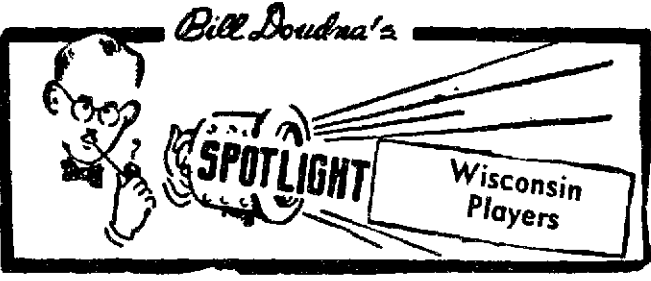


Radio Program Schedules by the Clock

FRIDAY									
WIBA	WISC	WKOW	WIBU	WBSM	WENR-WLS	WGN	WMAQ		
1110 kc.	1480 kc.	1070 kc.	1240 kc.	129 kc.	290 kc.	720 kc.	670 kc.		
7:00-7:30 P.M. News	7:00-7:30 P.M. News	7:00-7:30 P.M. News	7:00-7:30 P.M. News	7:00-7:30 P.M. News	7:00-7:30 P.M. News	7:00-7:30 P.M. News	7:00-7:30 P.M. News		
7:30-8:00 P.M. News	7:30-8:00 P.M. News	7:30-8:00 P.M. News	7:30-8:00 P.M. News	7:30-8:00 P.M. News	7:30-8:00 P.M. News	7:30-8:00 P.M. News	7:30-8:00 P.M. News		
8:00-8:30 P.M. News	8:00-8:30 P.M. News	8:00-8:30 P.M. News	8:00-8:30 P.M. News	8:00-8:30 P.M. News	8:00-8:30 P.M. News	8:00-8:30 P.M. News	8:00-8:30 P.M. News		
8:30-9:00 P.M. News	8:30-9:00 P.M. News	8:30-9:00 P.M. News	8:30-9:00 P.M. News	8:30-9:00 P.M. News	8:30-9:00 P.M. News	8:30-9:00 P.M. News	8:30-9:00 P.M. News		
9:00-9:30 P.M. News	9:00-9:30 P.M. News	9:00-9:30 P.M. News	9:00-9:30 P.M. News	9:00-9:30 P.M. News	9:00-9:30 P.M. News	9:00-9:30 P.M. News	9:00-9:30 P.M. News		
9:30-10:00 P.M. News	9:30-10:00 P.M. News	9:30-10:00 P.M. News	9:30-10:00 P.M. News	9:30-10:00 P.M. News	9:30-10:00 P.M. News	9:30-10:00 P.M. News	9:30-10:00 P.M. News		
10:00-10:30 P.M. News	10:00-10:30 P.M. News	10:00-10:30 P.M. News	10:00-10:30 P.M. News	10:00-10:30 P.M. News	10:00-10:30 P.M. News	10:00-10:30 P.M. News	10:00-10:30 P.M. News		
10:30-11:00 P.M. News	10:30-11:00 P.M. News	10:30-11:00 P.M. News	10:30-11:00 P.M. News	10:30-11:00 P.M. News	10:30-11:00 P.M. News	10:30-11:00 P.M. News	10:30-11:00 P.M. News		
11:00-11:30 P.M. News	11:00-11:30 P.M. News	11:00-11:30 P.M. News	11:00-11:30 P.M. News	11:00-11:30 P.M. News	11:00-11:30 P.M. News	11:00-11:30 P.M. News	11:00-11:30 P.M. News		
11:30-12:00 P.M. News	11:30-12:00 P.M. News	11:30-12:00 P.M. News	11:30-12:00 P.M. News	11:30-12:00 P.M. News	11:30-12:00 P.M. News	11:30-12:00 P.M. News	11:30-12:00 P.M. News		

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



Fredrick Buerki, Jonathan Curvin, and John Dietrich will direct the three productions on the Wisconsin Players' summer bill. The fourth attraction will be Maude Scheerer's reading of "Anne of the Thousand Days."

