Madison

# Radio Program Schedules by the Clock

-			-	THURSI	DAY			· .
	WIBA 1316 kc.	WISC 1480 kc.	WKOW 1970 kg.	WIBU 1240 kg.	WBBM 180 kc.	WENR-WAS	WGN 720 ke.	WMAQ 870 kc
6:00 6:15 6:30 6:45	Sunrine Frolio Musica) Clock	Top o' the Morning Top o' the Morning: News	Uncle Julius News: Farm Ar. Land Use Weather: Mkts.	Silent Silent Rural Roundup: Mkt	Paul Gibeon News: Paul Gibeon	Farm Bulleting Devotions Land Use News	Farm Hour On the Farm News	Ed and Dolores Town and Farm News
7:00 7:15 7:30 7:45	News: Musical Clock Journal News Eddy Arnold	" Top o' Morning " News " Top o' Morning " P.Frederick	News	News: Farm Service News: Weather Farm News	News Roundup News Jim Conway	Capt. Stubby Bob Atcher Dolph Hewitt News	The Bill Evans Show The Bill Evans Show	Norman Rose Norman Rosa: News
8:00 8:15 8:30 8:45	Musical Clock Musical Clock News	" Breakfast Club " Breakfast Club	Coffee Club: Naws Kitchen Club Coffee Club; Mkt	Rev. Peterson  Musical Clock Musical Clock	News Patrick O'Riler Gold Coast Shopping	Breakfast Club Breakfast Club	News Cliff' Johnson Family	Your Neighbor Norman Ross News
9:00 9:15 9:30 9:45	Welcome Travelers Gilbert's Gallers Trader: News	My True Story: Betty Crocker Victor Lindishr	Arthur Godfrey Arthur Godfrey	News: Ploneers Freedy Martin Sweet Music	Arthur Godfrey Arthur Godfrey	My Story Betty Crocker Victor Lindiahr	News Mary Margaret McBride	Welcome Travelers Double of Nothing
10:00 10:15 10:30 10:45		Romances Lady of House Queen for Day	Arthur Godfrey Music Speaks Betty Casa	Women's News U. B. Army Mid-Morning Matines	Arthur Godfrey Grand Slam Rosemary	Romances Capt, Stubby Buccaneers Kitchen Club	M. McBride Answer Man Queen for a Day	Break the Bank Jack Berch Dave Garrows
11:00 11:15 11:30 11:45	Farm Roundup	Luncheon Club Lady of House The Menjous News; Quiz	News of America Aunt Jenny Music for You Jackpot Quis	News: Matines News: Matines Parm and Home	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Luncheon Club News Farm World Today	News Virginia Gale Tello-Test News	Mrs. Eleanor Roosevelt O. P. Stearns Love and Learn
12:00 12:15 12:30 12:45	News: Roundup     Farm Service     News     March Time	Bing Crosby News Bob Swanson	Uncle Julius News Markets: The Buccaneers	Music: Marketa News News: Marketa Farm and Home	Big Sister Ma Perkins News Guiding Light	Dinner Beil Rews L Burlingham	News Hostess House Organist News	News Here's Norman Rose Here's Norman Ross
1:00 1:15 1:30 1:	Double or Nothing Love and Learn Mass Music	Bob Swanson Show: News J. B. Kennedv Bob Swanson	Shopping to Music Here's Harper	Farm Service S) Have and Daughter Music Booth	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day	Dolph Hewitt School Time Kennedy: Bob Atcher	Fair News Tony Fontaine Melody Memos	Double of Nothins Live Like a Millionaire
2:1 2:1 2:3, 2:45	Road c	<ul> <li>Banketball</li> <li>Basketball</li> </ul>	Luclia Mortenson Houseparty and Cedric Adams	* Music Booth Organ Melodies * Star Time	Hillton: House Kings Row Houseparty and Cedric Adams	Bob Atcher Presents Quick As a Flash	Tune Test: News Two-Ton Baker	Life Beautiful Road of Life Pepper Young Right of Happi
3:00 1:15 1:30 3:45	Stella Dallas Lorenzo Jones	<ul> <li>Basketball</li> <li>Bob Swanson</li> <li>Show</li> <li>Dolly Madison</li> </ul>	Strike It Rich Music News	Chapet in the Sky • Melody Hour	Strike It Rich Play or Pay Double Quis	Nancy Craig David Amity Feature Fonds	Radio Quis Tello-Test Share the Wealth Consumers' Panel	
