## Today's Radio **Highlights**

### Drama

7 p. m.—Halls of Ivy (WIBA wist to rival campus starts rumor and trouble . . . American Agen (WISC): atomic scientist disar pears... Mr. Chameleon (WBBM missing bracelet provides murde

7:30 p. m. — Dr. Christia (WKOW): \$45,000 contest pri brings unhappiness . . . Great Gi dersleeve (WMAQ): approachin birth causes excitement.

8 p. m .- Harold Peary (WKOW Valentines get mixed . . . Hidde Truth (WGN): story of Chicago St. Valentine's Day massacre, 8:30 p. m.—Mr. District Atto ney (WIBA): love letters, used for Family Theater (WISC): "The Treasury of Homes," with Lorett Young, John Charles Thomas, J

9 p. m.—Big Story (WIBA): Mis sissippi crime reporter prevent miscarriage of justice.

## Sports

5:45 p. m. — Sports Parad (WIBA): Gene Evans, former Un versity of Wisconsin baseball an football star, guest.
7:30 p. m.—Coach "Bud" Foste

(WIBA): reviews Illinois, Purdu games; previews Iowa battle. 9 p. m.—Boxing (WKOW): Jak LaMotta vs. Ray Robinson.

### Music

7:45 a. m.—Eddy Arnold (WIBA)
"It Makes No Difference Now,"
"To My Sorrow," "I Walk Alone."
10:30 a. m.—Jack Berch (WIBA) "Sweetheart of Sigma Chi, "Sweetest Story Ever Told," Love You.

11:45 a.m. — Ranch Hand: (WIBA): "I Love You Because," "Over the Waves," "Love Some 4:15 p. m .- Music of the Masters

(WHA): "Serenade in D Major," Dobnanvi. 6:30 p. m. - Club 15 (WBBM) "I'd Love to Call You My Sweet heart," "Sweetheart of Sigma Chi,"

You're Just in Love," Call You Sweetheart."
9 p. m.—FM Concert (WHA-FM) "Poem for Violin and Orchestra," Chausson.

Variety 8:30 p. m. - Bing Crosby

### (WKOW): and Dorothy Kirsten. Discussion

5:15 p. m. — Legislative Forum (WHA): Assemblyman George Molinaro . . You and the World (WKOW): "Displaced Persons in America," Edith Lowry of National

Council of Churches.

8 p. m.—Second 50 Years (WHA-FM): "Well Worn Truths and New Ideas," Prof. A. Campbell Garnett. 11:15 p. m. — Charles Sawyer (WBBM): secretary of commerce on "Mobilization."

## Quiz

8 p. m .- Grouche Marx (WIBA): with \$2,000 jackpot.

## Farm Programs

12:15 p. m. — Farm Service (WIBA): "Test and Cull Cows. Feed Milk to Vealers," B. R. Dugdale and John Torke.

12:30 p. m. — Farm Program
(WHA): "The Agricultural Situation As I See It," Asher Hobson;

"Grab Swellings on Backs of Cat-tle," R. J. Dicke, E. H. Fisher.

## For Children

9:30 a.m.—Young Experimenters Entertainment (WHA): "Levers and Gears."

5 p. m.—Playtime (WIBA): "On

ty," Joan Shurpit.

8:15 p. m.—Excursions in Science (WFOW): "Skyshooting."

## WHA and WHA-FM

970 Kc.—88.7 Megs.
WEDNESDAY
A. M.
Fairn Program
Band Wason
Morning News
Weather Report
Morning Mejodies
Broadcast on Broadcasts
Masic 9:00 Broadcast on Livering 9:00 Music 9:09 Road Report 9:09 Road Report 9:09 Road Report 9:50 Markets 9:55 Weather Report 10:00 Homemakers Program 10:00 League of Women Voters 10:45 News and Views 11:00 Human Adjustment 11:50 Noon Musicale P. M.

