Madison

## Radio Program Schedules by the Clock

				THURSDA	AY <sup>-</sup>	<i>~</i>		`	Assn. for the United Nations.
	* WIBA	WISC	WKOW 1070 kg.	WIBU 1240 kg.	WBBM 180 kc,	WENR-WLS	WGN 720 kc.	WMAQ 670 kg.	* * * *
6:00 6:15 6:30 6:45	Sunrise Froite Musical Clock	Top o' the Morning The Rev. Cedarholm	News: Chore Time Chore Time	Silent Silent Rural Roundup	Paul Gibson Paul Gibson; News	Farm Bulletin Devotions Karl and Harty News	Farm Hour and News Farm Service News	News Town and Farm News	8:30 p. m.—Duffy's Tavern (WIBA): returns to the air with Edgardner as Archie, Gloria Erlang-
7:00 7:15 7:30 7:45	News: Musical Clock Journal News Musical Clock	* Top o'Morning * News * Top o' the Morning: News	Ray Carson Coffee Club Coffee Club: News	News: Farm Service News: Weather Farm News	News Roundup News Listen to Cliff	Dave Denney Bob Atcher Happy Hank News	Record Reveille News; Record Reveille Record Reveille	Norman Ross Norman Ross; News	er as Miss Duffy, Charles Cantor as Finnegan, Eddie Green as the waiter.
8:00 8:15 8:30 8:45	Morning Parade Betty Eddy Arnold News	Breakfast Club     Breakfast Club	Coffee Club: News Coffee Club	News: Musical Clock Musical Clock Musical Clock	News Gold Coast Pickup Time Shopping	Breakfast Club Breakfast Club	120447	Your Neighbor Norman Ross News	Drama 7 p. m. — California Caravan
9:00 9:15 9:30 9:45	Welcome Travelers Marriage for Two	• My True Story • Easy Rhythm	Reverend Epp Bob Eberle Cecil Brown	News: Pioneers Freddy Martin Sweet Music U. S. Army	Bing Crosby Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Karl and Harty	News Frankie Carie Virginia Gale Spots of Music	Marriage for Two For Tomorrow Love and Learn	(WGN): new series based on stories of early West FBI in Peace and War (WBBM): race track cashier
10:00 10:15 10:30 10:45	Love and Learn Trading Post Jack Berch Lora Lawton	• Romance Story • Pick a Date	Behind the Story Your Neighbor Against the Storm	Women's News Organ Music Mid-Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Capt. Stubby Kitchen Club Chore Boys News	Dr. Bradley Your Marriage Against the Storm	Doctor's Office Jack Berch Lora Lawton	gets involved with "hot money" mob. 7:30 p. m.—Father Knows Best
11:00 11:15 11:30	* Linda's 1st Love * Music for Today * Farm	• House	Woman's World Dick Haymes Here's Howard: Ezra	News: Matines News: Matines Farm and Home Farm Front	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	House Party Farm World Today	Kate Smith Quiz Temptones News	Ross Here's Norman Ross	(WIBA): Robert Young, as Dad, sthrows family into dither with scented mail Mr. Keen
11:45 12:00 12:15 12:30,	* News; Roundup • Farm Service • News	Baukhage News The Bob Swanson Show	R.F.D. 1070 News Markets: Uncle	Music: Markets News News: Mkts. Farm & Home	Big Sister Ma Perkins News Guiding Light	Dinner Bell News L. Burlingham	Let's Have Fun Farm Markets News	News The Food Magician The Roens	(WBBM): murder at a county fair.  8 p. m.—Comedy Playhouse (WKOW): becomes 60-minute
12:45 1:00 1:15 1:30	• March Time  • Double or  Nothing • Calendar	* The Bob Swanson Show,	Queen for a Day Ladies Fair	Farm Service   Si Hays   and Daughter  • Music Booth	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day	Almanac School Time Bride and Groom	Queen for a Day Ladies Fair	Double or Nothing Today's Children Light of World	show; "Three Men on a Horse" Suspense (WBBM): Charles Laugh- ton and June Havoc in "Blind
2:00 2:15 2:30	• Magic in Music  • Life Beautiful  • Road of Life  • Pepper Young	Swanson Show The Bob Swanson Show Ladles	Luella Mortenson The Bob Poole Show	Music Booth Here's to Vets Const Invader	David Harum Hilltop House Music News	Mrs. Fixit Phil Brestoff Ladies Be Seated	Tune Test; News Marriage Bureau F. MacCormack	Life Beautiful Road of Life Pepper Young Right to Hap ness	
2:45 3:00 3:15 3:30	Backstage Wife Stella Dallas Lorenzo Jones	Be Seated Galen Drake Tune Time Varsity	Cowboy Jamb. Sabriel Heatter Hoe-Down	Family Bible Hour • Melody	Rhyme Does Pay Life of Party News: Music News	Galen Drake Tune Time Martha and Helen	Radio Quiz You Can't Lose Linda's 1st Love Editor's Daughter		Murray in "August Heat." 9:30 p. m.—Someone You Know (WISC): new series; first story tells
3:45 4:00 4:15	News Madison	Jamboree  Varsity Jamboree Uncle Dick's	Harmony House Harmony	Melody Hour Spotlight Serenade	Paul Gibson Lon Saxon Gold Coast	Rhymes and Rhythm News Beulah Karney	News Marshall Kent Spotlight Singing Story	A Girl Marries Portia Faces Life Just Plain Bill Front P. Farrell	of pastoral counselling on marriage problems; panel meets after drama, discusses subject.
4:30 4:45 5:00 5:15	Madison Hour Melodic Gems Play Time Fiesta Time	• Green Hornet	Straight Arrow Curly	Fiests U. W. Special Accordingists	News News Curt Massey Lowell Thomas	Green Hornet Sky King	Straight Arrow Captain Midnight	News Dave Garroway News	Music 12:30 p .m.—Bob Swanson Show
5:45 6:00 6:15	* News * Sports; News * Light-Up Time * News of World	News: Sports Elmer Davis	Bradley News Sizing Up Sports Dinner Music	11000	Beulah Jack Smith Club 15	News Air Edition David Harding	News Number Please Gabriel Heatter Behind the Story	Jimmy Blade News of World 6:30 Special Earl Godwin	(WISC): Ted Bailey. 10-year-old son of Mr. and Mrs. Gilbert Bailey. is guest announcer; he's a Lowell
6:30 6:45 7:00	* T'chdown Tips * Music; News * Meredith Willson	• David Hardins	Air Force	Bing Sings Serenade in Music; News Old Timers	FBI in Peace and Was Mister	The	California Caravan Fishing and Hunting Club	Meredith Willson Father Knows Best	school pupil. 6 p. m.—Light Up Time (WIBA): "Wrap Your Troubles in Dreams,"
7:15 7:30 7:45	* Father Knows Best	* First 100 Years	Fishing and Hunting Club	Jamboree	Suspense	Original Amateur	Fulton Lewis This is the Story	Sneak	"If You Were the Only Boy."