4:00 4:15 4:30 4:45	News: Madison Hour Just Plain Bill Front P. Farrell	• Uncle Dick's ABC Club	Mary Casey's Showcase Harmony House	Melody Hour News Parade of Bands	Paul Gibson Paul Gibson Gold Coast	News Hannibal Cobb Talk Back Beulah Karner	Jane Mason Marshall Kens Spotlight Singing Story	A Girl Marries Portla Faces i Just Plain Bill Front P Farre
5:06 5:15 5:30 5:45	Play Time Flesta News Sports; News	Straight Arrow Sky King; B.Benson	You & the World	Flesta Time University Special Univ Special	News News Curt Massey Lowell Thomas	Fun Factory Big Jon and Sparky	Straight Arrow Sky King	Clifton Utley Wed Howard News
6:00 6:15 6:30 6:45	Music News	News: Flesta Fulton Lewis Armstrong of the SBI	Dining: Sports	News Serenade Youth Town Bing Sings	Beulah Jack Smith Club 15 Edw R Murrow	News Edwin O. Hill Armstrone of the SBI	Melody Five News Gabriel Heatter Fulton Lewis, Jr.	
7:00 7:15 7:30 7:45	* Aldrich Family Father Knows Best	Screen Guild Players Screen Guild Players	Students Speak National Guard Mister Keen	Serenade Farm Flont Old Timers Jambores	FBI in Peace and War Mister Keen	Screen Guild Players Screen Guild Players	Rudy Vallee Pierre Andra Show; News	Aldrich Family Father Knows Best
8:00 8:15 8:36 8:45	Dragnet Thursday	Amateur	In the Land of Jazz Hilton Flavhouse	Old Timers Jambores Old Timers Jambores	Suspense Suspense Hilton Playhouse	Original Amateur Hour R. Montgomery	True of False Reporters Roundup	Dragnet Dragnet Counter Spy
9:00 9:15 9:36 9:45	Directors	P Bagketbali	The Playhouse Freddy Martin Orchestra	University Farm Hour News: Music At Your Request	The Playhouse Paul Gibson t Tell the Truth	Time for Defense Vincent Lopes Freddy Martin	L. J. Fenion Chuck Foster Guy Lombardo	Screen Directors Play House
10:00 10:15 10:30 10:45	Tonita's Music 1	• Elmer Davis • Kennedy: Ed	News Sporta Lonesome Gal Top_Tunes	• Music At Your Request • Music At Your Request	News Weather: News Yours Truly Johnny Dollar	News Bob Elson Benny Rubin: Sports	Detective Call Chicago at Night News: Songs This Is the Story	
11:00 11:15 11:30 11:45	News: The 1310 Club The 1310 Club: News	Ed Silvera	Folly Lawler's Folly	• Silen; • Silen; • Silen; • Silen; • Silen; • WWCF (WIBU)	News Teddy Phillips Orchestra Orrin Tucker	News Cee Davidson Kefauver Hearings	Frank Edwards The Continental Henry Brandon Chuck Foster	Lonesome Gal The Ches show (to 1)
State Baske 2 p.s. 2 p.s. laskaV and WIS 3:15 p	High School High School High Tourna —Madison West WIBA-FM, WFOW SC-FM. M.—Baraboo vs. I -FM and WFOW.	ment wis ona- , wisc, calher	hlights  Long Winter."  m.—Screen Dire (WIBA): Barbara Il Corey in "T.  Playhouse (W. Dorothy McG.  Richard Carls	ctors Play- Stanwyck, Stanwyck, Stanwyck, Stanwyck, Moli Stanwyck, Stanwyck, Moli	ponding FM stat  1 Spare a Dime?," 1 Anything But I 230 p.m.—Club 20 crosby, Jo States, "My Heart Control Rose 1 Antonio Rose 1 Children 130 a.m.—Music 14A): "Pop Concer	"I Can't Give Dove." 15 (WBBM): ifford, Moder- iries for You," " "New Ash- ciety."  Enjoyment	Discussion  10:30 a.m.—PTA  Drganizing in the ealth."  3 p.m.—Student	Forum (WHA Shall Germa Be Rearmed?" 5:15 p.m.—Y nd the Worl WKOW): "You nd the Future
7:30 p sin Rap WFOW.	FM and WFOW. m.—Menasha s. V  pids — WIBA - F m.—Menomonie v  — WIBA - F M, W	vs. Wau-	Programs a.m.—Farm F c "Coordination"	Roundun of PMA Jack Dens-	p.m.—Playtime inderful Cow That	(WIBA): "The Never Was."	<b>4 X</b>	or, E. C. Lind nan, 8 p.m.—Fres nan Foru WHA-FM