11:30 Noon Musicine

12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Journeys in Musiciand
2:00 Chicago Roundtable
2:30 Music You Want
3:00 Contemporary Trends
3:50 Music
4:00 Radio Journal
4:15 Music of the Masters
5:15 Legislative Forum
5:30 Music Album
5:45 News
6:00 Organ Melodles
6:30 Dinnor Musicale
7:15 News and Views

6:00 Organ Melodies 6:30 Dinnor Mudicale 7:15 News and Views 7:30 Music for the Dance 8:00 The Second 50 Years 9:00 FM Concert 10:55 Night News (to 11)



Also Averiable in 4/3th Pints & Hall Pints Blanded Scotch Whisky 86.8 Front Browne-Vintners Co., Inc., New York Sole Distributors

## Radio Program Schedules by the Clock

Madison

	WEDNESDAY							
	WIBA 1310 kg.	WISC 1430 kg.	1975 kc.	WIBU 1240 No.	WBBM 180 kc.	WENR-WLS	WGN 120 kc.	WMA 670 ks
:00 :15 :30 :45	Sunrise Prolio Musical Clock	Top o' the Morning Top o' the Morning: News	Uncle Julius News: Farm Hour Farm Hour Weather: Mats.	Bilent Silent Rural Roundup: Mkta	Paul Gibson News: Paul Gibson	Farm Bulletin Devotions Red Blanchard News	Farm Hour On the Farm News	Phillip Hay Town and Farm Alex Dreier
:07 :15 :39 :45	News: Musical Clock Journal News Eddy Arnold	Top O'Morning News Top O'Morning Pauline Fred's	News Coffee	News: Farm Service News Farm News	News Roundup News Jim Conway Lucky Ladies	Capt. Stubby Bob Atcher Happy Hank News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: Ne
:00 :15 :30 :45	Musical Clock Musical Clock News	Breakfast Club Breakfast Club	Coffee Club: News Kitchen Club Coffee Club	Rev. Peterson * Musical Clock Musical Clock	News Patrick O'Rilar Gold Coast Shopping	Breakfast Club Breakfast Club	News Cliff Johnson Westerners	Your Neighbor Norman H News
:00 :15 :30 :45	Welcome Travelers Carson Guller Trader; News	My True Story: Betty Crocker Victor Lindish	Arthur Godfrey Arthur Godfrey Arthur Godfrey	News: Pioneeru Freddy Martin Reedsburg Hour Sweet Musio	Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindahr	News Mary Margaret McBride	Welcome Travelers Double or Nothing
:00 .15 :30 :45	Break the Bank Jack Berch Dave Garroway	Lady of House Shoppers Spec. Queen for a Day	Arthur Godfrey Music Speaks Betty Cass	• Women's News • Job Service Mid Morning Matines	Arthur Godfrey Grand Slam Rosemary	Romances Capt. Stubby's Buccanters Kitchen Club	M. M. McBride Answer Man Queen for a Day	Break the Bank Jack Herch Dave Garr
:00 :15 :30	Share the Wealth Pickens Party Farm Roundup Ranch Hands	Johnny Olsen Lanny Ross The Menjous News; Bongs	News of America Aunt Jenny Music for You Jackpot Quiz	News Matines Headines Farm and Home Farm News	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Luncheon Club News Farm World Today	News Virginia Gale Tello-Test News	O. B. Steam Pickens Pa Phillip Hi Love and
00 15 30 45	News: Roundup Farm Service News March Time	• Bing Croshy • News • The Bob Swanson Show	Uncie Julius News Mkts.: Farmyard Frolics	Music: Markets * News * News; Markets Farm and Home	Big Sister Ma Perkins News Guiding Light	Dinner Bell News L. Burlingham	Cedric Foster Hostess House Market Reporter News	News: Her Norman Norman Ross
00 15 30 45	• Double or Nothing • Love and Learn • Magic in Music	* Bob Swanson * News * Kennedy Bob Swanson Show	Shopping to Music Here's Harper	Farm Service Si Hays and Daughter Music Booth	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day		Name the Sone	Double or Nothing Live Like a Million
00 15 30 45	Life Beautiful Road of Life Pepper Young Right to Hap'n's	Bob Rews	Lucila Mortenson Houseparty and Cedric Adams	Music Booth U. W. Band Hawaii Music	Hilltop House News House Party and Cedric Adams	Quick As a Flash Hannibal Cobb Talk Back	Tune Test: News Two-Ton Baker	Life Beau Road of Li Papper You Right to B
30	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	• Dolly	Strike It Rich Music News	Chapel in the Sky Meiody Hour	Strike It Rich Play or Pay Double Quin	Nancy Craig David Amity Martha and Relen	Radio Quis Tello-Test Share Wealth Consumer Panel	Backstage Stella Dail Lorenzo Jo Widder Sr
00 15 30 45	News: Madison Hour Just Plain Bill Front P. Farrell	• Uncle Dick's ABC Club	Mary Casey's Showcase Harmony House	Beaver Dam Hish School News Band Parade	Paul Gibson Paul Gibson Gold Coast	Hob Atcher News Beulah Karney	Jane Mason Marshall Kept Spotlight Singing Story	A Giri Ma Portia Faci Just Plain Front P F
30 I	Play Time Fiesta News Sports News	• Mark Trail • Clyde Boatty; V.Borge	News You & the World News: You Asked for Is	Firsts Time University Special Univ. Special	News News Curt Massey Lowell Thomas	Cisco Kid Black Hawk	Mark Trail Clyde Beatty; V. Borse	Clifton Ut Wed Howard News
īš l	Melody: News	News: Fiesta Fuiton Lewis Lone Ranger	News Dinner Music Music; Sports Edw R. Murrow	Tips & Tunes	Beulah Jack Smith Club 15 Edw. R. Mulrow	Edwin C. E.U.	Melody Five News Gabriel Reatter Fulton Lewis, Jr.	H. V. Kalt Hometowns News of W 1 Man's Fr
00	The Halls of Ivy Coach Feater Serenade	American Agent Fat Man	Music for Memories Doctor Christian	Farm Front Old Timers Jamboree Serenade	Mister Chameleon Doctor Christian	American Agent Fat Man	Rudy Vallee Wash Report News	The Halls of Ivy The Great Gildersies
0 15 10 13	Marx	Rogues Gallery Family Theater	Harold Peary Bing Crosby	Old Timers Jambores Old Timers Jamborse	Harold Peary Bing Crosby	Rogues' Gallery Mister President	The Hidden Truth Family Theater	Groucho Marx Mr. District Attorney
00	Story The NBC	Lawrence Welk Newsreel Elmer Davis	Boxing Boxing Dance Music	• University Farm Hour • News; At Your Request	Eoxing Boxing Boxing Boxing	WAIE !	2.000 Flus Philo Vance	The Big Story Dr. James Conant
š		Frank Edwards J. Kennedy: Ed	News Sports Lonesome Gal Tops in Music	At Your Request At Your Request	News Weather: News The Avenger	News Bob Elson Benny Rubin; Kennedy	Detective Call Chicago at Night News: Bongs This is the Story	News Sports Spe Skip Farrell
<u> </u>	• News: t310 Club 1310 Club: News	Ed	Folly Lawler's	* Silent	Charles Sawyer	Eddle O'Neal	Frank Edwards The Continental Henry Branden Chuck Foster	News Lonesome C Show (to The Ches

