WFOW-FM

News - Morning Variety Show Show Tunes Zany Tunes News Folks Time

P. M.

## Radio Progam Schedules by the Clock

Madison

"	WEDNESDAY							
	WIBA	WISC	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS	WGN 120 kc	WMAQ 670 kc.
6:00 6:13 6:30 6:45		• Top o' the Morning • Moments on the Mount	Uncle Julius Farm World Ray and Tex; Markets	Silent Silent Rural Roundup	News Roundup News Listen to Cliff	Capt. Stubby Bob Atcher Dolph Hewitt News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: News
7:00 7:15 7:30 7:45		Top O'Morning Hinn News Top o' the Morning: News	Coffee Club News Coffee Club: News	News; Farm Service News Farm News	News Patrick O'Rile, Gold Coast Shopping	Breakfast Club Breakfast Club	News Two Ton Baker Tello Test Today's the Day	Your Neighbor Norman Ross News
8:00 8:15 8:30 8:45	io Musical Clock • Market Basket • News	<ul> <li>Breakfast</li> <li>Club</li> <li>Breakfast</li> <li>Club</li> </ul>	Markets: Coffee Club News: Cofee Club	Prayer Leagus * Musical Clock Musical Clock	Bing Crosby Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindiahr	Mewa Mary Margaret McBride	Travelers Double Of Nothing
9:00 9:15 9:30 9:45	* Welcome Travelors • Gilbert's Gallers	• My Trus Story • Carson Gulley	Reverend Epp Music of the Day	* News: Ploneers Freddy Martin Reedsburg Hour Shopping Quiz	Arthur Godfrey Grano Stam Rosemary	Capt. Stubby's Buccapeers Stichen Club News	Mary McBride The Kelseys The Tom Moore Show	Love and Learn To Be Ann'd Jack Berch David Harum
10:00 10:13 10:30	To Be Ann'd	<ul> <li>Quick As</li> <li>a Flash</li> <li>Lady of</li> <li>the House</li> </ul>	News of America Music for You Here's Howard	Women's News Mid-Morning Matines Jeb Service	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Ladies Be Seated; Beauty Martha and Helen	Kate Smith Virginia Gale Answer Man News	Here's Norman Ross Here's Norman Ross
10:45 11:00 11:15 11:30 11:45	• Linda's 1st Love • Ranch Hands	• Ladies Be Seated: Beauty • Tello Test • Bing Crosby	Dick Haymes Console Reflections Jackpot Quiz	News: Matines Headlines Farm and Home Farm News	Big Sister Ma Perkins News Guiding Light	Farm World Today Dinner Bell	Tommy Bartlett June Dayls Market Reporter News	News Elizabeth Hart Phillip Hayes Food Magician
12:00 12:15 12:30	News; Roundup Farm Service News March Time	Man On Street Hinn News The Hob Swanson Show	Uncie Julius News Mkts.; Farmyard Frolics	Music Markets * News * News: Markets Farm and Home	2nd Mrs Surton Perry Mason Nora Drake Brighter Day	News L.Burlingham Beat Otto's Band	Ladies Fair Queen for a Day	Double of Nothing Live Like a Millionaire
12:45 1:00 1:15 1:30 1:45	Double or Nothing Love and Learn Magle in Music	• The Bob Swanson Show • The Bob Swanson Show	Ladies Fair Queen for a Day	Farm Service Si Hays and Daughtet Music Booth	Nona f'm Nowhere   Hulton House   Winner   Take All	Bride and Groom Quick As a Flash	Tune Test The Menjous Vicki Stevens	Life Beautiful Road of Life Pepper Young Right to Hap'ne
