

# Radio Program Schedules by the Clock

## WEDNESDAY

WIBA 1310 kc.	WISC 1430 kc.	WKOW 1079 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 830 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00 Sunrise 6:15 Frolic 6:30 Musical Clock	6:00 Top of the Morning 6:15 Moments on the Mount	6:00 Uncle Julius 6:15 Farm World 6:30 Program: Mkts.	6:00 Silent 6:15 Rural Roundup	6:00 News Roundup 6:15 News Listen 6:30 So Gilt	6:00 Capt. Stubby 6:15 Bob Atocher 6:30 Dolph Hewitt 6:45 News	6:00 The Bill 6:15 Evans Show 6:30 The Bill 6:45 Evans Show	6:00 Norman 6:15 News 6:30 News
7:00 News: Musical 7:15 Clock 7:30 Journal News 7:45 Musical Clock	7:00 Top O'Morning 7:15 Bin News 7:30 Top of the Morning: News	7:00 Coffee Club 7:15 News 7:30 Coffee Club: News	7:00 News: Pains 7:15 Service 7:30 News: Pains	7:00 News: Patrick O'Neil 7:15 Gold Coast 7:30 Shopping	7:00 Breakfast 7:15 Club 7:30 Arthur 7:45 Arthur Godfrey	7:00 News 7:15 Two Ton Baker 7:30 Tello Test 7:45 Today's the Day	7:00 You 7:15 Neighbor 7:30 Norman 7:45 News
8:00 Musical 8:15 Market Basket 8:30 News 8:45 News	8:00 Breakfast 8:15 Club 8:30 News: Coffee 8:45 Club	8:00 Markets: Coffee 8:15 Club 8:30 News: Coffee 8:45 Club	8:00 Prayer League 8:15 Musical 8:30 Musical Clock	8:00 Bing Crosby 8:15 Arthur 8:30 Arthur 8:45 Arthur Godfrey	8:00 My Story 8:15 My Story 8:30 Betty Crocker 8:45 John B. Kennedy	8:00 News 8:15 Record 8:30 Record 8:45 Record	8:00 Welcome 8:15 Travelers 8:30 Double or 8:45 Nothing
9:00 Welcomes 9:15 Travelers 9:30 Gilbert's 9:45 Gallery	9:00 My True 9:15 Story: Betty 9:30 Crocker 9:45 Joanne Markward	9:00 Reverend 9:15 Epp 9:30 Matter of the Day 9:45 Joanne Markward	9:00 News: Pioneers 9:15 Freddy Martin 9:30 News: Pioneers 9:45 Freddy Martin	9:00 Arthur 9:15 Arthur 9:30 Arthur 9:45 Arthur Godfrey	9:00 Capt. Stubby's 9:15 Succaneers 9:30 Women's 9:45 Club News	9:00 Record Relay 9:15 The Kellers 9:30 The Tom 9:45 Moore Show	9:00 Elizabeth Hart 9:15 Pentagon Report 9:30 Jack Berling 9:45 David Harum
10:00 Terkel Time 10:15 Pentagon Report 10:30 Jack Berling 10:45 Trading Post	10:00 Quick As 10:15 Lady of the House 10:30 Howard	10:00 News of America 10:15 Music for You 10:30 Here's 10:45 Job Service	10:00 Women's News 10:15 Mid-Morning 10:30 Matinee 10:45 Job Service	10:00 Winds Warped 10:15 Aunt Jenny 10:30 Helen Trent 10:45 Our Gal Sunday	10:00 Ladies Be 10:15 Seated; Beauty 10:30 Martha and 10:45 Helen	10:00 Kate Smith 10:15 Virginia Gale 10:30 Annover Man 10:45 News	10:00 Here's Norman 10:15 Boss 10:30 Here's Norman 10:45 News
11:00 Linda's 1st Love 11:15 Ranch Hands 11:30 Farm 11:45 Roundup	11:00 Linda's 1st Love 11:15 Ranch Hands 11:30 Farm 11:45 Roundup	11:00 Dick Haymes 11:15 Condon 11:30 Reflector 11:45 Jackpot Quiz	11:00 News: Matinee 11:15 Readings 11:30 Farm and Home 11:45 Farm News	11:00 Big Sister 11:15 Today's 11:30 Dinner 11:45 Bell	11:00 Farm World 11:15 Today's 11:30 Dinner 11:45 Bell	11:00 Tommy Bartlett 11:15 June Day 11:30 Market Reporter 11:45 News	11:00 News Magician 11:15 Phillip Hayes 11:30 Love and Learn 11:45 News
12:00 News: Roundup 12:15 Farm Set: 10 12:30 News 12:45 March Time	12:00 Man On Street 12:15 News 12:30 News 12:45 March Time	12:00 Uncle Julius 12:15 News: Farmyard 12:30 Frolics	12:00 Music: Markets 12:15 News: Markets 12:30 Farm and Home	12:00 2nd Mrs. Burton 12:15 Perry Mason 12:30 Nora Drake 12:45 Brighter Day	12:00 News 12:15 L. Birmingham 12:30 Beat 12:45 Band	12:00 Ladies 12:15 Fair 12:30 "I" for 12:45 a Day	12:00 Double or 12:15 Nothing 12:30 Live Like 12:45 a Millionaire
1:00 Double or 1:15 Nothing 1:30 Love and Learn 1:45 Music in Music	1:00 The Bob 1:15 Swanson Show 1:30 The Bob 1:45 Swanson Show	1:00 Ladies 1:15 Fair 1:30 Queen for 1:45 a Day	1:00 Farm Service 1:15 St. Hays and 1:30 Daughter 1:45 Music Booth	1:00 Nona (on nowhere) 1:15 Hullo, House 1:30 Quick as 1:45 Take All	1:00 Nancy Crain 1:15 Art Baker 1:30 News 1:45 Traveler	1:00 Radio Quiz 1:15 Second Spring 1:30 Linda's 1st Love 1:45 Lanny Ross	1:00 Backstage With 1:15 Stella Dallas 1:30 Lorenson Jones 1:45 Wilder Brown
2:00 Backstage With 2:15 Stella Dallas 2:30 Lorenson Jones 2:45 Wilder Brown	2:00 Carson 2:15 Gully 2:30 Jerry 2:45 Harper	2:00 News Listening 2:15 Treasury Band- 2:30 stand: News 2:45 For It	2:00 Bible 2:15 Fellowship 2:30 Hour	2:00 Paul 2:15 Gibson 2:30 Paul Gibson 2:45 Gold Coast	2:00 The Bob 2:15 Atocher Show 2:30 Happy Landing 2:45 Louisa Garvey	2:00 L. Saroyan 2:15 Marshall Keel 2:30 Spotlight 2:45 Shining Story	2:00 A Girl Marries 2:15 Ford's Faces 2:30 Just Plain Bill 2:45 Front P. Farrell
3:00 News: Madison 3:15 Hour 3:30 Madison 3:45 Hour	3:00 Tourist 3:15 Time 3:30 Uncle Dick's 3:45 Club	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News

Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISC-FM 98.1 M.

## WHA & WHA-FM

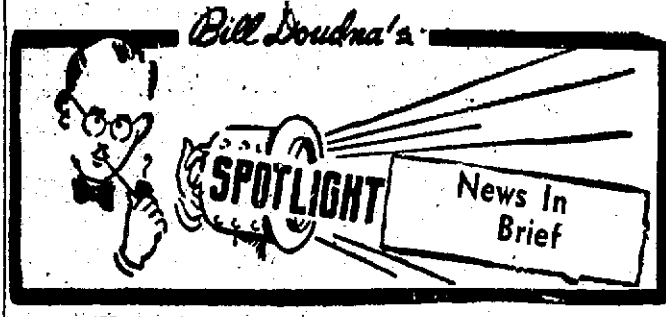
WEDNESDAY

7:00 Farm Program  
7:30 Band Wagon  
7:45 Morning News  
7:55 Weather Report  
8:00 Morning Melodies  
8:15 Fun Time  
8:30 Great Geography  
8:45 Markets  
8:55 Weather Report  
9:00 Weather Report  
9:15 League of Women Voters  
9:30 News and Views  
9:45 Introduction to Philosophy  
11:00 Noon Music  
11:30 News  
11:45 Chapter 4 Day  
12:00 Music for the Connoisseur  
12:30 Music You Want  
12:45 Great Themes  
1:00 Following Congress  
1:30 Music of the Masters  
1:45 Book Trails  
1:55 News  
2:00 Organ Melodies  
2:30 Dinner  
2:45 News  
2:55 Chapter 4 Day  
3:00 Geology and Wisconsin  
3:30 Musical Moments  
3:45 Introduction to Philosophy  
10:35 Night News