World Report Lew Diamond Freddy Nagle Jerry Glidden • Silent Midnight in Madison: New · Starred programs are also carried on corresponding FM stations fM channels: 101.5 M. WWCF (WIBU)...94.9 M.

Old Timers
Jamboree
Old Timers
Jamboree

Silent

University
Farm Hour
News: At
Your Request

Music At Your Request

11:30 Marching Along 11:45 Sacred Heart Program

130 Irvania 120 Irvania 120 Irvania 1245 Vic Damone 1200 News 105 Harmonicats 1215 Margaret Whiting 1215 Lovenotes of Andy Russell 1230 Lovenotes of Andy Russell 1255 News 1200 Modern Music Capers 1255 News 1200 Music Party 1200 Smooth Music 1255 News 1205 News 1205

News Juke Box Jambores Griff Williams

Orili Williams

News

Ken Griffin

Kiddle Storytime

Off the Record

News

Musical Menu

Sports Shorts

Request Show

7:05 Request Show
8:05 Request Show
8:05 Request Show
8:15 Guest Star
8:30 Package of New Records
8:45 Twilight Time
9:00Al Goodman
9:30 Alvino Rey
9:55 News
10:00 Eddv Howard
10:30 Claude Thornhill
11:00 News
11:15 Jack Fina
11:15 Jack Fina

11:15 Jack Fina 11:30 Art Kassell 12:00 Hal Derwin 12:15 Griff Williams (to 12:30)

Cameras and Supplies

UNIVERSITY PHOTO SHOP

648 State Street Phone 5-3784

Playhouse

Midnight in Madison

Name the Movie Fulton Lewis
R Montgomery Newsreel

WHA and WHA-FM WHA & WHA-FM 970 KC.—88.7 Megs THURSDAY A. M.

