

Radio Program Schedules by the Clock

FRIDAY

WIBA 1310 kc.	WISC 1430 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 790 kc.	WENR-WLS 890 kc.	WGN 790 kc.	WMAQ 670 kc.
6:00 Sunrise 6:15 Picnic 6:30 Musical 6:45 Clock	• Top of the Morning • The Rev. Cederholm	Chore Time Chore Time Chore Time	• Silent • Silent • Silent	Paul Gibson Paul Gibson Paul Gibson	Farm Bulletin Devotions Devotions	• Farm Hour • News and Shine • News	News Town and Farm News
7:00 News: Clock 7:15 News: Clock 7:30 News: Clock 7:45 News: Clock	• Top of the Morning • Top of the Morning • Top of the Morning • Top of the Morning	• Farm Program • Farm Program • Farm Program • Farm Program	• News: Farm • News: Farm • News: Farm • News: Farm	News Roundup News Roundup News Roundup News Roundup	Sage Riders Bob Atcher Hobby Back	Record Revue Record Revue Record Revue Record Revue	Norman Norman Norman Norman
8:00 Musical 8:15 Bulletin Board 8:30 Eddy Arnold 8:45 News	• Breakfast Club • Breakfast Club • Breakfast Club • Breakfast Club	• Coffee Club • Coffee Club • Coffee Club • Coffee Club	• News: Songs • News: Songs • News: Songs • News: Songs	News Gold Coast News Gold Coast News Gold Coast News Gold Coast	• News: Gold Coast • News: Gold Coast • News: Gold Coast • News: Gold Coast	• News: Gold Coast • News: Gold Coast • News: Gold Coast • News: Gold Coast	• News: Gold Coast • News: Gold Coast • News: Gold Coast • News: Gold Coast
9:00 Welcome 9:15 Travelers: Two 9:30 Marriage for Two 9:45 Dorothy Dix	• My True Story • My True Story • My True Story • My True Story	• Reverend • Reverend • Reverend • Reverend	• News: Pioneer • News: Pioneer • News: Pioneer • News: Pioneer	Bing Crosby Arthur Godfrey Arthur Godfrey	My Story My Story My Story My Story	• News: Pioneer • News: Pioneer • News: Pioneer • News: Pioneer	• News: Pioneer • News: Pioneer • News: Pioneer • News: Pioneer
10:00 Love and Learn 10:15 Tracing Post 10:30 Jack Berch 10:45 Lora Lawton	• Romance Story • Romance Story • Romance Story • Romance Story	• Behind the Story • Behind the Story • Behind the Story • Behind the Story	• Women's News • Women's News • Women's News • Women's News	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	• News: Women's • News: Women's • News: Women's • News: Women's	• News: Women's • News: Women's • News: Women's • News: Women's	• News: Women's • News: Women's • News: Women's • News: Women's
11:00 Linda's First 11:15 Music for Today 11:30 Farm 11:45 Dorothy Dix	• House Party • House Party • House Party • House Party	• News: Dick • News: Dick • News: Dick • News: Dick	• News: Dick • News: Dick • News: Dick • News: Dick	Wendy Warren Helen Trent Helen Trent	• News: Dick • News: Dick • News: Dick • News: Dick	• News: Dick • News: Dick • News: Dick • News: Dick	• News: Dick • News: Dick • News: Dick • News: Dick
12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 March Time	• Baukhaus • Baukhaus • Baukhaus • Baukhaus	• R. F. D. 1070 • R. F. D. 1070 • R. F. D. 1070 • R. F. D. 1070	• News and Mkt. • News and Mkt. • News and Mkt. • News and Mkt.	• News: Markets • News: Markets • News: Markets • News: Markets	• News: Markets • News: Markets • News: Markets • News: Markets	• News: Markets • News: Markets • News: Markets • News: Markets	• News: Markets • News: Markets • News: Markets • News: Markets
1:00 • Double or Nothing 1:15 • Nothing 1:30 • Nothing 1:45 • Nothing	• The Bob Swanson Show • The Bob Swanson Show • The Bob Swanson Show • The Bob Swanson Show	• Queen for a Day • Queen for a Day • Queen for a Day • Queen for a Day	• Music Booth • Music Booth • Music Booth • Music Booth	• News: Music Booth • News: Music Booth • News: Music Booth • News: Music Booth	• News: Music Booth • News: Music Booth • News: Music Booth • News: Music Booth	• News: Music Booth • News: Music Booth • News: Music Booth • News: Music Booth	• News: Music Booth • News: Music Booth • News: Music Booth • News: Music Booth
