

# Radio Program Schedules by the Clock

FRIDAY							
WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 1240 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 610 kc.
5:00 Sunrise 5:15 Profie 5:30 Musical 5:45 Clock	5:00 Top of the Morning 5:15 Moments on the Mount 5:30 News 5:45 Eddy Arnold	5:00 Breakfast Symph 5:15 Farm World 5:30 Sports Club 5:45 News	5:00 Silent 5:15 Silent 5:30 Silent 5:45 Silent	5:00 Paul Gibson 5:15 News 5:30 News 5:45 News	5:00 Farm Bulletins 5:15 Devotions 5:30 St. Bernard 5:45 News	5:00 Farm Hour 5:15 On the Farm 5:30 News 5:45 News	5:00 Phillip Hayes 5:15 News 5:30 News 5:45 News
6:00 News 6:15 News 6:30 News 6:45 News	6:00 Top o' Morning 6:15 Top o' Morning 6:30 Pauline Fred 6:45 News	6:00 Sports Club 6:15 Coffee 6:30 Coffee 6:45 Club News	6:00 Prayer 6:15 Prayer 6:30 Prayer 6:45 Prayer	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News
7:00 News 7:15 News 7:30 News 7:45 News	7:00 My True Story 7:15 My True Story 7:30 My True Story 7:45 My True Story	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News

### WFOV-FM

104.5 Mezz. FRIDAY A. M.

8:00 Yarn Patrol  
8:30 Clockwatchers  
9:00 Ben Light  
9:15 Herb Kellar  
9:30 Dance Band  
10:00 News  
10:30 Morning Variety Show  
10:45 Show Tunes  
11:00 Easy Tunes  
11:05 Polka Time  
11:15 Marching Band  
11:45 Sacred Heart Program

12:00 News  
12:05 Invitation to the Waltz  
12:15 Morning Sisters  
1:00 News  
1:30 News  
1:45 News  
2:00 News  
2:15 News  
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11:30 News  
11:45 News  
12:00 News

### WHA & WHA-FM

970 Mezz. FRIDAY A. M.

7:00 Farm Program  
7:30 Band Wagon  
7:45 News  
8:00 Weather Report  
8:00 Morning Melodies  
8:30 Early Mad and His Society  
8:45 Organ Music  
9:00 Rhythm and Games  
9:30 Markets  
9:45 Weather Report  
10:00 Homemakers Program  
10:30 Concert Air  
10:45 News and Views  
11:00 American Political Thought  
11:30 Noon Musicale

FREE PARKING LOT

### MIDWINTER

Wm. Bendix—Hoagy Carmichael  
"JOHNNY HOLIDAY"  
Tim Holt  
"Mysterious Desperado"

### TURNER HALL

Where the Best Bands Play

DANCE SAT. NIGHT  
From 8:30 to 12:30  
Bob Fehling's Orch.  
DANCE SUN. NIGHT  
Bernie Henderson's Orch.

### WEDDING ANNIVERSARY

DANCE SAT. NIGHT

Bernie Henderson's Orch.  
EDWARDS PARK

### PRAIRIE

Wm. Elliott in  
"THE SAVAGE HORDE"  
and  
"Federal Agent At Large"

### Coming

Turner Hall  
MADISON  
Friday, Oct. 6th  
JAN GARBER

### CAPITOL

NOW

BOB HOPE  
Fancy Pants

BUY U. S. SAVING BONDS!

### ORPHEUM

NOW

### Baton Twirling Lessons

200 Batons FREE

A FREE BATON WILL BE GIVEN TO THE FIRST 200 PUPILS WHO REGISTER FOR A COURSE IN BATON TWIRLING LESSONS AT OUR SCHOOL.

### OUTDOOR

THURSDAY • FRIDAY  
Two Technicolor Top-Hits  
EVERYBODY'S WAITING FOR THEIR NEW MUSICAL!

### SUNSET BOULEVARD

A HOLLYWOOD STORY

ADDED FEATURETTES

### High Eastern Milk Prices Hit State Dairymen

STEVENS POINT—(U.P.)—A too-high price in fluid milk in the east is hurting midwest dairymen, according to the Wisconsin Creameries assn.

