Todays' Radio Highlights

Drama

Discussion

Farm Programs

11:30 a.m.—Farm Roundup (WIBA): "Ordering and Preparing for Baby Chicks," J. B. Hayes.
12:15 p.m. — Farm Service (WIBA): "More Lambs in Market in 51," A. L. Pope, John Torke. 12:30 p.m.—Farm Hour (WHA): "Use Nursery Stock With Care," H. E. Halliday; question box.

For Children

9:30 a.m.—Rhythm and Games 11 a.m. - Mrs. Roosevelt mings on it.

Radio Program Schedules by the Clock

Madison

Sports			FRIDAY								
	, 2 and 3:30 p.m. — Basketbal (WIBA-FM and WFOW): state		WIBA 1316 kg	WISC	WKOW 1078 ke	WIBU	WBBM 786 ke	WENR-WLS	WGN 128 kg	WMAQ 670 kg	
	high school tournament. 7:30 and 8:45 p.m. — Basketball (WIBA-FM, WFOW, WISC, and WISC-FM): state high school tour-	6:30	Sunrise Frolio Musical Clock	Top of the Morning Top of the Morning: New	Breakfast Sympl News; Farm Hou Farm Program Weather: Mkts.	* Silent * Silent * Rural Roundup	Paul Gibson News: Paul Gibson	Farm Bulletins Devotions Red Blanchard News	Farm Hour On the Farm News	Ed and Dolores Town and Farm Alex Dreter	
	nament, 9 p.m:—Boxing (WENR): Ike Williams vs. Fritzi Pruden.	7:00 7:15 7:30 7:45	News: Musical Clock News Eddy Arnold	Top o' Mornin News Top o' Mornir P. Frederick	Neme	News: Parm Service News: Weather Farm News	News Roundup News Jim Conway Lucky Ladiss	Capt. Stubby Bob Atcher Dolph Hewitt News	The Hill Evans Show The Hill Evans Show	Norman Ros- Norman Ross: News	
	9:30 p.m.—Bill Stern (WMAQ): three St. Patrick's day bouts— Fitzimmons - Corbett, Ambers - Scarpati, Siki-McTigue.	8:00 8:15 8:30 8:45	Musical Clock Musical Clock News	Breakfast Club Breakfast Club	Coffee Club: Nawa Kitchen Club Coffee Club; Mkt	Rev. Peterson "Musical Clock Musical Clock	News Patrick O'Riley Gold Coast Shoppins	Breakfast Club Breakfast Club	News Cliff Johnson Family	Your Neighbor Norman Boss Norman Barry	
	10:15 p.m. — Boxing (WIBA): Jack Newman reports on Wis- consin-Miami bouts.		Welcome Travelera Carson Gulley Trader; News	My True Story: Betty Crocker Victor Lindist	Arthur Godfrey Arthur Godfrey	* News: Pioneers Freddy Martin * Sweet Musio	Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindlahr	News Mary , Margaret McBride	Welcome Travelers Double or Nothins	
	8 p.m. — Magnificent Montague (WIBA): college roommate's visit becomes unpalatable	10:00 10:15 10:30 10:45	Break the Bank Jack Berch Dave Garroway	Romances Lady of House Queen for a Day	Arthur Godfrey Music Speaks Betty Cass	Women's News Chore Boys Mid Mornins Matinee	Arthur Godfrey Grand Siam Rosemary	Romances Capt Stubby Buccaneers Eltchen Club	M. M. McBride Answer Man Queen for a Day	Break the Bank Jack Berch Dave Garroway	
		11:15 11:30 11:45	Share the Wealth Pickens Party Parm Roundup Ranch Hands	Luncheon Club Lady of House The Menjous News; Song	News of America Aunt Jenny Music for You Jackpot Quis	News: Matines Headlines Farm and Home Parm Front	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Luncheon Club News Farm World Today	News Virginia Gale Tello-Test News	Mrs. Eleanor Rocsevelt 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 Swarson	Dinner Concert News Markets: Mack and Sandy	Music: Markets News News and Mkte Farm and Home	Big Sister	Dinner Bell News L. Burlingham	News Hostess House Market Reporter News	News: Here's Norman Ross Here's Norman Ross	
	Music 7:45 a.m.—Eddy Arnold (WIBA): "Roly Poly," "Address Unknown,"	1:00 1:15 1:30 1:45	Double or Nothing Love and Learn Masic in Music	Bob Swanson Show: News Kennedy: Bob Swanson	Shopping to Music Here's Harper	Farm Service Si Hays and Daughter • Music Booth	2nd Mrs. Burton Perry Mason Nora Orake Brighter Day	Dolph Hewith School Time Kennedy: Bob Atcher Show	Ladies Fair; News Tony Fontaine Melody Memos	Double or Nothing Live Like a Millionaire	