2:00 2:15 2:30 2:45	Life Beautiful Road of Life • Pepper Young • Right to Hap'n's	• Dolly Madison • Chance of a Lifetime	Lucila Morvenson Mary Casey's Showcase	Music Booth U W Band Hawaii Music	Strike It Rich News Music, Music	Nancy Craig Art Baker News Prairie Traveler	Radio Quia Second Spring, Linda's 1st Love Editor's Daughter	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown
3:00 3:15 3:30 3:45	Backstage Wife     Stella Dallas     Lorenzo Jones     Widder Brown	* Pres. Truman * Pres.	News Easy Matening Treasury Band- stand; News	Bible Fellowship • Melody Hour	Paul Gibson Paul Gibson Gold Coast	The Bob Atcher Show Happy Landing Beulan Karney	L Barrymore Marshall Kent Spotlight Singing Story	A Girl Marrica Portia Faces Li Just Plain Bill Front P Factell
4:00 4:15 4:30 4:45		* Tourist Time * Uncle Dick's Club	Harmony House Hermony House	Melody Hour Band Parade Serenade	News News Curt Massey Lowell Thomas	Fun House Superman Superman	Cisco Kid Challenge of the Yukon	News To Be Announced News
5:00 5:15 5:30 5:45	* Play Time * Ficsta Time * News Sports: News	* Fun House * Superman * Superman	News You and • You Asked For It	* University Special Univ Special	Bevlah Club 15 Jack Smith Larry Lesueur	News Edwin O. Hill Lone Ranger	News Chicagoland Gabrie) Heatter Pulton Lewis Jr.	Sports Parade News of World 6:30 Special R. Harkness
6:00 6:15 6:30 6:45	1 Man's Family	E. C. Hill; Picata Elmer Davis Lone Ranger	News Sports Gabriel Heatter Fulton Lewis	* Sports Time Tips and Tunes News Eine Sings	Mister Chameleon Doctor Christian	Doctor I Q. Cliche Club	International Airport: News Rudy Vallee	The Halls of Ivy The Falcon
7:00 7:15 7:30 7:45	of Ivy City in Action Serenade	Doctor I Q Clichs Club	Songs of Our Times Do You Re- member?; News	Serenade Farm Front Old Timers Jamboree	Groucho Marx ABCs of Music	Detour Detour Chandu, the Magician	The Hidden Truth Family Theater	the Bank Mr District Attorney
8:00 8:15 8:30 8:45	* Break the Eank * Mr District Attorney	Detour     Detour     Crosby, Singtra and Como	Lynn Murtay Threc-Quarter Time	Old Timers Jamboree Old Timers Jamboree	Philip Marlowe For Us the Living	Lawrence Welk Jazz Journey George Barnes	Judge Hardy Family Philo Vance	The Big Story Richard Diamond
9:00 9:15 9:30 9:45	The Big	Lawrence Welk On Trial	Philip Marlowe Les Brown Club Higadoon	* University Farm Hour * News; At Your Request	News Weather: Tony Weitzel: Pick a Hit: News	News Casey Ted Malore Platter Party	Frv. Victor Chicago at Night News; Songs This Is the Story	One Man's Fami News Stone Without Format
10:00 10:15 10:30 10:45	* News * Tonight's Music * Dr. Ralph Bunche		News Sports Dance Music	At Your Request At Your Request	Bob Elson Dick Lasalie Ray Pearl Orchestra	Insomnia Ltd. Eddie O'Neil! Al Trace Orch. Bill McCune	Frank Edwards Sen. Lucas Benny Strong Orch.: News	News Sports: Music The Chez Show
11:00 11:15 11:30 11:45	News; 1310 Club 1310 Club; News	News: The Ed Silvera Snow	News: Lawler's Folly Lawler's Folly	Silent Silent Silent Silent	Matinee at Midnight Matinee at Midnight	The John McCormick Show News	Wayne Grezz Orchestra Jan. Garber Orchestra	The Chez Show The Chez Show
Starred programs are also carried on corresponding FM stations FM channels: WHEA-FM 101.5 M. WWCF (WHEU) 94.9 M. WISC-FM 98.9 M.								