2:00 • Life Beautiful 2:15 • Road of Life 2:30 • Paper Young 2:45 • Rt to Happiness	• Tall, Your Way Out • Tall, Your Way Out • Tall, Your Way Out • Tall, Your Way Out	• Lovella • Lovella • Lovella • Lovella	• News: Lovella • News: Lovella • News: Lovella • News: Lovella	• News: Lovella • News: Lovella • News: Lovella • News: Lovella	• News: Lovella • News: Lovella • News: Lovella • News: Lovella	• News: Lovella • News: Lovella • News: Lovella • News: Lovella	• News: Lovella • News: Lovella • News: Lovella • News: Lovella
3:00 • Backstage Wife 3:15 • Stella Dallas 3:30 • Crime Jones 3:45 • Widder Brown	• Galen Drake • Galen Drake • Galen Drake • Galen Drake	• Cowboy Jamb. • Cowboy Jamb. • Cowboy Jamb. • Cowboy Jamb.	• News: Cowboy • News: Cowboy • News: Cowboy • News: Cowboy	• News: Cowboy • News: Cowboy • News: Cowboy • News: Cowboy	• News: Cowboy • News: Cowboy • News: Cowboy • News: Cowboy	• News: Cowboy • News: Cowboy • News: Cowboy • News: Cowboy	• News: Cowboy • News: Cowboy • News: Cowboy • News: Cowboy
4:00 • News: Madison 4:15 • News: Madison 4:30 • News: Madison 4:45 • News: Madison	• Uncle Dick's ABC Club • Uncle Dick's ABC Club • Uncle Dick's ABC Club • Uncle Dick's ABC Club	• Harmony House • Harmony House • Harmony House • Harmony House	• News: Harmony • News: Harmony • News: Harmony • News: Harmony	• News: Harmony • News: Harmony • News: Harmony • News: Harmony	• News: Harmony • News: Harmony • News: Harmony • News: Harmony	• News: Harmony • News: Harmony • News: Harmony • News: Harmony	• News: Harmony • News: Harmony • News: Harmony • News: Harmony
5:00 • Play Time 5:15 • Play Time 5:30 • Play Time 5:45 • Play Time	• Challenge of the Yukon • Challenge of the Yukon • Challenge of the Yukon • Challenge of the Yukon	• Jimmy Allen • Jimmy Allen • Jimmy Allen • Jimmy Allen	• News: Jimmy • News: Jimmy • News: Jimmy • News: Jimmy	• News: Jimmy • News: Jimmy • News: Jimmy • News: Jimmy	• News: Jimmy • News: Jimmy • News: Jimmy • News: Jimmy	• News: Jimmy • News: Jimmy • News: Jimmy • News: Jimmy	• News: Jimmy • News: Jimmy • News: Jimmy • News: Jimmy
6:00 • Light-Up Time 6:15 • News of World 6:30 • News of World 6:45 • News of World	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up	• News: Light-Up • News: Light-Up • News: Light-Up • News: Light-Up
7:00 • Henry 7:15 • Henry 7:30 • Henry 7:45 • Henry	• The Pat Man • The Pat Man • The Pat Man • The Pat Man	• Football • Football • Football • Football	• News: Football • News: Football • News: Football • News: Football	• News: Football • News: Football • News: Football • News: Football	• News: Football • News: Football • News: Football • News: Football	• News: Football • News: Football • News: Football • News: Football	• News: Football • News: Football • News: Football • News: Football
8:00 • Life of Riley 8:15 • Life of Riley 8:30 • Life of Riley 8:45 • Life of Riley	• Ozzie and Harriet • Ozzie and Harriet • Ozzie and Harriet • Ozzie and Harriet	• Football • Football • Football • Football	• News: Ozzie • News: Ozzie • News: Ozzie • News: Ozzie	• News: Ozzie • News: Ozzie • News: Ozzie • News: Ozzie	• News: Ozzie • News: Ozzie • News: Ozzie • News: Ozzie	• News: Ozzie • News: Ozzie • News: Ozzie • News: Ozzie	• News: Ozzie • News: Ozzie • News: Ozzie • News: Ozzie
9:00 • Doctor 9:15 • Doctor 9:30 • Doctor 9:45 • Doctor	• I G. Reel • I G. Reel • I G. Reel • I G. Reel	• Football • Football • Football • Football	• News: Doctor • News: Doctor • News: Doctor • News: Doctor	• News: Doctor • News: Doctor • News: Doctor • News: Doctor	• News: Doctor • News: Doctor • News: Doctor • News: Doctor	• News: Doctor • News: Doctor • News: Doctor • News: Doctor	• News: Doctor • News: Doctor • News: Doctor • News: Doctor
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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
7:30 p. m.—Football (WFOV and WKOW): Madison Central vs. Madison West.
7:45 p. m.—Football (WIBU): Stoughton at Portage.
9 p. m.—Kid Gavilan vs. Lester Denton.
9:30 p. m.—Bill Stern (WIBA): starts 12th year on "Sports News-reel"; highlights of past programs, with voices of Babe Ruth, Mrs. Franklin D. Roosevelt, Joe Louis, Jack Dempsey, Mrs. Knute Rockne and others.
10:15 p. m.—Roundy (WIBA): picks the winners.

