

News; Clock Musical Clock Guest Star Musical Clock

News M'ch of Med'ine

Musical Clock

Fred Waring Mary Lee Taylor

Navy Band
Accordians
Archie
Andrews

Wisconsin Farm and Home Hour

National Farm ind Home Hour News March Time

Recovery
Fitory
Ch. of Christ
Stars on Parade

Music from Hollywood Voices Dow the Wind

Boys' Choir HorseRace String Silhouette

Folk Songs of Smokies Youth Workshop

Symph Salute Fiesta Time

Dinner Music Herm. Hickman

Tre Joe Di Massio Show

Dimension X Truth or Consequences

* Your Hit Parade * Dennis Day

Judy Canova Grand Che Opry

News; 1310 Club 1310 Club; News

News Morton Downer Concert Master: News

WIBA

News; Otean Music String Quartet

Sunday Melody

Accordingists
News
Hello Wisconsin
Joey Tantillo

NBO Theater NBC Theater

The Truitts Quiz Kids

Cloak and Dagger High Adventure

American

Harvest of Stars

News U. W. Band • The Sain:

Adventures Sam Spade Summer Symphony

Take It or Loave It Bob Crosby Show

News Clifton **Utley** Dance Orchestra

Berenade: News

WFOW-FM

104.9 Mess.
SATURDAY
A. M.

00 Yawn Patrol
30 Clockwatchers
00 Berl Light
15 Herb Kern
30 Dance Band
00 News

10:30 Show Tunes
10:45 Zany Tunes
10:45 Zany Tunes
11:00 News
11:05 Polka Time
11:30 Marching Along
11:45 Sacred Heart Program
P. M.

::15 4-H Review
::30 Jan August
:45 Irving Berlin Melodies
:05 Anne Shelton
:15 Dick Contino
:30 Sam Browne
:45 Music America Loves
:55 Ways

News Modern Music Capers Matinee Dance

12:00 News 12:05 Memory Waltzee 12:15 4-H Review

News Morning Variety Show

\$1,000 Reward Western Caravan

* News * Sports: News

8:00 8:15 8:30 8:45

9:60 9:15 9:30 9:45

10:00 10:15 10:38 10:45

12:00 12:15 12:30 12:45

3:00 3:15 3:30 3:45

5:00 5:15 5:30 5:45

6:00 6:15 6:30 6:45

10:00 10:15 10:30 10:45

2:00 2:15 2:30 2:45

3:00 3:15 3:30 3:45

4:06 4:15 4:30 4:45

5:00 5:15 5:30 5:45

5:00 6:15 5:30 6:45

7:00 7:15 7:30 7:45

8:00 2:15 8:30 8:45

9:00 9:15 9:30 9:45

YOU LOOK FOR A PLACE WHERE THE INDIANS MIGHT HAVE CAMPED, YEARS AND YEARS AGO .. AND START DIGGING! HMM!