Sally

Rand

Girl's Story Again

Theater Purse Snatcher

TIP O' THE MORNING: There'll be two band concerts in Vilas park on July 4, both by a band sponsored by the American Federation of Musicians' radio and transcription fund. The programs will start at 2 and 7 p. m.

Sally Rand, who made theatrical news with feathers and a bub-tragic ble, will be in Madison again next week, this time with the Cavaleade

of Amusements. The midway will of Amusements. The initially with play here Monday through Satur-day under auspices of the Veter-ans of Foreign Wars, setting up on the E. Washington ave. show-

Miss Rand will star in a revue with a distinct musical comedy atmosphere, unusual in a tented theater. The show has special music and lyrics by Midge Field-ing and Charles Barnes.

GARDEN THEATER: Otto Karl GARDEN THEATER: Otto Rari, Stohr, former faculty member at the University of Minnesota, will play Harry Brock in the Luzern Garden theater production of "Born Yesterday," which will open Thursday night at Lake Geneva. Stohr has been in radio and on

the professional stage. Also in the cast will be Davina McCormac, leading woman of the Chicago Goodman theater during the past season; Bob Heise, Racine; Jean Gunter, Janesville, and oth-

TRYOUTS: Tryouts for "Two Blind Mice" will be held Sunday afternoon at the Belfry theater, near Williams Bay. It will be presented July 20 through 29.

The Madison department of the broadcast has been made on the same day and hour as a historical program.

The Same recording was broadcast by the World Broadcasting foundation June 23, 1949 in a program directed beyond the Iron Curtain to tell the story of the American way of life.

This will be the third year that Gailaher.

#### Baseball

12:25 p.m.—Cardinals at Chicago

(WIBA-FM)...

2:15 p. m.—White Sox at Detroit

(WJJD).

#### Top Comedians, Cantor and Allen, Sign for Television

NEW YORK—(P)—Two top entertainers—Eddic Cantor and Fred Allen—have signed up for television programs after abandoning their radio careers,
National Broadcasting Co. (NBC) announced Tuesday the after he had snatched a woman's

regular radio stint for a vacation before an announced intention of devoting himself exclusively to television this fall.

The woman reported the theft (WIBA): "Social Project of the theater manager who called police. Almost simultaneously, employes of the floral company form Programs

#### Today's Radio Highlights

Special Events

3 p. m. — Pres. Truman (WISC):
addresses Reserve Officers, Newspaper Guild.

and World War II veterans to help each other.

7 p.m.—Halls of Ivy (WIBA):
faculty members obey graduates at Hoan; "A Happy Little Child,"
Mrs. Tinka D. Engel. Senior Prom līme, and Dr

Hall uncovers a ragic problem
... Hidden Truth tector proves innocence of youth

7:30 p.m.—Fam-

cetot.

8:30 p.m.—Mr. District Attorney
(WIBA): meets blackmailing dance
team . . "For Us the Living"
(WBBM): Helen Hayes in story of
war widow who finds world problems are hers.

9 p.m.—Rig Story (WIDA): Call

at 2:40. 6:25, and 10:20.

Parkway: "Submarine" at 1:10. 4:15.
7:20. and 10:20: "Dirigible" at 2:30, 5:35,
and 8:40.

Badger Outdoor: "Lives of a Bengal
Lancer" at 8:05 and 10:20.

Strand: "Woman in Hiding" at 1:20.
5 and 8:35: "The Damzed Don't Cry"

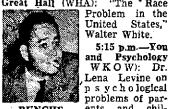
11:15 a. m. — Ranch Hands WIBA): "Four Leaf Clover," 'Ridin' Down the Canyon," "Lieb-

Curtain to tell the story of American way of life.

Hicks was assistant superintendent of schools in Cleveland, On when the little girl won the National Spelling bee there.

Discussion

3 p.m.—Great Themes from Great Hall (WHA): "The Race Problem in the United States," Walter White. 5:15 p.m.—You and Psychology WKOW): Dr. Lena Levine on



National Broadcasting Co. (NBC) announced Tuesday the two stars would appear on a one-two starting early this fall.

Allen dropped out of radio about a year ago for an announced vacation from a regular program and to make a study of television.

Only recently Cantor ended his regular radio stint for a vacation before an announced intention of the Rentschler Floral to the theater manager who called the World."

man was arrested by Madison police Tuesday afternoon, minutes after he had snatched a woman's purse in the Orpheum theater.

He admitted to police that he snatched the purse from a vacant seat next to the aisle, took about \$3 from it, and discarded it in the rest room of the Rentschler Floral Co., 230 State st.

The woman reported the theft to the theater manager who called the World."

devoting himself exclusively to television this fall.

