Madison

### Friday, March 10, 1950

# Radio Program Schedules by the Clock

L	FRIDAY							
	WIBA 1310 kc.	WISC	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS	WGN 720 kc.	WMAQ 670 kc.
6:00 6:15 6:30 6:45	Sunrise Frolic Musical Clock	Town Talk Top o' Morning Moments on the Mount	News; Tennessee Jamboree Chore Time; Markets	• Silent • Rural	Paul Gibson Paul Gibson: News	Farm Builstin Devotions Land Use News	Farm Hour and News Rise and Shine News	News Form and Farm News
7:00 7:15 7:30 7:45	News: Musical Clock News Musical Clock	o Top O'Morning o Hinn News o Top o' the Morning: News	News Coffee	Service	News Roundup News Listen to Cliff	Capt. Stubby Bob Atcher Happy Hank News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: News
8:00 8:15 8:30 8:45	Musical Clock Eddy Arnold	Breakfast Club Breakfast Club	Coffee Club; News Coffee Club	* Musical Clock	News Gold Coast Pickup Time Shopping	Breakfast Club Breakfast Club	News Two Ton Baker Telephone Quis Today's the Day	Your Neighbor Norman Ross News
9:00 9:15 9:30 9:45	Welcome Fravelers Marriage for 2 Dorothy Dix	My True Story Town Talk	Reverend Epp Say It With Music	News: Pioneers Freddy Martin Heedsburk Hour	Bing Crosby Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindiahr	News Mary Margaret McBride	Welcome Fravelers Marriage for Dorothy Dix
0:00 0:15 0:30 0:45	Love and Learn     Dave Garroway     Jack Berch     Today's Music		Behind the Story Your Neighbor Here's Howard	Women's News Chore Boys Mid Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Capt. Stubby, Buccaneers Kitchen Club News	The Kelseys Mary McBride The Tom Moore Show	Love and Lea Dave Garrows Jack Berch Lora Lawton
1:00 1:15 1:30 1:45	* Linda's 1st Love * Trading Post * Perm Roundup		Inside Story Dick Haymes Varieties Jackpot Quis	News: Matines Headlines Farm and Home Farm Front	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Ladies Be Seated Farm World Today	Kate Smith Virginia Gale Answer Man News	Norman Ross Norman Ross
2:00 2:15 2:30 2:45	News: Roundur Farm Service News March Time	Baukhage Hinn News The Bob Swanson Show	Uncle Julius News Markets; Uncle Julius	Music Markets News News and Mkts Farm and Home	Big Sister Ma Perkins News Guiding Light	Dinner Bell News L. Burlingham	Let's Have Fun Farm Markets News	News Elizabeth Hart Food Magician Tunes and Tir
1:00 1:15 4:30 1:45	Double or Nothing Today's Music Magic in Music	The Bob Swanson Show The Bob Swanson Show	Ladies Fair Queen for a Day	Farm Service Si Hays and Daughter Toby and Joe	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day	Prairie Traveler School Time Beat Our Band	Ladies Fair Queen for a Day	Nothing Today's Childs Light of World
2:00 2:15 2:30 2:45	fife Beautiful Road of Life Pepper Young R't to Happin'	Town Talk Pick	Luella Mortenson Mary Casey's Showcase	Music Booth Voice of Army Science Exc'n.	Nona f'm Nowher Hilltop House House Party Cedric Adams	Bride and Groom Quick As a Flash	Tune Test Tommy Bartlett Marriage Bureau	
3:00 3:15 3:30 3:45	• Backstage Wife • Stella Dallas • Lorenzo Jones • Widder Brown		News Gabriel Heatter Easy Listening	Chapel in the Sky Melody Hour	News More of Life Music, Music Talk of Town	Surprise Package Martha and Helen	Radio Quiz You Can't Loss Linda's 1st Love Editor's Daughter	Backstags Wif Stella Dallas Lorenzo Jones Widder Brown
4:00 4:15 4:30 4:45	News: Madisor Hour Madisor Hour	Jerry Harper Uncle Dick's	Harmony House Harmony House	• Melody Hour • Band Parade • Serenade	Paul Gibson Billy Leach Gold Coast	The Bob Atcher Show News Beulah Karney	L. Barrymore Marsnall Kent Spotlight Personally Yours	A Girl Marrie Portia Faces Just Plain Bi Front P. Farr
5:00 5:15 5:30 5:45	Playtime Fissta Time News Sports: News	Challenge of the Yukon Jack Armstrong	Mark Trail Tom Mix	Fiesta University Special Univ. Special	News News Curt Massey Lowell Thomas	Challenge of the Yukon Jack Armstrong	Cisco Kid Tom Mix	News Dave Dave Garroway
6:00 6:15 6:30 6:45	Light-Up Time News of World Hymns Music: News		News Sizing Up Sports Wayne King Furton Lewis	Sports Time Serenade News Bing Sings	Beulah Jack Smith Club 15 Edward Murrow	News Edwin O. Hill Lone Ranger	News Number Please Gabriel Heatter Behind the Story	
7:00 7:15 7:30	Halls of Ivy Roundy	* The Fat Man * This is Your FBI	Lynn Murray Basketball Basketball	Serenade in Music; News Old Timers Jamboree	The Show Goes On The Show Goes On	The Fat Man This Is Your FBI	Bandstand U. S. A. This Is the Story To Be Ann'd	Garroway
#:00 #:15 #:30	• Screen Director Playhouse • Jimmy		Basketball Basketball Basketball Basketball	Old Timers Jamboree Old Timers' Jamboree	Up for Parole Broadway Is My Beat	Ozzie and Harriet The Sheriff	Fulton Lewis Chicago at Night Theater Theater	Duranta
9:00 9:15 9:30	Durante    Life of Riley   Bill Stern   Tonight's Music	Basketball Basketball	Basketball Basketball Basketball Basketball	Farm Hour News: At Your Request	Escape Escape Pursuit Pursuit	Boxing Boxing Sports Page	Theater Theater Hollywood Theater	Life of Riley Bill Stern Pro and Con
9:45 0:00 0:15 0:30	• News • Boxing • Don Sinaiko	Basketball Basketball News Boxing	Basketball News Sports Music: News	At Your Request At Your Request	News Tony Weitzel Billy Leach Pick a Hit	News Remember When Ted Malone Platter Party	Golden Gloves Golden Gloves	Light-Up Tin News Music John Conrad
1:00 1:15 1:30	• Concert Gems • News: 1310 Club 1310	Boxing Boxing Boxing Boxing Boxing Calculate the service of the se	Midnight in Madison Midnight in Madison: News	Silent Silent Silent	Bob Elson Dick LaSaile Tiny Hill Orchestra	Insomnia Ltd. Frankie Masters Freddy Nagle Jerry Glidden	Golden Gloves Golden Gloves	News Sports; Musi George Olser Orch.; New