WKOW 1078 kc,

Ray and Tex: Markets

Chore Time Farm World

Coffee Club News Coffee Club: News

Markets; Coffee Club News: Coffee Club

Reverend Epp Church Fed'ation Guest Star

Music for You D. J. Corner Here's Howard

Accordingists
U. S. Navy
Look Your
Best

The Week in Madison

News Farmyard Frolic

Gene Nordan U. W. Band

Dave Stephens Orchestra

Overseas Report Sci. Adventure Farm News Stan Dougherty

Guy Gabrielson Horse Race Saturday at the Chase

Roy Stevens S. Am. Way Cross Section

Griff, Bancroft Lake Success Sports Review Larry Lesueur

News Sports Parade Play a Polka

All-Star Dance Parade Spetlight on a Star

Sports Club Rigadoor Dance Music

News, Lawler's Folly Lawler's Folly

WKOW

1070 Kc.

Coffee Concert News; Coffee Concert

News Roundup E. Power Biggs Faith the Vict

Radio Bible Class Voice of Prophecy

Back to God Catholic Hour

terian Church

Speak Up Elmo Roper

Old Fashioned

Hopalong Cassidy Martin Kane, Private Eye

Roy Rogers Nick Carter

Guy Lombardo Orchestra Songs Over Hollywood

Percy Faith and Guest

Classical Hour We Take Your Word

News Larry Lesuer Dance Music

Dance Music

3:00 Music Party 3:30 Ten Ton Tunes

3:00 Music Party
3:05 News
4:00 Ten Top Tunes
4:00 Ten Top Tunes
4:00 Alvino Rey
4:05 News
5:00 Ken Grittin
5:15 Hit Prevue
5:00 Ken Grittin
5:15 Hit Prevue
5:00 Request Show
7:00 News
7:05 Request Show
7:15 Music by Tell
7:30 Old Time Record Jambore
7:15 Eddie Miller
8:00 News
8:05 Teter Trio
8:15 Sen. Joseph McCarthy
8:05 Teter Trio
8:15 Sen. Joseph McCarthy
8:30 Package of New Records
8:45 Twilight Time
8:30 Package of New Records
8:45 Twilight Time
9:30 Blue Barron
9:30 Freddy Martin
9:30 Blue Barron
9:35 News
4
10:00 Ray Noble
10:30 Jan Garber
11:00 News

Music by Tell Old Time Record Jamboree Eddie Miller

News Sammy Kaye Night Owlers Request Show

WIBA-FM. 101,5 M.

Gay Nineties

Waiter Winchell Meet Corliss
L. Parsons Archer
State Street Classical
Serenade Hour

Gene Autry Starlight Operetta

WISC

1430 kc.

Top o' the Morning Moments on the Mount

Top O' Mornin M. Hinn Top O' The Morning

No School Today No School Today

Saturday Bession Saturday Session

Lady of the House Baby Days Life Bank

Bob Daggett's Open House Bob Daggett's Open house

Man on Street
Hinn News
Stoughton
Hour

Stoughton Hour Where There's Music

Tea and Crumpets

Tourist Time Rozer Dann

• Stars: News • U.W. Band

Playroom

Twenty Questions Hollywood By-Line

Rayburn and Finch Rayburn and Finch

Salute to Reservists Saturday at The Shamrock

Hinn News Tops in Sport The Jarry Harper Show

The Jerry Harper Show The Jerry Harper Show

WISC

1480 kc.

News Morning Song Let There Be Music

Ave Maria Hour Hour of

News Frank & Ernest Homewwaers To Saisty

This Week Around World

Music for America Hour Date With Music

litster President

Lutheran Hour Tourist Time

Drew Pearson
Headlines
Music With
the Girls

Stop the Music

Stop the Music

Candlelight and Silver

Jimmy Blaine Sammy Kaye J. Robinson Hinn News

Serenade Serenade Wings of Song

News: Dance Orchestra Dance Orch.; News

Organ Tones

Harry Wiamer Russ Morgan

Tea, Crumpet
 Rhythm



WBBM

| John Harrington | Bob Atcher | Tiny and Tony | Barn Dance | Garden Gate | Preview |

780 kc.

News Roundup News Listen to Cliff

Music for You

Barnyard Follies Highlights

Stars Over Hollywood Give and Take

Music With the Girls Dance Orchestra

Paul Gibson Dance Orch. Purple Heart

Melody Mart Horse Race Overseus temport Music for You

Dance Orchestra So. Am. Way Cross Section

News Lake Success Red Barber Melody Mart

Starlight Operetta Vaughn Monroe

Gene Autra The Goldbergs

Sing It Again Sing It Again

News Dick LaSalle Orchestra Dance Orch

Matines at Midnight

Matince at Midnight

WBBM

News E. Power Birgs Trinity Choir

Church of the Air Invitation to learning

News Howard E. Smith Rent Law To Be Continued

Prop. Owners Treasury Salute Serenade Serenade

News Symphonesque Record Parade

Choraliers Choraliers Main Street Music Hall

CBS Symphony

CBS Symphol**y**

CBS Symphony Symphonette Symphonette

Music for You Earn Your Vacation

My Favorite Husband The Steve Allen Show

Guy Lombardo Time Hit the Jackpot

Percy Faith Orchestra

Red Skelton

Meet Corliss Archer

The Horace Heldt Sho

Contented Hour We Take Your Word

News Cee Davidson Orchestra Dance Orch.

Matines at Midnight Matines at Midnight

WWCF (WIEU) 94.9 M.

