

DIAL 6-3111

Today's Radio Highlights

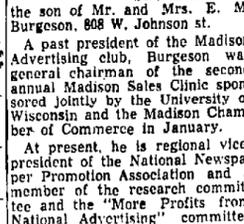
Sports
8:30 p.m.—One for the Book (WKOW): "Streeter Wins."
8:45 p.m.—Sports Parade: (WIBA): Harry Combs, basketball coach, previews game with Wisconsin.

Radio Timetable

Table with columns for WIBA, WISC, WKOW, and WIBU, listing radio programs and times for Friday.

City Newspapers Advertising Official Takes N. Y. Post

Edward H. Burgeson, advertising sales manager of Madison Newspapers, Inc., has accepted a position as manager of the retail department of the Bureau of Advertising of the American Newspaper Publishers Association in New York City.



BURGESON

State Radio Network to Feature Choristers

The Milwaukee A Cappella Choristers, under the direction of Donald P. Mohr, will be featured in the weekly program series, "Music in Wisconsin," Prof. Emmett Sarig, music specialist of the University of Wisconsin extension division, announced Thursday.

JACOBY ON BRIDGE

By Oswald Jacoby

It's unusual to raise your partner's suit with just a single small trump, and it's even more unusual if that raise takes your partner from a game to a slam.

Bridge hand diagram showing North (D) and West hands with cards and suits.

Faculty Guest Speakers to Appear on WHA

Faculty guest speakers from the University of Wisconsin will broadcast Saturdays at 10:45 a. m. and 7:30 p. m. on the "Views of the News" commentary program series, Roy Vogelmann, news director of the state radio stations, announced Thursday.

State ADA to Send 3 to Convention

Three Wisconsin dairy leaders will be delegates to the American Dairy Association convention to be held in Chicago Mar. 17 and 18.

He discarded the 10 of clubs on the ace of spades and ruffed a spade with the three of diamonds.

He next cashed the three top hearts, discarding the jack of clubs, and led the fourth heart from dummy.

TIMES CHANGE

COLUMBUS, Miss.—(UP)—The lively stable here is being converted into a parking lot.

tricks with good trumps. In either case declarer was bound to telescope his losing club and his losing trump into just one losing trick.

French Fried Shrimp-in-the-Basket Roll, butter, coffee, orders filled to go..... 75c

Drama
7 p.m.—Roy Rogers (WIBA): cowboy king saves girl from murder charge.

Music
7:45 a.m.—George Morgan (WIBA): "Margie," "Old Shep," "Red Sails in the Sunset."

Variety
11 a.m.—Contemporary Trends (WIBA): Martin and Lewis.

Discussion
(WHA): "Science as a Social Influence," Farrington Daniels.

Farm Programs
12:15 p.m.—Farm Service (WIBA): "Fertilizers for Small Grains," C. J. Chapman and Frank Mayfield.

For Children
9:30 a.m.—Rhythm and Games (WHA): "Family Relax."

Miscellaneous
10 a.m.—Homemakers (WHA): "Devotional Reading for Lent," Mrs. Loren Cockrell.

Starred programs are also carried on corresponding FM stations...

FM channels: WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISC-FM 88.1 M.

Bill Douma's SPOTLIGHT Children's Play advertisement with a cartoon illustration.

TIP O' THE MORNING: On April 6, "Meet Corliss Archer" will move from Columbia to the ABC network...

THE CLARE TREE MAJOR Players, long absent from Madison, will return Tuesday, Apr. 15, to present "The Secret Garden" on the stage of the Capitol theater.

The Major troupe used to include Madison on its tours, giving several plays a season at the Parkway theater.

TODAY'S QUOTE: "A sleeping pill will never take the place of a clear conscience."—Eddie Cantor.

MISCELLANY: Next Studio plays to be given by Wisconsin Players will be "Cathleen ni Houlihan," "Overruled" and "Hello, Out There."

Mrs. Bernard Sersch, formerly of Hollandale, was a winner on "People Are Funny" (CBS-WKOW) Tuesday night.

WHA and WHA-FM

Table listing radio programs for WHA and WHA-FM on Friday.

Suits All Dogs RIVAL DOG FOOD advertisement with a dog illustration.

Virginia Dare Wine advertisement with a woman illustration and text: "9 OUT OF 10 LIKE VIRGINIA DARE WINE"

Large advertisement for C & P House of Color paint, featuring a large 'C & P' logo, a can of paint, and text: "MADISON PREMIER VAL-SPAR VALON FLAT WALL PAINT"