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.

## OF DANCING Saturday Night

ARMOND HUSEBOE'S ORCH. Sunday Night BERNIE HENDERSON'S ORCH.

TURNER HALI

ROLLER SKATING Public Skating, 7:30 to 10:30 Mon.-Wed.-Thurs.-Sat. & Sun. Sunday Matinee, 2:00 to 4:00 **Everill's Roller Rink** EVANSVILLE, WIS.

FOR DANCING

No Place

Like The

**VFW** 

BALLROOM 113 E. Mifflin

SAT .: OL' TIME NITE

ZIMBRIC IS BACK!

WED.: WALTZ NITE

Music by JOEY TANTILLO

FREE PARKING LOT MIDBLETON

Guy Madison—Rory Calhoun
"MASSACRE RIVER" Gloria Henry and "Rusty" "RUSTY SAVES A LIFE"

Tonight-8 P. M.

Sat .-- 2:30 & 8 P. M.

MINNEAPOLIS

SYMPHONY

Antol Dorati, Conductor

A few good seats for evening

performances at \$3.60

Matinee tickets available at \$3.00, \$2.40

(all prices include tax)

Wisconsin Union Theater

**ORCHESTRA** 

**TONIGHT AT** 

7:30

Basketball Tournament

WEST vs. WATERTOWN

LODI vs. KOHLER

on WKOW

1070 on your dial

The Station that brings you ALL

the high school tournament games

each year.

WHA and WHA-FM 970 Kc.—88.7 Megs. 7:30 Band Wagon

Photo Finishing Cameras and Supplies UNIVERSITY PHOTO SHOP CI The sign of the Camera

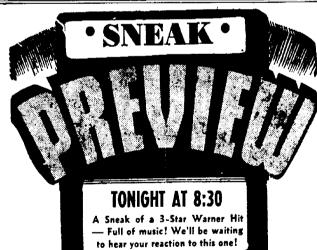
648 State Street Phone 5-3784 PRAIRIE SUN PRAIRIE

ROD CAMERON in "BRIMSTONE" and CHARLIE CHAN in "SKY DRAGON"

Morning News
Weather Report
Contemporary Literature
Nursery School of Air
Rhythm and Games
Job Bulletin Board
Weather Report
Homemakers Program
Plano Meiodies
News and Views
History of the Far East
Noon Musicale oon Musicale
fews
farm Program
Chapter a Day
sook Trails
candinavian Literature
fusic You Want
Contemporaary Trends Contempo-Music Editor's Desk i French Program o Music of the Masters Song Favorites

5:45 News FM ONLY
6:00 Organ Reverie
6:30 Dinner Musicale
7:15 News and Views
7:30 Chapter a Night
8:00 Quartets of Mozart & Beethoven
8:50 News of Wisconsin
9:00 FM Concert
10:05 Night News (to 11)

WFOW





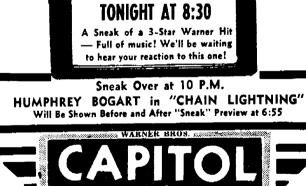
University of Wisconsin

Men's Chorus

Women's Chorus

JOINT CONCERT Sunday, March 12, 1950 8 P. M.