News U. N. in Action Peoples Platform

News of America To Be News Announced E. Power Biggs Trinity Choir To Be Announced

WENR-WLS

890 kc.

Karl and Harty Mac and Bob Capt. Stubby News

Stumpus Stumpus Service Programa

Pruth M'Parlin Garden Talk Martha and Helen

Farm World Variety Music American Farmer

News L. Burlingham

Merry Go Roundup

Merry Go Roundun

Merry Go Roundup

Merry Go Roundup: Turntable Ranch

Turntable Ranch Turntable Ranch

Gospel of Grace Garden Show Harry Wismer Hymn Time

News Around Radio Lulu Bella, Scotty Arkie's Stories

Dolph Hewith Mac and Bob Hayloft Froile

National Earn Dance National Barn Dance

National Barn Dance Capt Stubby News

National Barn Dance

National Barn Dance

| National | Barn Dance | National | Barn Dance

WENR-WLS

The Voice of Prophecy Hour of Faith

Reading the Funnier

Amateur Hour

Amateur Hour Mister President

Songs Frank and Back to God

Fashioned Revival Hour

Lutheran Hour

Sunday Vespers

Drew Pearson Don Gardiner Music with the Girls

Sunday Vespers The Amazins Mr. Malone

Walter Winchell Louella Parsons

Stop the Music Stop the Music

Ted Malone

Jimmy Blains Love Letters lano Playhouse

News Thoughts Songs in The Right

The Wagner's Al Trace Orch : dew

The John McCormick Show

WISC-FM . 98.9 M.

News

WHA&WHA-FM

970 Kc.—88.7 Megs. SATURDAY

A. M.
Morning Farm Program
Band Wagon
Morning News
Weather Report
Morning News

P. M.

Weather Report
Morning Melodies
Song Favorites
Fun Time
Job Bulletin Board

9:49 Job Bulletin Hord 9:50 Markets 9:55 Weather Report 10:00 Homemakers Program 10:30 March of Medicine 10:45 Nows and Views 11:00 Dear Sirs 11:15 UW Band 11:30 Noon Musicale

12:20 News
12:30 Neon Farm Program
1:00 Wisconsin Government
1:15 Labor Breaks
1:30 Steuben Music Hour
2:00 Short Story Time
2:30 Music You Want
3:00 From the Opera
4:00 Alpine Melodies

Musical Clipper Musical Clipper

Radio Program Schedules by the Clock

SATURDAY

1240 kc

• News; Farm Service • News: Weather • warm Frolio

News: Musical Clock
 Musical Clock Musical Clock

• Glenn Davis
• Sons of Pioneers
Farm and Home
Farm Front

Music; News News; Farm and Home Hour

Farm Service Si Hays and

Oaughter Music Booth

Chapei in the Sky Melody Hour

Melody
Hour
Navy Band
Sen. M'Carthy

DeForest Prog.
Polka Party
News
Bing Sings

Serenade Farm Front Old Timers Jamborce

University Farm Hour News: At Your Request

SUNDAY

WIBU

1240 tc.

News: Marches Farm Service Farm Frolic

Musical Clock

Methodist Church ist Lutheran Church

Bible Fellowship Music Center

* Toby and Chore Boys * Music Jewel Box

* L. Duchow Waltz Time * Old Timers * Bandstand

Watertown
Watertown
Polka Parade
Whozit Show

* Melodies * Radio Parade

Wrestling Tips New Rhythm Friendy Music

Old Timera

Music for Listening Band of Week Ficata Time

Silent Silent Silent Silent

Silent Silent Silent Silent

Started programs are also carried on corresponding FM stations

News Piano

Old Time Religion

Horicon Show

At Your Request

Request At Your Request

Old Timers Jamboree Old Timers Jamboree

Texas Jim Lowis News: Let's Freddy Martin Pretend Badger Junior Miss

Nows: Organ Theater of Today
Health & Teeth Grand Central
Minister'! Assn. Station

Silent Silent Rural Roundup



WGN 729 kc.

