WFOW

12:00 News 12:05 Holiday in Mawaii 12:30 Irving Settin Melodis

150 Sam Isrowne 45 Music America Loves 155 News 156 Modern Music Capers 150 Matthes Dauce

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10 05 Erres 11 30 Horace Heidt 11 30 Horace Heidt 11 55 News 12 30 Chaille Spivak 12 30 Art Van Damme (to 1 98)

TONIGHT

12:45 Vic Damone 1:00 News 1:05 Victorae Walting 1:25 Jo Philippin

Radio Program Schedules by the Clock

<u></u>	NDVDA V								
	WIBA	WISC	WKOW 1070 kc.	FRIDA	WBBM 780 kc.	WENR-WLS	WGN 720 kg.	WMAQ 670 kc.	
6:00 6:15 6:30 6:43	Sunrise Frolio Musical Clock	Town Talk Top o' Morning Moments on the Mount	News: Tennessee	Silent Silent Rural	Paul (libson Paul Gibson: News	Farm Bulletin Devotions Land Use News	Farm Hour and News Rise and Shine News	News Fown and Farm News	
7:00 7:15 7:30 7:45		Top O'Morning Hinn News Top o' the Morning: News	Ray Carson News Coffee	News: Farm Service News: Weather Farm News	News Roundup News Listen to Cliff	Capt Stubby Dolph Hewitt Happy Hank News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross; News	
#:00 #:15 3:30 #:45	• Musical Clock • Eddy Arnold • News	Breakfast Olub Breakfast Olub	Coffee Club: News Coffee Club	Prayer League ' Musical Clock Musical Clock	News Gold Coast Pickup Time Shopping	Breakfast Club Breakfast Club	News Two Fon Baker Telephone Quis Today's the Day	Your Neighbor Norman Ross News	
#:00 9:15 9:30 9:45	• Weicome Fravelers • Marriage for 2 • Dorothy Dix	My True Story Town Talk	Reverend Epp Say It With Music	News: Pioneers Freddy Martin Reedsburg Hour	Bing Croeby Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindlahr	Mary Margaret McBride	Welcome Travelers Marriage for Tw Dorothy Dix	
0:00 0:15 0:30	Love and Learn Dave Charroway lack Berch Today's Music	Lady of	Behind the Story Your Neighbor Luella Mortenson	Women's News Chore Boys Mid Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Capt. Stubby. Buccaneers Kitchen Club News	The Keiseys Mary McBride The Tom Moore Show	Love and Learn Dave Garrowsy Jack Berch Lora Lawton	
11:00 11:15 11:30 11:45	* Inda's 1st Love • Ranch Hands		Mary Casey 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 Answes Man News	Ross Norman Ross	
2:00 2:15 12:30 12:45	News: Roundup Farm Service News March Pime		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 Tips	
1:00 1:15 1:30 1:45	Double or Nothing • Trading Post • Alagie in Music	* The Bob Swanson Show * The Bob	Ladies Fair Queen for a Day	Farm Service Si riays and Daughter Toby and Jos	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day	School Time Beat Our - Band	Fair Queen for a Day	Nothing Today's Children Light of World	
1:00 2:15 2:30 2:45	Life Beautiful Road of Life Pepper Young R't to Happin's	Town Talk Pick a Date	Basketball Basketball Basketball Basketball	Music Booth Voice of Army Science Exc'n.	Nona f'm Nowhere Hilltop House House Party Cedric Adams	Bride and Groom Quick As a Flash		Life Beautiful Road of Life Pepper Young Right to Hap'ne	
3:00 3:15 3:30 3:45	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	Hannibal Cobb Ferry Harper	Basketball Basketball Basketball Basketball	Chapel in the Sky • delody Hour	News More of Life Music, Music Talk of Town	Nancy Craig Art Baker Marton and Helen	Radin Quiz Second Spring Linda's 1st Love Editor's Daughter	Widder Brown	
4:00 4:15 4:30 4:45	News: Madison Hour Mudison Hour	• Jerry Harper • Uncle Dick's ABO Club	Basketball Basketball Basketball Basketball	Melody Hour Band Parade Serenade	Paul Gibson Paul Gibson Gold Coast	The Bob Atcher Show News Beulah Karney		A Girl Marries Portia Faces Lif Just Plain Bill Front P. Farrell	
5:00 5:15 5:30 5:45	* Playtime * Fiesta Time * News * Sports; News	Challenge of the Yukon Sky King	Mark Trail Tom Mix	Fiesta • University Special • Univ Special	News News Curt Massey Lowell Thomas	Challenge of the Yukon Sky King	Cisco Kid Tom Mix	News Dave Garroway News	
6:00 6:15 6:30 6:45		E C Hill: Flesta Elmer Davis Lone Ranger	News Sizing Op Sports Wayne King Fulton 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 1:30 1:45	* Halls of fvy Roundy Serenude	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. Gay Claridge Orch; News	Halls of Ivy Dave Garroway	
8:15 8:30 8:45	Screen Directors Playhouse Jimmy Durante	Harriot - Device and - Sports Special - Basketball	Basketball Basketball Basketball Basketball	Old Timers Jamboree Old Timers' Jamboree	Up for . Parole Broadway Is My Beat	Ozzie and Harriet The Sheriff	Puiton ewis Chicago at Night Theater Theater	Duranto	
9:00 9:15 9:30 9:45	Life of Riley Bill Stern Tonight's Music	Basketball Basketball Basketball Basketball	Basketball Basketball Basketball Basketball	• University Farm Hour • News: At Your Request	The Rex Allen Show Pursuit Pursuit	Boxing Boxing Sports Page	Theater Theater Hollywood Theater	Life of Riley Bill Stern Pro and Con	
10:00 10:15 10:30 10:45	* News * Mindy Carson * Don Sinaiko * Ooncert Gems	Basketball Hinn News Boxing 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	Dr. Bradley Detective Call News: Songs This Is the Story	Music John Conrad	
11:00 11:15 11:30 11:45	* News: 1310 Club 1310 Club: News	Boxing Boxing Boxing Govern	St. Patrick's Day Dance Midnight in Madison; News	Silent Silent Silent	Bob Elson Dick LaSalie Larry Fotine Orchestra	Insomnia Ltd. Frankle Masters Freddy Nagle Jerry Glidden	Frank Edwards Sherman Hayes Orrin Tucker Orch.; News	News Sports: Music Secretary Johnson	