Drama
3:30 p. m.—History and Myth (WHA): "Anthony and Cleopatra."
7 p. m.—The Goldbergs (WBBM): try out aptitude tests.
7:30 p. m.—This Is Our FBI (WISC): agent recaptures neurotic killer.
8 p. m.—Ozzie and Harriet (WISC): and a counterfeit bill.
8:30 p. m.—The Sheriff (WENR): hunch solves author's murder... Theater (WGN): Burgess Meredith in "Married Bachelor."
9:30 p. m.—Hollywood Theater (WGN): Edmond O'Brien in "The Minister's Angel."

Discussion
9:30 p. m.—Capitol Cloak Room (WBBM): Chairman William M. Boyle, Jr., of Democratic national committee.

Music
6 p. m.—Light Up Time (WIBA): Patricia Morrison of "Kiss Me, Kate" visits Frank Sinatra.
6:15 p. m.—Jack Smith (WBBM): and Margaret Whiting; "Who Cares," "Younger Than Springtime," "Frankie and Johnny."
6:30 p. m.—Club 15 (WBBM):

For Children
4:30 p. m.—Uncle Dick (WISC): "Sinbad the Sailor."
5 p. m.—Playtime (WIBA): "Goldlocks."

Miscellaneous
10 a. m.—Homemakers (WHA): "When You Cook Wild Fowl," Carson's Wiley.
11:45 a. m.—Sacred Heart (WFOV): "Prayer for the Dead."
12:30 p. m.—Farm Program (WHA): "What's New in Live Stock Marketing," E. Fisher.

WFOV-FM
WFOV (FM)
104.9 M.
FRIDAY
A. M.
8:00 Tawn Patrol
8:30 Clockwatchers
8:45 Benny Goodman
9:15 Herb Kern
9:30 Dance Band
9:45 Homemakers
10:30 Mornine Variety Show
10:55 News
11:00 Polka Time
11:30 Marching Along
11:45 Sacred Heart Program
12:05 Palmer House Ensemble
12:30 Serenades
12:45 Vic Damone
12:55 News
1:00 Viennese Waltzes
1:15 Ho 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 Duke Box Jamboree
4:15 Benny Goodman
4:55 News
5:00 Griffin
5:30 Riddle Storytime
5:30 Off the Record
5:55 Serenades
6:00 Musical Menu
6:30 Request Show
7:00 News
7:05 Request Show
7:30 Central vs. West
8:30 Package of New Records
9:45 Buddy Moreno
9:55 News
10:00 Frank De Vol
10:15 Patu Page
10:30 Popular Organ
10:45 Shep Fields
10:55 News
11:00 Harry Rey

Higher U. S. Bond Sales Reported for Wisconsin

MILWAUKEE (UP)—Wisconsin's E bond sales in the first nine months of 1949 were \$2,657,320 greater than in the same period last year, the U. S. savings bond division here said Thursday.

