

Radio Timetable

Today's Radio Highlights

WEDNESDAY

WIBA 1310 kc.	WISC 1430 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00 Sunrise 6:15 Frolic 6:30 Musical 6:45 Clock News	• Top of the Mornin' News • Sports News • Top O'Mornin' News • Pauline Fredk	• Uncle Julius Farm Hour • Chapel of Air • Weather Mkts.	• Silent • Silent • Silent • Roundup Mkts
7:00 Alex Dreier 7:15 Musical Clock 7:30 Journal News 7:45 George Morgan	• Top O'Mornin' News • Breakfast Club • Pauline Fredk	• Coffee Club News • Weather: Coffee Club • Club News	• News: Farm Service • News: Farm Service • News: Farm Service
8:00 Musical 8:15 Clock 8:30 Musical Clock 8:45 News	• Breakfast Club • Club • Club	• Markets: Coffee Club • Coffee Club • Coffee Club	• Rev. Peterson • Musical Clock • Musical Clock
9:00 Welcome 9:15 Travelers 9:30 Carson Gully 9:45 Trader News	• My True Story • Betty Crocker • Breakfast Club	• Arthur Godfrey • Arthur Godfrey • Arthur Godfrey	• News: Pioneer • Freddy Martin • Readings Hour • Sweet Music
10:00 Strike It Rich 10:15 King's Row 10:45 Dave Garroway	• News: H. Felton • Musical Shopper • Queen for a Day	• Arthur Godfrey • Music Speaks • Our Gal. Sunday	• Women's Music • Job Service • M. McNeill • Madras
11:00 Vincent Lopez 11:15 Music in Music 11:30 Farm 11:45 Roundup	• Jack Berch • Victor Lindhart • Newsweek • News Quiz	• News • Aunt Jenny • Helen Trent • Our Gal. Sunday	• News: Matties • News: Matties • News: Matties • Farm and Home
12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 News Party	• Lady of House • News • Baseball • Baseball	• Uncle Julius • Markets: Farm • Frollo	• Music: Markets • News: Markets • News: Markets • Farm and Home
1:00 Double of 1:15 Baseball 1:30 Baseball 1:45 Melrose News	• Baseball • Baseball • Baseball • Baseball	• Shopping to Music • Music • Music	• Farm Service • Si Hays and • News • Music Booth
2:00 Life Beautiful 2:15 Sound of Life 2:30 Peppert Young 2:45 Right to Rap'n's	• Baseball • Baseball • Baseball • Scoreboard	• Lurlia • News • News	• Music Booth • D. W. Band • Howard Lund
3:00 Backstage Wife 3:15 Stella Dallas 3:30 Widder Brown 3:45 Just in House	• Bob Swanson • The Ladies • The Ladies	• Strike It Rich • Founders Diary • Hour	• Chapel in the Sky • Melrose • Hour
4:00 Just Plain Bill 4:15 Front P. Farrell 4:30 Coronado Jones 4:45 Kids Club	• The ABO • News • Uncle Dick	• Mary Caser's • Showcases • News	• Beaver Dam • High School • Radio Parade
5:00 Kids Club 5:15 News 5:30 News 5:45 Sports News	• Bobby Benson • Mark • News	• News: Scores • Behind Scenes • You Asked	• Fiesta Time • University • Special • Daily Special
6:00 Diner 6:15 Melrose News 6:30 News of World 6:45 Man's Family	• News: Fiesta • News: News • News: News • News: News	• News: News • News: News • News: News • News: News	• News: News • News: News • News: News • News: News
7:00 Pete Kelly's 7:15 Bluebird 7:30 Ivy Williamson 7:45 Wed. Serenade	• American • The Fat Man • News	• Elster • Doctor • Christian	• Farm Front • News • Jazzbores • Serenade
8:00 If Pays to 8:15 Be Ignorant 8:30 The Big Story	• Rone's • The Big • News	• Visits • Time • News	• Old Times • Jamboree • News
9:00 Harold E. 9:15 Susann 9:30 Meredith 9:45 Wilcox	• News: Lawrence • News: News • News: News • News: News	• Boxing • Boxing • News • News	• University • Farm Hour • News • News
10:00 News 10:15 News of World 10:30 Melody 10:45 Parade	• News: Edwards • News: News • News: News • News: News	• News • News • News • News	• At Your • News • News • News
11:00 News: 1310 11:15 Club 11:30 News 11:45 Club: News	• News: Sports • News: News • News: News • News: News	• News: News • News: News • News: News • News: News	• Silent • Silent • Silent • Silent

Special Events

8:30 p. m. — Harold E. Stassen (WISC and WHA-FM); addressing Wisconsin Creameries assn. on "Freedom and Agriculture" on WIBA at 9 p. m.; on WFOV at 10 p. m.

