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	*Top O' The	Chore	* Silent	Paul	Farm Bulletin	Farm Hour	News
6:15	Frolic	Morning	time	* Silent	Gibson	Devotions	and News	Town and
6:30	* Musical	* The Rev	Chore	Rural	Paul	Land Use	Rise and Shine	Farm
6:45	Clock	Cedarholm	Time	Roundup	Gibson; News	News	News	News
7:00	* News; Clock	* Top O'Morning	Ray Carson	* News; Farm	News Roundup	Sage Riders	Record Reveille	Norman
7:15	* Betty	* Hinn News	News	Service	News	Bob Atcher	News; Record	Ross
7:30	* News	* Top o' the	Coffee	* News; Weather	Listen	Happy Hank	Reveille	Norman
7:45	* Musical Clock	Morning; News	Club; News	* Farm News	to Cliff	News	Record Reveille	Ross; News
8:00	* Musical Clock	* Breakfast	Coffee	Prayer League	News	Breakfast	News	Your
8:15	* Bulletin Board	Club	Club; News	* Musical	Gold Coast	Club	Two Ton Baker	Neighbor
8:30	* Eddy Arnold	* Breakfast	Coffee	Clock	Pickup Time	Breakfast	Telephone Quiz	Norman
8:45	* News	Club	Club	Musical Clock	Shopping	Club	Today's the Day	Ross News
9:00	* Welcome	* My True	Reverend	Reedsburg	Bing Crosby	My Story	News	Welcome
9:15	Travelers	Story	Epp	Hour	Arthur	My Story	The Kelseys	Travelers
9:30	* Marriage for 2	* Shoppers	Say It	Reedsburg	Godfrey	Betty Crocker	Virginia Gale	Marriage for Two
9:45	* Dorothy Dix	Special	With Music	Hour	Arthur Godfrey	Victor Lindlahr	Answer Man	Dorothy Dix
10:00	* Love and Learn	* Lady of	Behind the Story	Women's News	Arthur	Capt. Stubby.	News	Love and Learn
10:15	* Dave Garroway	the House	Your Neighbor	Chore Boys	Godfrey	Buccaneers	Bob Poole	Doctor's Office
10:30	* Jack Berch	* Quick As	Here's	Mid Morning	Grand Slam	Kitchen Club	Bob Poole	Jack Berch
10:45	* Lora Lawton	a Flash	Howard	Matinee	Rosemary	News	Harold Turner	Lora Lawton
11:00	* Linda's 1st Love	* Ladies Be	Woman's World	News; Matinee	Wendy Warren	Ladies Be	Kate Smith	Norman
11:15	* Trading Post	Seated. News	Dick Haymes	Headlines	Aunt Jenny	Seated	Lanny Ross	Ross
11:30	* Farm	* To the Ladies	While You Work	Farm and Home	Helen Trent	Farm World	Tempotones	Norman
11:45	Roundup	* Bing Brosby	Jackpot Quiz	Farm Front	Our Gal Sunday	Today	News	Ross
12:00	* News; Roundup	* Baukhage	Ten With Tex	Music Markets	Big Sister	Dinner	Let's Have	News
12:15	* Farm Service	* Hinn News	News	* News	Ma Perkins	Bell	Fun	Elizabeth Hart
12:30	* News	* The Bob	Markets; Uncle	* News and Mkts	News	News	Farm Markets	Food
12:45	* March Time	Swanson Show	Julius	Farm and Home	Guiding Light	L. Burlingham	News	Magician
1:00	* Double or	* The Bob	Ladies	Farm Service	2nd Mrs. Burton	Prairie Traveler	Ladies	Double or
1:15	Notning	Swanson Show	Fair	Si Hays and	Perry Mason	School Time	Fair	Nothing
1:30	* Calendar	* The Bob	Queen for	Daughter	Nora Drake	Bride and	Queen for	Today's Children
1:45	* Magic in Music	Swanson Show	a Day	Toby and Joe	Brighter Day	Groom	a Day	Light of World
2:00	* Life Beautiful	* Pick a	Luella	* Music	David Harum	Quick As	Tune	Life Beautiful
2:15	* Road of Life	Date	Mortenson	Booth	Hilltop House	a Flash	Test	Road of Life
2:30	* Pepper Young	* Hannibal	The Bob	* Voice of Army	House Party	Hannibal	Marriage Bureau	Pepper Young
2:45	* R't to Happin's	Cobb	Poole Show	* Science Exc'n.	Cedric Adams	Cobb	F. MacCormack	Right to Hap'ness