The Bill Evens Show The Bill Evens Show

News Helen Westbrook

Eddy Arnoid Spots of Music

B-Bar-B Riders Lightning Jim

Kate Smith Virginia Gale Novelty Shop News

Man on the Farm At the Sugar Bowl

Saturday Serenade Fifth Arms Band

Hoosier Hotshots

Bands for Bonds

Juke Box Junction

Spotlight Marshall Kent Collectors Corner

Collectors*
Corner
Radie Harris
Sports Repor

News Capitol

Errors

Twenty
Questions
Take a
Number

True or False Lombardol U. S. A

Chicago Theates of the Air

Senator Speaks Chicago at Night News; Sobgs Wayne Gregg

Teddy Powell Jimmy Palmer Griff Williams Orch.; News

Wayne Gregg Orchestra Benny Strong

720 kc.

Your dible Speaks: News Sack So God

Radio Bib Class Voice of Trophen

News int's Packs Reviewing Stand

News Dixie Four Lutheran Hour

Wm. Hillman Helen Westbrook Pan-Am. Passpoi News

Youth
Looks (Ip
Guy, Lombardo
Orchestra

Proudly We

Jury

Honslons

Che Shadow Detective Story

Roy Rogers

Njck Carter

Under Arrest

Mediation Board Enchanted Hour

Sylvan Levin Opera Concert

Little Symphonies

Hawail Calls Orime Doe Not Pay

Erv Victor Speak Up News Sange Chuck Foster

Teddy Powell Orchestra Benny Strong Orch.: News

Chuck Foster Orchestra Wayne Gress Orchestra

4:30 Music of the Masters 5:30 Book Trails 5:35 News 6:30 Dinner Musicale 7:15 News and Views

7:30 Short Story Time 8:30 U.S. Army Band 9:30 FM Concert 10:35 Night News (to 11).

Helps You Overcome

FM ONLY

ADVERTMEMENT

FALSE TEETH

No longer be annoyed or feel ill-at-case because of loose, wobbly false keeth. FASTEETH, an improved align-line (non-acid) powder, sprinkled on

leeth, FASTERIH, an improved auga-line (non-acid) powder, sprinkled on your plates holds them firmer so they feel more comfortable. Soothing and cooling to gums made sore by excessive acid mouth. Avoid embarrasment caused by loose plates. Get FASTERIE today at any drug store.

Looseness and Worry

Ţ,

FM channels:

News Let's Listen

Madison

Highlights Music

Today's Radio

8:30 a. m.-Guest Star (WIBA): Morton Downey.
9 a. m—Fred Waring (WIBA): Fred Waring, Jr., and children of other Pennsylvanians, guest

performers. 10:15 a, m. Accordiana WIBA): Marlene Couture, Madi•` son, soloist. 1:45 p. m. Stars on Parade

(WIBA): new series with Georgia Gibbs, Johnny Guarnieri

DOWNEY

quintet. 5:30 P. M. — Vaughan Monroe (WBBM): "Bewitched," "I Wanna Be Loved," "Theta Lips." 8 p. m. — Theater of the Air (WGN): Alyne Dumas Lee, Chi-drama is most vulnerable. cago soprano, in "career perform апсе.

ance."

9 p. m. — Salute to Reservists
(WISC): "There'll Be Some
Changes Made." "Why Should I
Cry Over You?", "Blue Skies."

10:30 p. m. — Concert Master
(WIBA): Salvatore Bacaloni, orwher the "La Vendette" "Ab! Plata chestra; "La Vendetta," "Ah! Pieta Signori Miei," "Valencia," "Beautiful Galatea" overture.

WMAQ

Norman Ross

forman Ross: News

Tunes and Tipe Norman Ross Book Carnival

The Fred Waring Show Mary Les Taylor

Red Foley and Co.

Recovery Story

Rio Rhythms

Music from Hollywood Volces Down the wind

To Be Announced Tex Beneke Orchestra

Voices and Events The Joe Di Maggie Shop

Truth or Consequences

Dimension

Your His Parade Dennis Day

Judy Canova Grand Ols Opry

Sports The Ches Show

The Ches Show The Ches Show

WMAQ

World News W'mwood Fores

Destination Freedom

America United Chicago Table

The Truitts Quiz Kids

Cloak and Dagger

High Adventure

The Big Gur Harvest of Stars

Catholic Hour

Western Caravan

\$1,000 Reward

The Saint

Adventures of Sam Scade

Symphon**y**-

American Album

Take It or Leave It Bob Crosby Show

Clifton Utley News Bun. Dateline Day's End

News Tex Beneka The Chez Show

The Chez Show The Chez Show

News Bob Houston

UN Story Symph, Scrapb Eternal Light

News Morton Downey Dick Barlow Orchestra

Farm and Home Hour Home Institute News

Drama 11 a. m .- Stars Over Hollywood (WBBM): Wayne Morris as fighter Farm Programs who gets too mad.

