

Radio Program Schedules by the Clock

SATURDAY

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective programs and times.

* 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.

SUNDAY

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective programs and times for Sunday.

* 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.

JACOBY ON BRIDGE

By Oswald Jacoby

Some experienced players use the response of two no-trump to show a good balanced hand of almost any strength. This is unsound, as Sam Stayman points out in his new book "Expert Bidding."

Bridge bidding chart showing North (D) and South (D) hands with various bids and responses.

might be hurt by a lead through one of the red suits. A no-trump slam, however, would find the lead coming up to the South hand. Hence South bids the slam in no-trump.

CAT STAYS PUT MEMPHIS, Tenn. — (UP) — Harry Wilson's cat has been living alone in a closed shop for eight years. When Wilson closed the shop, the cat didn't want to leave, so twice a day Wilson goes by the vacant building and feeds his cat.

WHA and WHA-FM

Table with columns for radio stations (WHA, WHA-FM) and their respective programs and times.

Are You Satisfied?

If you are not satisfied with your present position a career in the insurance profession may be the answer. Mutual Service Insurance Companies — Life — Fire — Auto, with branch office here, has openings for 2 Madison men in sales department.

Today's Radio Highlights

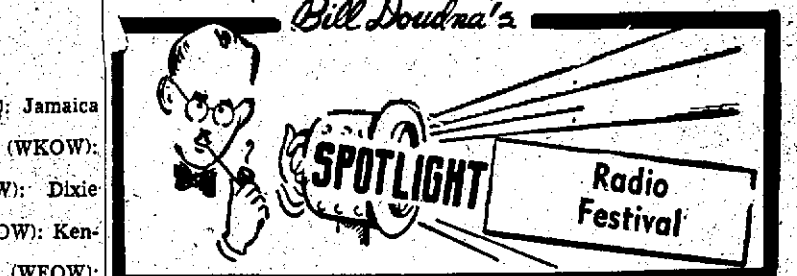
Drama 10:30 a. m.—Grand Central Station (WBBM): girl's m. e. m. b. e. r. s. too much. 11 a. m.—Theater of Today (WKOW): "A Letter to Deborah," story of secretary who restores a daughter's love. Stars Over Hollywood (WBBM): Ralph Bellamy in "It's Up to You" with Hester Sondergaard. 2:30 p. m.—Bellamy "The Loneliest Year of All" (WMAQ): Fredric March, Florence Eldridge in story of family adjustment. 4:15 p. m.—Fun to Live in America (WKOW): Kenny Delmar as Pres. John L. McCaffrey of International Harvester Co. 8:30 p. m.—Hopalong Cassidy (WBBM): "Death Paints the Picture." 7 p. m.—Gang Busters (WBBM): Wayward boys help thwart bank robbers' escape. 7:30 p. m.—Magnificent Montague (WIBA): Monty Woolley's show at new time. World Theater (WHA-FM): "The Heir Apparent." 8:30 p. m.—Woolley "Death Takes a Long, Long Time." Johnny Dollar (WKOW): jewel robbery turns into more serious matter. 8:30 p. m.—Broadway's My Beat (WKOW): murder without motive.

Special Events 1:15 p. m.—Radio Music Festival (WHA): 4,000 boys and girls singing under Prof. E. B. Gordon. 3:15 p. m.—Serra Convention (WIBA): Samuel Cardinal Stritch. 4 p. m.—The Men Come Home (WIBA): veterans of Korean fighting arrive in Seattle, Wash. 11:05 p. m.—University Prom (WIBA and WISC): Gene Krupa's orchestra, King Don Ryan, Queen Charlotte Wagenknecht.

Variety 9 p. m.—Judy Canova (WIBA): in kissing booth at charity carnival. 9:30 p. m.—Grand Ole Opry (WIBA): with Hank Williams. Discussion 8:45 a. m.—March of Medicine (WIBA): "Thyroid Gland," Dr. Robert C. Parkin. 10:30 a. m.—Public Affairs (WMAQ): forum on hearing: Admiral Ross McIntyre, others. 10:45 a. m.—What's Happening in Education? (WMAQ): national and Illinois PTA leaders. 2:15 p. m.—Adventures in Science (WKOW): "When Men Can Learn from Mice and Dogs," Dr. C. C. Little. 5:15 p. m.—Prince of Peace (WKOW): Aubrey Eban, Israeli delegate to UN. Quiz 7 p. m.—20 Questions (WISC): Jack Bailey, guest. Sports 12:25 p. m.—Baseball (WJJD): White Sox vs. Senators. 12:30 p. m.—Baseball (WISC):

1:15 Journeys in Mustland Festival 2:30 Short Story Time 2:50 Music You Want 3:00 Musical Varieties 3:30 Record Museum 4:00 Alpine Melodies 4:30 Music of the Masters 4:30 US Navy Band 5:45 News 6:00 Musical Favorites 6:00 Operetta Favorites 7:15 Views of the World 7:30 World Theater 10:30 FM Concert 10:35 Night News (to 11)