	"Old Indians Never Die," "Bye Bye Blues." 10:30 a.m. — Jack Berch	2:00 2:15 2:30 2:45	Life Beautiful Road of Life Pepper Young R't to Happiness	* Bob Swanson Show: News * Bob Swanson	Luciis Mortenson Houseparts and Cedric Adams	Music Booth Stars on Parade Science Exc'n	Hilltop 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 to Haviney	
	(WBBM): "Kerry Dance," "She- nanigans," "Too Ra Loo Ra Loo Ra." 5:30 p.m. — Curt Massey	3:00 3:15 3:30 3:45	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	Bob Swanson Show: News Doily Madison	Strike It Rich Music News	Chapel in the Sky • Melody Hour	Strike It Rich Play or Pay Double Quis	Nancy Craig David Amity Marths and Helen	Radio Quiz Tello-Test Share the Wealth Consumers' Panel	Backstage Wife Stells Dallas Lorenzo Jones Widder Brown	
	(WBBM): and Martha Tilton; "MacNamara's Band." "How Are Things in Glocca Mora," "River	4:00 4:15 4:30 4:45	News: Madison Hour Just Plain Bill Front P. Farrell	Uncle Dick's ABC Club	Mary Caser's Showcase Harmony House	• Melody Hour News • Serenade	Paul Gibson Paul Gibson Gold Coast	News Hannibal Cobb Talk Back Beulah Karney	Jane Mason Marshall Kent Spotlight Singing Story	A Girl Marries Portla Faces Life Just Plain Bill Pront P Farrell	
	Shannon." 6:15 p.m.—Jack Smith (WBBM): and Margaret Whiting; "MacNa- mara's Band," "Wearin' of the	5:00 5:15 5:20 5:45	Playtime Flesta News Sports: News	Mark Trail Clyde Beatty; V.Borge	News You & the World News: You Asked for It	Fiesta Time University Special Univ. Special	News News Curt Massey Lowell Thomas	Cisco Kiđ Big Jon and Sparky	Mark Trail Clyde Beatty: V.Borge	Ciliton Utley Wed Howard News	
1	Green," "Danny Boy," "Back to Donegal." 6:30 p.m. — Club 15 (WBBM):	6:00 6:15 6:30 6:45	Melody: News News of World Man's Family	News; Fiests Fulton Lewis Lone Ranger	News Sports Final Music: Sports Edw. R. Murrow	News Old-Time Band Sports Time Bing Sings	Beulah Jack Smith Club 15 Edw. R. Murrow	Edwin C. Eili Lone	Melody Five News Capriel Heatter Fulton Lewis Jr.	H. V. Kaltenborn Hometowners News of World I Man's Family	
:	Bob Crosby, Andrews sisters; "Clancy Lowered the Boom," "Irish Lullaby," "My Wild Irish Rose."	7:00 7:15 7:30 7:45	* Nero Wolfe St. Patrick's Day	• Richard Diamond • Basketball • Basketball	Songs for Sale Songs for Sale	Serenade Farm Front Old Timers Jamboree	Talk of Town Public Service Songs for Sale	Diamond This is	This is the Day Chicago at Night More of Life News	Nero Wolfe Sam Spads	
	7:30 p.m. — St. Patrick's Day (WIBA): "B'Gilly, B'Golly, B'gor- rah," "St. Patrick's Day Parade,"	8:00 8:15 8:30 8:45		Basketball Basketball Basketball Art Lentz	Hear It Now Hear It Now	Old Timers' Jamboree Old Timers' Jamboree	Hear It Now Hear It Now	Harriet !	M. H. Kennelly Henry Brandon Songs We Sing	Magnificent Montague Duffy's Favern	
	i .	9:00 9:15 9:30 9:45	Friday	Basketball Basketball Basketball Basketball	So. American Way Henry Busse Orchestra	University Farm Bour News: Music at Your Request	Allen Show	Cavalcade Of Sports Sports Page	Theater of	Life of Riley Bill Stern Pro and Con	
	(WHA): "Science and National);	10:00 10:15 10:30 10:45	Boxing Report		News Sports Lonesome Gal Top Tunes	At Your Request At Your Request	News Weather: News Danger, Dr. Danfield	Benny	Detective Call Chicago at Night News: Songs This Is the Story	News Sports Special Skip Farrell	
	(WHA): "Lakeshore College	1:00 1:15 1:30 1:43	News: 1310 Club 1310 Club: News	News: The Ed Silvera Show	Folly Lawler's Folly	Bilent Silent Bilent	Teddy Phillips Orrin Tucker Orchestra	Kefauver Hearings	Henry Brandon Chuck Foster	News Lonesome Gal The Chez Show (to 1)	
	Program for Communities to Aid Youth," Katharine F. Lenroot,	* 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.									
:	Grath.	et." 1:30 j	"Driving the Pig	(R-S.D).) 5 a.m. — Jane	l E. Mundt Pickens	alen	dar and	d 9:45; "Gilda" at Strand; "March of 1 1 8:15; "Harriet Cr 1 8:45; "Never a	8:15. Cime" at 1:10; 4:40, T aig" at 1:35, 5:10, Dull Moment" at h	

