | Top o' Morning News; Top o' the Morning Top; News | Chore Time | Silent Silent Rural Roundup | Paul Gibson Paul Gibson: News | Devotions Around the Farm News Farm Bulletin | Rise and Shine Farm Service News | News Town and Farm News | | | |
| 7:00 7:15 7:30 7:45 | News: Clock Betty News Musical Clock | Top o' Morning Top: News Top o' Morning Top: Geo. Hicks | Cowboy Carson News Coffee Club; News | News; Farm Service News; Weather Farm News | News of World News Listen to Cliff | Mac and Bob Bob Atcher Sage Riders News | Record Reveille News; Record Reveille | Norman Ross Norman Ross; News | | | |
| 8:00 8:15 8:30 8:45 | Musical Clock Bulletin Board Trading Post News | Breakfast Club Breakfast Club | Coffee Club: News Coffee Club | News: Musical Clock Musical Clock | News Gold Coast Pickup Time Shopping | Breakfast Club Breakfast Club | News Two Ton Baker Telephone Quiz Wishing Well | Your Neighbor Norman Ross News | | | |
| 9:00 9:15 9:30 9:45 | Pred Waring Road of Life The Brighter Day | My True Story; News Easy Rhythm Jane Jordan | Reverend Epp Mary Foster Jerry Blake | News; Pioneers Heb. Chrn. Hour Sweet Music U. S. Navy | News Rhyme Does Pay Arthur Godfrey | My True Story Betty Crocker Jane Jordan | News Memory Music Art Baker Spots of Music | Fred Waring Road of Life The Brighter Day | | | |
| 0:00 0:15 0:30 0:45 | Eddy Arnold Love and Learn Jack Berch Lora Lawton | • Romance Story • Organology • Galen Drake | John Nesbitt Your Neighbor Gabriel Heatter Dick Haymes | Women's News Chore Boys Mid-Mornin' Matines | Arthur Godfrey Grand Slam Rosemary | Capt. Stubby and Buccaneers Ted Malone News | News Victor Lindlahr Gabriel Heatter Virginia Gale | Dr. Paul Love and Learn Jack Berch Lora Lawton | | | |
| 1:00 1:15 1:38 1:45 | Linda's F'st Love Music for Today Farm Roundup | To the Ladies To the Ladies | Woman's World Kate Smith Farm Journal | News: Matines News: Morning Matines Farm Front | Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday | | Kate Smith Kate Smith Bing Crosby News | Aunt Mary Relax, Madame Elizabeth Hart Tommy Port | | | |
| 2:00 2:15 2:30 2:45 | News: Roundup Farm Service News March Time | Baukhage News The Stars Sing Dorothy Dix | Farm Journal News Dinner Bell Melody Garden | Mats: Farm Hour News News: Markets Farm and Home | Big Sister Ms Perkins News Guiding Light | Dinner Ball Time News Doc Burlingham | Let's Have Fun Farm Markets News | News The Food Magician Jack Kilty | | | |
| 1:00 1:15 1:30 1:45 | • Double or Nothing • Today's Child'n • Melody Mat. | Breakfast in Hollywood Curtain Call Nancy Crais | Queen for a Day Welcome Listen to Larsen | Farm Service Si Hays and Daughter Music Booth | 2nd Mrs. Burton Perry Mason Nora Drake You Tick | Almanac School Time Bride and Groom | Queen for a Day Quiz Club We Three | Double or Nothing Today's Children Light of World | | | |
| 2:00 2:15 2:30 2:45 | • Life Beautiful • Ma Perkins • Pepper Young • R't to Happin's | Music for Two House Party | Luella Mortenson The Happy Gang | Music Booth Voice of Army Science Exc'n | David Harum Hilltop House More of Life Robt, Q. Lewis | Talk Your Way Out House Party | Cedric Foster Hal and Lee Melody Time F. MacCormack | Life Beautiful Ma Perkins Pepper Young Right to Hap'ness | | | |