NBC said Cantor and Allen will be teamed with two other television stars on the program. Each will appear every fourth week on Sundays at 6 p.m. (CST).

BUY U. S. SAVINGS BONDS!

police. Almost simultaneously, employes of the floral company called police to report the reat room.

Theater employes who had become suspicious when the man purchased his second theater ticket, tipped off police to his actions and he was arrested.

Farm Programs

12:15 p. m. — Farm Service (WIBA): J. D. Torke with members of quality swine committee and winner of management award 12:30 p. m. — Noon Farm Programs

Outlook." The Corn. Borer outlook." E, H, Fisher: "What to

Know About Sterility in Dairy Cattle," E. V. Morse.

5 p. m.—Playtime (WIBA): "Mr Plum and Little Green Tree."

4:30 p. m. — Challenge of the Yukon (WGN): new on this station.
6:30 p. m. — Dr. Christian (WBBM): finds way for Civil war and World War II veterans to help (WISC): "Preparation of Beef, Veal, Pork, and Lamb Hearts."

10 a. m. — Homemakers (WHA):

# Calendar

Entertainment

WEDNESDAY, JUNE 28 at : "Father of the Bride" at : 3:15, 5:35, 7:50, and 10:05 Madison: "Animal Grackers" at 1, 4, 7:35, and 10:05: "Duck Soup" at 2:45, 5:45, and 8:50. (WGN): Patricia
Neale, hostess; "The Story of Langolof"

2/93, 5/95, and 6/95

Majestic: "Paid in Full" at 1, 4/35,
and 8/35; "Young Man With a Horn"
at 2/40, 6/25, and 10/20,

war widow who finds world problems are hers.

9 p.m.—Big Story (WIBA): Callfornia reporter helps police rid
city of racketeer . . Philip Marlowe (WKOW): traps killer on
pelican's roost.

+ + +

Music

at 10:25.

Strand: "Woman in Hiding" at 1:20.
5, and 8:35; "The Damned Don't Cry"
52:55, 6:35, and 10:10.
Pratrie: "Capt. China" at 7:20 and 9:30.
Middleton: "Hoedown" at 8 and 10:40;
"Black Hand" at 6:30 and 9:15.
Eastwood: "Conspirator" at 2, 5, and 8:20; "Mother Didin't Tell Me" at 3:30.
6:30, and 9:33; carbon show at 1:30.
Orpheum; "Annie Get Your Gun" at 1, 3:10, 5:20, 7:30, and 9:50.

Current Exhibits

Memorial Union: Minnesota Cen-tennial paintings, main gallery, (Closes estraum."

4:30 p.m.—Curt Massey (WBBM)
and Martha Tilton; "Valencia,"
"So This Is Love."
"Sift p.m.—Jack Smith (WBBM):
and Dinah Shore; "Sing for Your
Supper," "I Wanna Be Loved,"
"Third Man Theme."

ennial paintings, main gantery, (closes July 2)
State Historical Museum: Architecture in Wisconsin, dells; lighting; Ole Buil's bed and dresser; spring hate and costume accessories; portrait of Lyman C. Draper, Drope 9 a. m., to 5 p. m. Monday through Friday; 9 a. m., to 4 p. m. Saturday; closed Sunday.

Mener Art Co.: Paintings by Julius Render. (Closes June 30).

**Organizations** 

WEDNESDAY, JUNE 28
Great Books Discussion group: 7:30
p. m., Madison Free library. 2:15 p. m.—White Sox at Detroit Three Air ROTC Cadets

Attend Encampment Three Madison Air ROTC cadets are attending a six-week summer encampment at Chanute Air Force base, Rantoul, Ill.

They are Robert M. Finley, sor of Mr. and Mrs. Raymond H. Finley, 2302 Oakridge ave.; John Edward Parkinson, son of Mr. and Mrs. Martin A. Parkinson, 330 W. Wilson st., and Julius David Geier, son of Mr. and Mrs. J. M. Geier, 2850 Harvey st. All three are University of Wis-consin students.

ENTERTAINING Finest in wines liquers. Prompt delivery, too.