12:00 News 12:05 Ethel Smith 12:10 Diana Kay 12:15 Charlie Kuntz 12:20 Paul Weston 1:15 Vic Damone 1:30 Ralph Ginzburg 1:45 King Cole 2:00 Baseball 2:05 Art Rooney 2:10 Art Griffin 2:15 Program Preview 2:20 Weight 2:45 Off the Record 2:55 News 3:00 Musical Menu 3:15 Baseball 3:30 Sammy Kaye 3:45 News 10:00 Vaughn Monroe 10:30 Russ Morgan 11:00 Dick Jurgens 11:30 Dick Jurgens 12:01 Russell's Rendezvous (11:20-12:00)



TIP O' THE MORNING: Another rumor of projected sale of American Broadcasting Co. is making the rounds. This time, Columbia Broadcasting System is listed as prospective purchaser. The New York Times says the price is about \$28,000,000. Both networks' heads refuse to talk.

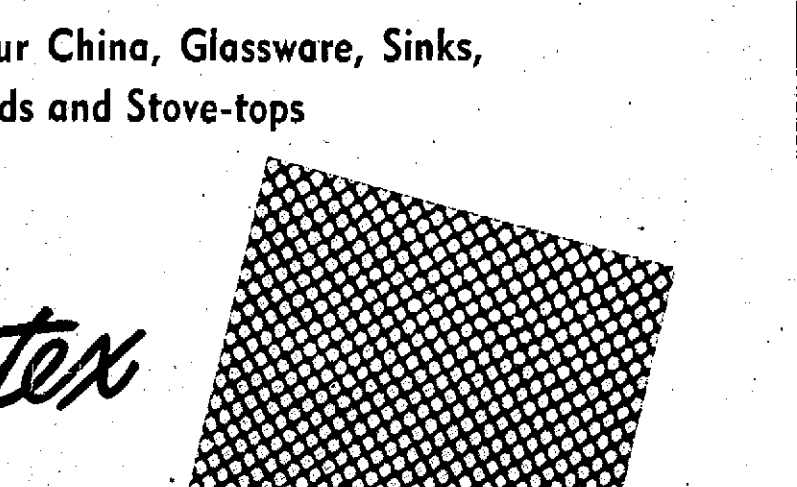
Many of the 4,000 boys and girls singing today in the Radio Music festival at the stock pavilion will be seeing their teacher-conductor for the first time, although they have been studying under him all through the school year. Prof. E. B. Gordon, who conducts "Journeys in Mustland" over WHA and the state radio council network, will lead the youngsters in a program to be broadcast at 1:15 p. m. The members of the huge chorus have heard him every week, but for many the trip to Madison will mean their first sight of him.

The program will be recorded and will be broadcast at 1:30 p. m. Wednesday so that the boys and girls may hear themselves sing. Registration will begin at 10 a. m., and the singers will rehearse from 11 a. m. to noon, when they will have an hour for lunch. They will be seated in the pavilion by 1 p. m., and will go on the air at 1:15 with the program's theme, "Keep Singing."

CHOR CONCERT: The choir of the Trousdale church will give a concert at 8 p. m. Sunday in the church, with Cecil Horswill conducting. Soloists will be Mrs. Curtis Peters, violin; Donna Ploog, piano; Fern Kirkpatrick, cornet, and Mr. and Mrs. Milton Sager, voice. Ruth Peterson, pianist, and Miss Ploog, at the organ, will be accompanists.

1st! Choice of the Millions... PRICE THE MILLIONS PAY... St. Joseph ASPIRIN... WORLD'S LARGEST SELLER AT 10¢

DOUBLE-HEADER BASEBALL TONIGHT ROCKFORD EAST & WEST vs. MADISON EAST & WEST Starting 6:15 P. M. WFOV-FM 104.9 Mcgs. Compliments of a group of Progressive Eastside and Westside Merchants.



Follow it from starting gate to finish line! THE KENTUCKY DERBY Today at 3:15 p. m. CST exclusively over WKOW — 1070 on your dial — CBS

Protect your China, Glassware, Sinks, Drain-boards and Stove-tops with Neotex — the new Neoprene rubber mat. Neotex is versatile... one type mat solves your dish and glassware-breaking problems, as well as your equipment-marring troubles. Put them in your sink, on your drainboards, or your stove-top work-space. You'll find other uses for Neotex, too. Its unique pattern permits thorough drainage, ventilation, easy cleaning. Save work, add color to your kitchen... buy as many as you need, today!

Neotex advertisement with image of the mat and pricing: KITCHEN UTILITY SIZE MAT—ONLY 98¢ EACH. COLORS — RED, GREEN, BLACK AND YELLOW. See them at BERG SPORTING GOODS, WOLFF, KUBLY & HIRSIG, C. C. COLLINS & SON, Inc., MANCHESTER'S, SCHENK HDWE. CO.