| 3:00 3:15 3:39 3:45 | Backstage Wife Stella Dallas Lorenzo Jones Widder Brown | • Kay Kyser Kollege • Ethel & Albert • Varsity | Pat Sings Day Dreams Kate Smith World Service | Hymn Time • Melody Hour | Hint Hunt: New Look at Life Winner take All News | Kay Kyser Kollege Galen Drake Lulu Belle, Scotty | Radio Quiz You Can't Lose Linda's 1st Love Editor's Daughter | Backstage Wife Stella Dallas Lorenzo Jones Widder Brown | | | |
| 4:00 4:15 4:30 4:45 | News; Madison Hour Madison Hour Story Corner | • Varsity Jamboree • Varsity • The Roosevelts | Harmony House Harmony House | * Melody Hour * Band Parade Serenade | Paul Gibson Between Us Girls Gold Coast | Martha and Helen News Beulah Karney | News Marshall Kent Spotlight More of Life | A Girl Marries Portia Just Plain Bill Front P. Farrel | | | |
| 5:00 6:15 5:30 5:45 | • Melodic Gems • Fiesta Time • News • Sports: News | * Challenge of The Yukon * Sky King | Hy Time Hy Time Sizing Up Sports Tom Mix | Fiesta University Special University | News News Herb Shriner Lowell Thomas | Challenge of the Yukon Sky King | Cisco Kid Capt. Midnight Tom Mix | News Dave Garroway News | | | |
| 6:00 6:15 6:30 6:45 | • Supper Club • News of World • Quiz • Music | • Edwin C Hill • Elmer Davis • History Soc. • Music | News; Sports Dinner Music Fulton Lewis, Jr. Inside of Sports | • Sports Time Serenade • News Bing Sings | Beulah Jack Smith Club 15 Edw. R. Murrow | News; Markets Air Edition Lone Ranger | Dr. Bradley John Nesbits News Inside of Sports | Jimmy Blade News of World Home Towners H. V. Kaltenborn | | | |
| 7:00 7:15 7:30 7:45 | Band of America Jimmy Durante | • The Fat Man • This is Your FBI | Gregory Hood Yours for Song | Serenade in Music: News Old Timers' Jamboree | Jack Carson My Favorite Husband | The Fat Man This Is Your FBI | Experience Speaks Yours for a Song | Band of America Jimmy Durante | | | |
| 8:00 8:15 8:30 8:43 | • Eddie Cantor • Red Skelton | Break the Bank Parade | Gabriel Heatter Newsreel Enchanted Hour; News | Old Timers' Jambores Old Timers' Jambores | Theater Theater Theater Theater | Break the Bank The Sheriff | Gabriel Heatter This Is the Story Enchanted Hour: News | Eddie Cantor Red Skelton | | | |
| 9:09 9:15 9:30 9:45 | • Life of Riley • Bill Stern • Wings of Song | Boxing Boxing Boxing Boxing | Meet the Press Mutual Concert Hall | • University Farm Hour • News; At Your Request | Playhouse Playhouse Johnny Dollar | Cavalcade of Sports Cavalcade of Sports | Meet the Press Bollywood Theater | The Life of Riley Bill Stern Pro and Con | | | |
| 0:00 0:15 0:30 0:45 | News Tonight's Music Concert Master | Orchestra | News Songs: Sports Don Sinaiko Piano; News | • At Your Request • At Your Request | News Paul Gibson Billy Leach News | Paul Harvey Skip Parrell Bob Elson Platter Party | Jim Ameche Calling Detectives News; Songs Fulton Lewis, Jr. | Supper Club News Barry Wood Tunes and Tipe | | | |
| 1:00 1:15 1:30 1:45 | News: 1310 Club 1310 Club; News | News: Dance Orchestra Dance Orch.; News | Midnight in Madison Midnight in Madison: News | Silent Silent Silent Silent | Sports: Dance Orchestra Dance Orchestra | Platter Party Frankie Masters Barclay Allen Jerry Glidden | News Al Trace Orch. Joe Reichman Dance (to 1) | News Sports Pastels in Rhythm: News | | | |
| | , | , | | SATURI | DAY | | | | | | |
| | WIBA | WISC | WKOW 1979 kc. | WIBU 1240 kc. | WBBM 780 kc. | WENR-WLS | WGN 120 kg. | WMAQ | | | |