Drama

6:30 p. m. — Great Gildersleeve (WMAQ); with Willard Waterman.
7 p. m. — Pete Kelly's Blues (WIBA); starring Jack Webb.
8:30 p. m. — Dr. Christian (WKOW); "Curtains for Thee"; tale of doctor's escape from leading role in "12th Night".
9:30 p. m. — Fat Man (WISC); Brad Runyon exposes murderous confidence ring.
10:30 p. m. — Hidden Truth (WGN); artist and model try to use lie detector in phony publicity stunt.
11:30 p. m. — Mr. President (WENR); Edward Arnold as chief executive plagued by war and handsome stepson.
12:30 p. m. — Dangerous Assignment (WMAQ); with Brian Donlevy.
1:30 p. m. — Rogers Gallery (WISC); returns to this station.
8:30 p. m. — Big Story (WIBA); Chicago police reporter corners killer of patrolman.

Music

7:45 a. m. — George Morgan (WIBA); "Night Train to Memphis," "Mama Inez," "Candy Kisses."
9:30 p. m. — Curt Massey (WIBM); "I Get Ideas," Harry Lauder medley.
5:15 p. m. — Jack Smith (WBBM); and Dinah Shore; request program.
5:30 p. m. — Club 15 (WBBM); "Smile" medley.
8:15 p. m. — Guest Star (WFOV); Dick Haymes.
9:30 p. m. — Meredith Willson (WIBA); with Ann Blyth.

Sports

12:25 p. m. — Baseball (WISC); Dodgers vs. Braves.
12:45 p. m. — Baseball (WJUD); Red Sox vs. Senators.
7:30 p. m. — Coach "Ivy" Williamson (WIBA); starting 1951 series of reports on Badger football prospects.
9 p. m. — Boxing (WKOW); Virgil Adkins vs. Freddie Dawson.

For Children

4 p. m. — ABC Club (WISC); "Peter Pan."
4:45 p. m. — The Kids' Club (WIBA); "Woody Woodpecker's Talent Show"; Uncle Dick (WISC); "Peter Rabbit."

Farm Programs

11:30 a. m. — Farm Roundup (WIBA); "We Say What We Think"; club on "Our Impressions of the Rural Life Conference."
12:15 p. m. — Farm Service (WIBA); "Grades of Live Stock and Meat"; Lowell Strong and Roy Ormond.

Miscellaneous

8 a. m. — Breakfast Club (WISC); Don McNeill salutes Mary LaThrop, 85-year-old Denver attorney.
9:30 a. m. — Carson Gully (WIBA); "Oysters."
10:05 a. m. — Talk Back (WISC); Roy Campanella, guest.
11:30 a. m. — Sharpen Your Wits (WFOV); with Mary Kahn.

Truman to Launch '51 Red Feather Drive on Sunday

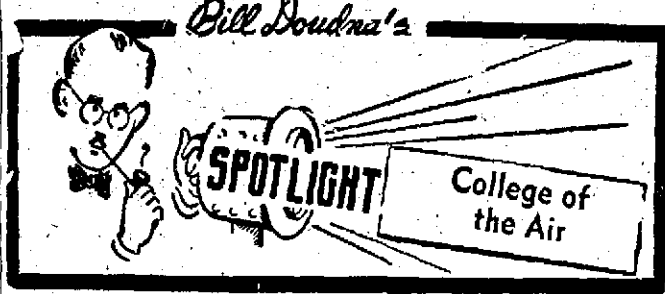
The 1951 drive of the United Red Feather Campaigns of America will be officially opened this year by Pres. Truman in a radio broadcast to be heard this Sunday on five Madison radio stations and almost every other radio and television station in the country.