### WFOW-FM 104.9 Megs. WEDNESDAY A. M.

O Yawn Patrol
News; Yawn Patrol
Clockwatchers; News
Ben Light
Herb Kerr
Danice Band
News; Musical Variety
Show Tunes
Novelty Shop
News; Polka Time
News; Polka Time
News; Polka Time
Sacred Heart Program

P. M. News; Kay Starr Dean Martin John Lorenz Vera Lynn: News Jan August Al Jolson

1115 Al Joseph 1:30 Sportsman 1:40 Jack Smith: News 2:00 Audro Nash Show: News 3:00 Music Party: News 4:00 Guy Lombardo 4:115 Campus Club: News 5:00 Ken Griffin

## Calendar

(WHA): "Levers and Gears."

5 p. m.—Playtime (WIBA): "On Valentine's Days."

4 + 4

Miscelianeous

9:30 a.m. — Carson Gulley
(WIBA): Chief Maurice Combs on Memorial Union, guest; fudge bottom pie, fruit salad dressing, White House chicken sandwich.

10 a. m.—Homemakers (WHA): "Mental Health—The High School Councilor Speaks," Margaret Fosse, Betty Perago; "The Valentine Party," Joan Shurpit.

| Carlot | Ca

## Community Center

WEDNESDAY, FEB. 14
Tel-a-Women, 10 a. m.; Young Adult club, 7 p. m., with dance at 8:30; skat, duplicate bridge, 7:30 p. m.

## **Organizations**

WEDNESDAY, FEB. 14
Table Tennis club, 7 p. m., table tenits room, Union,
French club, 7:30 p. m., Play circle, Union.
Oxford debate, 8 p. m., Great hall, Union.