Tickets on sale at Union Box Office, Ward-Brodt Music Co., and Forbes-Meagher Music Co., or from



• STARTS TOMORROW

**ENTERTAINING HITS** 

ON ONE BIG PROGRAM

**EXCITING AND** 

THAT "White Heat" GIRL TURNS IT ON AGAIN! . . Somebody's Bound to Get Burned! A double-cross

that doubled back . -with a blonde on the end of it!

OR MORE EXCITING ENTERTAINMENT - NEWEST LAFF MIXUP -

"BLONDE DYNAMITE" Leo Gorcey and the Bowery Boys

#### Today's Radio Highlights

New Program

7:30 p. m.-Roundy (WIBA); the old lawn-mower pusher discourses on anything from boxing to culinary hints.

Sports

5:45 p. m. — Sports Parade (WIBA): Coach Bob Harris on West high's basketball hopes and pros-

7:30 p. m.—Basketball (WFOW): 7:30 p. m.—Basketball (WFOW):
Cobb vs. Beloit and Mt. Horeb vs.
M on ticello... Basketball
(WKOW): Madison West vs. Watertown and Kohler vs. Lodi.
9 p. m. — Basketball (WISC):
Madison West vs. Watertown ...
Boxing (WENR): Charley Fusari vs.
Limmy Flood (on WISC shout Jimmy Flood (on WISC about

7:30 p. m.—This Is Your FBI 7:30 p. m.—This is Your FBI (WISC): agents round up thieves, \$100,000 in jewels.

\$ p. m.—Screen Directors Play- (WIBA): tries to straighten out house (WIBA): Joseph Cotten in his income-tax figures. "Portrait of Jenny." . . . Up for Parole (WBBM): new series; story For Children of youth drawn into crime on

threshold of medical career. 8:30 p. m.—The Sheriff (WENR): solves two murders, prevents another. Theater (WGN): June
Havoc in "Reckless."

"Pancho Goes to a Fiesta."

"Pancho Goes to a Fiesta."

Music

and Martha Tilton; "You're Driving Me Crazy," "What Can I Say, Dear?," "My Blue Heaven."

6:15 p. m.—Jack Smith (WBBM): and Margaret Whiting; "I Got It Bad," "Music, Music, Music," "Cry

8:30 Clockwatchers 9:00 Ben Light 9:15 Herb Kern 9:30 Dance Band 0:00 Homemakers 10:30 Morninf Variety Show 1:00 News 1:05 Polks Time 1:35 Polks Time 11:30 Marching Along 11:45 Sacred Heart Program P. M.

P. M.
12:00 News In Hawaii
12:00 Holiday in Hawaii
12:30 Irving Berlin Melodies
12:45 Vic Damone
1:00 News
1:05 Vienese Waltzes
1:15 Jo Stafford
1:30 Sam Browne
1:45 Music America Loves

1:45 Music America Loves
1:55 News
2:00 Modern Music Capers
2:30 Matines Dance
2:55 News
3:00 Music Party
3:00 Smooth Music
3:55 News
4:15 Kiddle Storytime
4:30 Buddy Moreno
4:55 News
5:00 Ken Griffin

Ken Griffin
Off the Record
News
Musical Menu 6:00 Musical Menu
7:00 News
7:05 Request Show
7:30 Baseball
9:30 Benny Strong
9:30 Benny Strong
9:55 News
10:00 Guy Lombardo
10:30 Lawrence Welk
10:55 News
11:00 Blue Barron
11:30 Horace Heidt
11:55 News
12:00 Charlie Spivak (to 12:30)



10:15 p. m. — Boxing (WIBA):
Coach John Walsh and Jack Newman talk over Wisconsin-Michigan
State bouts.

1 + +

Drama
7 p. m.—Halls of Ivy (WIBA):
home fires are brighter than footlights.

10:15 p. m. — Hymns of the World
(WIBA): "Yes, There Is a Pardon for You." "Tell Me a Story of Jesus"." I Will Sing You a Song."
10:45 p. m. — Concert Gems
(WIBA): "Chit Chat." Brahms'
"Cradle Song." "Caresse," "The Hunters," "Clear Track."

Hunters," "Clear Track."