Wife Charged in Death of 'Home-Late' Husband

MILWAUKEE — (UP) — Mrs. Gusie White, 43, was charged with first degree murder Monday in connection with the fatal shooting of her husband during an argument over his coming home late for supper.

W. W. Student Seeks \$20,000 in Son's Death

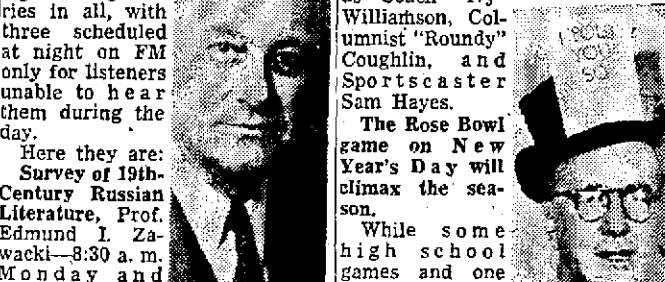
A \$20,000 damage suit against Thomas P. Quirk, Route 2, Richland Center, was filed in circuit court Tuesday afternoon by Ibrahim Hagaraway, East Hill trailer camp, whose 2-year-old son, Nabil, died after being hit by a car driven by Quirk on S. Midvale Blvd. July 20.



TIP O' THE MORNING: Lord Halifax's Madison speech will be broadcast Friday night by WIBA, WIBA-FM, and WHA-FM.

While about 13,000 students attend University of Wisconsin classes in Madison, hundreds of off-campus students are listening to some of the same lectures at home or in their autos. Courses in literature, music, history, journalism, and sociology are being broadcast by the Wisconsin College of the Air.

SPORTS ON THE AIR: Stations WIBA and WIBA-FM this season are giving listeners the greatest football coverage in their history.



JEASUM

History of the Second World War, Prof. Chester Y. Eastum — 11 a. m. Monday, Wednesday, and Friday.
History of Journalism, Prof. Henry Ladd Smith — 8 p. m. Wednesday, Thursday, and Friday.
Child Welfare, Prof. Bernice Orchard — 11 a. m. Monday and Wednesday.
Freshman Forum, moderated by Prof. Kieth McGary — 11 a. m. Tuesday and Thursday.
Music for the Connoisseur, David Randolph — 8 p. m. Monday.
Cooper Union Forum — 8 p. m. Tuesday.
Morning Melodies — 8 a. m.

Detective, Accused in Manslaughter, Released on Bond

CHICAGO — (UP) — Michael Moretti, Chicago detective accused of manslaughter in the deaths of two youths, was released on \$20,000 bond Tuesday from the county jail.

NEWS OF THE WORLD

Don't miss Morgan Beatty's clear accurate report of the news... And then stay tuned for a visit with "One Man's Family." at 6:30 P. M. WIBA dial 1310

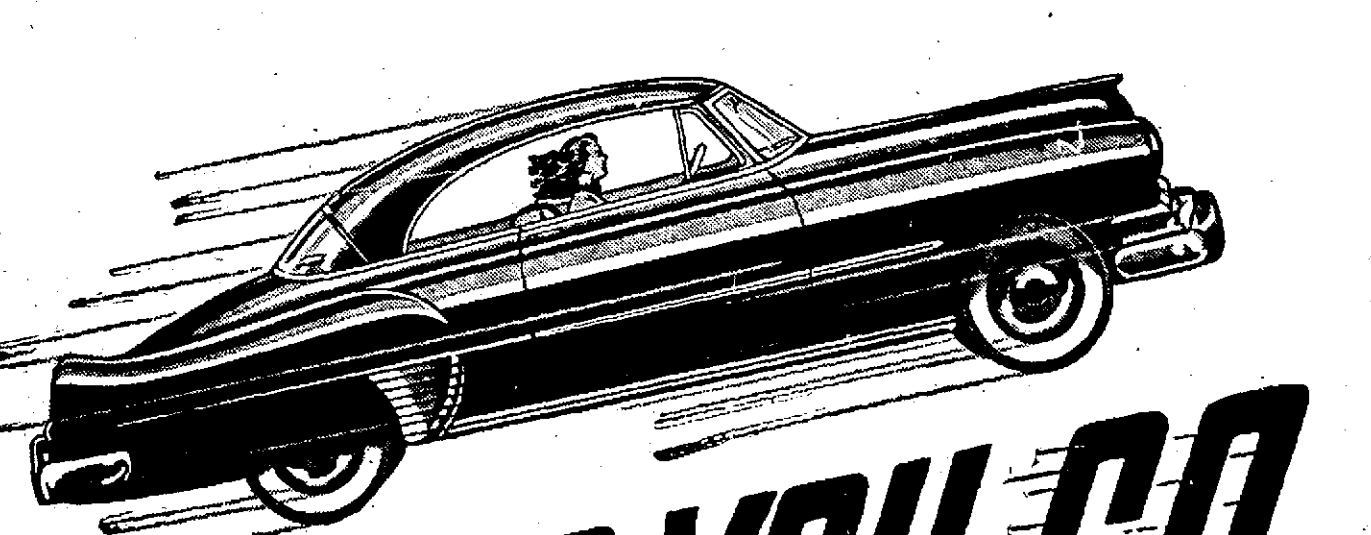
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SAVE AS YOU GO