Fred Waring

News: 1310 Club The 1310 Club; News

10:00 10:15

News Tonight's Music Trygge Lie

30 Band Wagon
15 Morning News
17 Weather Report
10 Morning Melodies
10 Geography of Wisconsin
10 Morning Melodies
10 Nursery School of the Air
10 School of the Air: Music Enjoyment

9:30 School of the Arman 9:54 Job Bulletin Board 9:55 Weather Report 10:00 Homemakers Program 10:30 Plano Melodies 10:45 News and Views 11:00 Freshman Forum 11:50 Noon Musicale

P. M.

12:00 News
12:30 Farm Program
1:00 Chapter A Day
1:30 School of Air: News of Week
1:57 Weather Report
2:00 European Culture
2:50 Music of the Masters
3:30—History and Myth—On Stage
4:30 Adventures in Research
4:45 Music You Want
5:15 Just For Fun
5:30 Music Album
5:45 News
6:00 Dinner Musicale

FM. ONLY

FM ONLY 6:15 Dinner Musicale 7:00 Evening Concert 7:30 Chapter A Night 6:00 Gunnar Johansen 9:00 FM Concert 10:55 Night news (to 11)

WFOW-FM Only

WFOW (FM) 104.9 Megs.

WISC-FM **Breeding Institute** Wins National Honors

Suspense Suspense Crime Photographer

First Nighter

News Paul Gibson Love Begins News; Sports

Amateur Hour Name the Movie

Name the Movie

Platter Party

When

Rosh Hashana

Mystery Voice Detective Call News; Sonss Chicago at Night

News; Deems Taylor; Griff Williams Orchestra

The Wisconsin Scientific Breeding Institute, Madison, has received national honors for an outstanding Jersey bull which it owns. The bull, U. W. Joan Sir Ginger. has been named as superior sire by the American Jersey Cattle club, Columbus, O., after tests showed its ability to pass on both high production and good breed type

to its offspring. In production tests, 10 daughters of the bull averaged 9,785 pounds milk and 460 pounds butterfat in 10 months on twice daily milking. The bull also has 12 daughters classified for breed type with an average rating of 83.33 points. The bull was bred by the University of Wisconsin, purchased

IF YOU CAN'T

by a Minnesota cattleman in 1942, and sold to the institute in 1948.

Supper Club

red Waring

Light-up Time News Symphonette Symphonette

News Sports; Music Dance Orch.; News



**DUFFY'S TAVERN** 

The incomparable Archie serves a half hour of super-excellent laughs

another of the newest, brightest shows on NBC

1310 on your dial or WIBA-FM ... 101.5



CORBY'S ... a grand old name in Canada since 1859

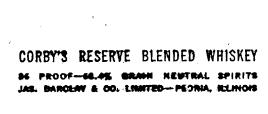
## An American Product

Produced in U.S.A. under supervision of our Canadian blender

FAMED IN Canada since 1859, the name Corby's is now winning renown among Americans who know fine whiskey.

Corby's is a light, sociable whiskey which lives up fully to the grand old Canadian name that it bears. Why not try Corby's today?

> You'd hardly expect a distinctive whiskey like Corby's to be sold for such a sensible price.





### Today's Radio Highlights

Special Events

10:30 p. m.—Trygve Lie (WIBA): 8:15 p.m.secretary general of United Na- Jack Berch. tions accepts scroll for outstand-ing UN service from American Assn. for the United Nations.

8:30 p. m.—Duffy's Tavern
(WIBA): returns to the air with Ed
Gardner as Archie, Gloria Erlanger as Miss Duffy. Charles Contant er as Miss Duffy, Charles Cantor as Finnegan, Eddie Green as the waiter.

7:30 p. m.-Father Knows Best (WIBA): Robert Young, as Dad, throws family into dither with scented mail . . Mr. Keen (WBBM); murder at a county fair. 8 p. m .- Comedy Playhouse (WKOW): becomes 60-minute show; "Three Men on a Horse"...
Suspense (WBBM): Charles Laughton and June Havoc in "Blind Date," tale of a night of horror.

9 p. m. — Playhouse (WBBM):

6 p. m.—Light Up Time (WIBA):
'Wrap Your Troubles in Dreams," If You Were the Only Boy. 6:15 p. m.—Jack Smith (WBBM): and Dinah Shore; "Where Are You," "Stardust," "Brazil." 6:30 p. m.—Club 15 (WBBM): "I Wish I Had a Record," "Apply the

Fundamental." 7 p. m .-- Meredith Willson (WIBA): Clark Dennis, guest.