| SATURDAY | | | | | | | | | | | |
|----------------------------------|---|---|--|--|--|---|--|---|--|--|--|
| | WIBA | WISC | WKOW 1970 kc. | WIBU 1240 kc. | WBBM 780 kc. | WENR-WLS | WGN 120 kc. | WMAQ 670 ko. | | | |
| 6:00 6:15 6:30 6:45 | Farm Frolic Jimmy and Rangers | Top o' Morning News; Top Top o' Morning Top; News | Chore Time Chore Time | Silent Silent Rural Roundup | Paul Gibson Paul Gibson; News | Farm Bulletin Devotions Organist News | Rise and Shine Parm Service News | News Town and Farm Farming Business | | | |
| 7:00 7:15 7:30 7:45 | News; Clock Musical Clock News Musical Clock | Top o' Morning Top; News Top; News News | Cowboy Carson News Coffee Club; News | News; Farm Service News; Weather Farm Frolic | News of World News Listen to Cliff | Mac and Bob Karl and Harty Sage Riders News | Record Reveille News; Record Reveille Record Reveille | Norman Ross Norman Ross; News | | | |
| 8:00 8:15 8:30 8:45 | News: Clock Betty M'ch of Medicine Morning Melody | Shopper's Special Shopper's Special | Coffee Club: News Coffee Club | News; Musical Clock Musical Clock | News Music; Prevue Drop of a Needle Garden Gate | Organist Mying John Baker Stump Us | News More From Life Weekend Reporter | Tunes and Tips Norman Ross Hobby Horse | | | |
| 9:00 9:15 9:30 9:45 | Coffee in Washington Mary Lee Taylor | Jaxe Concers For You ABC Preview | Reverend Epp Home Beautiful Guest Star | Texas Jim Lewis Dr. Michaelson Sweet Music Congressman | News Drop of a Needle Escape Escape | Bob Atcher Mac and Bob Navy Band News | News Handyman Home Beautiful Spots of Music | Archie Andrews Mary Lee Taylor | | | |
| 10:00 10:15 10:30 10:45 | Meet the Meeks Smilin' Ed McConnell | Junior Junction News | Junior Theater Magic Rhythm | News: Organ Melodies Teenage Serenade | News; Let's Pretend Junior Miss | Martha and Helen What's My Name? | Novelty Shop Sports Virginia Gale | Meet the Meeks Smilin' Ed McConnell | | | |
| 11:00 11:15 11:30 11:45 | • Wisconsin Farm and Home Hour | Girls' Corps Saturday Serenade | Accordionists U. S. Marines Smoky Mountain Hayrids | News; Pioneers Accordiana Farm and Home Farm Front | Theater of Today Grand Central Station | All-Girl Orchestra Farm World Corn Stories | Kate Smith News Coast Guard on Parade | In Our Town Public Affairs Guessin' Guys & Gais | | | |
| 12:00 12:15 12:30 12:45 | National Farm & Home Hour News March Time | Serenade News Middleton Matinee | Memory Songs News Dairyland Party Keynoters | Markets; News News Farm and Home Hour | Stars Over Hollywood Give and Take | Man on the Farm News Doc Burlingham | Campus Salute At the Sugar Bowl | National Farm and Home Hour R.F.D. America | | | |
| 1:00 1:15 1:30 1:45 | NBC Symphony NBC Symphony | The Navy Hour Faith Baldwin Fasc. Rhythm | Campus Salute Encore Performance | Farm Service Si Hays and Daughter Music Booth | Handy Man More From Life Paul Gibson | 101 Ranch Boys American Farmer | Teens and Tunes Chicagoland Sings | News Bach Aria Group Living— 1949 | | | |
| 2:00 2:15 2:30 2:45 | Pioneers of Music Pioneers of Music | * Sweet and Hot Club | Poole's Paradise Sports Parade | Music Booth Music Booth | Country Journal Cross Section U. S. A. | Merry Go Round Merry Go Round | Poole's Paradise Sports Parade | Pioneers of Music Pioneers of Music | | | |
| 3:00 3:15 3:30 3:45 | • Cancer Program • Horse Race • Melody Matines | Tom Glazer Horse Race The Starlighters | Madison Matines Madison Matines | • Music Booth • Melody Hour | Melody Mart To Be Continued Saturday at the Chase | Marine Band News Two Billion Strong | News Preston Sellers Choral Program | Your Health Horse Race Frank Merriwell | | | |
| 4:00 4:15 4:38 4:45 | • Lassie • Public Service • Radio Workshop | Tea and Crumpets Tea and Crumpets | U. W. Band Sunny Brown Adventure U.S. Navy | • Melody Hour • Decision Now • Navy Band | Philadelphia Orchestra Philadelphia Orchestra | Public Service Tops in Sport Waltz Dreams Marriage | News Marshall Kent Spotlight Naval Air Reserve | Lassie W'mw'd Forest American Cancer Society | | | |