1:30 p.m.-Book Trails (WHA):

1:30 p.m.—Book reads
"The Cow Tail Switch" (WIBA): saluting Cape.

5 p.m.—Playtime (WIBA): "The Blake, army nurse corps.

3 p.m.— Nancy Craig (WLS):

3 p.m.— Nancy Craig (WLS): Men Who Come to Our House."

Miscellaneous

(R-S.D.)
11:15 a.m. — Jane Pickens

with Eamon deValera, Sen. Mac-Bride, Maude Gonne MacBride.

Miscellaneous

9:30 a.m. — Carson Gulley
(WIBA): "Package Foods Save Thomas S. Cobb has her Christmas S. Thomas S. Cobb has her Christmas S. Cobb ha

9:36 a.m. — Carson Gulley (WIBA): "Package Foods Save Time and Money."

10 a.m. — Homemakers (WHA): Thomas S. Cobb has her Christmas thee packed away again for use "Invitation to Reading—the Easter Month," Mrs. Orrilla Thompson; "As the Little Child Learns," Viola Hunt.

11 a. m. — Mrs. Roosevelt mings on it.

MAKES TREE LAST FT. WORTH, Tex.—(U.P.)—Mrs. Middleton: "The Great Missouri Raid" at 7:10 and 9:10. Trule: The Great Missouri Raid" at 7:10 and 9:10. The Great Missouri Raid" at 7:10 and 9:10. The Great Missouri Raid" at 7:10 and 9:10. The great Missouri Raid" at 8:10 and

Calendar

FRIDAY, MAR. 16
Play Circle; "Pygmalion" starting at

and 9:45; "Gilda" at 8:15. Strand: "March of Time" at 1:10; 4:40, and 8:15: "Harriet Graig" at 1:35, 5:10, and 8:45: "Never a Dull Moment" at 1:15, 6:45, and 10:20. Capitol: "Vengeance Valley" at 2:10, 4:5, 7:20, and 10: "The MGM Story" at 1, 3:35, 6:10, and 8:45.

Community Center

WHA and WHA-FM

970 Kc.—88.7 Megs. FRIDAY A. M. 7:00 Farm Program
7:30 Band Wagon
7:45 News
7:58 Weather Report
8:00 Morning Melodies
8:30 Continents Europe
9:20 Nursery School of the Air
9:30 Rhythm and Games
9:50 Markets
9:50 Markets
9:55 Weather Report
10:00 Homemakers Program
10:30 Concert Airs
10:45 Views of the News
11:50 Noon Musicale
P. M.