SAVE CAR LIFE

Here's gasoline with powerful "GO" — gasoline that also saves as you go! Secret Anti-Rust RD-119, blended into Sinclair gasolines, prevents rust and corrosion in your fuel system, safeguards those vital parts which deliver power to your engine!

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Did you know that motorists spent \$100 million last year for fuel system repairs caused by rust and corrosion? Regular use of Sinclair gasoline with RD-119 protects you against costly repairs to gas tank, fuel line, fuel pump, and carburetor!

SAVE DRIVING WORRIES

You're protected against stalling, sputtering, and hard starting resulting from rust and corrosion in your fuel system. Sinclair's rust inhibitor RD-119 avoids these worries! Use the World's First Anti-Rust Gasoline always—Sinclair H-C or Sinclair Ethyl!



WFOV-FM

101.9 Mhz. WEDNESDAY

6:00 Early WISN	5:55 News: Musical Menu
6:30 News: Varsity Petrol	7:00 Showcases
7:15 North Hall Weather	7:15 Public Service Time
7:30 Yawn Patrol	8:15 Guess Star
7:45 N. Hall Weather	8:30 Package of New Records
8:00 News: Clockwatchers	8:45 Twister Time
8:30 North Hall Weather	9:00 Sharpen Your Wits
8:45 Bar Latch	9:30 Blue Barro
9:00 Herb Kern	10:00 Harold Stassen
9:15 Bar Latch	10:30 Dance Band Parade
9:30 Dance Band	10:45 Let's Have Fun from 12 Mt. I.
9:45 North Hall Weather	
10:00 Acoustic Musical Variety	
10:15 Novelty Shop	
11:00 Willy Lope	
11:30 Navy Band	
11:45 Sacred Heart Program	
12:00 News: Conclude Minutes	
12:15 Harry Habbitt	
12:30 King Cole Trio	
12:45 Joe Starliner	
1:00 Prime Scala	
1:30 News: Action	
1:45 Benny Leo	
2:00 Concerts in Music	
3:00 Music to Listen to	
4:00 Duke Ellington	
4:15 Tiny Hill	
4:30 Easy Listening	
5:00 Ken Griffin	
5:15 Program Preview	
5:30 The Turners	
5:45 Off the Record	



HEILEMAN'S Old Style Lager

ONLY the finest barley grown could produce so smooth, so mild, so mellow a beer as Old Style Lager. Choice, expensive barley used for brewing "Old Style," is specially selected by our own experts at the very bluish of top flavor. When choicest barley malt is skillfully combined with fine imported and domestic hops... when brewing is done with unhurried old-world care... when lagering (ageing) continues far longer than is usual in this country... then, and only then, can you expect a better beer—Old Style Lager beer! Ask for Old Style Lager, America's finest light lager. Always the same—always superb.

AMERICA'S QUALITY BEER

We don't aim to make the most beer; only the best

Brewed only by G. Heileman Brewing Co., La Crosse, Wisconsin

Geo. Ellman, Inc., 623 E. Wilson St., Madison, Wis. — Phone 5-8824