

DIAL 6-3111

Radio Timetable

FRIDAY

	WIBA 3310 Kc.	WISC 1480 Kc.	WKOW 1070 Kc.	WIBU 1240 Kc.
6:00	Supreme Court	Top of the Morning	Breakfast Club	Silent
6:15	Musical	Top of the Morning	Breakfast Club	Silent
6:30	Clock News	Top of the Morning	Breakfast Club	Silent
7:00	Alex Dreier	Top of the Morning	Breakfast Club	Silent
7:15	Musical	Top of the Morning	Breakfast Club	Silent
7:30	George Morgan	Top of the Morning	Breakfast Club	Silent
8:00	Musical	Breakfast Club	Market News	Prayer League
8:15	Clock	Breakfast Club	Market News	Prayer League
8:30	News	Breakfast Club	Market News	Prayer League
9:00	Welcome	My True Story	Arthur Godfrey	News
9:15	Travelers	My True Story	Arthur Godfrey	News
9:30	Nothing	My True Story	Arthur Godfrey	News
9:45	Nothing	My True Story	Arthur Godfrey	News
10:00	Strike It	Ladies Fair	Arthur Godfrey	News
10:15	Rich	Ladies Fair	Arthur Godfrey	News
10:30	Bob and Ray	Ladies Fair	Arthur Godfrey	News
10:45	Dave Garaway	Ladies Fair	Arthur Godfrey	News
11:00	Carson Gulley	Jack Berch	Arthur Godfrey	News
11:15	Roundup	Jack Berch	Arthur Godfrey	News
11:30	News	Jack Berch	Arthur Godfrey	News
11:45	News	Jack Berch	Arthur Godfrey	News
12:00	News	Jack Berch	Arthur Godfrey	News
12:15	News	Jack Berch	Arthur Godfrey	News
12:30	News	Jack Berch	Arthur Godfrey	News
1:00	Brewery	Jack Berch	Arthur Godfrey	News
1:15	Trading Post	Jack Berch	Arthur Godfrey	News
1:30	News	Jack Berch	Arthur Godfrey	News
1:45	News	Jack Berch	Arthur Godfrey	News
2:00	Head of Life	Mister Music	News of 1070	Hubba Hubba
2:15	Life Beautiful	Mister Music	News of 1070	Hubba Hubba
2:30	Right to Happiness	Mister Music	News of 1070	Hubba Hubba
2:45	Pepper Young	Mister Music	News of 1070	Hubba Hubba
3:00	Backstage Wife	Nelly Crocker	News of 1070	Hubba Hubba
3:15	Stella Dallas	Nelly Crocker	News of 1070	Hubba Hubba
3:30	Widder Brown	Nelly Crocker	News of 1070	Hubba Hubba
3:45	Woman in House	Nelly Crocker	News of 1070	Hubba Hubba
4:00	Just Plain Bill	Jon and Sparks	News of 1070	Hubba Hubba
4:15	Front Page Herald	Jon and Sparks	News of 1070	Hubba Hubba
4:30	Looney Tunes	Jon and Sparks	News of 1070	Hubba Hubba
4:45	Doctor's Wife	Jon and Sparks	News of 1070	Hubba Hubba
5:00	Madison	Henry	News of 1070	Hubba Hubba
5:15	Hour	Henry	News of 1070	Hubba Hubba
5:30	News	Henry	News of 1070	Hubba Hubba
5:45	News	Henry	News of 1070	Hubba Hubba
6:00	Dinner	Henry	News of 1070	Hubba Hubba
6:15	Melody	Henry	News of 1070	Hubba Hubba
6:30	News of World	Henry	News of 1070	Hubba Hubba
6:45	1 Man's Family	Henry	News of 1070	Hubba Hubba
7:00	Roy Rogers	Richard	News of 1070	Hubba Hubba
7:15	Marion and Lewis	Richard	News of 1070	Hubba Hubba
7:30	Marion and Lewis	Richard	News of 1070	Hubba Hubba
7:45	Marion and Lewis	Richard	News of 1070	Hubba Hubba
8:00	Marion and Lewis	Richard	News of 1070	Hubba Hubba
8:15	Marion and Lewis	Richard	News of 1070	Hubba Hubba
8:30	Marion and Lewis	Richard	News of 1070	Hubba Hubba
8:45	Marion and Lewis	Richard	News of 1070	Hubba Hubba
9:00	Marion and Lewis	Richard	News of 1070	Hubba Hubba
9:15	Marion and Lewis	Richard	News of 1070	Hubba Hubba
9:30	Marion and Lewis	Richard	News of 1070	Hubba Hubba
9:45	Marion and Lewis	Richard	News of 1070	Hubba Hubba
10:00	Marion and Lewis	Richard	News of 1070	Hubba Hubba
10:15	Marion and Lewis	Richard	News of 1070	Hubba Hubba
10:30	Marion and Lewis	Richard	News of 1070	Hubba Hubba
10:45	Marion and Lewis	Richard	News of 1070	Hubba Hubba
11:00	Marion and Lewis	Richard	News of 1070	Hubba Hubba
11:15	Marion and Lewis	Richard	News of 1070	Hubba Hubba
11:30	Marion and Lewis	Richard	News of 1070	Hubba Hubba
11:45	Marion and Lewis	Richard	News of 1070	Hubba Hubba