12:20 News 12:30 Farm Program 12:30 Farm Program
1:30 Book Trails
2:00 Creative Wisconsin
2:00 Music You Want
3:00 Contemporary Trends
3:50 Organ Music
4:00 Radio Journal
4:15 Excursions in Science
4:30 Prof. Gunnar Johansen
5:00 Music of the Masters
5:00 Legislative Porum
5:45 News
FM ONLY

5:45 News FM ONLY

5:01 Organ Melodies
6:30 Dinner Musicale
6:30 Dinner Musicale
7:15 Views of the News
7:30 Conservation in Wisconsin
8:00 Quartets of Mozart and Beethove
8:50 News of Wisconsin
9:00 FM Concert
10:55 Night News (to 11)

WFOW-FM

104.9 Megs FRIDAY A. M. 8:00 Yawn Patrol
8:15 News: Yawn Patrol
8:30 Clockwatchers; News
9:06 Herb Kern
9:15 Ben Light
9:30 Dance Band
10:00 News: Musical Variety
10:30 News: Musical Variety
10:43 Novelty Shep
11:00 News: Willy Lupe
11:00 News: Willy Lupe
11:30 Navy Band
11:45 Sacred Heart Program
12:00 News: Peggy Lee

11:35 Sacred Heart Program
P. M.
12:00 News: Peggy Lee
12:15 Dick Liebert
12:30 Motion Picture Favorites
12:45 Gordon MacRae: News
12:45 Gordon MacRae: News
12:45 Gordon MacRae: News
12:45 Eddy Arrold: News
12:50 Margaret Whiting
12:45 Eddy Arrold: News
12:50 Margaret Whiting
12:45 Eddy Arrold: News
12:50 News: Ken Griffin
13:55 Program Preview
13:50 Off the Record: News
13:50 Program Preview
13:50 News: In Movieland
13:55 Request Show
13:50 Basketball Tournament
13:50 Request Show
13:50 Lawrence Weik
13:50 Jan Garber: News
12:50 Madison at Midnite
12:51 News
12:55 News
13:50 Pressell's Rendezvous

1:00 Russell's Rendezvous 1:55 News (til) 2:00)

Blue River Airman Studies Maintenance

SHEPPARD AIR FORCE BASE Tex.—Pvt. Carlos Everson, 20, Blue River, Wis., has entered the airplane and engine mechanic's school at Sheppard air force base. Pvt. Everson is a graduate of Blue River high school. He is the son of Mr. and Mrs. L. J. Everson, Blue River.

Tripp commons, Union. Short course prom: 9 p.m., Great hall, Union. Danskeller: 9 p. m., Rathskeller, Un-

Sports

FRIDAY, MAR. 16
Basketball: State high school tournament, 2 and 7:30 p.m., field house. Current Exhibits

At 8:15.

State Historical museum: 'Wisconsin Inday:' "Nissedable:' portrait of Gilbert Knapp.

Engineer-Lawyer basketball game: 'er. (Closes Mar. 25.)

Memorial Union Main gallery: "Cammento time: 8 p.m., Union theater. The Concerts.' (Closes Mar. 26.)

Madoon Free library gallery: Masters of the Barbizon school, (Closes Mar. 26.)

Bill Doudna's

O'THE MORNING:

Ennio Bolognini, cellist, will return to Madison on Apr. 27 to give a recital in Beth El

The program now is in its 20th Gordon will attend each festival, accompanied by James A. Schwalbach, who conducts the "Let's Draw" series on the state

stations. He will speak to the children about art, illustrating his

talks with color slides of pictures

... Apr. 11, Eau Claire ... Apr. 13, Markesan ... Apr. 16, Elkhorn ... Apr. 19, Marathon county ... Apr. 21, Marinette ... Apr. 23, Kewaunee county ... Apr. 24,

made by his pupils.

temple auditorium.

TIP

Oshkosh . . . Apr. 30, Mauston . . May 5. Madison. U. S. MUSIC: Works of contem-

porary American composers, with commentary on each, will be fea-tured in a one-week series on the State Radio stations' "Music of the Masters" program beginning Mon-day, Mar. 26, at 4:30 p. m. The programs, written by Pa-

tricia Hazard, will be narrated by Robert Homme of the WHA music staff. Included on the series will be Aaron Copland, John Alden Carpenter, Roy Harris, William MUSIC LAND: First informal Schuman, Howard Hanson, and

"School of, the Air" sing for 1951
will be held Apr. 4 at LaCrosse,
Director H. B. McCarty of the
radio school has announced, Thirteen such regional festivals will state Radio council; WHA-FM, teen such regional festivals will State Radio council; WHA-FM, be held for the 16,000 pupils who study singing under Prof. E. B. Gordon via "Journeys in Music Mountain State park; WHWC, Land."