WFOW.

8:45 p.m.—Menomonie vs. Wauwatosa — WIBA-FM, WFOW, WISC, and WISC-FM.

11:30 a.m.—Farm Roundup (WIBA): "Coordination of PMA and Soil Conservation," Jack Densmore.

7 p.m.—Aldrich Famliy (WIBA):
circled date confuses family.
Screen Guild Players (WISC):
James Stewart, Donna Reed, Victor Moore in
Tit's a WonderWilliam F.

Some Aldrich Famliy (WIBA):
pealeau county and Roy Ormond.
12:30 p.m.—Farm Hour (WHA):
with Sam Jaffe . . Mrs. Roosevelt (WENR):
(WMAQ): with R. M. Foley, fedgroves; "What Farmer Co-ops Are eral housing administrator.
Doing." Milo Swanton; "Spring Indication of State.

Boy Ormond.

11 a.m.—Johany Olsen (WISC): (WGN): Sen. William Benton (DWith Sam Jaffe . . Mrs. Roosevelt (WENR): "Defense Against Biological Warfare," Maj. A. C. McAuliffe,
Millard Caldwell, Thomas L.

Stokes. "It's a Wonder-

FBI in Peace and War (WBBM): agents halt in-surance swindle involving blackmail and `mur-

7:30 p. Father Knows Best (WIBA): income tax troubles Mr. Keen

(WKOW): phi-lanthropist killed at checker STANWYCK

8 p.m.-Dragnet (WIBA): tracing phony Romeo who bilks teach-. . Suspense (WBBM): Van Johnson as husband who finds wife and baby at criminal's mercy. 8:30 p.m.—Counterspy (WMAQ); plotters foment anti-U. S. feeling in Latin America . . . Hilton Play-house (WKOW): Edward Arnold in





Dave Williams.

7:45 a.m.—Eddy Arnold (WIBA):
"Texarkana Baby," "It's a Sin,"
"The Sheik," "To My Sorrow."
10:30 a.m.—Jack Berch (WIBA):

The Best Things in Life Are Free," "I'd Love to Live in Love-and," "Help Me to Help My

Curt Massey

GLBNN PORT

5:30 p.m. — Curt Massey (WBBM): and Martha Tilton; "My Adobe Hacienda," "Be My Love."