Today's Radio Highlights

Special Events
8:30 p.m. — Gen. Omar Bradley (WBBM): address on "The Military Outlook."
8:30 p.m. — Over the Green Border (WKOW): true story of four refugees from Czechoslovakia; Raymond Massey, narrator.

Basketball
State high school tournament: 2, 3:15, 7:30, and 8:45 p.m. — WIBA-FM, WFOV, and WWC-FM. 9 p.m. — WISC and WISC-FM.

Drama
7 p.m. — Roy Rogers (WIBA): baker denies captured crook's story of \$1,400 theft. Richard Diamond (WISC): crook chooses detective as fall guy in gem case. 7:30 p.m. — This is Your FBI (WISC): veteran uncovers fraud in bridge construction. 8 p.m. — Ozzie and Harriet (WISC): Ozzie works on Harriet's ego. 8:30 p.m. — Hollywood Playhouse (WIBA): Victor Moore in "The Coming of Mr. Snover".

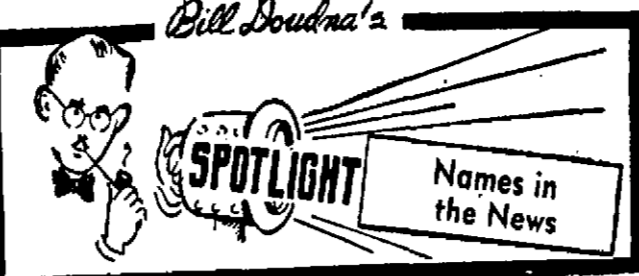
Variety
7:30 p.m. — Marlin and Lewis (WIBA): with Marlene Dietrich. Big Time (WKOW): George Price salutes Arthur Freed, song writer and producer. 8:30 p.m. — American Culture (WHA): "Culture in the Middle West." 8:45 p.m. — Atomic Age (WHA): "The Modern Mastery of Nature, Bertrand Russell." 9:45 p.m. — Pro and Con (WMAQ): "Is World Government Feasible?" Rep. Brooks Hays (D-Ark).

Music
7:45 a.m. — George Morgan (WIBA): "Down Yonder," "I Walk Alone," "It's the Talk of the Town." 11 a.m. — Jack Berch (WISC): "God Will Take Care of You," "Bo My Life's Companion." 2:30 p.m. — Music You Want (WHA): third act of "La Traviata." 3 p.m. — Music of the Masters (WHA): "Symphony No. 92," Haydn. 5:30 p.m. — Curt Massey (WBBM): "Breezin' Along With the Breeze," "Zing Zing Zoom Zoom." 6:15 p.m. — Jack Smith (WBBM): and Dinah Shore: "Ay-Round the Corner," "Whistle While You Work." 6:30 p.m. — Club 15 (WBBM): "When You're Smiling," "Telling Me Why." 8 p.m. — Mario Lanza (WIBA): and Gisele MacKenzie: "Alone Together," "Remember," "I Whistle a Happy Tune," "Love Is the Sweetest Thing," "Jolie Jacques," "Celeste Aida." 11 a.m. — Chef Carson Gulley (WIBA): "Mealless Dishes."

Discussion
8:30 a.m. — American Culture (WHA): "Culture in the Middle West." 8:45 p.m. — Atomic Age (WHA): "The Modern Mastery of Nature, Bertrand Russell." 9:45 p.m. — Pro and Con (WMAQ): "Is World Government Feasible?" Rep. Brooks Hays (D-Ark).

Restaurant Operator Fined for Beer Sale
Camerton J. Hubanks, operator of the Hasty Tasty restaurant, 1439 University ave., paid a \$100 fine in Superior Court Thursday for selling beer to two Madison boys, age 15 and 16.