Current Exhibits Memorial Union: Mexican paintings and graphics.

## MIDDLEWEIGHT **CHAMPIONSHIP** of the WORLD!



ON RADIO Station WKOW

9 p. m. Sponsored by WED.

FEB. 14th

GENERAL BEER DISTRIBUTORS 114 N. Murray St. Madison, Wis

WWCF (WIBU) . 94.9 M. WIBA-FM 101.5 M. WISC-FM .. 98.1 M.

## 5:15 Program Preview 5:45 Off the Record: News 6:00 Musical Menu 6:15 Spike Jones 6:30 Musical Menu

8:35 News; Request Show 8:35 Twilight Time 8:35 News 9:00 Vanna 9:00 Vaughn Monroe 9:30 Russ Morgan; News 0:06 Wayne King 7:00 News: Request Show 7:15 In Movieland 7:30 Request Show

1:00 Bob Dewey 1:15 Ray Robbins 1:36 Eddie Miller: News 2:00 Madison at Midnite 2:01 Russell's Rendezyous Bill Doudna's News In Brief

TIP O' THE MORNING: Watch that song, "So Long," rise to the top of the surveys—and fast.

Julie and Juliette Gerke, Madison duo-planists, have been invited tive. to appear on Don McNeill's television show at 8 tonight over

WENR-TV-Channel 7. Among the Academy Award some of his old, hilarious panto("Oscar") nominees are two from mime routines in the Doris Day
Wisconsin: Spencer Tracy, best Gordon MacRae starrer, "Moonleading actor, in "Father of the light Bay."

the "Dr. Christian" contest." About 75 documents from the "Freedom Train" are now on display in the library of the Community Center. The

exhibition will close Feb. 24. And Edith Gwynn reports from

Robert Walker is the likeliest to be Helen Hayes' son when she starts emoting in "My Son, John." data about the zanies.

happen to land on their continu-wonder that a these mags are asking for dissa and loud in their praise of HAD-

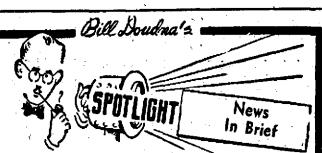
Swonderful that Lionel Barry more is well enough to go to Portland, Ore., to be guest-narrator at the Portland Symphony performance of Kipling's "Jungle Book" score, composed by Miklos Rozsa, who has musicked many a movie.

Tallulah Bankhead taped a guest spot for the B. Crosby airer while resuming production on that lot sle was in Filmville. And he'll do litto for a bit on her "Big Show"—

Radio topper Lurene Tuttle will A C O L for when Land Sparsh and Sparsh and See her 17-year-old sprig. Barbara wed to well-known athlete, Dick supplied Vitamins B1, B2, Niacin and dio, where he WAS filming his Iron, which he is to each of the ir systems hissed and made up. So he'll be lacked, and Mrs. Reynolds and of the month.

See Barbara Ha D A C O L for HA D A C O L supplied Vitamins B1, B2, Niacin and dio, where he WAS filming his Iron, which he is systems has a not be supplied vitamins B1, B2, Niacin and dio, where he WAS filming his Iron, which has the ir systems has deficiency - caused ailments that the provided them so. Mrs. Reynolds are well as the provided that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has been deficiency - caused ailments that the provided has be

ditto for a bit on her "Big Show"ly be broadcast till April.



Bride," and Nancy Olson, best supporting actress, in "Sunset Bouleback to Paramount after their Florwork vard."

Martin and Lewis have checked Mother and Child back to Paramount after their Florwork vard." vard."

Radio script writers are reminded that Feb. 28 is the deadline in the "The Christian" contest."

Ida high-jinks ,to report for work on soon-starting, "The Stooge."

Praise Hadaco Praise Hadaco Polly Bergen, spouse of bobby-sox idol, Jerome Courtland, will again HADACOL Supplies Vitamina the Praise Hadaco Supp

be with Dean and Jerry in this opus. Incidentally, though these two have been just about the top boxoffice draw in theaters for months, they've been unable to months, they've been unable to crack fan magazines with either stories or layouts. These mags, y'see feel they must only print stuff about whatever FEW stars happen to land on their continuous wonder that their HAD A-COL. It's no wonder that

S'wonderful that Lionel Barry Radio topper Lurene Tuttle will A C O L

Sez Paul Douglas, an authority had troubled them so. Mrs. Reynoids sees to it that they continue even though his stint won't actual- who's been wed at least four times: "A bachelor's life is just one UN- taking their HADACOL to help

Collette Lyons, who should know, darned thing after another!"

prevent those deficiency-caused ailments from coming back.