3:00	* Backstage Wife	* 3 P. M. Special	Cowboy Jamboree	Hymn	Rhyme Does Pay	Carter Family	Radio Quiz	Backstage Wife'
3:15	* Stella Dallas	* Tune Time	Gabriel Heatter	Time	News	Tune Time	You Can't Lose	Stella Dallas
3:30	* Lorenzo Jones	* Jerry	Tennessee	* Melody	Music	Martha and	Linda's 1st Love	Lorenzo Jones
3:45	* Widder Brown	Harper	Jamboree; News	Hour	Paul Gibson	Helen	Editor's Daughter	Widder Brown
4:00	* News; Madison	* Jerry	Harmony	* Melody	Paul	To Be	I Love a Mystery	A Girl Marries
4:15	Hour	Harper	House	Hour	Gibson	Announced	Marshall Kent	Portia Faces Life
4:30	* Edgewood	* Uncle Dick's	Harmony	Accordionists	Billy Leach	News	Spotlight	Just Plain Bill
4:45	Thespians	ABC Club	House	Serenade	Gold Coast	Beulah Karney	Singing Story	Front P. Farrell
5:00	* Playtime	* Challenge of	B-Bar-B	Fiesta	News	Challenge of	Cisco	News
5:15	* Fiesta Time	the Yukon	Ranch	* University	News	the Yukon	Kid	Dave
5:30	* News	* Jack	Tom	Special	Curt Massey	Jack	Tom	Garroway
5:45	* Sports; News	Armstrong	Mix	* Univ. Special	Lowell Thomas	Armstrong	Mix	News
6:00	* Light-Up Time	* News; Fiesta	News	* Sports Time	Beulah	News	News	Jimmy Blade
6:15	* News of World	* Elmer Davis	Sizing Up Sports	Serenade	Jack Smith	Edwin Hill	Number Please	News of World
6:30	* Your Name	* Lone	Cal Calloway	News	Club 15	Lone	Gabriel Heatter	6:30 Special
6:45	* Music; News	Ranger	Fulton Lewis	Bing Sings	Edward Murrow	Ranger	Behind the Story	H. V. Kaltenborn
7:00	* Halls of	* The Fat	Lynn	Serenade in	The	The Fat	Club	Halls of
7:15	Ivy	Man	Murray	Music; News	Goldbergs	Man	Friday	Ivy
7:30	* Friday	* This Is	Record	* Old Timers'	My Favorite	This Is	Jimmy Palmer	To Be
7:45	Serenade	Your FBI	Show; News	Jamboree	Husband	Your FBI	Orch.; News	Announced
8:00	* Screen Directors	* Ozzie and	Basketball	* Old Timers'	Leave It	Ozzie and	Fulton Lewis	Screen Directors
8:15	Playhouse	Harriet	Basketball	Jamboree	to Joan	Harriet	This Is the Story	Playhouse
8:30	* Jimmy	* Guest Star	Basketball	* Old Timers'	The Show	The	Theater	Jimmy
8:45	Durante	* Harry James	Basketball	Jamboree	Goes On	Sheriff	Theater	Durante
9:00	* Life of	* Boxing	Frank Edwards	* University	The Show	Sports	Theater	Life of
9:15	Riley	* Boxing	News Reel	Farm Hour	Goes On	Program	Theater	Riley
9:30	* Sports Reel	* Boxing	I Love a Mystery	* At Your	Garry	Sports	Hollywood	Bill Stern
9:45	* Roundy	* Boxing	Dance Music	Request	Moore	Program	Theater	Pro and Con
10:00	* News	* Hinn News	News	* At Your	News	News	Dr. Bradley	Light-Up Time
10:15	* Music	* Ted Malone	Sports	Request	Billy Leach	Remember When	Detective Call	News
10:30	* Don Sinaiko	* The Ed	Dance	* At Your	Meadowlarks	Ted Malone	News; Songs	On Broadway
10:45	* Concert Gems	Silvera Show	Music; News	Request	Tony Weitzel	Platter Party	Chicago at Night	John Conrad
11:00	* News; 1310	* News; The	Midnight in	* Silent	Bob Elson	Art Linick	News; Frank	News
11:15	Club	Ed	Madison	* Silent	Dick LaSalle	Frankie Masters	Edwards	Sports; Music
11:30	1310	Silvera	Midnight in	* Silent	Orchestra	Sherman Hayes	Dick Jurgens	George Olsen
11:45	Club; News	Show	Madison; News	* Silent	Harvey Crawford	Lenny Herman	Orchestra	Orch.; News

