

Today's Radio Highlights

Radio Program Schedules by the Clock

Drama
2:30 p. m.—World Theater (WIBA): "Prince Genji."
7 p. m.—Aldrich Family (WIBA): Henry and Homer clean Mrs. Aldrich's closet...

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and time slots (6:00, 6:15, 6:30, etc.) listing various programs.

Music
10:30 a. m.—Jack Berch (WIBA): "Lucky, Lucky Me," "Zing Went the Strings of My Heart..."

Discussion
8:30 p. m.—Reporters Roundup (WGN): Sen. Paul Douglas (D-Ill.)

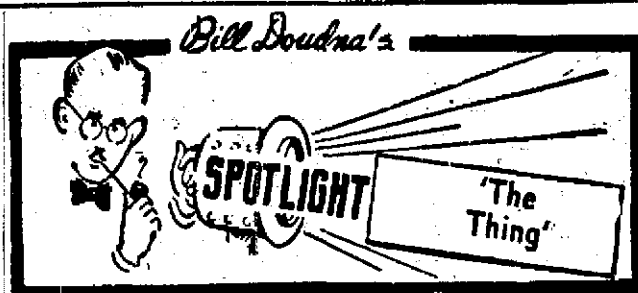
Quiz
3 p. m.—Strike It Rich (WBBM): saluting Will Rogers Memorial Hospital fund...

Farm Programs
12:15 p. m.—Farm Service (WIBA): meat, consumer-merchant-processor-producer conference...

For Children
4 p. m.—Uncle Dick (WISC): "Barnacle Bill, the Sailor."

Miscellaneous
10 a. m.—Homemakers (WHA): "Of Youth and Music..."

Roll Call Dinner Set at Viroqua
VIROQUA—More than 300 Odd Fellows and Rebekahs are expected to attend the 50th annual Viroqua lodge "roll call" dinner...



TIP OF THE MORNING: The Madison Civic chorus' performance of "The Messiah" on Dec. 17 definitely will start at 3 p. m. instead of 3:30 so those who wish to do so may attend the second presentation of the public schools' Christmas pageant in the state capitol.

If you've wondered and wondered what "The Thing" is, take a look at the picture accompanying this column. A State Journal reader came up with the answer—a Dagwood Bumstead sandwich.

ON THE AIR: The Madison program in WHA's "Community Concert" series, first broadcast Nov. 29, will be repeated on WHA, WHA-FM, and the state network at 2 p. m. Sunday.

ART: The 1950 Wisconsin Salon of Art will close at 10:30 p. m. Sunday. You can see it until then in the two Memorial Union galleries.

TUDOR SINGERS: Correct hour of the Tudor Singers' Christmas dinner-concert Sunday is 6 p. m., not 7:30 p. m. as announced in the Memorial Union calendar.

IN BRIEF: Doris Day will have the title role in the film, "The Helen Morgan Story." Hedda Hopper's NBC-WIBA program is about to bag a sponsor.

Employees Called Key to Public Relations
Employees are the most important part of any organization's public relations, because the public meets the employee in all its dealings.

State Jobless Fund Reported 'Strong'
Wisconsin's unemployment compensation fund is "one of the strongest in the nation," the industrial commission reported Wednesday.

PROCTOR AT CONVENTION
Judge Roy H. Proctor, superior court judge and Dane county juvenile judge, is attending a 2-day meeting of the state board of juvenile judges in Waukesha and Milwaukee.

The following items: Pure GROUND BEEF

Oscar Mayer's Skinless WIENERS

VEAL ROAST

Assorted COLD CUTS

49c lb.

Small, Meaty Spare Ribs

39c lb.

TENDERKNIT STEAKS

69c lb.

SHORT RIBS

45c lb.

Cudahy Sliced BACON

43c lb.

Vacuum Packed MONARCH COFFEE

80c lb.

FLESCH'S 1209 Williamson



Don't be HALF-SAFE
Many mysterious changes take place in your body as you mature. Now, the glands under your arms begin to secrete daily a new type of perspiration containing substances which will—if they reach your armpits—cause unpleasant clinging odor.

As doctors know, not all deodorants stop both perspiration and odor. But Arrid does! It's been proved that the new cream deodorant Arrid stops underarm perspiration 1 to 3 days safely—keeps underarms dry and sweet.

Remember this, too: Arrid's antiseptic action kills odor on contact—prevents formation of odor up to 48 hours and keeps you "showers-bath" fresh. And it's safe for skin—safe for fabrics.

PRIZE WINNERS CHOOSE AUNT JEMIMA CAKE MIXES!

"Delicious as our own Homemade" say 881 homemakers whose cakes win top prizes at State and County Fairs!

Can a cake mix actually make cakes as good as the best homemade? The nation's top experts—homemakers whose cakes win prizes from coast to coast—say "yes!"

Using Aunt Jemima Cake Mixes and adding only water, these homemakers test-baked Aunt Jemima Cakes. And 881 of them—92%—found Aunt Jemima Cakes "delicious as our own homemade!"

What thrilling proof that a complete mix, made of fine country-born ingredients, honestly put together, gives the perfection in cake baking women have been waiting for?

Now you can bake the very same Aunt Jemima Cakes that thrilled America's prize winners. Even if you're quite inexperienced! Because these are can't-fail cake mixes—give perfect results every time!

AUNT JEMIMA CAKE MIXES Silver Cake & Devil's Food



ONLY 1 OUT OF 6 LIKE WINE well enough to serve regularly\* BUT 9 OUT OF 10 LIKE VIRGINIA DARE



Once you taste the Wine with that 100-Year Flavor Only 98c RED OR WHITE (full 4 1/2 qt.) YOU, TOO, WILL LIKE WINE!

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Buy a bottle today. See if you're not one of the nine out of ten people who like Virginia Dare—the only wine of its kind in the world!

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