6:15 p.m.--Jack Smith (WBBM): and Dinah Shore; "Brother, Can

Madison's Coxiest Theater

Music

TUNE IN

STATE HIGH SCHOOL **BASKETBALL TOURNAMENT** 

ALL THE GAMES WILL BE BROADCAST ON WIBA-FM direct from the UNIVERSITY FIELD HOUSE

> THURSDAY SCREDULE 2:00 P. M.-MADISON WEST VS. ONALASKA

3:15 P. M.-BARABOO vs. RIB LAKE

7:30 P. M.-MENASHA VI. WIS. RAPIDS 8:45 P. M.-MENOMONIE vs. WAUWATOSA

FRIDAY GAMES ..... AT 2-3:15-7:30-8:45 SATURDAY CHAMPIONSHIPS. . . AT 7:30 AND 8:45

10 a.m.-Homemakers (WHA) more.

12:13 p.m.—Farm Service "Down the Vitamin Alphabet,"

(WIBA): "Save Soil, Increase Crop Production," Fred Stone of Tremberaleau county and Roy Ormond.

10 a.m.—Bomemakets (habet," and the Vitamin Alphabet," benchmakets (habet," bench

Free Dinnerware to Ladies

PRAIRIE NEN PRAIRIE RICHARD WIDMARK

"PANIC IN THE STREET"
---Color Musical---

### FREE PARKING LOT MIDDLETON

"Power in Mod-ern Life."

"SO YOUNG, SO BAD"

Weekdays 4 P. M.

Leon Erroll comedy-sports
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March 25

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65th Anniversary

## Palm Sunday Concert

University of Wisconsin Concert Band assisted by

REGIMENTAL BANDS

RAY DVORAK'S Return to the Concert Stage

Sunday, March 18 at 3:30 P. M.

Admission: 60¢ tax included

Wisconsin Union Theater

WFOW-FM

TIP O' THE MORNING:
Part of Saturday's CBS
"Cross-Section U. S. A." will
originate at WKOW. Arnoid
Zander will take part in a discussion of "How Can We Most

130 Clockwards 130 Cl

5:30 Juke Box 5:45 Off the Record; News 6:00 Musical Menu 6:15 Package of New Records 6:30 Musical Menu 6:45 Outdoor Sports 130 Musical means
1:45 Outdoor Sports
1:50 Musical Menu
1:00 News; Request Show
1:15 In Movieland
1:20 Request Show
1:30 Basketball Tournament
10:21 Blue Barron; News
1:30 Eddy Howard; News
1:30 Eddy Howard; News
1:200 Madison at Midnite
1:201 Russell's Rendezvous
12:55 News

> WHA and WHA-FM 970 Kc.—88.7 Mega. THURSDAY

THURSDAY
A, M.
7:00 Farm Program
7:30 Band Wagon
7:45 Mornins News
7:58 Weather Report
8:00 Mornins Melodies
8:00 Continental Europe
9:20 Nursery School of the Air
9:29 Road Report
8:30 Music Enjoyment
8:30 Music Enjoyment
8:35 Weather Report
10:00 Homemakers Program
10:45 Views of the News
11:00 Frahman Forum
11:50 Noon Musicale
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 News of the Week
2:00 Bocks of Today
2:30 Music You Want
3:00 Student Forum
3:50 Organ Music
4:00 Song Favorites
4:15 French Program
4:30 Music of the Masters
5:30 Legislative Forum
5:45 News
FM ONLY
6:01 Organ Melodies

5:45 News FM ONLY
6:01 Organ Melodies
6:30 Dinner Musicale
7:15 News and Views
7:30 Northwestern Reviewing Stand
8:00 Freshman Forum
8:50 News of Wisconsin
9:00 FM Concert
10:55 Night News (to 11)

### TUNE IN THE State Basketball TOURNAMENT

on RADIO STATION WISC

BANK OF MADISON CANADA DRY BOTTLING CO. of MADISON GOODYEAR SERVICE STORES MEUER PHOTOART HOUSE PENN ELECTRIC

> MADISON WEST ONALASKA

THURSDAY 2 P. M.

WAUWATOSA MENOMONIE Thursday, 8:45

FM 98.1

Bill Doudna's -

Art Students league which opens
Friday at the Metropolitan Museum of Art, New York.