Delegates to the association's convention here asked the National Creamery assn. to study and "take action" on federal milk orders for eastern markets. They said that milk consumption in the east has dropped because the price is pegged too high. As a result, a convention resolution said, surplus milk goes "at a low price" into butter, creating an artificial "butter surplus."

Omar Gaston, Watertown, was re-elected president of the state association. Other officers, all re-elected, are: O. R. Wilkins, vice president; A. H. Lindow, Ruedeburg, secretary-treasurer; and Oscar Christanson, Madison, legal counsel and executive secretary.

A state agriculture department official told the convention that the dairy industry would be threatened if price controls were imposed now.

### JUDY GARLAND

and  
GENE KELLY  
SUMMER STOCK

### JACKIE ROBINSON

"The Price of Brooklyn" as HIMSELF in  
"GIRLS' SCHOOL"

### THE HAPPY YEARS

at 9:05

### LEO KEHL

SCHOOL OF DANCING

223 E. Mifflin St., Madison 3, Wis.

## Today's Radio Highlights

**Special Events**  
9 p. m.—Red Feather Roundup (WIBA, WISC, WKOW, WIBU). Pres. Truman officially opens 1950 campaign: Bob Hope, Mr. and Mrs. Ronald Colman, Bing Crosby, Dennis Day, Lucille Ball, Art Linkletter, Kirk Douglas, Lionel Barrymore.

After the president's talk, Madison United Givers Fund leaders will speak. Oscar G. Mayer, Jr., drive chairman, will be on WIBA and WFOV (which will carry the program at the end of its basketball broadcast). Pres. Bernhard Mautz of United Givers Fund will be on WISC and WIBU, and Steve Clark will be on WKOW.

**Sports**  
1:15 p. m.—Baseball (WJJD): Senators at Boston.  
7:30 p. m.—Football (WIBA-FM and WFOV): Madison West vs. Madison Central.  
8:25 p. m.—Baseball (WIND): Cubs at St. Louis.  
8:45 p. m.—Art Lantz (WISC) and John McGeehan, new series; Coach George Lanphier, first guest.  
9:45 p. m.—Roundy's Forecast (WIBA): at new time.

**Drama**  
7:30 p. m.—This Is Your FBI (WISC): agents trap armed bank robbers.  
8:30 p. m.—Jack Lait (WIBA): inside story of Big Ed Colucci, one-time Chicago ward boss... Damon Runyon Theater (WGN): "The Roundabouts of Broadway."

**Music**  
7:45 a. m.—Eddy Arnold (WIBA): "I Can't Go On This Way," "Always Alone," "Over the Santa Fe Trail."  
11:15 a. m.—Dial Dave Garraway (WIBA): "Play a Simple Melody," "I'll Always Love You."  
11:45 a. m.—Ranch Hands (WIBA): "Steppin' Out," "Durany Hornpipe," "Careless Kisses."  
4:30 p. m.—Campus Frolics (WFOV): new show with Don Metzger.  
6 p. m.—Hymns of the World (WIBA): "Guide Me, O Thou Great Jehovah," "My Faith Looks Up to Thee," "Now the Day is Over," "My Soul Be on Thy Guard."

**Quiz**  
10:30 a. m.—Grand Slam (WBBM): completes fourth year.

**Discussion**  
5:15 p. m.—You and the World (WKOW): Norman MacKenzie, London editor, on British view of Korea.  
7:30 p. m.—Your City in Action (WIBA): at new time.  
9:30 p. m.—Arthur Finletter (WKOW): secretary of air addresses Air Reserve assn.

**Miscellaneous**  
11:30 a. m.—Farm Roundup (WIBA): Bill Kimball, Dane coun-

(WBBM): 20th anniversary program; William S. Paley, CBS board chairman, guest.  
University of Illinois' third annual conference for orientation week Dorothy A. Runkel, assistant directors to be held at Monticello, Ill., Oct. 10-11.

### MAIL ORDERS OPEN!

GEORGE BERNARD SHAW'S  
3-ACT COMEDY  
"ARMS AND THE MAN"

presented by  
The Players Inc. of Washington, D. C.