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

Basketball

State high school tournament: WIBA-FM and WKOW at 2, 3:15, 7:30, and 8:45 p. m. . . . WISC flashback to and WISC-FM and WKOW at 8:45 first child. p. m. . . . WFOW at 9 p. m.

Other Sports

WISC at 10:30 p. m.) 9:30 p. m.—Bill Stern (WIBA): and George Raft.

Special Events

11:30 p. m.—Secretary of Defense Louis Johnson (WMAQ): addresses Irish Fellowship club of Chicago.

Drama

7 p. m.—Halls of Ivy (WIBA); Dr. Hall foils a town council political move . . . The Fat Man (WISC): columnist gets threats

against his life. 7:30 p. m.-This Is Your FBI (WISC): starring Stan Jones, writer of "Riders in the Sky," 8 p. m.—Screen Directors Play-house (WIBA): Kirk Douglas in

"Champion."
8:30 p. m.—Theater (WGN):

Variety Jane Wyatt in "Three Hearts for

9 p. m.-Life of Riley (WIBA): flashback to birth of the Rileys'

Music Other Sports

9 p. m.—Boxing (WENR): Willer Pep vs. Ray Famechon (on VISC at 10:30 p. m.—Bill Stern (WIBA): "Beautiful Valley of und George Raft."

10 George Raft.

11 George Raft.

12 George Raft.

13 George Raft.

14 George Raft.

15 p. m.—Jack Smith (WBBM): and Margaret Whiting; "Should I," "Sunshine Cake."

16:30 p. m.—Hymns of the World (WIBA): "Beautiful Valley of Eden," "Jesus, Tender Shepherd," (WIBA): "Beautiful Valley of Wears of life."

15 p. m.—Jack Smith (WHA): new series; first program traces development in first four years of life.

16:15 p. m.—Jack Smith (WHA): new series; first program traces development in first four years of life.

16:30 p. m.—Hymns of the World (WIBA): "Beautiful Valley of Wiscellaneous"

Beneath the Cross of Jesus."

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trombonist.

8 a. m.—Breakfast Club (WISC): Smilin' Bill Mahoney, guest. 9 p. m. - Rex Allen (WBBM) new series, with Sons of the Pioneers, guest stars, human interest stories.

Documentary

Miscellaneous 10:30 p. m. — Don Sinako 10 a. m.—Homemakers (WHA (WIBA): with Gordon Haldiman, and WFOW): "Pine Logs and Pol-

1070 ON YOUR DIAL

Wisconsin.

Friday: afternoon and evening Saturday: afternoon

7:30 p. m.—Roundy (WIBA).

11 p. m.—St. Patrick's Day Dance (WKOW): at University of

11:30 a. m. — Farm Roundup WIBA): "Why Farmers Should

Follow the FINALS .