WFOV (FM)  
104.8 Megs.  
WEDNESDAY

8:00 Walk Patrol  
8:30 Clockwatchers  
9:00 Bob Light  
9:30 Dance Band  
10:00 News  
10:15 Morning Variety Show  
10:30 Show Tunes  
10:45 Zany Tunes  
11:00 News  
11:15 News  
11:30 Marching Along  
11:45 Sacred Heart Program

12:00 News  
12:05 Invitation to the Waits  
12:30 Vio Danone  
12:45 News  
1:00 Farm Diary  
1:05 Evelyn Knight  
1:15 Art Van Damme  
1:30 Ink Spots  
1:45 Jerome Kern  
1:55 News  
2:00 Record Matinee  
2:25 News  
3:00 Music Party  
3:15 Trivial Music  
3:35 News  
4:00 Juice Box Jamboree  
4:15 Kiddie Storytime  
4:30 News  
4:35 News  
4:50 Ken Griffin  
5:00 Art Van Damme  
5:05 Off the Record  
5:15 News  
5:20 News  
5:25 News  
5:30 News  
5:35 News  
5:40 News  
5:45 News  
5:50 News  
5:55 News  
6:00 News



TIP O' THE MORNING: Don't be surprised if "Tzena, Tzena, Tzena" turns out to be the song hit of the year.

Two of the nation's top-ranking bands—Elliot Lawrence and Woody Herman—have been booked to play for dancing at Hotel Edgewater's new Starlight Roof, and a third name orchestra is likely to appear there this summer.

Lawrence will be the attraction July 18 and Herman will be there Aug. 7. The third name and date have not been definitely set.

Her man, as you may know, is a native of Milwaukee, who began his career at the age of 9 as "the boy wonder of the clarinet."

He sang, danced, and played, but wasn't satisfied. He took up the saxophone—

which he mastered in three months. After high school, he studied at Marquette university. Then got his first big job—singing with Ginny Simms and Tony Martin as a member of Tom Gerun's band.

Setting for last week's production of "Idiot's Delight" at the Wisconsin Union theater was the Lawrence R. Brown, Overland, Mo., and Wayne R. Wolfert, Sheboygan. A program error omitted credit to them.

"The Jackie Robinson Story" won the June "Blue Ribbon Award" of the National Screen Council. This is given "on the basis of outstanding merit and suitability for family entertainment."

Two important factors in NBC-WIBA's "Mr. District Attorney" are ex-Badgers, but neither will vacation in Wisconsin. Jay Jostyn, who plays the title role, will be in California and Bob Shaw, who writes the scripts, will go to Capri.

Al Jolson has received a return-radio bid from CBS. The Billboard says that Mrs. Alben Barkley has turned down a once-weekly commentary show on ABC.

Sydney Greenstreet, who was here with the Lunts in "Idiot's Delight" and "There Shall Be No Night," may be heard soon in a CBS series.

Sammy Kaye has sued CBS, a sponsor, and an advertising agency for \$400,000, claiming ABC's of Music is actually his "Disc Madison time."

Paul Lavalle and his "Band of America," will appear as Gene Kelly's piano-playing pal in "American in Paris" to be filmed in the French capital.

Louis Calhern has started work on the film version of "The Magnificent Yankee," in which he starred on Broadway. Madison remembers him as one of the "Life With Father" stars.

Both Billy Eckstine and Rose Murphy are planning European tours.

The Bauer girls, famed golfers, can be seen on the Capitol theater screen now. The bill also includes "So Much for So Little," a color cartoon on health.

The Capitol has booked a succession of topflight pictures for the summer, starting with "Caged," starring Eleanor Parker and Wisconsin's Agnes Moorhead. Others include "The Great Jewel Robbery," with David Brian; "50 Years Before Your Eyes," with Arthur Godfrey as narrator; "The Flame and the Arrow," with Burt Lancaster and Virginia Mayo; "Fancy Pants," with Bob Hope and Lucille Ball; Walt Disney's "Treasure Island," and "Tea for Two," with Doris Day and Gordon MacRae.