Sales from January through September totaled \$76,791,454, compared with \$74,134,134 in the same period of 1948.

Total sales of E, F and G bonds through September amounted to \$120,496,622.

E bond sales in Dane county totaled \$3,626,706; Rock \$2,210,746; Outagamie \$1,385,268; Winnebago \$1,889,078; Eau Claire \$1,185,853; Fond du Lac \$1,226,671; La Crosse \$1,552,396; Dodge \$721,054; Jefferson \$949,625; and Sauk \$599,420.

WHA and WHA-FM
FRIDAY
A. M.
7:30 Bandwagon
7:45 Morning News
7:57 Weather Report
8:00 Xornine Melodics
8:30 Geographic of Wisconsin
9:00 Mornine Melodics
9:30 History School of the Air
9:30 Rhythm and Games
9:45 Job Bulletin Board
10:00 Homemakers' Program
10:30 News and Views
11:00 History of the Far East
11:50 Noon Musicale
12:20 News
12:30 Chapter a Day
1:30 Book Trails
1:45 Chapter Report
2:00 Scandinavian Life
2:30 Music of the Masters
2:30 History and Myth on Stage
3:30 French Program
4:45 Music You Want
4:55 Musical Varieties
5:15 Musical Varieties
5:30 Organ Reverie
6:30 Dinner Musicale
6:30 Chapter Report
8:00 Quartets of Haydn and Mozart
8:30 News and Views
9:00 FM Concert
10:55 Night News (to 11)

Polio Indemnity SPOKANE (UP)—Polio insurance—costing \$10 a year per family—is enjoying a brisk sale in the Spokane area, insurance men reported. Agents said the policy provides a \$5,000 benefit to each member of a family of 10 who is under 21 years of age and a dependent.

WANT ECONOMY
MINNEAPOLIS (UP)—Many Minnesotans feel it would be wise for the national government to cut spending, but there is strong opposition throughout the state to any reduction in funds for the armed forces or war veterans' benefits, according to a survey by the Minneapolis Tribune's Minnesota poll.

A temporary unemployment compensation office will be set up at the company to help workers file their claims.

POLIO INDEMNITY
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FIRST WITH BEER IN HANDY CARRY-HOME SIX-CAN PACKS

ATLAS PRAGER, "Best Beer in Town." Now Introduces The "Handiest Can Carton in Town"



SO HANDY... to pick up a light Six-Can Carton at your dealer's

SO CONVENIENT... to store the Atlas Prager Cans on any shelf in your refrigerator

SO ENJOYABLE... to serve that wonderful Lager, Atlas Prager, to family and friends

ATLAS Prager BEER

GOT IT?... GET IT!

At your Dealer's in Six-Can Cartons, Twelve-Can Cartons and in Bottles

Hollywood

By Edith Gwynn

Gloria Lloyd, daughter of Harold, isn't exactly being idle while waiting to find out how her recent screen tests came out. She is co-writing and producing a series of television shows for youngsters. Another "youngster" figure about to make his mark as an actor is Arthur Loew, Jr., heir to the fabulous fortune of Marcus Loew, the late theater magnate. Arthur started out here learning the business from the production standpoint, but he was given a small part in Bob Taylor's picture, "Ambush," and another with Red Skelton in "The Yellow Cab Man"—and believe us—Arthur has the acting bug but bad. What's more, he's just signed a long term emoting contract with Metro—the company which his grandpa founded.

Saw Ginger Rogers and Greg Bautzer dancing closer than cheek-to-cheek at the newly-redecorated Mocambo opening. Also Huntington Hartford, the zillionaire, with his new bride, pretty Margorie Steele, who used to sell cigars at Ciro's. Lucille Ball with her Desi Arnaz, director Bruce Humphreys with gay companion, Gay Folling. Very gay, we might add, Mario Lanza, who could well lose another 20 pounds or so, on a party with the Joe Pasternaks and Marcia van Dyke, the lady fiddle-player signed by Metro long ago—but practically unheard of since. Andy and Della Russell could not be called a big success with this bow to Hollywood. They try hard and have plenty of pep. But their dueling is hardly big-time stuff.