* Starred programs are also carried on corresponding FM stations . . . FM channels WIBA-FM . . 161.5 M. WWCF (WIBU) . . 94.9 M. WISC-FM . . 98.9 M.

WFOW

104.9 Megacycles FRIDAY A. M. Marching Alone
10:15 Sons of the Pion
10:30 Vienese Waltzes
10:45 Show Tunes
11:00 Polka Time
11:30 Organ Hymns
11:45 Sweetheart Music
F. M.
12:15 News
12:15 News
12:30 Songs of Hewaii
1:00 Manhatten Moods
1:15 Johnny Merces
1:30 Sam Browne
1:45 Righthm Ranch
1:45 Righthm Ranch
1:45 Righthm Ranch
1:46 Righthm Ranch
1:47 Farm Frogram
1:48 Righthm Ranch
1:49 Juke Box Jamboree
1:30 Smooth Music
1:40 Juke Box Jamboree
1:30 Parade of Bands
1:50 Kiddle Storytime
1:50 Kiddle Storytime
1:50 Musical Menu
1:5 News
2:5 East Side News
1:50 News
2:5 East Side News
1:50 New

Korntopia
Musical Menu
News
Essidical Menu
News
Essidical Menu
Sports Shorts
5 Appliance Exhibit
5 Appliance Exhibit
60 Farm Hour
70 Sen. Joseph McCarthy
715 Voice of the Army
730 Package of New Records
745 Twilight Time
750 The Cubby Hole
750 Tommy Dorsey (to 10:30)
184.9 Megacycles
SATURDAX
8:00 Yawn Patrol
9:00 Vocal Varieties
10:00 Marchins Alons
10:15 Sons of the Pioneers
10:30 Yankee Doodle Dandy
10:45 Show Tunes
11:00 Polka Time

11:30 Organ Hymns 11:45 Palmer House Ensemble P. M.

P. M.

12:00 Memory Waltzes

12:35 New3

12:30 Waltz Time

1:00 Musical Comedy Favorites

1:15 Benny Lee

1:30 Anne Shelton

1:45 Rhythm Ranch

2:00 Farm Program

2:30 Old Time Music

3:00 Homemakers

3:30 Smooth Music

3:45 Ten Top Tunes

4:30 Parade of Bands

5:00 Ken Griffin

5:15 Kiddie Storytime

5:30 Korntopia

6:00 Musical Menu

6:13 News

6:30 Musical Menu

KIDNEYS

Help 15 Miles of Kidney Tubes
Flush Out Poisonous Waste
When disorder of kidney function permits
poisonous matter to remain in your blood,
it may cause nagging backache, rheumatic
pains, leg pains, loss of pep and energy, geting up nights, swelling, puffiness under the
eyes, headaches and dizainess. Frequent or
scarty passages with smarting and burning
sometimes shows there is something wrong
with your kidneys or bladder.
Don't wait! Ask your druggist for Doan's
Pills, a stimulant diuretic, used guaceasfully
by millions for over 50 years, Doan's give
happy relief and will bein the 15 miles of
kidney tubes flush out poisonous waste from
rour blood. Get Doan's Pills.

GUEST STAR



Don't Miss the

"Don Sináiko Show"

Tonight and every Friday Night WKOW (1070 on your dial) 10:30 P.M.

STARRING: Barbara Huli Jean Harrington East High Singing Stars bring you a good quarter hour of listening pleasure.