If it's true that the supreme court watches the headlines, it's even truer of Hollywood. Warner Brothers started filming a picture called "The Million Dollar Robbery." When the Boston Brink case broke, they changed it to "The Two-Million Dollar Robbery." Now, with the Brink case off the front pages, they've changed it again to "The Big Suckup."

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## France Confirms Plevin as Premier, OKs Defense Plea

PARIS (AP)—The national assembly Tuesday confirmed Rene Plevin as premier and endorsed his plea for a 20 per cent increase in French defense spending. "Your approval must mean that you accept the rigorous duty of increasing the sum devoted to the defense of the country," Plevin had warned.

"To those who find these expenses too great, I reply it is less costly to pay for our part of a system of common defense than to try to preserve a chimerical neutrality in solitude."

Then, in a reference to the Korean fighting, he added: "As long as the United Nations (UN) has not created the conditions for international security, the democracies must accept with virility the hard necessity of forging arms for their defense."

Everyone but the Communists and their friends applauded warmly. To the jeering benches of Red deputies, Plevin quoted a 5-year-old statement by one of their own leaders: "We must create as strong an army as possible."

The house voted his confirmation 378 to 185. The Communists and a handful of other deputies made up the opposition.

## U. W. Man Takes Part in Atom Lab Program

A University of Wisconsin staff member is taking part in the summer program of Brookhaven National laboratory at Upton, N. Y. He is William F. Donoghue, teaching assistant in mathematics.

At Brookhaven he is working on a physics project. The laboratory was founded in 1947 by Associated Universities, Inc., a non-profit educational corporation which operates the laboratory under contract with the Atomic Energy Commission (AEC).

## Famous Screen star LLOYD NOLAN says:

For an enchanted evening enjoy SCHENLEY

Blended whiskey 86 proof, 65% grain neutral spirits. Schenley Distributors, Inc., N. Y. C.



## Today's Radio Highlights

- Music**  
4:30 p. m. — Curt Massey (WBBM); and Martha Tilton: "It's a Good Day," "I Want to Be Loved," "Barney Google," "Hoop-de-Do."
- 6:30 p. m. — Hymns of the World (WIBA): "O for a Closer Walk With God," "Savior, More Than Life to Me," "The Day Thou Gavest," "At the Cross."
- 10:30 p. m. — Concert Master (WIBA): Lily Pons sings "Cavatina" from "Lucia"; orchestra music includes "Roman Carnival" overture, Prokofiev's "Classical Symphony."
- Drama**  
6:30 p. m. — The Falcon (WMAQ): loan shark falls in love with married woman, becomes murder victim... Dr. Christian (WBBM): patches up a marriage.  
7 p. m. — Halls of Ivy (WIBA): college president meets opposition of girl student's father... Hidden Truth (WGN): lie detector solves mystery of missing safe deposit box.  
7:30 p. m. — Family Theater (WGN): Patricia Neal and Glenn Langan in "The Triumphant Exile," story of Robert Louis Stevenson.  
8:30 p. m. — Mr. District Attorney (WIBA): model home houses corpse.  
9 p. m. — Big Story (WIBA): Ohio reporter proves shooting wasn't an accident.
- Quiz**  
7:30 p. m. — Cliche Club (WISC) Louis Untermeyer, guest.  
8 p. m. — Break the Bank (WIBA): home quiz on famous mountains.
- Discussion**  
3 p. m. — Great Themes (WHA): "European Problems and Their Impact on Germany," Hans Sim.  
5:15 p. m. — You and Korea
- Sports**  
12:25 p. m. — Baseball (WIBA-FM): recreation of last game of 1928 World Series.
- Farm Programs**  
12:15 p. m. — Farm Services (WIBA): "Pen Stabling," James Kalkenberg, Waunakee, and John T. Torke.  
12:30 p. m. — Farm Program (WHA): "Small Grain Harvesting and Storing," H. L. Shands; "Watch Out for Poisonous Plants," Dale Sorenson.
- For Children**  
5 p. m. — Playtime (WIBA): "Snip, Snapp, Snurr, and the Buttered Bread."
- Miscellaneous**  
10 a. m. — Homemakers (WHA): "Room for One More," Jennie T. Schrage; "A Well-Arranged Basement," Mrs. Margaret McCordic.  
3 p. m. — Carson Gully (WISC): helpful hints for the grocery basket; recipes for cake frostings.
- for Picnics - Parties**  
Creamy vanilla and delicious flavors  
2 1/2 gal. cans, \$3.25  
\$1.65 gal. • Half Gallon 83c  
809 University 2522 University  
2115 Atwood Crawford's Custard
- DUTCH MAID ICE CREAM**