THURSDAY, Oct. 12th, 8:00 p. m. at  
WEST HIGH AUDITORIUM

MAIL ORDERS NOW!

All seats reserved. Main floor \$1.80 and \$1.20; Balcony \$1.20 and 80c, tax included. Mail checks to Blackfriars Guild Boxoffice, 211 W. Mifflin St., Madison, Wis. Enclose self-addressed stamped envelope.

(Sponsored by Madison Blackfriars Guild)

This SATURDAY for DANCING & ROMANCING! there's no place in Madison like the -VFW- BALLROOM 113 E. Mifflin

Next WEDNESDAY with Armond Stuck's Melodies 8c. plus tax

Tomorrow—After the Game

Meet your friends at the Super-Bar... Enjoy Finest Drinks at Lowest Prices

PELLITTERI'S  
**SUPER-BAR**  
724 WEST WASHINGTON AVE.

MODERNE DANCE TONITE and every FRIDAY NIGHT in Madison!

9 P. M.—TURNER HALL  
21 S. Butler St.—2 blocks East of Capitol Square

DAN GARSON  
"Madison's Own Name Band"  
8 men of popular music.

Admission 80c Per Person Inc. Tax

### BOWLING

The BOWLA-VARD

Madison's new 20-lane Alleys

2909 East Washington Ave.

will be open SUNDAY, OCTOBER 1 FOR OPEN BOWLING

LEAGUE BOWLING WILL BEGIN MONDAY EVENING, OCT. 2

### The Edgewater

We Invite You to Enjoy Dancing at the CLUB RIGADOON

- Dine and dance in luxury Friday and Saturday evenings.
- With featured orchestras, 9 p. m. to midnight.
- Dinner served from 5 p. m. to 10 p. m.

NO COVER CHARGE

For reservations, dial 6-9071

FALL IS FUN AT THE EDGEWATER  
Lake Mendota at Wisconsin Avenue

### WARNER BROS. MAJESTIC

BIGGEST TREAT OF THE YEAR DON'T MISS IT

LOOK FOLKS LITTLE AND BIG—THE GREATEST CHAPTER PLAY EVER PRODUCED IS HERE STARTING TODAY

TODAY and SATURDAY

### ATOM MAN vs. SUPERMAN

15 EXCITING CHAPTERS

SHOWN ONLY Friday and Saturday Each Week

SEE The First Chapter This Week—We're Positive You Won't Want to Miss Any of the Rest.

AND THIS GREAT 2 HIT SHOW

### ROY ROGERS

AND TRIGGER in "GAY RANCHERO"

FREE TO THE FIRST 500 KIDDIES—Colored 8x10 Photo of ROY ROGERS & TRIGGER

### AUTO RACING

Sunday Afternoon  
October 1st

EXTRA ADDED ATTRACTION!  
100 Lap Feature Race  
\$1,000 Added Purse

Guaranteed 24 Car Entry

Time Trials 1 p. m.—Races 2:30 p. m.

ANGELL PARK—SUN PRAIRIE

Sponsored by the Sun Prairie Fire Dept.

Admission—67c plus 13c tax—Total 80c  
Children under 12 years—Free

### Did Her Beauty Make Her Daring?

SUSAN, a nice kid who might live next door. Her head was so high in the clouds, it was too easy to sweep her off her feet...

WE ASK YOU NOT TO JUDGE HER UNTIL YOU SEE "3 Secrets"

STARTS WEDNESDAY!

WARNER BROS. CAPITOL

### JUDY GARLAND GENE KELLY

in M-G-M's "SUMMER STOCK"

TECHNICOLOR with RAY COLLINS

WARNER BROS. WAGON MASTER

### FRIDAY—SEPT. 29

in person  
EDDY HOWARD and his orchestra

COMPOSER OF HITS!  
SINGER OF HITS!  
MAKER OF HITS!

SATURDAY, SEPT. 30  
LAYTON BLAINE and his popular orchestra

### Riverview Ballroom

SAUK CITY

Tomorrow... 7:30 P. M.  
Over WIBU, Madison

Hear **WALTER P. REUTHER**

President, UAW-CIO  
Speaking at the CIO State Convention, Eau Claire