8:30 p. m.—Dennis Day (WIBA): 8:30 p. m.—Dennis Day (WIBA): dairy markets; "Rural Observer," introduces landlady to gallant live stock markets, weather. oldster.

Documentary

1 p.m.-Recovery Story (WIBA): now Marshall plan helps Turkey.

4:30 p. m.—Living 1950 (WIBA):
"The Nation's Wish Book" — the

12:30 p. m. — Fi mail order catalog.

Sports

12:25 p. m.—Baseball (WJJD) Athletics at Chicago, 12:30 p. m.—Baseball (WIBA-FM): Cubs at Philadelphia, 7:45 a. m. — Carnival of Books 2:15 p. m.—Turf (WISC): Dwyer (WMAQ): Andre Norton and "Scar-Stakes (on WIBA and WKOW at face."

lewood Stakes.

(WIBA): Dr. Robert C. Parkin on "Polib."



10:45 a. m. Public Affairs (WMAQ): "The Next Step For-ward;" Ruth Tomlinson, England; Esther Hymer, UN observ-er for General Federation of Women's Clubs; Pauline Mandi-

GABRIELSON go, former U. S. counselor in Germany. 3 p. m. - Guy Gabrielson WKOW): "A Republican Called to

4:45 p. m. — Cross Section (WKOW): farm leaders on "Agriculture's Recommendations for Action.

8:15 p. m. — Sen. McCarthy (WFOW): reporting from Washing-

Variety

Quiz:

7 p. m. - Gene Autry (WKOW): show of season. 9 p. m. - Judy Canova (WIBA): as Two-Gun Judy, "the toughest gal in Buzzard Gulch." 9:30 p. m. — Grand Ole Opry (WIBA): Jimmy Wakely, guest,

7 p. m.—20 Questions (WISC): Irene Castle, guest.

Special Events

10:45 a. m. — The Life Bank WISC): recorded at American Red Cross blood bank, with Madison



THIS SUNDAY

A New Way to Reduce **Battle Against Hunger** Thera's a New Willkie

Peace Returns Moment of Terror

Beth Merriman's Food Page—Children's Party

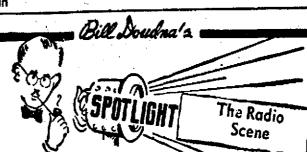
Parade of Progress

Howdy Doody's Mama Hy Gardner's Newsreel And the Glasses

Map of Fame Playground for Elephants

Poured in

in your Sunday WISCONSIN STATE **JOURNAL**



TIP O' THE MORNING: John Charles Thomas will be in New York for his "Great Artists" broadcast July 3originally scheduled from Hollywood. It's rumored that he's going east to see about some fancy Broadway offers.

Confirmation of the idea, reported here some weeks ago, that

sor magazine this month.

A survey of 300 homes in Phil-A survey of 300 homes in Philadelphia showed that "families owning TV sets for length of time regain interest in radio" and that news and music are the "most TV-proof" evening fare which radio largely because of the boys' days. proof" evening fare, which radio opment of new ideas in program-Another survey came up with

notables donating blood. 3:30 p. m. — Musical America Awards (WMAQ): presentation of poll plaque to NBC.

who gets too mad.
6:30 p. m. — The Goldbergs
(WBBM): planning a vacation.
7 p. m.—Gangbusters (WBBM): diamond and hole in a wall solve robbery.
8:30 p. m.—Dennis Day (WIBA): Harold Calbert, University of Wisconsin department of dairy industry, on history of cheese; Myron Goodell, state department of agriculture, on state department of agriculture.

11:30 s. m.—American Farmer (WLS): airlift helps Michigan beet

crop.
12 m.—National Farm and Home
Hour (WIBA): farm officials on Marshall plan aid to European ag-

12:30 p. m. — Farm Program (WHA): "Poultry News," J. B. Hayes; "4-H Club of the Air," Verne Varney.