1 + +

5 p. m. - Playtime (WIBA)

servation Plan"; George Nygard, Chaseburg; M. H. Ward, Durand; Orrin Shiffer, Eau Claire; I. O. 5:30 p. m.—Curt Massey (WBBM): Hembre and Ben Rusy, Univer-



for your children starts SATURDAY, March 18th

10:45).

9:30 p. m.—Bill Stern (WIBA):
and Kirk Douglas.

10 p. m.—Boxing (WGN): Golden Gloves finals.

10:15 p. m. — Boxing (WIBA):
Coach John Walsh and Jack NewCoach John Walsh and Jack New(WIBA):
6:30 p. m.—Hymn:
6:30 p. m.—Hymn:
(WIBA):
6 ROUNDY

Special Grilled Short Steak .. 1.25

4:30 p. m.—Uncle Dick (WISC): "Songs That Animals Sing."

Havoc in Reckiess.

9 p. m.—Life of Riley (WIBA):
Chester turns tables on landlord .
Escape (WBBM): "Port Royal,"
based on "I Dive for Treasure."

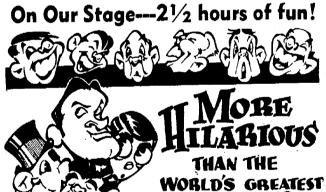
Farm Programs
11:30 a. m. — Farn
(WIBA): "Wisconsin's servation Plan"; Geo 11:30 a. m. — Farm Roundup WIBA): "Wisconsin's Soil Con-

12:15 p. m. - Farm Service



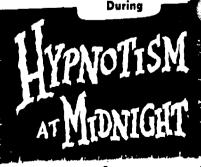
Your Child's Series Admission Ticket Now Only Capacity of Theater Will Be Sold

TICKETS NOW ON SALE—90c including tax





ANYTHING CAN **HAPPEN** and DOES During



Jay Zee

LAUGHS! THRILLS! CHILLS!

A WHOLE STAGE FULL OF AUDIENCE VOLUNTEERS WHOSE ANTICS WILL" LEAVE YOU IT'S FUN ATICAL OLOGY

More Pop THAN HELLOAPOPIN

MORE

FUN

THAN

"PEOPLE

ARE

**FUNNY"** 

Ė

AND FINALLY





(WIBA) "Nitrogen Fertilizers"; C. ized the flight after German doc-J. Chapman, extension soil special- tors said a change of air and air ist, and Roy B. Ormond.

Flight Tried as Cure

for Whooping Cough

ZUMBROTA; Minn. - (U.P.)

Navy and U. S. officials author

ALWAYS OPEN TO THE PUBLIC

Luncheons daily 11:30 to 2:00

FULL COURSE DINNERS

Aged New York Sirloin . . . . 1.75 

Dining Room

Open 11:30 a. m .- 9 p. m.

Room Available for

**American** 

Dining Room & Bar

Pan Fried Calves Liver 

now

Legion

12:30 p. m. — Farm Program (WHA): "The New Dairy Rules," L. I. Legrid; question box.

pressure might ease her condition. The girl, Jutta Mayerle, said she felt "fine" when the plane landed and she was able to eat a full meal for the first time in 10 days, However, there was no immediate medical "opinion as to whether the flight helped decisively.



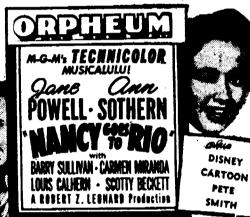
HOUSE OF TERROR and HATE HOUSE OF NO RETURN! STORM INTRIGUE AND DRAMAI

Treason

MELLY - BONTA CRANVILLE - RICHARD BER We feature Lenton Specials Thurs. and Sat. Nite Special and CHARLES BICKFORD as Continue Mindestone Our famous Chicken and Dumpling dinner ........1.25 2nd FEATURE "HOLLYWOOD VARIETIES" 110 E. WILSON ST.

. 1.35

BUY U. S. SAVINGS BONDS!



ORPHEUM-TUESDAY-ON STACE TOMMY DORSEY : ORCHESTRA

**ADVENTURES** 

2. GRAND

OF THE SEA and AIR! ALL THE FURY OF THE SEVEN



LIGHTNING ACTION!



TODAY THRU MOST HONORED PICTURE OF ALL... NOMINATED FOR 8 ACADEMY AWARDS!

"BEST PICTURE" - 2. "BEST ACTRESS"

3. "BEST DIRECTOR" - 4. "BEST PHOTOGRAPHY" 5. "BEST SET DIRECTION" - 6. "BEST MUSIC SCORE"

7. "BEST COSTUME DESIGN" 8. "BEST SUPPORTING **ACTOR'** 



MARIAN HOPKINS - MONA FREEMAN

ROARING THRILLS AT EVERY TURN!

3

P. G. Jones, Conducting

Helene Blotz, Conducting

WISCONSIN UNION THEATER

Chorus Personnel . . . 80c, tax included.