Radio Program Schedules by the Clock

FRIDAY

	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	Sunrise Frolic	* Top O' The Morning	News: Chore Time	* Silent	News Roundup	Mac and Bob	Record Reveille	Norman Ross
6:15	Musical Clock	* The Rev Cedarholm	Chore Time	* Silent	News	Bob Atcher	News: Record Reveille	Norman Ross: News
6:30				Rural Roundup	Listen to Cliff	Dave Denney	Record Reveille	
6:45						News		
7:00	News: Clock	* Top O'Morning	Farm Program	* News: Farm Service	News	Breakfast Club	News	Your Neighbor
7:15	Betty	* News	News	* News: Weather	Gold Coast	Breakfast Club	Two-Ton Baker	Norman Ross
7:30	News	* Top o' the Morning: News	Coffee Club: News	* Farm News	Pickup Time		Telephone Quiz	News
7:45	Musical Clock				Shopping		Today's the Day	
8:00	Musical Clock	* Breakfast Club	Coffee Club: News	* News: Songs	Bing Crosby	My True Story	News	Welcome Travelers
8:15	Bulletin Board	* Breakfast Club		* Musical Clock	Robt Q Lewis	Betty Crocker	Art Mooney	Marriage for Two
8:30	Eddy Arnold		Coffee Club		Robt. Q. Lewis	Victor Lindlahr	Virginia Gale	For Tomorrow
8:45	News			Musical Clock			Spots of Music	
9:00	Welcome Travelers	* My True Story: News	Reverend Epp	* News: Pioneers	Robt Q Lewis	Capt. Stubby	News	Doctor's Office
9:15	Marriage for Two	* Easy Rhythm	Bob Eberle	Freddy Martin	Robt Q. Lewis	Kitchen Club	Your Marriage	Love and Learn
9:30	Public Service		Cecil Brown	Melody Time	Grand Slam	Chore Boys	Against the Storm	Jack Berch
9:45					Rosemary	News		Lora Lawton
10:00	Trading Post	* Romance Story	Behind the Story	Women's News	Wendy Warren	House Party	Kate Smith Quiz	Here's Norman Ross
10:15	Love and Learn	* Pick A Date	Your Neighbor	Chore Boys	Aunt Jenny	Martha and Helen	Temp-Tones	Here's Norman Ross
10:30	Jack Berch		Against the Storm	Mid-Morning Matinee	Helen Trent		News	
10:45	Lora Lawton				Our Gal Sunday			
11:00	* Linda's F'st Love	* House Party	Woman's World	News: Matinee Headlines	Big Sister	Mid-Day Matinee	Let's Have Fun	News
11:15	* Music for Today	* To the Ladies	Dick Haymes	Farm and Home	Ma Perkins	Farm World Today	Farm Markets	Food
11:30	* Farm Roundup	* Bink Crosby	Here's Howard	Farm Front	News		News	Magician
11:45					Guiding Light			Elizabeth Hart
12:00	* News: Roundup	* Baukhage	R.F.D 1070	Music: Markets	2nd Mrs Burton	Dinnerbell	Queen for a Day	Double or Nothing
12:15	* Farm Service	* News	News	* News	Perry Mason	Dinnerbell	Marriage Bureau	Today's Ch'ren
12:30	* News	* The Bob Swanson Show	Mkts.; Uncle Julius	News Markets	Nora Drake	News	We Three	Light of World
12:45	* March Time			Farm and Home	Brighter Day	Doc Burlingham		
1:00	* Double or Nothing	* The Bob Swanson Show	Queen for a Day	Farm Service	David Harum	Talk Your Way Out	Tune-Test Test; News	Life Beautiful
1:15	* Calendar	* The Bob Swanson Show	Say It With Music	St Hays and Daughter	Hilltop House	Ladies Be Seated	Gabriel Heatter	Road of Life
1:30	* Magic in Music			* Music Booth	Music		F MacCormack	Pepper Young
1:45					News			Right to Hap'ness
2:00	* Life Beautiful	* Tall Your Way out	Luella Mortenson	* Music Booth	Rhyme Does Pay	Galen Drake	Radio Quiz	Backstage Wife
2:15	* Road of Life	* Ladies Be Seated	Perry Como	* Voice of Army	Life of the Party	Promenade	You Can's Lose	Stella Dallas
2:30	* Pepper Young		Gabriel Heatter	* Science Exc'n	News: Music	Bride and Groom	Linda's 1st Love	Lorenzo Jones