DON SINAIKO'S Badger Liquor Shop

7:15 News 7:20 Farm Hour 7:30 Old Time Record Jamboree 8:00 Farm Hour 8:30 Package of New Records 8:45 Twilight Time 9:00 The Cubby Hole

:30 Russ Morgan 9:45 News 10:00 Tex Beneke (to 10:30)

TO BE ARRAIGNED

Richard E. Morgan and William P. Lynch, held in county jail here the past 10 days on a charge of transporting a stolen car from Seattle, Wash., to Merillan, Wis., will be arraigned before Federal Judge Patrick T. Stone here Tuesday. U.S. Aug.

day, U. S. Atty. Charles H. Cashin announced Thursday.

7:15 p. m. — Home Appl Show (WFOW): interviews.

Sure as the Calendar...

Say Seagram's and be Sure ... of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 Proof. 65% Grain Neutral Spirits. Seagram-Distillers Corporation, Chrysler Building, New York



Today's Radio Highlights

Music

9 a. m.—Fred Waring (WIBA): "Dancing on the Ceiling," "Alone Together."

6 p. m.—Supper Club (WIBA) Burl Ives visits Perry Como, introduces "Ghost Riders in the

7 p. m. — Band of America (WIBA): "Your Land and My Land," "Mexican Hat Dance," "Kilties March," "I Love a Par-

8:30 p. m. — Enchanted Hour (WKOW): "Pleurez mes Yeux," from "Le Cid," "Do You Know My Garden?," excerpts from "Dardanus Suite."

Drama

7:30 p. m.—My Favorite Hus-band (WBBM): Liz budgets her

8 p. m. — Theater (WBBM):

8 p. m. — Theater (WBBM):

9 p. m.—Playhouse (WBBM):

9:30 p. m.—Hollywood Theater

(WGN): Cesar Romero as concert artist in "Velvet Nocturne."

*

Variety

5:30 p. m. — Herb Shriner

(WBBM): and Alexander Gray.

7 p. m.—Jack

C a r s o n 8 p. m. — Theater (WBBM)

and Eddie "Rochester" Anderson.



11:15 p. m. — Don Elder (WMAQ): with wives of Chicago sports editors.

Miscellaneous

10 a. m.—Homemakers (WHA): Sports and Games for the Fam-10:45 a. m. - Virginia Gale

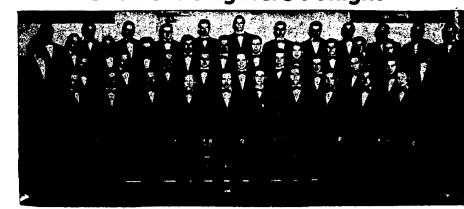
(WGN): and "Mother of the Year."

11 a. m. —

Woman's World
(WKOW): with
Bob Schwartz,

co-chairman of Madison Youth council's cleanup campaign.
12:30 p. m.—
Farm Program

St. Olaf Chorus to Sing Here Tonight



The Viking Male chorus of St. Olaf college will give a sacred concert at 8 tonight in Bethel Lutheran church. The program, directed by

Ralph Erickson, will range from spirituals to Bach. Erickson, a senior at the college, was elected conductor by the chorus members.

WHA and WHA-FM

(WBBM): and Alexander Gray.

7 p. m.—Jack
C a r s o n
(WBBM): with
E. L. "Kit" Carson, his father
from Milwaukee.
7:30 p. m.—
Jimmy Durante
(WIBA): and
Vera Vague . . .
Yours for a Song
(WKOW):
Richard Widmark and Dick
Haymes, guests.
8 p. m.—Eddit Cantor (WIBA):
and Eddie "Rochester" Anderson.

11:50 Noon Musicale M.
12:20 News
9 ymnathetic Critic
2:30 Music of the Masters
3:20 Prof. Stokes
4:15 Legislative Forum
4:45 French Program
5:10 Music Album
4:45 French Program
5:10 Music Album
4:45 French Program
5:10 Music Album
6:10 Dinner Musicale
FM Only After 6:45
6:45 Legislative Forum
6:10 Unine Ba Day
7:20 News
7:20 Symnathetic Critic
7:30 Prof. Stokes
7:30 Prof.