8 p.m.—A Sneak Preview (WIBA): Mario Lanza and Kath-friars Guild production of "The Clark Dennis, guest.

8 p.m.—A Sneak Preview (WIBA): Mario Lanza and Kath-friars Guild production of "The Clark Guild production of "T ryn Grayson in special program Glass Menagerie" will be held at with Henry Russell's orchestra; 9:30 tonight in the Community "Che Gelida Manina," "Celeste center and at 2 p. m. Sunday in Aida," "Mamma Mia Che Vo' the basement of St. Bernard's Sape," "Core 'Ngrato," "They school.

Didn't Believe Me," "I Know, I Know, I Know." 8:15 p.m.—Guest Star (WFOW)

9 p.m.—Supper Club (WIBA): Ava Gardner, guest; "Let's Take an Old-Fashioned Walk," "Song in My Heart," "Honey Dear," "Say It Isn't So," "Meadows in Heaven."

Religion

11:45 a.m. — Sacred Heart WFOW): "Nursing Orders of 9:30 p.m.—High Holiday Service (WGN): Rabbis R. C. Herts, H. E. Schaalman, choir, soloists.

Baseball

1:25 p.m.—Brooklyn vs. Boston . . . Cleveland vs. Chica-

Quiz

8:45 p.m.—Name the Movie (WISC): Cesar Romero, guest.

Miscellaneous 10 a.m.—Homemakers (WHA) "The End of the Garden;" "Fruits,



GARDNER

Vegetables, and the Dollar." 12:30 p.m. — Farm Program (WHA): weed control; breeding stock selection.

1 p.m. - Queen for a Day (WKOW): with Mrs. America of 1949. 5 p.m.—Playtime for Children (WIBA): "Bean Boy."

GUILD TRYQUTS TONIGHT

#### President to Open **Chest Fund Drive**

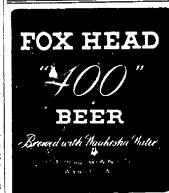


RALPH EDWARDS

Pres. Truman will address the 17. nation Friday night, opening the October Community Chest campaigns in more than 1.000 cities throughout the country.

The president's talk will be carried by all major networks and most independent stations from coast to coast. His message will climax a star-studded half-hour program from 9 to 9:30 p, m.

Ralph Edwards, one of radio's best known emcees, will act as master of ceremonies. The show will also feature the country's top



In Madison the program will be heard over stations WIBA, WISC, and WKOW, Each station will carry a message from one of the local Communist Chest campaign

leaders. Richard H. Marshall, campaign chairman, will speak over WIBA; Steve Clark, chairman of the Chest Labor Participation Committee, over WISC; and Ralph Ammon, campaign publicity chairman, will be heard over WKOW.

#### Sheboygan Girl Held on Ring-Switch Count

MILWAUKEE -(AP) - A pretty 24-year-old Sheboygan girl faces municipal court trial for allegedly switching a semi-precious stone for a \$1,450 diamond under the nose of a jewelry clerk.

Sylvia Ann Hartman, arrested at her home Monday, was arraigned in district court on a larceny charge and bound over.

Police testified she switched a zircon for the diamond while look-Henry Tanezer jewelry store Sept.



And ... CLICK .. snap the picture And .CLICE. snap the picture
that's all you have to do.
... then bring in your exposed
rolls to us and we'll see that
you get carefully developed negatives and the best possible glossy prints of each shot. To keep
for your memories. Your roll of
films developed and one print
made by our experts.

29¢ EXPOSURE PRICED 1 FROM RENNEBOHM

Better Drug Stores

How does the squirrel know when Winter's coming?... If you think the squirrel's smart, remember he's geared up to know about the changing seasons. He hasn't got the thinking machinery that helps to guide us humans. Instead, he senses winter's coming with an instinct that even science doesn't understand. Most car owners don't need instinct to remind them that now's the time to change to Winter grade

# Outsmart Winter! Change to winter grade

Permalube...no better oil made!

It's free-flowing at below-zero cold—and you can't wear it out! That's why Winter grade Permalube will help you start fast and give your engine perfect protection all winter long. Yes, it's made for your car-whether old or new.

Yes, and Permalube will keep your engine clean for smooth, money-saving operation. This premium-plus motor oil is made of the finest ingredients and by the most modern refining methods. No better motor oil made!

Today at your Standard Oil Dealer's



Permalube. They know it's smart to get the

jump on cold weather. And they know there is no better motor oil than Permalube. While you're about it, better see your

Personalized Fall Change-over . . : today!

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