2:45	* R't to Happin's				News		Editor's Daughter	Widder Brown
3:00	* Backstage Wife	* Galen Drake	Day Dreams	Hymn Time	Paul Gibson	Music String Orch.	News	A Girl Marries
3:15	* Stella Dallas	* Promenade	Cowboy Jamb.	* Melody Hour	Lon Saxon	News	Marshall Kent	Portia Faces Life
3:30	* Lorenzo Jones	* Dolph Gobel	3:45 Limited		Gold Coast	Beulah Karney	Spotlight	Just Plain Bill
3:45	* Widder Brown	* The Joneses					Singing Story	Front P Farrell
4:00	* News: Madison Hour	* Varsity Dok Show	Harmony House	* Melody Hour	News	Green Hornet	Cisco Kid	News
4:15	* Madison Hour	* Uncle Dick's ABC Club	Harmony House	* Band Parade	News	Jack Armstrong	Curly Bradley	Dave Garroway
4:30	* Melodic Gems			Serenade	Curt Massey			News
4:45					Lowell Thomas			
5:00	* Play Time	* Challenge of the Yukon	Jimmy Allen	Fiesta	Beulah	News	News	Jimmy Blade
5:15	* Fiesta Time	* Jack Armstrong	Here's to Vets	* U W Special	Jack Smith	Paul Johnson	Number Please	News of World
5:30	* News		Curly Bradley	Accordionists	Club 15	Lone Ranger	Gabriel Heatter	6:30 Special
5:45	* Sports: News			Sammy Kaye	News		Behind Story	Richard Harkness
6:00	* Light-Up Time	* News: Sports	News	* Sports Time	The Goldbergs	The Fat Man	Frank Leahy	Polio Foundation
6:15	* News of World	* Elmer Davis	Sizing Up Sports	Serenade	My Favorite Husband	This Is Your FBI	Windy City	Tree Grows in Brooklyn
6:30	* Dinner Melody: News	* Design for Dining	Dinner Music	* News			Geo Winslow Orch.: News	
6:45			Today in Sports	Bink Sings				
7:00	* Polio Foundation	* The Fat Man	Plantation Jubilee	Old Timers Jamboree	Leave It to Joan	Break the Bank	Fulton Lewis Jr.	Directors Playhouse
7:15	* Tree Grows in Brooklyn	* This Is Your FBI	Eddy Howard	Football	Breakfast With Burrows	The Sheriff	This Is the Story	My Good Wife
7:30			Show: News				Theater Theater	
7:45								
8:00	* Directors Playhouse	* Break the Bank	Song of the Tom-Toms	Football	Young Love	Boxing	Scattergood Baines	Dr I. Q.
8:15	* Friday Serenade	* Eddie Lawrence	Enchanted Hour	Football	Report Uncensored	Boxing	Hollywood Theater	Dr. I. Q.
8:30				Football		American Sports Page		Bill Stern
8:45				Football				Pro and Con
9:00	* Doctor I Q	* Boxing	Meet the Press	Football	News	Robert Finch	Mystery Voice	Light-Up Time
9:15	* Sports Reel	* Boxing	Newsreel	Music at Your Request	Paul Gibson	Remembering	Detective Call	News
9:30	* Wings of Song	* Boxing	Charlie Spivak		B Leach: Sammy	Bob Elson	News: Songs	Barry Wood
9:45		* Boxing			Kaye: Sports	Platter Party	Chicago at Night	John Conrad
10:00	* News	* News: Sammy Kaye	News	* At Your Request	Race: Dance Orchestra	World Report	News: Deems Taylor; F. Martin Orchestra	News
10:15	* Roundy	* The Ed Silvera Show	Songs: Sports	* At Your Request	Dance Orchestra	Freddy Nagle		Final Sports
10:30	* Don Sinaiko		Dance Music; News			Sherman Hayes		Dance Orchestra
10:45	* Concert Gems					Jerry Glidden		
11:00	News: 1310 Club	* News: The Ed Silvera Show	Midnight in Madison	* Silent	Matinee at Midnight	This Is the Music: News	News: Griff Williams Orch. Buddy Moreno: News	The 11:60 Club
11:15	1310 Club: News		Midnight in Madison: News	* Silent	Matinee at Midnight			The 11:60 Club
11:30				* Silent				
11:45				* Silent				

* 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.