The program new is in its 20th.



Evans Service 720 Univ. Ave. Radio la Our Businesa-Not

Refreshing and Welcome as Spring!



Lots of tasty pistachie nuts . . . not just in ice cream, but in LADY BORDEN Ice Cream ... the finest of them all!

This and other Lady Borden favorites, including vanilla, strawberry and chocolate, come in the round Burgundy-colored package wherever you see the Borden Ice Cream sign!

LADY BORDEN Pistachio Nut

ICE CREAM

AT YOUR NEARBY BORDEN DEALER

EXAMPLE OF SAVINGS!

falk about saving money. Here's a room full of 1951

famous brand radios and radio-phono combinations that

have been slightly used as demonstrators . . . but there's nothing slight about the price reductions that will apply

There's NO CEILING ON SAVINGS at Casey & O'Brien Tomorrow!

EXAMPLE OF SAVINGS!

If you're in need of a new sewing machine, you'll be wise to bring your old one to Casey & O'Brien on March 17th! Rumor has it that Trade-in Allowances will be sky-high! Regardless of condition . . . the minimum is \$25.00!

WESTINGHOUSE AND PHILCO

Electric Ranges
PHILCO AND WESTINGHOUSE

Washing Machines

WESTINGHOUSE (LAUNDROMAT), EASY SPINDRIER, BARTON & MONITOR

Clothes Dryers

WESTINGHOUSE

NEW HOME AND WORLD

FAMOUS PFAFF

Dishwashers

Refrigerators



Begorrah!.. We're Really Celebratin

St. Patrick's Day traditionally belongs to the Irish and Casey & O'Brien are just the Irishmen who really make something of it! For March 17th only, they've planned the biggest riot of money-saving appliance deals you've ever been offered. It's the one day in the year when "Ceiling" prices, "normal" trade-in allowances and "standard" floor model discounts are thrown to the wind! Sorry we can't list all the special

YOUR DAY TO SHINE



values and surprises planned . . . but we can promise you more than your money's worth if you show up at 124 West Mifflin Street-on . . .



Freezers

on St. Patrick's Day!

PHILCO AND WESTINGHOUSE

Gas Ranges

FILTER QUEEN, LEWYT AND WESTINGHOUSE

Electric Roasters WESTINGHOUSE AND NESCO

STROMBERG-CARLSON, PHILCO

AND WESTINGHOUSE

LAMPS.

Home of Madison's Exclusive

Ask how ONE

EXTRA PEN-

NY spent in

our small ap-

pliances de-

partment (irons

toasters - mix-

ers, etc.) buys

a PAIR OF

Monogram Shop

See the Casey & O'Brien Monogram Shop Colleens in action! Learn how economically and quickly they can serve your needs in monogramming, embroidery, felt letter work, making covered buttons, replacing zippers, hemstitching and other highly specialized sewing operations, Remember Madison's one and only Monogram Shop is at Casey & O'Brien's.

Phone 6-0247 . . . All Phones

GUARANTEE! GUARANTEE!

Yes, a DOUBLE guarantee on all merchandise . . . first, by Casey & O'Brien and secondly, by each of their famous brand manufacturers!

Not just a store . . . it's a

Hundreds of

free carnations

to our friends!

Adults only.

Hurry! Supply

is limited!

You'll recognize such famous brands as Westinghouse, Toastmaster, General Electric, Hamilton Beach, Universal, Proctor, Frynyte and others in our small appliances department. You'll find a complete selection of famous Revere Ware copper-clad aluminum

Shopping Center

cooking utensils, a sewing notions department and a complete appliance parts, service and repair department. All planned to serve your needs efficiently!

124 West Mifflin Street

IMPORTANT:

A small deposit on Saturday guarantees St. Patrick's Day special prices on future delivery!



We make our friends with SALES . . We keep our friends with SERVICE

Ironers