## Books New This Week At Madison Free Library

- Brown-John Adams and the American Revolution  
Lederer—Window Display  
Lemon—Textile Decorating  
Eaton—Handicrafts of New England  
Lancaster—Phantom Fortress  
Benson—Americans from Sweden  
Hines—Place of Religion in Public Schools  
Conson—Salt-Free Diet Book  
Haines—James and Woodworking  
Tindal—Janet's Joy: His Way of Interpreting the Modern World  
Aber—Price of Union  
Graham—Cordelia  
Pre-Medical Student's Chart Manual
- DR. GORDON AT MEETING**  
Dr. Richard B. Gordon, 2125 Van Hise ave., is attending the 52nd National convention of the American Osteopathic association at the Stevens hotel in Chicago this week.
- Forger Given Term; Wife Gets Probation**  
Superior court was the scene Tuesday afternoon of the parting of the ways for Mr. and Mrs. George R. Georgeson, both of whom pleaded guilty to five counts of forgery when assigned before Judge Roy H. Proctor. Georgeson, 28, who gave no permanent address, was sentenced to from 1 to 3 years in Waupun state prison on each count, the sentences to run concurrently. His 22-year-old wife, Irene, was given a suspended sentence of six months in the Jaycheedah women's home and placed on probation for a year to the state department of public welfare. The couple, who last lived at the Washington hotel, passed \$724 in worthless checks in various Madison business places during the past month, the district attorney's office said. Georgeson told Judge Proctor that "it was all my idea and my wife had nothing to do with it." The couple has four children, all of whom are staying with Mrs. Georgeson's mother.

## Coal Delivery Strike Ends in Milwaukee

MILWAUKEE — (U.P.) — About 1,800 A.F.L. coal yard workers and drivers returned to work here Tuesday with a wage increase, ending an 11-day strike that had crippled operations of about 275 independent coal dealers. The workers resumed operations at 11 major coal docks, 12 rail yards, and 275 coal companies. Frank White, business representative for union Local 257, said the union and coal operators agreed Monday night on a 15-cent hourly wage increase, retroactive to May 1.

## PARTY LINE

... your party line neighbor asks you for the line to make an emergency call, it's thoughtful to hang up and call back later.

Party line neighbors applaud those who share the line willingly. Everyone gets better service, too.

76

WISCONSIN TELEPHONE COMPANY  
Working always to serve Wisconsin better

## NOW -you can learn to dance in 1/2 the time

The New, Faster Arthur Murray Way

Free Proof in 15 Minutes 6-9057

ARTHUR MURRAY is so excited about his wonderful, new, short-cut to dancing — "The First Step to Popularity" — Learn to dance and save, too!

You see with this new discovery you can learn to dance in just half the time because "The First Step to Popularity" is the way to all dance steps. Imagine yourself doing a Rumba, Fox Trot, Waltz, Samba after only one lesson, even if you've never danced before.

You'll be the most popular partner on the floor. It's quick and easy once you put yourself in the hands of an Arthur Murray expert. But, hurry, hurry! Those 6-9057 or come in to the studio and have a 15-minute dance analysis FREE.

FREE CLUB DANCE  
Every Saturday Night, 8:15 to 10:15

Arthur Murray  
Studios Completely Air-Conditioned  
20 1/2 E. Mifflin St., Open 10 a.m. to 11 p.m.

since Covered Wagon days... OUTLASTS 'EM ALL

LEVI'S the original blue jeans

For 100 years now, cowboys have chosen Levi's for tough, rugged range work—because they know there's not a longer-wearing, easier-fitting pair of overalls than Levi's! If you work hard or play hard, your best buy is Levi's—the ORIGINAL cowboy overalls—the West's FIRST choice since 1850. Guaranteed—a new pair FREE if they rip!

LOOK FOR THE RED TAB ON THE BACK POCKET

1950

\*The Name LEVI'S is registered in the U. S. Patent Office and device overall made only by Levi Strauss & Co. Main Office: 98 Battery Street, San Francisco 4, California.