Today's Radio Highlights

Sports

12:45 p. m.—Baseball (WJJD): Washington at New York.

6 p. m.—Frank Leahy (WGN): picks outstanding teams, potential all-American players.

7:30 p. m.—Football (WFOW): Madison East vs. Beloit.

7:45 p. m.—Football (WIBU): Portage at Watertown.

9 p. m.—Boxing (WISC): Terry Young vs. Enrique Bolanos.

9:30 p. m.—Bill Stern (WIBA): and George Raft.

ROUNDY

10:15 p. m.—Roundy (WIBA): State Journal sports columnist begins new season of predictions; DeAlton Neher tries to keep him under control at the mike.

* * *

Drama

6 p. m.—The Goldbergs (WBBM): Molly goes in for book-learning.

6:30 p. m.—My Favorite Husband (WBBM): Liz and George tackle fall cleaning job in the attic.

SCOTT

7:30 p. m.—My Good Wife (WMAQ): Emersons and Mitchells start on picnic, but car trouble intervenes.

Theater (WGN): Van Heflin in "Johnny Eager."

8:30 p. m.—Hollywood Theater (WGN): Zachary Scott in "The Beloved Rogue."

* * *

Music

4:30 p. m.—Curt Massey (WBBM): and Martha Tilton; "There's Yes, Yes in Your Eyes," "Who Do You Know in Heaven?" football medley.

5:15 p. m.—Jack Smith (WBBM): and Margaret Whiting; "Old-Fashioned Walk," "There's Yes, Yes in Your Eyes," "A Little Fish in a Big Pond."

8 p. m.—Quartets of Haydn and Mozart (WHA-FM): new series with Pro Arte quartet and Prof. Gunnar Johansen.

10:15 p. m.—Sammy Kaye (WISC): "There's Yes, Yes in Your Eyes," "Younger Than Springtime," "Forever and Ever," "Whiffenpoof Song."

10:45 p. m.—Concert Gems (WIBA): Thomas L. Thomas, orchestra; "Song of the Refugee," "Songs My Mother Taught Me," "Swing Low, Sweet Chariot," "March of the Bowmen," "In the Palace of Old Versailles," "Wooden Shoe Dance."

* * *

Discussion

8:45 p. m.—Pro and Con (WMAQ): Sen. Kenneth Wherry (R-Neb.).

9 p. m.—Meet the Press (WKOW): Paul W. Walker of federal communications commission.

* * *

For Children

9:30 a.m.—School of the Air (WHA): "Rhythm and Games."

1:30 p.m.—School of the Air (WHA): "Book Trails."

5 p.m.—Playtime (WIBA): "Bells of Calais."

* * *

Miscellaneous

10 a.m.—Homemakers (WHA): "For a Church Bazaar," Mrs. B. A. Burkhart; "New and Old Foreign Friends," Mrs. Henry Sterling.

11:45 a.m.—Sacred Heart (WFOW): "Hell Shall Not Prevail."

12:30 p.m.—Farm Program (WHA): "New Rules to Safeguard Milk Chicks," Verlyn Sears; question box.

3:30 p.m.—History and Myth on Stage (WHA): "Valley Forge."

7 p.m.—Polio Foundation (WIBA): Milton Berle, Martha Raye, others.

8:30 p.m.—Report Uncensored (WBBM): "Traffic Jam—the Fix."

* * *

Special Events

4:15 p.m.—Dog Show (WISC): interviews at Madison Community Center event.

8 p.m.—Song of the Tom Toms (WKOW): salute to American Indian, with tribal songs and prayers; Kay Starr, Roy Rogers, Burl Ives, Dale Evans, Justice H. B. Johnson of Oklahoma.