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

WFOW-FM

WFOW (FM)
104.9 Mcgs.
FRIDAY
A. M.

8:00 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
10:55 News
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 Serenades
12:45 Vic Damone
1:00 News
1:05 Vienese Waltzes
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
7:00 News
7:05 Request Show
8:00 East vs. Beloit
9:30 Package of New Records
9:45 Central vs. Racine Park
10:15 Benny Strong
10:30 Central vs. Racine Park
10:55 News
11:00 Blue Barron
11:30 Al Morgan
11:45 Fred Waring
11:55 News
12:00 Benny Goodman
12:30 Tiny Hill (to 1:00)

WHA and WHA-FM

WHA and WHA-FM
970 Kc. —88.7 Mcgs.
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 Rhythm and Games
9:54 Job Bulletin Board
9:55 Weather Report
10:00 Homemakers Program
10:30 Piano 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 Book Trails
1:57 Weather Report
2:00 Scandinavian Life
2:30 Music of the Masters
3:30 History and Myth-On Stage
4:30 French Program
FM Only
4:45 Music You Want
5:15 Musical Varieties
5:45 News
6:00 Organ Reverie
6:30 Dinner Musicale
7:15 News and Views
7:30 Chapter a Night
8:00 Quartets of Mozart and Haydn
8:50 News
9:00 FM Concert
10:55 Night News (to 11).

TAKES CANCER FUND

MONTEREY, Calif. —(U.P.)—The number one candidate for "the meanest man in town" is the crook who stole a cancer fund donation can from a Monterey restaurant. The cafe's owner offered $25—more than the contents of the can—for the thief's capture.

Today's Radio Highlights

Drama

3:30 p. m.—History and Myth (WHA): "Samson Agonistis."

4:30 p. m.—Edgewood Thespians (WIBA): "Heart's Desire," story of 12th night, by Mrs. Ray Trapp; cast includes Marilyn Newman, Jean Joyce, Carol Gaffney, Rosemary Dieckelman, Terese Jirik, Kathlyn Swanson, Nancy Hipp, Rita Rigney, Florence Pfluger, Joan Hughes, Rose Murphy, Mary Coglin, Jo El Sudai, Graciela Restrepo.

COLMAN

7 p. m.—Halls of Ivy (WIBA): new comedy series starring Ronald Colman and Benita Hume (Mrs. Colman) as college president and his unpredictable wife, a former musical comedy star . . . **The Goldbergs** (WBBM): Jake hires a maid, Molly loans her to neighbors.

8 p. m.—Screen Directors Playhouse (WIBA): at new time; James Stewart in "Magic Town."

8:30 p. m. — Theater (WGN): Madeleine Carroll in "Riptide."

9 p. m. — Life of Riley (WIBA): Chester has a birthday party.

9:30 p. m. — Hollywood Theater (WGN): Jean Lockhart in "Hometown."

Sports

8 p. m. — Basketball (WKOW and WFOW): Madison East vs. Beloit.