Sports

1:25 p. m.—Baseball (WJJD):
White Sox vs.
Browns.

2:25 p. m.—
Base ball (WIMD): Cu bs vs.
Cardinals.
9 p. m.—Boxing (WISC):
Walter Cartier
done.
9:30 p. m.—
Bill Stern
(WIBA): and
Jimmy Stewart.
10:15 p. m.—
(WIBA): and
Jimmy Stewart.
10:15 p. m.—
(WISC): and
Ned Ten Eyck,
Syracuse crew

STEWART
Coach.

11:15 p. m.—
Don Elder
(WMAQ): with wives of Chicago
sports editors.

SATURDAY

7:30 Band Wason
7:45 Morning News
7:57 Weather Report
8:05 Weather Report
9:10 Homesmakers Program
10:45 News and Views
9:10 Fun Time
9:10 Homesmakers Program
10:45 News and Newsreel
9:10 Fun Time
9:10 Description Homesmakers
11:15 p. m.—
10:15 p. m.—
10:15 p. m.—
10:15 p. m.—
10:15 p. m.—
11:15 p

CITY NEEDS DRAFTSMAN The city personnel division an-nounced a civil service exami-nation Thursday for draftsman, applications to be returned by May 7. The position pays \$213.44 to \$258.44 monthly plus \$73.44 cost of living adjustment.

4:15 p. m.—Legislative Forum (WHA): "Civilian Defense in the Atomic Age," Assemblyman Ralph Zaun.

9 p. m.— Meet the Press (WKOW): Secretary of Commerce Charles F. Sawyer.

Hollywood

By Edith Gwynn

Lucille Ball has landed the costarring spot with Bob Hope in "Fancy Pants", the big Western he starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts at Paramount as soon as he returns from his stage to the starts and play-

talent; the many stars who re-hearsed night after night even though they'd been working in pictures during the day; the



the other night. And what a show that was. Hollywood won't stop talking about its wealth of

staggering sum of \$305,000 that was raised in that one night by show people for the benefit of show people. And repeating the countless quips of top comics, B. Hope, Danny Thomas, George

"Fancy Pants", the big Western he starts at Paramount as soon as he returns from his stage tour next month.

An engagement announcement from the direction of Peggy Knudson and Jim Jordan (son of Fibber McGee and Molly) would not be a big surprise.

Geraldine Brooks has tossed over that summer stock engagement back East to head for Italy and be in "Stromboli" with Anna Magnani.

We are privately tipped that Howard Hughes thinks so much of "Unwanted", the film that Ida Lupino just personally produced, that he's trying to buy it outright and release it through R. K. O.

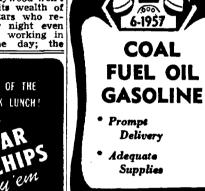
Sally Benson is letting Garbosit in on the writing of "The Duchess of Langeais". It will be the quickest screen play Garboever got — and she's supposed to star in the film before the summer is out.

Bob Montgomery leaves with his family for Excland middle of the start in grooming Vera-Ellen to be its next his singing star.

star in the film before the summer is out.

Bob Montgomery leaves with his family for England middle of May. Over there he'll star in and direct "Your Witness," which he's making for his Neptune Films. Joan Harrison, the only lady producer outside of Harriet Parsons, is producing.

A year ago the gossip columns were iteming Brian Donlevy and Audrey Totter as a twosome. They had their FIRST date when he took her to the Friar's Frolic the other night. And what a



Wake up your Engine... IT'S SPRING!



1. START FROM SCRATCH First your dealer whisks away winter dirt, grit, sludge from the crankcase. Flushes radiator, drains worn gear oil.



Next he cleans the engine with Cisco Solvent. Battery, tires and lights are checked and conditioned for spring.



SINAIKO BROS COAL &

In go fine, fresh supplies. Premium quality Trojan Motos Oil, Trojan chassis grease, new gear oil, and clean water.



4. EVERYTHING TIP-TOPI Now you're ready to enjoy new power \dots new pep \dots more zip and zest \dots you'll also get greater mileage \dots lots more driving pleasure.



BE SURE TO HEAR THE "BAND OF AMERICA" 7 PM FRIDAY NIGHT NBG STATIONS