WFOW-FM Only

104.9 Mcs.

FRIDAY

A. M.

6:00 Yawn Patrol
8:30 Clockwatchers
9:00 Ben Light
9:15 Herb Kern
9:30 Dance Band
10:00 Homemakers
10:30 Morning Variety Show
10:45 News & Views
11:00 Polka Time
11:30 Marching Along
11:45 Sacred Heart Program

P. M.

12:00 News
12:05 Palmer House Ensemble
12:30 Songs of Hawaii
12:45 King of Trio
1:00 News
1:05 Block Party
1:15 Jo Stafford
1:30 Sam Browne
1:45 Music America Loves
1:55 News
2:00 Modern Music Capers
2:30 Matinee Dance
2:55 News
3:00 Music Party
3:30 Smooth Music
3:55 News
4:00 Juke Box Jamboree
4:30 Benny Goodman
4:55 News
5:00 Ken Griffin
5:15 Kiddie Storytime
5:30 Off the Record
5:55 News
6:00 Musical Menu
6:30 News and Sports Shorts
6:35 Request Show
6:45 Package of New Records
7:00 Request Show
7:30 East vs Beloit
9:30 Buddy Moreno
9:55 News
10:00 Jan Garber
10:30 Sammy Kaye
10:55 News
11:00 Don Baker
11:15 Carmen Cavallero
11:30 Freddy Martin
11:55 News
12:00 Art Van Damme (to 12:30)

WHA and WHA-FM

970 Kc. — 88.7 Mcs.

FRIDAY

A. M.

7:30 Band Wagon
7:45 Morning News
7:57 Weather Report
8:00 Morning Melodies
8:30 Geography of Wisconsin
9:00 Morning Melodies
9:20 Nursery School of the Air
9:30 School of the Air
9:54 Job Bulletin Board
9:55 Weather Report
10:00 Homemakers' Program
10:30 Organ Melodies
10:45 News and Views
11:00 History of the Far East
11:50 Noon Musicale

P. M.

12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 School of the Air: Book Trails
1:57 Weather Report
2:00 Scandinavian Life and Civilization
2:50 Music of the Masters
3:30 History and Myth on Stage
4:30 French Program
4:45 Music You Want
5:15 Just or Fun
5:30 Music Album
5:45 News
6:00 Dinner Musicale

FM ONLY

6:15 Dinner Musicale
7:00 Evening Concert
7:30 Chapter a Night
8:00 Quartets of Haydn and Mozart
8:50 News and Views
9:00 FM Concert
10:55 Night News (to 11)

Mrs. Taplick to Head New Glarus PTA Group

NEW GLARUS—By a vote of 26 to 7, a group of parents and teachers voted recently to form a New Glarus chapter of the Parent Teachers Assn.

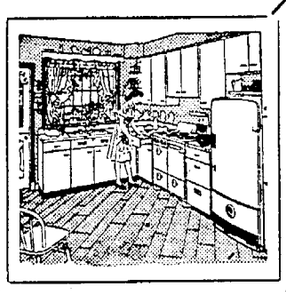
Mrs. Walter Taplick was unanimously elected president.

Mrs. E. E. Dallman, Monroe, a representative of the National Congress of Parents and Teachers, explained the organization's aims and objective.

Other officers elected were Mrs. Palmer Welsch, first vice-president; Mrs. Gerald Disch, second vice-president; Mrs. Margaret Wild, secretary, and Mrs. William Hillestad, treasurer.

AMATEUR PLANNING IS COSTLY!

Let our Designers Plan Your New Kitchen ★ The Efficient Way Saves You Money ★ F. H. A. Terms



St. Charles Custom Built Steel Kitchens ★ Mirrochrome Dinettes ★ Kitchen-Aire Ventilating Fans

NORMAN R. HARPER and Associates

OPEN MON. EVE. 548 W. Washington Ave. Madison, Wis. PHONE 6-7307

"Madison's Leading Kitcheners"

William Penn BLENDED WHISKEY

Blended Whiskey, 86 Proof—65% Grain Neutral Spirits

★ GOODERHAM & WORTS LTD., PEORIA, ILLINOIS ★

A group of East Side mothers will sponsor a baby contest at the Eastwood theater Saturday morning. Prizes will be a painted portrait, a stroller, and a game.

The movie attraction on the program will be "Panhandle," starring Rod Cameron.