9 p. m. — Boxing (WISC): George "Sugar" Costner vs. Gene Burton.

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

9:45 p. m. — Roundy (WIBA): weekly forecast . . . **Basketball** (WFOW): Madison Central vs. Racine Park.

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Music

6:15 p. m. — Jack Smith (WBBM): and Margaret Whiting; "Sorry," "Bye, Bye, Baby," "It's a Good Day," "Big, Wide, Wonderful World."

10:45 p. m. — Concert Gems (WIBA): "Lost Happiness," "Skyscraper Fantasy," "Valse Bluette," "Madrugado," "Serenade Enfantine."

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For Children

1:30 p. m. — Book Trails (WHA): "The Hundred Dresses."

5 p. m. — Playtime (WIBA): "When I Grow Up."

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Miscellaneous

10 a. m. — Homemakers (WHA and WFOW): "Invitation to Reading—Time to Retire," Mrs. Alice Kelly.

11:45 a. m. — Sacred Heart (WFOW): "Effects of Extreme Unction."

12:30 p. m. — Farm Program (WHA): "A Look Ahead Into 1950," Milton Button; question box.

1:30 p. m. — Queen of a Day (WKOW): Jack Bailey crowns "Queen of America."

Junk Collector Takes Lots of Same to Jail

MOUNDSVILLE, W. Va. — (UP) —One inmate who spent a night in the county jail must have had an aversion to throwing anything away.

Jailer H. E. Riggs, who gave the clothes of Paul Soter, Crafton, Pa., a routine search, found numerous bottle caps, a screw driver, broken cigarette lighter, a piece from a china plate, a canceled check dated 1916, buttons, empty match folders, pliers, odd pieces of paper — one of which contained Greek words and English translations — safety pins, empty envelopes and old badges.

The only item judged to be of practical value was a penny in an old match box.

'HAMS' FAVORED

TALLAHASSE, Fla. —(U.P.)— Florida citizens will be able to recognize radio "hams" by their auto license tags in 1950. The state authorized special plates bearing call numbers of the operators.

Freezing Wheat Pests No Good, Agent Says

WATONGA, Okla. — (U.P.) — Freezing temperatures are no aid in the war against greenbugs which prey on wheat, County Agent Vance Deaton contends.

To prove it, Deaton froze greenbugs for two days in ice cube trays in his refrigerator.

Then he melted the bug-cubes "and in 30 minutes the greenbugs were crawling around again." Spraying wheat is the best way to fight the bugs, which can live in temperatures down to 5 above zero.

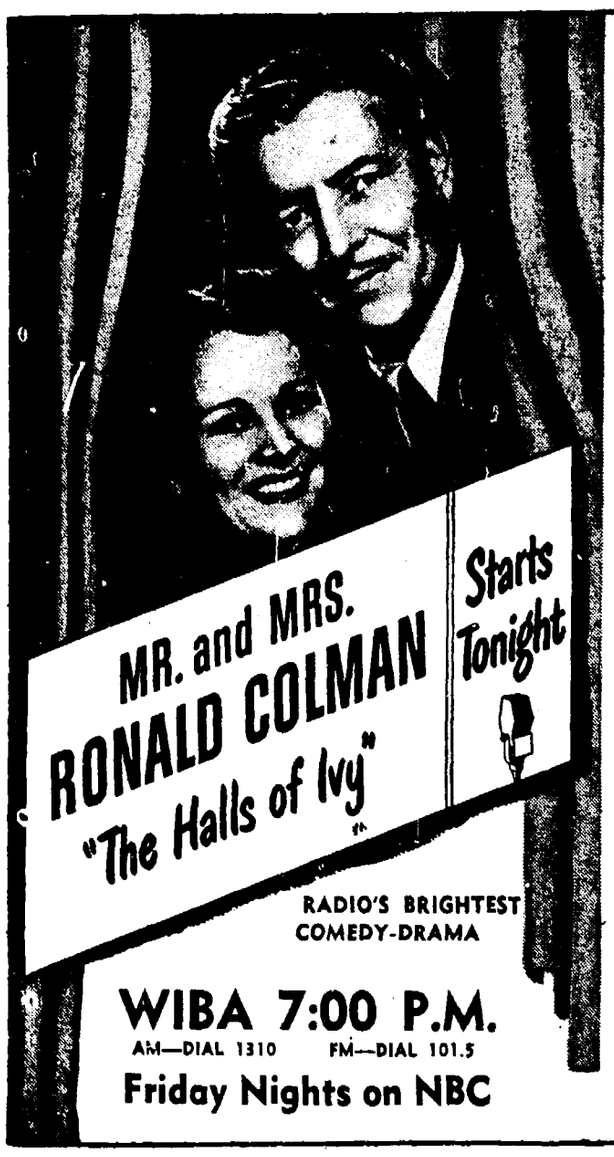
Badger Wine Shop Presents
THE
'Don Sinaiko Show'
Tonight and Every Friday Night
WIBA
(10:30 P.M.)
Guest Star:
Jeanne Girard
Popluar young singing star with a very charming personality. Jeanne is a sophomore at the University. Don't miss her!
Sponsored by: "The Party Store" with FREE party glassware
DON SINAIKO'S Badger Liquor Shop