Wisconsin High School

Basketball Tournament

Test Seed Grain for Germination,

Madison's ONLY station carrying a direct broadcast of ALL tournament games!

Bill Doudra's Chorus and Orchestra

TIP O' THE MORNING: Edgewood high school's production of "Quality Street" will be given tonight. We scheduled it wrong in Thursday's column . . . Apologies

A happy coalition of musical talent from two schools presented a

groups were the Milton College choir and the Wisconsin School of

Margie A. Endres conducts the orchestra and Bernhardt H. West-

12:15 p. m. — Farm Service Fredrickson shone in solo pas-(WIBA): "Meat Will Be Needed— sages. Save Pigs," Roy B. Ormond. 12:30 p. m. — Farm Program (WHA): "Packaged Cheese Attracts Buyers," Merrill Richard-of "Father of the Bride" coupla

son; question box. For Children

"Cottage at Bantry Bay." 5 p. m. — Playtime (WIBA): father."
The Little House."

Dial

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to all concerned.

highly satisfactory concert Thursday night at West high school. The

modern mood.

Music String orchestra.

An audience of about 800 persons attended the program, one of a series of joint concerts by these organizations; the next will be catalonian song, "The Three Catalonian song, "The Three Catalonian song, "The Colos

orchestra and Bernhardt H. Westlund directs the choir. In united
performances of two Bach works,
each conducted one.

The chorus was especially responsive to Westlund in Milhaud's
nervous, tense, and sometimes dissonant "Cantata of War," a great
example of choral writing in the

Two worthy singers had Solos
during the program — Harriet
Gross and Mary Wahl in "Cantata
of War" and Miss Gross in "The
Three Kings."

The orchestra opened the concert with a sturdy production of
one of Handel's 12 "Concerti
Grossi," showing itself a well

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balanced and thoroughly trained ensemble. Concertmaster John

nights ago and audience reaction was so good that Metro is already For Children

9:30 a. m.—Rhythm and Games
(WHA): "Merry Little Hollanders."

was so good that Metro is already mulling a sequel to this which would feature the same cast, i.e.: Spencer Tracy, Elizabeth Taylor, Joan Bennett, and Don Taylor. 1:30 p. m.—Book Trails (WHA): Tentative title for the planned follow-up is, "Now I'm a Grand-

The gals around Paramount are

Hfice Girls

Want More Fun? More Dates? More Popularity?

JOIN AN EXCITING

Arthur Munay DANCE CLUB

Stenographers, Bookkeepers, Clerks

sighing out loud over just-signed Charlton Heston, But he's married to Bway actress, Lydia Clarke.

3:00 Music 4:00 We Human Beings 1:00 Music of the Masters 1:00 Song Pavorites 1:03 News Charles Watts, an ex-professor of English at Duke university, who holds three degrees, will have a featured role (a gangster, vett) in Featured role (a gangster, vett) in The Breaking Point," John Garfield's next.

Don't hold your breath waiting

Don't hold your breath waiting for Paulette Goddard to see a preacher with the Earl of War-164.8 Megs.
PRIDAY
A. M.

8:00 Yawn Patrol
B:30 Clockwatchers
9:30 Herb Rern
9:36 Herb Rern
9:30 Dance Hand
10:30 Monting Variety Show
11:00 News wick, as rumored. After earl, the (who once made I:blywood movies with the monicker Michael Brooke) has had his fortune de-valued along with all the rest of he pounds—and a gal can't be 10.30 Morning 11.00 News 11.05 Polks Time 11.05 Marching Along 11.05 Marching Along 11.05 Marching Along oo careful—or can she??

WHA and WHA-FM

lent from two schools presented a
y night at West high school. The

modern mood.

Except for a lack of tonal
strength in the tenors, the Bach
works were of high calibre, too.
The chorus showed a different
facet of its ability in the happy
Catalonian song, "The Three
Kings."

Two worthy singers had solos
during the program — Harriet

WHA and WHA-P

878 Kc.—55.7 Megs.
FRIDAY
A. M.
7:00 Morning Parm Program
7:35 Morning News
8:00 Merning Melodies
9:00 Nursery School of Aair
9:30 Rhythm and Caume
9:54 Weather Report
10:30 Pano Meloddes
10:45 News and Views
10:46 News and Views
10:46 News and Views
10:46 News and Views
10:47 News and Views
10:47 News and Views
10:48 News and Vi

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fun, you learn so quickly, and you meet a

Arthur Murray's unique teaching methods

are easy for anyone to follow. Friendly, tal-

ented and highly skilled experts make the

interesting new steps seem so simple you

have fun right from the first day. Don't wait.

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American Dances — Latin Dances

Folk Dances

Llub Dance Every Saturday Night, 8:15-10:15 p.m.