Babies entered in the competition are:

Ernest Carey, 2129 Center ave.; Ann Woodford, 2109 Center ave.; Sandra Rickey, 2137 Center ave.; Caroline Halverson, 1224 E. Mifflin st.;

Tommy Tiedt, 2309 Center ave.; Linda Tiedt, 2309 Center ave.; Judy Barge, 2217 Sommers ave.; Kent Olson, 2822 Sommers ave.; Dawn McCartney, 2129 Center ave.;

Marie Holmes, 2127 Center ave.; Linda Stout, 2129 Center ave.; Gary Anderson, 2127 Center ave.; Roy Jaccovs, 2027 Fisher st.; Stevie Monson, 2127 Center ave.; Stephen Gibbs, Route 1, and Jimmy Stout, 1370½ Williamson st.

Proceeds will go to the Kiddie camp.

* * *

NEW IDEA: Anglo - American understanding will be furthered in the field of semantics by the inclusion of English-language versions of bobby-sox conversations in "A Kiss for Corliss," the Shirley Temple-David Niven starring vehicle.

Scenes which will be given "English translations" for English-speaking countries, including the United States, will be those involving Shirley, Virginia Welles, Darryl Hickman, and Robert Ellis, who are seen as typical small-town teen-agers, speaking a combination of pig Latin, high school French, and the latest terms originating in the world of Bop.

Such words as "freep," "snerge," "droopola," "neat greet," and others will be translated for the unenlightened. The teen jargon was culled from actual conversations eavesdropped by production assistants who haunted soda fountains and eateries in the vicinity of Beverly Hills and Hollywood high schools.

* * *

RADIO: Auditions for dramatic and announcing work at WHA will be held in Radio hall Tuesday at 2:30 and 7 p. m., Cliff Roberts, chief announcer, and Ray Stanley, production manager, announced Thursday.

All University of Wisconsin students except first-semester freshman are eligible to try out. They may take their own material.

Students selected from this open competition will train under the supervision of WHA staff members. The training is practical and of a type it would be hard for beginners to get elsewhere, since most stations ask for experienced workers.

WHA actors, supervised by Stanley, participate in many programs each week. Among them are Wisconsin School of the Air and Wisconsin College of the Air programs. Character voices, readers, sound effects workers and producers get a chance to start here.

After specified numbers of qualified performances, the successful students are honored by membership in WHA Players. Many from this group, as well as student announcers, have gone into professional radio.

Announcers are trained by Cliff Roberts. This requires close personal supervision, so the number which can be accepted is necessarily small.

Hollywood

By Edith Gwynn

Orson Welles, who has been in the throes of creation with his "Othello" since June, now has his steenth leading lady for same. Betsy Blair, Gene Kelly's wife, was the most recent to flee the film, which is being made in Rome. Orson's new Desdemona is Suzanne Cloutier, the French charmer recently spread over several pages of Life magazine.

Darryl Zanuck will be back at his 20th-Fox desk in a few days and promptly throw everything (and everybody) into very high gear. Gene Tierney, f'rinstance, won't have any time for European sight-seeing, because D.F.Z. wants her for another picture right away—probaby "Marriage Via the Marshall Plan." Gene just finished "Night and the City" in London—and sings for the first time in this one. Darryl is also thinking of putting Richard Widmark into that film biography, of Dr. Sigmund Freud. Which may stymie Widmark's planned trip through Scandinavia.

Marlene Dietrich's latest palpitation is a famed musician.

Glenn Langan is being paged to go to Broadway and be in "Sweet Poison" with Faye Emerson Roosevelt.

"A Life of Her Own," which was supposed to be shooting at this point with Lana Turner as its star, now is more up in the air than ever. We talked with Vincente Minelli, long set as its director, and even he doesn't know whether the story will be shelved. He's also supposed to direct "Father of the Bride" which will star Spencer Tracy, in November. So it's a cinch he'll have to give up one film or the other. Lana's opus couldn't possibly be finished by then—IF it starts at all.

Photo Finishing Cameras and Supplies

UNIVERSITY PHOTO SHOP

At the sign of the Camera

648 State Street Phone 5-3784

Badger Wine Shop Presents THE 'Don Sinaiko Show'

Tonight and Every Friday Night

WIBA (10:30 P. M.)