Buerki, technical director of the Wisconsin Players' Theater, will direct "An Inspector Calls." He will also be scene technician and designer for most of the season.

Curvin, a member of the theater's directing staff since 1947, will direct "Antigone."

John Dietrich, a producer for seven years, will produce "The Philadelphia Story." His successful shows here have included "Night Must Fall," "Private Lives," "Girl Crazy," and "The Shoemaker's Huzzey."

Season books are on sale at the theater box office.

mate little musicals more than proves my point. No half-hour ever drew me such quantities. "I'm convinced that a star's real shortcut to prestige and to his biggest audience is the 'strip series'—five a week."

Mr. Morse illustrated this with the story of a German woman to whom he showed a modern picture of a church, hanging in a Detroit museum. Many other people had ridiculed the picture, but the old lady said, "That I like, it's a church. It doesn't look like a church, and I know what a church feels like."

ROAD TO AUDIENCE: "You can have radio's half hour musical extravaganza," says Singer Curt Massey. "I've found the real road to an audience five quarter hour shows of 'sour grapes'."

It's not a case of "sour grapes" with Curt, for the big baritone has half-hour musicals on both ABC and Mutual in addition to his new Monday-through-Friday CBS series with Martha Tilton.

"But I've found," he says, "that listeners can miss a single half-hour show too easily. One week the family may go to a ball game, the next Uncle Louie's family drops for a visit and the radio is silent, and the third week there's a picnic that interferes. A whole month can go by before the family—even if real radio fans—gets to hear that weekly performance."

"With five broadcasts a week—even though each lasts only 15 minutes—it's almost impossible for even the lackadaisical listener to miss every one. And even in a busy family of listeners, the chances are that the show will be heard on at least three days out of five."

"Mr. Hooper to the contrary, the mail Martha and I have received since starting our initial...

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NOTICE FOR ADMINISTRATION

NOTICE OF PUBLIC HEARING

LEGAL NOTICES

LEGAL NOTICES

LEGAL NOTICES

LEGAL NOTICES

There will be heard, considered and adjusted, all claims against said Gertrude Vira Stock, Deceased.

OFFICIAL NOTICE TO CUT WEEDS

BOND SALE

NOTICE OF DETERMINATION OF INHERITANCE

NEW LAWS OF WISCONSIN

CHAPTER 12, LAWS OF 1949

NOTICE FOR ADMINISTRATION

NOTICE OF PUBLIC HEARING

LEGAL NOTICES

LEGAL NOTICES

LEGAL NOTICES

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Today's Radio Highlights

Music

7:30 p.m.—Curt Massey (WIBA) and Martha Tilton: "Johnny Get Your Gun," "Dream-Along With a Penny," "I'll String Along With You."

8:15 p.m.—Jack Smith (WBSM) and Martha Tilton: "Linger Awhile," "Comme Ça," "Comme Ça," "How It Lies," "Again."

9:30 p.m.—Club 15 (WBSM): "Everybody You Go," "It's Too Late Now."

10:15 p.m.—Supper Club (WIBA): "For Summertime Again," "Breeze-Along With the Breeze," "Hurry, Hurry, Hurry," "I'm a Little Cookin'," "Two Little, New Little, Blue Little Eyes."

11:00 p.m.—Band of America (WIBA): "Walkabout March," "The Colonel," "The Dance," "N. Y. Hippodrome March."

11:15 p.m.—Sammy Kaye (WISC): "Baby, It's Cold Outside," "Deep Purple," "Four Winds and the Seven Seas."

11:30 p.m.—Concert Master (WIBA): Famous overtures—"Tannhauser," "Carmen," "Flying Dutchman," "Barber of Seville."

Hollywood

By Edith Gwynn

7:30 p.m.—My Favorite Husband (WBSM): Liz finishes a letter in first year of marriage.