Jerry Colonna is back in Holly
Llova is what Mrs. Reynolds is authority for the statement that serify Colomba is back in "Kenshe and long-time companion, wood for a comedy lead in "Kenshe is what Mrs. Reynous says:

George Hearst, have iced what tucky Jubilee."

There's much selected in "Kenshe is what Mrs. Reynous says:

"I am 29 years old and I had "There's much selected in "I am 29 years old and I had "There's much selected in "I am 29 years old and I had "There's much selected in "I am 29 years old and I had "There's much selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the selected in "Kenshe is what with the says in the s

are coy about admitting anything ing the best concert and operation when the best concert and operation of t tinue to be an every nightem.

Hank Mann, famed comic of the soon bring out a series of shorts old Mack Sennett days, repeats about famous paintings and their copyright 1951, The LeBlanc Corp.

creators. They'll be made in color and give a lot of people a free and painless "education" in art.

MAIL BAG: From Mrs. Page Johnson, art chairman of the Madison chapter, American As-sociation of University Women:

"I just want to tell you how much I enjoy your guest columns in the 'Sunday Spotlight.'

"The art exhibits have meant more to me having read comments by Logan, Sessier, and others. "I wish you could have every art show reviewed.

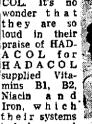
"Our art study group at the Col-lege club finds it very informa-

To Mrs. Johnson: Glad you like the reviews; we try to have all these shows covered by these and other competent critics.

ADVERTISEMENT

B1, B2, Niacin and Iron Which Their Systems Lacked

Mrs. Charles Reynolds, Route 2,

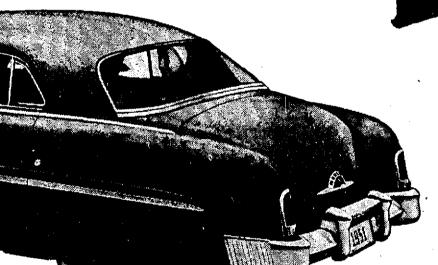


George Hearst, have iced what used to be nice.

The Walter O'Keefes, who've been asunder, are reconsidering their decision to part for keeps.

Guys galore have been signed for roles in "The People vs. O'Hara," but so far, no femmes. However, both Diana Lynn and Barbara Bates (who may be borrowed from 20th-Fox) are being screen-tested for the Metropus, Nancy Davis and Ronald Reagan are coy about admitting anything ing the best concert and operatic land. I take your HADACOL and I feel so much better. I have a better appetite and sleep much better. I also do it. He's had practically no chance to sing or dance on screen in fact, none that we can remember better. We are something worthwhile with its series of fine musical films featurary are coy about admitting anything ing the best concert and operatic land.

# Nothing like it for Long Like!



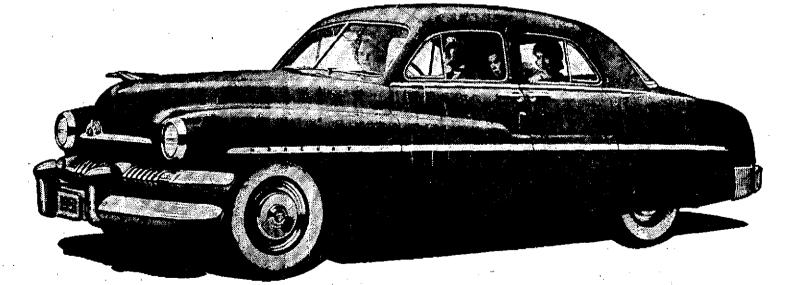
it's only smart business today to think of the future. And for that reason, it's smart business to consider only a new model car—like the 1951 Mercury—for your best investment. You see, a 1951 Mercury will last longer, will be more dependable, and certainly assures you of more years of satisfaction. Yes, it's smart business to own a 1951 Mercury!

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Ease synchronized standard trans-

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