For Children

3:45 p. m.-Turf (WMAQ): Myr- Miscellaneous

6:15 p. m.—Herman Hickman (WIBA): mation of Warners, the NBC net(WIBA): new program featuring Yale's head football coach.

* + +

Discussion

10 a. m. — Homemakers (WHA): mation of Warners, the NBC net(WIBA): new program featuring the subject of t

(WKOW): new fashion feature,

elevision owners tend to return to radio listening after the novelty of TV wears off appeared in Spon-

increased to 10.3 per cent.

ming. Burns and Allen's 1949-50 spon-

sors will not bankroll the program

next season. Along with news that Bob Hope will work for the Como-Crosby-Godfrey sponsor comes the report that Perry will have a thrice-aweek show next season, although he prefers the once-weekly format.

+ + + FILM FARE: Edith Gwynn reports from Hollywood This may be denied-but stick with us, kids! We're a "where there's smoke, there's fire" believer. And so we tell you it looks as though the Warner Bro.s are made in a second to sell out completely as ing ready to sell out completely as far as their movie-making studios Kerr, et al. And he's having him-

are concerned. That they're selling their theatres is known and all signs point to their dropping plcin favor of Television in a big way! Our snooping reveals that they've been developing a remark- dy has found a bath-tub which is able portable camera for video drage enough to fit him." Also, Warners have been trying to sell their expensive contracts with whole year before it's actually finsell their expensive contracts with starts and executives for a long time. Those they couldn't sell, they've been letting go when their contracts were up. And that includes some top film names. If there's a department head still under contract there, we can't find him Producers and stars in droves him. Producers and stars in droves

are suddenly out. But here's the kicker: Darned few know that about three years ago there was a secret meeting between Harry Warner and David Sarnoff in Cam-den, N. J. Purpose: To talk amalga-10 a. m. - Homemakers (WHA): mation of Warners, the NBC net-

8:45 a. m. — March of Medicine fears.

11:30 a. m.—Look Your Best dept, and a beacty! She'll be started of with star status—but we'd

Sterling Hayden is at the signing stage about starring in "Call it Treason" the super-duper that Anatol Litvak will direct for 20th Century Fox. Just about every prolucer in town is seeking Sterling's services since his acting click in The Asphalt Jungle."

violate a confidence if we told her

Another going great guns ever since he left Paramount to free-lance is Don de Fore, Currently in "Counterfeit" with Andrea King, he totes his make-up box down to La Jolla the moment it's finished to play opposite Joan Caulfield in "Claudia" on the stage there. Don has at least four top movie commitments lined up for

Rhonda Fleming is expected to sign a long contract with Para-mount when her stint in "Cry Danger" opposite Dick Powell is

out of the way.

No truth to reports that Mar-lon Brando and Celia Webb have

been secretly wed. Larry Parks and Betty Garrett are two "Americans in Paris" at the moment—just doing the town. They return to Hollywood pronto

to start Larry's independently produced picture, "Stakeout." Ann Sargent is about to land the role originally intended for Celeste Holm in "An American in Paris." Vincente Minelli, Judy Garland's spouse, whose patience and devotion to her is something we've never seen surpassed, is making further tests of Ann today. Vincente, who will direct the cpus, was raving to us about Leslie Caron, the so-young French ballet

dancer already signed to dance with Gene Kelly in it. Says she's really star stuff. Ex-pug Buddy Baer is playing a big part in "Quo Vadis" over in Rome with Bob Taylor, Deborah self a time! His wife wrote to a friend here, "Buddy and I are living in the grand manner—in the Grand Hotel in Rome to be exact.

whole year before it's actually fin-

Moab, Utah, to join John Wayne, director John Ford, and the rest of the troupe making "Rio Bravo" and, as the femme lead, she'll be there for at least three weeks.

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From golden grain to golden glass-Hamm's Beer is a masterpiece of light golden goodness.

So Mellow

A rare, satisfying kind of rich, golden

mellowness-born of Hamm's de-

So Smooth

Velvety smooth flavor from Hamm's own "pedigreed" yeast and exclusive blend of choicest hops.







golden goodness—so much in demend that plant capacity has doug

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