It Happens Every time dept: William Gargan, having shaken Hollywood's dust to do television shows and films in Gotham, is also being sought to play a top role (that of the district attorney) in the same picture. There'll have to be a lot of time-schedules changed or arranged before Bill could accept.

Theodora Lynch, the concert songstress and film actress, went to call on a lady chum and found the chum's 9-year-old boy-child painfully practicing on the piano. "Bobby," she asked, "is your mother in?" Moppet gave her a hurt look and exclaimed, "What do YOU think?"

The theater-owners convention has just wound up here, and one amusing fact came out of the pow-wows. The candy and popcorn business in our theaters is now a \$15,000,000 a year industry. But in the Hawaiian Islands it's against the law to eat either candy or popcorn inside theaters — or even in the lobbies. All confection concessions are outside the picture palaces. Wanna know why? Because of the terrible termite situation. Seems that termites just love popcorn and candy!

Even If No One Had Shown, Borge Could Entertain Self

By Helen Matheson (State Journal Staff Writer)

Nobody can get more fun out of a piano and a bunch of people than Victor Borge.

He strolled out on the stage of the Parkway Thursday night, looked over a somewhat sparse audience, and observed reproachfully: "If I had known we were going to be so few, we all could have gone up to my hotel room."

Instead, he proceeded to present right there in the theater a program of nonsense and fine music with the offhand manner of a man entertaining a handful of old friends.

His Talents Vary
Borge approaches his audience with an air of seedy dignity. He has a remarkably mobile face, a very real talent as a humorist and musician.

And Thursday night he gave two delighted audiences everything he had.

He delivered a long monolog purporting to be an explanation of his music. He announced formally that "the Steinway piano people asked me to tell you that this is a Baldwin piano."

He settled himself at his instrument with elaborate attention to wiping of fingers and placing of chair. Then he played "Happy Birthday to You."

His Styles Vary, Too
He played it as Wagner might have written it, attacking the piano with heavy blows and hoarse shouting; he played it as Brahms might have composed it, wearing meanwhile an expression of exasperating boredom; he played it as Beethoven, Strauss, and Shostakovich might have handled it.

He detested a demonstration of his celebrated phonic punctuation which requires pronouncing each punctuation mark as you come to it.

He gave a "Mozart opera," singing all the roles himself.

He chatted with the audience. He bickered with the man operating the spotlight. He stopped and peered incredulously into his piano, shuddering at what he saw.

The Audience Helps
He invited the audience to suggest favorite music to be incorporated into a medley; he played the "Sabre Dance" and nearly beat the piano to its knees.

And every now and then he paused and played a bit of serious music — Debussy, Liszt, or Chopin — quite beautifully.

He hammed up a couple of encores.

He bowed graciously to the final applause.

And when the audience was halfway down the aisles, he returned to the stage and played a lovely little medley almost to himself.

Meanwhile the second-show audience was waiting patiently outside. It was worth waiting for.

Another 'First'



MRS. BURNITA MATTHEWS

Nation's first woman to be nominated for federal district judge is Mrs. Burnita Shelton Matthews of Washington. She is shown leaving George Washington hospital after treatment for a broken wrist.

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Badger Wine Shop Presents THE 'Don Sinaiko Show'

Tonight and Every Friday Night
WIBA
(10:30 P. M.)

Starring tonight: **MERRILYN HECHT**
A beautiful and talented 17-year-old swing harpist... commonly known as "Corky the Harpist." Miss Hecht is from Freeport, Illinois but at present attending the U. W. Last year she played with the Chicago Youth Symphony. She's really wonderful so be sure to tune in tonight!

Sponsored by: "The Party Store" with FREE party glassware
DON SINAIKO'S Badger Liquor Shop

William Penn
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Uniformly Fine!



Blended Whiskey, 56 Proof—65% Grain Neutral Spirits

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