BADGER LIQUOR SHOP Call 5,75431 5:15 Hit Prevue 5:30 Off the Record

News Record Matinee News Music Party Smooth Music

30 Off the Becord
55 News
00 Musical Menu
00 News
00 News
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00 News
00 News
015 Harry James Show
15 Harry James Show
16 Harry James Show
16 Harry James Show
17 Harry James Show
18 Prankle Carle
18 News
19 Horace Heidt
19 Frankle Carle
18 News
19 Art Kassell
19 Art Kassell
20 Att Kassell
20 Att Kassell
20 Att Kassell
21 Skttch Henderson
23 Skttch Henderson
25 News
26 Louis Primo
28 Skttch Henderson
28 Skttch Henderson

970 Kc.—88.7 Megs WEDNESDAY A. M.

WHA & WHA-FM

3 State Scouts Hurt on Way to Jamboree

AUBURN, N. Y. - (AP) - Three Boy Scouts from Wisconsin suf-

Weather Report Homemakers Program League of Women Voters News and Views Classroom Lecture Noon Musicale

Farm\_Program Chapter a Day
Music for the Connoisseur
Radio Journal
Music You Want
Great Themes
Following Congress
Music of the Masters
Book Trails

fered minor injuries and 30

escaped unburt Tuesday when a bus in which they were traveling crashed with a tractor-trailer. The boys were en route from Wausau, Wis., to the national

Scout jamboree at Valley Forge, The boys, all cut by flying glass, were Thomas Dorwin, 17, and Laverne Beggs, 13 both of Minocqua and Keith Clark, 15, of Minocqua and Keith Clark, 15, of the control of the None None Required benefit.

Mosinee. None required hospitili-





Drapery, Slip Cover and Upholstery

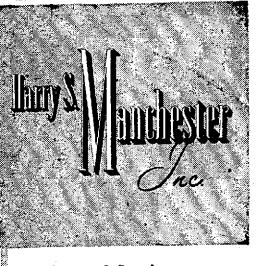
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Not just short ends! But many one-third to one-half bolts of materials! Linens, rayon failles, damasks, brocades, metallics, home-spun-types! Florals, stripes, plaids, solid colors! Your opportunity to give a fresh new look to your home for as little as one-half the regular price!

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Draperies, Third Floor



Sew and Save! Choose from Scores of Designs in

## Percale **Prints**

49c a yard. Width 35 inches

Washable, colorfast percale prints for budget-wise summer dresses, skirts and blouses. Easy to sew ... easy to care for!

Fashion Fabrics, Main Floor

Never Let Your Fur Coat

Show Its Age!

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## Remodel It

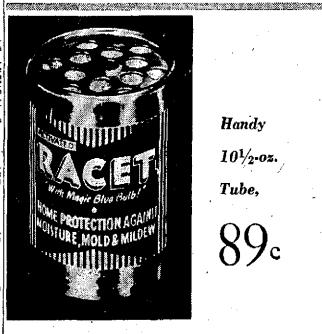
into a Smart New Coat!

Let us transform your fur coat into a new fur fashion that you'll wear with pride!

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Fur Salon, Second Floor



Handy

 $10^{1/2} \cdot oz$ .

Tube,

## Racet

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for Your Home!

It's economical, can be used over and over again! In aluminum container with the exclusive feature of reactivating indicator bulb which tells you when the material should be dried out by heating in the oven. Several sizes for closets, basements, food boxes and salt containers. No refills necessary.

Basement, 67-oz. size, \$3.49 Closet, 38-oz. size, \$1.98 Midget 41/4-oz. size, 49e

Notions, Main Floor



## 'Curls the Hair'

"Shampoo Curl" is a luscious new kind of a Cream Shampoo. You have never used a shampoo that gives so much rich creamy lather . . that leaves the hair so soft, lovely and

And you have never tried any method to curl your hair that is so safe, so quick, and leaves you with masses of glorious, silky curls or deep shining waves.

#### No Permanents Necessary!

Wet hair thoroughly. Apply Shampoo Curl and rinse. Apply second application, leaving it on 3 to 5 minutes. Rinsc, set hair into favorite hair-do and allow to dry. Then comb! Price includes tax.

Cosmetics, Main Floor