7:30 p.m.—Theater (WBSM): Helen Hayes in "A Farewell to Arms."

7:30 p.m.—This Is Your FBI (WISC): victim turns tables on confidence-games trio.

8:30 p.m.—Playhouse (WBSM): "Into the Mist," story of night-mares which come true.

8:30 p.m.—My Good Wife (WIBA): swapped report cards lead to prospects of summer camp for little Susan.

Discussion

2:15 p.m.—Our Blind (WHA): care of eyes, prevention of blindness, late developments in eye surgery.

4:15 p.m.—Legislative Forum (WHA): "Solidation and Rural Education," Sen. John E. Olson.

9 p.m.—Meet the Press

RACKET COMES UNSTUCK

MEMPHIS, Tenn. (AP)—Gum-on-astick proved a profitable venture for Ernest Lee Croone, 26-year-old-soft drink salesman, until the police caught up with him. Croone would put

Here's a funny and absolutely true story in connection with "Ambush," which is currently being filmed in New Mexico, although the locale of the story is Arizona. For years there has been big feud on between New Mexico and Arizona over the way Hollywood movie companies use one state to represent the other and vice versa—if you follow us. Both states, very proud of their attractions for making western pictures there, have long tried to outdo each other pointing out the advantages each offered. A year ago, things got very hot and we don't mean the weather) and some Arizona natives complained so loudly about pictures depicting that state being filmed in neighboring New Mexico, that the fuss even reached the state legislatures. Well, now, one day last week, filming on "Ambush" was delayed for a day or so by a bad windstorm. The Gallu, N. M., papers blamed it all on Arizona. The papers proclaimed (in headlines) that the wind came from over the Arizona border to hurt New Mexico's wonderful weather!

Don't Miss The "Don Sinaiko Show" Tonight and Every Friday Night WKOW (1070 on your dial) 10:30 P. M.

Norma Jean Beckman Contest-winning Marimba Star. You will enjoy the intricate style of this young musician. Listen in tonight!

WHA and WHA-FM

970 kc.—82.7 Meps. FRIDAY

7:30 Bandwagon

7:45 Weather Report

7:57 News and Melodies

8:30 Fun Time

8:55 Weather Report

9:00 Entertainment Program

9:55 Piano Melodies

10:00 Contemporary Trends

11:00 Farm Music

11:30 News and Sports

12:30 Chapter a Day

1:30 Travel Program

2:30 News and Sports

3:30 Music of the Masters

4:30 Radio Journal

5:30 Bank

6:30 Legislative Forum

7:30 News and Sports

8:30 French Program

9:30 Music You Want

10:30 News and Sports

11:30 Dinner Music

12:30 Entertainment

1:30 Legislative Forum

2:30 Chapter a Day

3:30 News and Sports

4:30 Living Books

5:30 News and Sports

6:30 News and Views

7:30 FM Only After 7:30

8:30 FM Only After 7:30

9:30 FM Only After 7:30

10:30 FM Only After 7:30

11:30 FM Only After 7:30

12:30 FM Only After 7:30

WFOV

104.9 Meps. FRIDAY

10:00 HomeMakers

10:30 Morning Variety Show

11:00 News and Views

11:30 Polka Time

12:00 News and Views

12:30 Sacred Heart Program

1:00 Music for Dreaming

1:30 News

2:00 News of Hawaii

2:30 Kink Cole Trio

3:00 Manhattan Moods

3:30 News and Views

4:00 News and Views

4:30 News and Views

5:00 News and Views

5:30 News and Views

6:00 News and Views

6:30 News and Views

7:00 News and Views

7:30 News and Views

8:00 News and Views

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9:30 News and Views

10:00 News and Views

10:30 News and Views

11:00 News and Views

11:30 News and Views

12:00 News and Views

12:30 News and Views

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20° below zero fast Freezing Locker holds 70 lbs. of food!

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Big Moist-Cold Compartment keeps even uncovered foods from drying out!

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