TONIGHT
JIMMY STEWART
stars in
"MAGIC TOWN"
on
SCREEN DIRECTORS PLAYHOUSE
WIBA 1310 KC
WIBA-FM 101.5 MC
8:00 P. M.

EAGLE STAMP
Tonite
6 LUCKY PEOPLE
WILL BE AWARDED
FILLED
EAGLE STAMP
BOOKS
"Listen For Your Name"
WIBA 6:30 p.m.

Warm and Flattering!
The
Windjammer
Cloche
with Ear Warmers
$1.98
Flip the ear warmer ties casually over your shoulder as a scarf or tie them snugly under your chin when the north wind blows. . . extremely warm and becoming. Fashioned of camel suede cloth in black, brown, navy, gold, grey, wine, copen, dark green, flamingo, coffee or aqua.
Order by Mail
Name .....
Address .....
City ..... State .....
Color .....
Cash ..... Charge ..... C.O.D. .....
The Hat Shop, Main Floor

Stock Rearranged!
Many Added Values in
Our Fashion Center
$5
Sale of Shoes
Formerly to $14.95
Many famous makes in this large group. . . styles for every occasion. . . good selection in colors and sizes.
A Second Group at
$7
Choose from some of our finest shoes. . . shoes to wear right now and all through Spring. Broken sizes and colors.
Fashion Center, Second Floor



"This is Bob 'The Great Lover' Hope telling you to tune in on the opening broadcast of Mr. and Mrs. Ronald Colman's new radio show, 'The Halls of Ivy.'

"Ronnie and Benita in a romantic comedy are the best thing that's happened since Romeo & Juliet—almost. 'The Halls of Ivy' is on my network—NBC—the romantic network."

Bob Hope

"T'IS FUNNY, McGEE!"

Molly is right! Tune in Mr. and Mrs. Ronald Colman on their new Friday night radio program. It's called "The Halls of Ivy" and it's written by Don Quinn.

"That's the fellow who writes the Fibber McGee & Molly program, isn't it, Molly?"

"T'aint funny, McGee. If you're after laughs, you better listen to Mr. & Mrs. Ronald Colman."

Fibber McGee and Molly

P.S. That's tonight on NBC

Famous
Once-a-Year
Event!
Limited Time
Only!
Helena Rubinstein's
Famous Estrogenic
HORMONE TREATMENT

Estrogenic Hormone Cream, reg. $3.50
Estrogenic Hormone Oil, reg. $2.50
Regular $6 Value!
3.50 plus tax
Use 24 hours a day*
Stock up now! Get both of these wonder-working aids for over-30 skin! . . . the most effective treatment known to science to help ward off the look of age. Thrill as tiny lines smooth, crepy throat seems to firm, silken smoothness is restored to your skin. Time robs your skin of vital estrogens. This treatment helps supply it day and night.
Cosmetics, Main Floor