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whole room-full of gay, congenial people.



GAME OF THE HIGH SCHOOL

HIGHLIGHT

BASKETBALL TOURNAMENT **8:45** · · ·

> Tune in WISC Temerrew Night for The Bankors

> Mile at 10 P.M.-A Direct Broadcast.

> > Sponsored by:

Dr. Popper Bettling Co. Simon Bros. Co., Inc. Woot Medison Trailor Balos

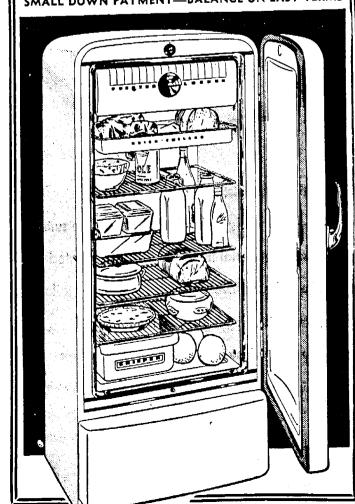
\$100° FOR THE OLDEST REFRIGERATOR.

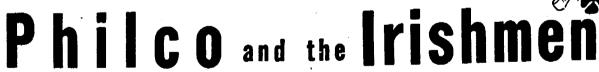
YES, the Oldest Refrigerator registered March 17th, St. Pat's Day is worth \$100.00 toward the purchase of a New PHILCO Model 904!

Introducing the Beautiful Philco Model 703 With the new ZERO ZONE freezer locker

Now at a new LOW COST, it's America's greatest value in a modern, all-purpose refrigerator with true Zero Zone Freezer Locker which keeps even ice cream firmly frozen! Plus such deluxe features as the Quick Chiller - a new extra-cold zone for storing meats or quick chilling beverages, desserts, salads, Roomy

Crisper, Self-closing door Latch, 7.2 cu, ft. in the space of "4," Five-Year Warranty ONLY SMALL DOWN PAYMENT—BALANCE ON EASY TERMS





invite you to attend the big St. Patrick's Day value riot at Casey & O'Brien on Friday, Mar. 17

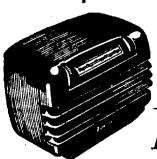


Yes, if you're looking for VALUE in appliances, don't miss the big Shamrock event at Casey & O'Brien . . . and speaking of value . . . wait until you see the beautiful new PHILCO refrigerators for 1950 now on display! Every one of the several models boasts new, advanced design features never before offered at comparable prices.

You'll find such features as salf-closing door latches . . . lever release ice trays . . . Chromesteel shelves . . . and dozens of others that have made the 1950 PHILCO outstanding in value. But visit Casey & O'Brien on St. Patrick's day and see for yourself . . . We'll guarantee your visit will be well worth your while!

★ Beautiful Green Carnation to all adults attending ★

★ Storewide "One Day Only" Price Reductions ★ ★ Special Purchase Items at Holiday Low Prices ★



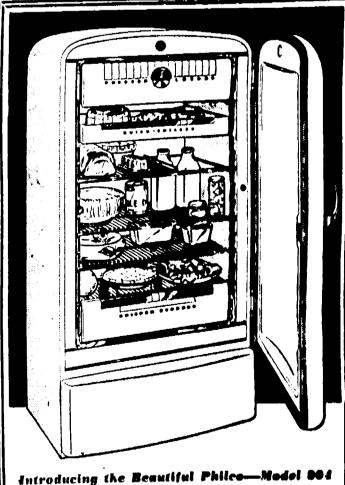
There's nothing so soft as an Irishman's heart on St. Patrick's Day . . . You'll drive a real bargain on ANÝ trade-in deal

THIS 1950 PHILCO RADIO!

Enter the Casey & O'Brien "Shamrock Day" contest. Easy to enter . . . easy to win. Ask for entry blanks at Casey & O'Brien on Friday, March 17!



CASEY & O'BRIEN . . . Famous for Quality Appliances and Service After Purchase



Introducing the Beautiful Philes-Model 864

9 cu. ft. refrigerator for LESS than an "8"

Yes, here's an extra cubic foot capacity at no extra cost . . plus real Philco Advanced Design! Full-Width Zero Zone Freezer Locker, fully enclosed. Full-width Quick-Chiller, Fully Adjustable shelves, Huge Full-Width Crisper, as well as Self-Closing doors, Latch, Ice Trays with Lever Release, Chromed Steel Shelves, Super

Power System. See it and save by trading your old refrigerator in during the St. Patrick's day event.

SMALL DOWN PAYMENT . . BALANCE ON EASY TERMS