SPECIAL GUEST STAR

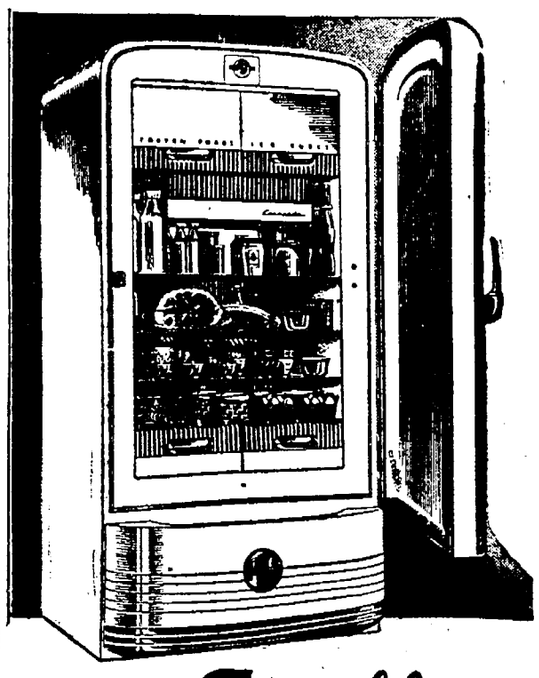
Rachel Nederloe

a truly, lovely singing star we're sure you'll all enjoy. We predict a great future for Rachel. Don't miss her tonight.

Sponsored by: "The Party Store" with FREE party glassware.

DON SINAIKO'S Badger Liquor Shop

SALE! SAVE $40 ON THIS GIANT CORONADO REFRIGERATOR NOW!



As a special offer for this weekend only, Gambles are featuring this giant feature-packed Coronado refrigerator at only a fraction of its regular price!

Regularly $299.50

Now $259.50

Use Your Old Refrigerator As A Down Payment

Compare the features . . . compare the price and you'll soon be enjoying this Coronado with its 8 cu. ft. capacity . . . full width "Freez-chest" . . . Lever type ice tray release . . . 38 lb. froxen food capacity . . . 22 lb. meat chest . . . rearranging shelf . . . two crispers . . . 1 bu. dry storage . . . econo-sealed hermetic ⅛ h. p. unit and the 5-year warranty. Hurry to save!

Gambles

2119 ATWOOD AVENUE GIFFORD 1220

SHOP FRIDAY EVENING 'TIL 9 P. M.

HARRY J. KENDALL* SWITCHES TO CALVERT

Service station operator "glad to know Calvert is so much smoother—so much smarter to buy"!

*of Boise, Idaho

CALVERT RESERVE Blended Whiskey—86.8 Proof—65% Grain Neutral Spirits. Calvert Distillers Corp., New York City

NEW—at your store!

New flaked meal guarantees your dog a "SQUARE MEAL"

GRO-PUP NEEDS NO MEAT ADDED MEAL

Nourishing, savory meal "squares up" on every food need for health!

1. GROWTH, MUSCLE—new Gro-Pup Meal supplies high-grade body-building proteins from *beef, milk, fish,* and *soya.*
2. STRONG BONES and teeth, good nerves and blood—every vitamin, every mineral dogs are known to need in new Gro-Pup Meal!
3. GOOD COAT AND SKIN—fat content balanced "just right" in new Gro-Pup Meal to help bring out healthy coat.
4. HIGH VIGOR AND PLAY! New Gro-Pup Meal supplies precooked fuel-food—right for bounce and fun. Watch him thrive!

AT LAST! A meal that gives a "square meal"—and Kellogg scientists have developed it! New Gro-Pup Meal blends *every* food element dogs need for health!

EASIER TO SERVE, too, because this new meal is *flaked* to take up liquid faster!

GUARANTEED your dog will love it—or double your money back! Simply send label, with a short note, to Kellogg's, Box 302, Battle Creek, Mich.

At your dealer's in 5-lb. and 25-lb. bags

Made by the makers of Kellogg's Gro-Pup Ribbon

"SQUARE MEAL" FOR DOGS OF ALL AGES, SIZES AND BREEDS