"Lou. is all for starting an Old
Timers club to keep the old days
alive."

writes from New York . Moon," recorded by Nelson Eddy
"Lou Wagner, the old-time acEleanor Steber, and Leon Arnaud'
Fleanor Steber, and Leon Arnaud'
Fleanor Steber, and Leon Arnaud'

NOW

JANE VAN

HCWARD KEEL 🖁 SULLIYAN

Three Guys

named Mike

WYMAN JOHNSON

Here is the list, with this depart-ment's selections of the best re-ONE. "If," Perry Como or Jo Stafford

TWO. "My Heart Cries for You," Guy Mitchell or Jo Stafford and Gene Autry.
THREE. "Tennessee Waltz," Jo M.G.M's Four-Star Fun Hit! FOUR. "Mockin' Bird Hill,"

Rosalie Allen and Elton Britt. FIVE. "Be My Love," Mario Lan-SIX, "Aba Daba Honeymoon,"

Helen Kane, SEVEN. "You're Just in Love," Mary and Larry Martin. EIGHT. "Would I Love You?", Doris Day and Harry James. NINE. "A Penny a Kiss," Tony Martin and Dinah Shore.
TEN. "The Rovin' Kind," Guy
Mitchell.

NAMES IN THE NEWS: Harry Hall, vocalist who will be with Wayne King at the Parkway Apr 5, is a Milwaukeean. Steve Clark will be commentator for a broadcast of Tre Ore services from St. Bernard's church via WFOW Mar. 23. Jack Bailey will broadcast his

DANCE TURNER HALL 21 S. BUTLER

Thurs., Mar. 15

Back by Popular Request The One and Only



ROMY GOSZ

"The Polks King"

**COMING THURS., MAR. 22** POLKATS

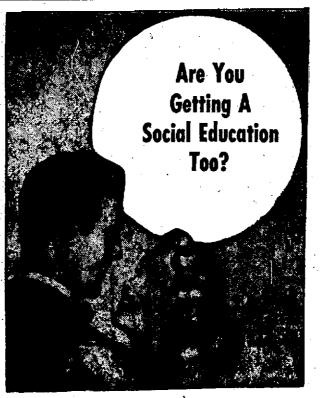
THURS., MARCH 29 LAWRENCE DUCHOW

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Madison, Wis.

"Queen for a Day" show from Chicago Apr. 9-13 and the Twin Cities Murray and Joan Sawyer were Apr. 16-18.

"Queen for a Day" show from Chicago Through the Ryc when Mae chorus girls. His chums at Notre

Works by John Steuart Curry Dame a lot of years ago were Aland Georgia O'Keeffe are in the lan Dwan and Ford Sterling. Re-75th anniversary exhibition of the member all of them? Art Students league which opens "Lou is all for starting an Old

O L D - TIMERS: Earl Wilson DISC OF THE DAY: "New Moon," recorded by Nelson Eddy,

tor now living at the Hotel Ander-orchestra and chorus . . . Eight son in Bloomer, Wis., writes me he songs from the Hammerstein-Romcussion of "How Can We Most
Effectively Tell the American
Story to the World?"

TOP TUNES: "If" leads the Billboard's current list of song hits,
with "My Heart Cries for You" in
second place.

Son in Bloomer, Wis., writes me he songs from the Hammerstein-Robbert Songs from the Hammerstein-Robb

NOW THRU SATURDAY It's All About Airline Stewardesses!

LAUGHS!



WHAT WAS HARRIET



MADISON STARTING TOMORROW!

DAY!: "THE BLUE ANGEL" and "THE BANDIT"



2ND THRILL-PACKED HIT!

'HI-JACKED

DAY

CALHERN HARDING

"ONCE A THIEF"

TOMORROW! **EXCITING NEW HITS!** 

THE AIR FORCE SECRET STORY... that's never been told before! MARK STEVENS · ALEX NICOL · ROBERT DOUGLAS

DON TAYLOR - JOYCE HOLDEN - SIG YOUNG

