

Today's Radio Highlights

Drama
1:45 p. m.—Hi Neighbor (WHA)
The Bobbysoxers' Rebellion.

7:30 p. m.—Father Knows Best (WIBA)
Betty plays Camille.

8 p. m.—Screen Guild Theatre (WIBA)
Humphrey Bogart, Lauren Bacall in "Murder in the Cathedral"...

8:30 p. m.—Hollywood Theater (WBBM)
Irene Hervey, Francis X. Bushman in "The Tale of the Mermaid"...

9 p. m.—National Defense Week (WISC)
"The Man Without a Country"...

Music
4:30 p. m.—Curt Massey (WBBM) and Martha Hillon...

8:15 p. m.—Guest Star (WFOV)
Jack Smith, Margaret Whiting.

8:30 p. m.—Songs We Sing (WGN)
Oak Park chorus, zuzes.

11 p. m.—Capital City Climax (WKOW)
"Sweet Georgia Brown," "Struttin' With Some Barbecue."

Sports
12:25 p. m.—Baseball (WIBA-FM)
Cubs at New York...

Discussion
3 p. m.—Government and Business (WHA)
"Changes in the American Economy..."

Variety
8:30 p. m.—Duffy's Tavern (WIBA)
Arlie stages boxing match.

Farm Programs
11:30 a. m.—Farm Roundup (WIBA)
"Tips on Corn Planting..."

For Children
5 p. m.—Playtime (WIBA)
"The Little Fire Engine..."

Miscellaneous
10 a. m.—Homemakers (WHA)
"Preparing Tender Cuts..."

Radio Program Schedules by the Clock

THURSDAY
Table with columns for radio stations: WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ. Rows list programs and times from 6:00 to 11:55.

WIBA-FM 101.5 M. WFCF (WIBU) 94.0 M. WISC-FM 98.9 M.
\* Starred programs are also carried on corresponding FM stations.

Calendar

Entertainment
THURSDAY, MAY 18
Badger Outdoor: "Was a Male War..."

Community Center

THURSDAY, MAY 18
Photographic Club: 7:30 p. m.

On the Campus

THURSDAY, MAY 18
Phi Beta Kappa: Initiation, 5:30 p. m.

Organizations

THURSDAY, MAY 18
Exchange Club: 6 p. m., Capital Hotel.

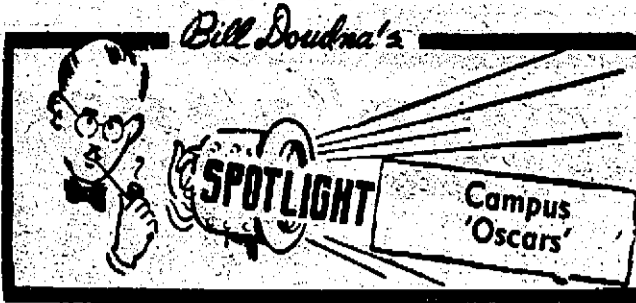
WFOV-FM

104.9 Meas.
THURSDAY
A. M.
8:00 Yawn Patrol...

WHA & WHA-FM

919 Kc.—1st Meas.
A. M.
7:00 Morning Farm Program...

most sensational view IN ALL CHICAGO!
The ALLERTON
MICHIGAN AVE. AT HURON ST.
Chicago



TIP O' THE MORNING: Saturday's "Armed Forces Day" parade will be broadcast by WIBA at 11:30 a. m.

Winners of awards in acting and backstage work during Wisconsin Players' 1949-50 production will be announced Sunday night at the Players' annual banquet.

MOZART CLUB: The Madison Mozart club will have its 49th annual banquet at 6:30 p. m. Wednesday, May 24.

SCHOLARSHIPS: Two Wisconsin girls have won scholarships at Monticello college, Alton, Ill., in an essay contest.

Marlene Joy Liberda, Milwaukee, will receive payment of full tuition fees for two years at the college, and will compete with three other girls for room-and-board expenses.

ART: Three Madison graduate students in art education and one from Red Wing, Minn., are showing their work in the art education building at the University of Wisconsin.

They are John Coit, Theodore Wolf, and Ginette Wales, Madison, and Elwyn Chamberlain, Red Wing.

FROM RADIO ROW: TV insiders are predicting that the success of the Bob Hope holiday video show may inaugurate a trend in sponsored television towards huge...

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gala, shows spotted sporadically during the year rather than once-weekly telecasting.
"Rise of the Goldbergs," motion picture based on "The Goldbergs," will be the beginning of a series of audience reception of the first film is good.

The Japanese will get their first taste of radio advertising in the early fall, when Japan's first commercial radio stations are expected to begin broadcasting.

Maestro Merdith Willson on planes to his home town, Mason City, Ia., June 13 to guest conduct for the annual North Iowa Music festival.

Bidding by NBC and CBS for Groucho Marx moves into high gear this week, according to insiders, with both networks making their first cash offers.

Country Washburne, have completed a half-hour musical skit which they will use for personal appearances.

MUSIC MUSIC MUSIC
The Way You Like It
JACK HUNT
Rhythm Ranch Hands
11:15 A.M.
Monday Through Friday
AM WIBA FM

ROYALTEx
More than 3000 holding fingers per tire
SKID PROTECTION NEVER POSSIBLE BEFORE
THE GREAT Mid-Century U.S. ROYALS
THE ONLY Air-Ride IN THE WORLD
LIFETUBE
BLOWOUT PROTECTION NEVER POSSIBLE BEFORE

Follow the Leader for MORE BOUNCE TO THE BOUNCE
Drink Sparkling-Smooth PEPSI-COLA!
Why Take Less... When Pepsi's Best!
2 FULL SERVINGS IN EACH BIG 12 oz. BOTTLE!
Get a carton today!

Because
1 Thin slices—not-th sections—for all apple desserts.
2 Fancy variety New York State apples, blended by our special process.
3 Picked and processed only during the short season of full-flavor ripeness.
4 Processed fast—in 10 minutes from unpeeled apple to sealed can—to retain full flavor.
Better Flavor for APPLE PIES
THE FRUIT BELT PRESERVING CO., (Est. 1912) East Williamston, N. Y.

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Life Protection. never possible before
With new EVERLASTING WHITEWALLS!
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