LONG TIME ON JOB
SOUTHBRIDGE, Mass. — (U.P.) — Miss Marie D. Therrien, 73 claims one of the longest working records for women in American industry. Miss Therrien has been employed for 60 years by the American Optical Co.



TIP O' THE MORNING: Remember we told you Rosemary Clooney was on her way to movie stardom? Well, she will share billing with Lauritz Melchior in "The Stars Are Singing."

Max Gordon, whose duo plays for dancing at the Playdium Gold room, is the same organist whose trio had long engagements at the Hickory House, New York, and the Empire room of Hotel Schroeder, Milwaukee. Max's present roommate is George Erickson, guitarist, whose brother Arnie played guitar with the trio. In New York, the Max Gordon trio broadcast regularly on the Mutual network after successful programs on WOR, the net's metropolitan outlet. It also had guest spots on the Paul Whiteman and Vaughn Monroe shows. Gordon's other spots have included the Preview, Bridgeport, Conn.; Silver Frolics, Chicago; Hotel Duluth, Duluth, Minn.; Bill Green's, Pittsburgh; Hotel Northland, Green Bay; Orchid Lounge, Springfield, Ill., and Pere Marquette-hotel, Peoria, Ill. In addition, the trio has recorded for Sonora and Rondo. The Zor Shrine Chanters of Madison will sing on "Music in Wisconsin" over WHA and the state FM network at noon Sunday. Marshall Straus and Robert Tottingham will be featured soloists.

SCHOLARSHIPS: Three freshmen and a graduate student with "superior" musical talent will receive scholarships at the University of Wisconsin next fall, if four eligible students are approved by the university music scholarship committee. The committee announced terms of the new Elsa A. Sawyer memorial scholarships. Here are the details: "Application blanks are now available from the committee. Deadline for return of the freshman applications is July 1 and awards will be announced about Aug. 1. Graduate students must have their blanks in by May 15 and the award will be announced June 1. "The scholarships will go to music majors 'superior' musical talent, satisfactory scholastic attainment, and unusual promise in vocal or instrumental performance, composition, theory, musicology, music education, and church or community music."

DRY CLEANING LAUNDRY SHIRTS FINISHED HATS BLOCKED Monroe Self-Service Laundry 1956 MONROE ST. 6-8065 MADISON, WISCONSIN

Farm Programs
12:15 p.m. — Farm Service (WIBA): "Side Dressing Corn for Early Maturity," C. J. Chapman, and Frank Mayfield. 12:30 p.m. — Farm Parade (WKOW): "Grass Farming in Wisconsin," Art Knight, Sauk county. Farm Program (WHA): "Farm Planting Intentions," Walter Edling; "Jack Pine for Farm Woods," F. B. Trenk.

For Children
9:30 a.m. — Rhythm and Games (WHA): "The Seven Steps." 1:30 p.m. — Book Trails (WHA): "The Pony Express."

Miscellaneous
10 a.m. — Homemakers (WHA): Asch's "Moses." Mrs. William Sumner. 11 a.m. — Chef Carson Gulley (WIBA): "Mealless Dishes."

estimated yearly income of \$2,500 from the fund will be used for the scholarships. "The scholarship committee, which includes Prof. Richard Church, chairman; S. T. Burns, Hilmar Luckhardt, and Paul Jones, and Chairman Leland Coon of the school of music office, has set up a four-year plan so that winners of the freshman scholarships this fall will be eligible to receive aid for all four undergraduate years if they maintain a good scholarship record. They also will be eligible for the graduate grant."

NOTES AND QUOTES: Jack Paar says he knows a psychiatrist who is very strict: "If you come in late, he makes you stand." When old-time vaudeville artist Willie West appeared recently on "Welcome Travelers," host Tommy Bartlett asked him in 30 years in his greatest thrill in 30 years in show business. West replied that many years ago on a Christmas Eve in London, a theater manager presented him with a recording made during a performance of "Willie West and McGinty." The record consisted of 10 minutes of unbroken audience laughter. "The rough things about television," says NBC's Jimmy Durante, "is that you gotta do a lotta memorizing. Onct all I had to do was remember the name, address and telephone number. Now I gotta remember a whole show every month. I can't handle all this, so I'm making a catastrophic sacrifice: I'm givin' up my phone number!" Arthur Godfrey is spreading the story of a battle of wits between Winston Churchill and the late George Bernard Shaw. Seems that Shaw sent Churchill two tickets for the opening of one of his new plays. "Bring a friend if you have one," he wrote. Churchill's reply was, "I'm sorry I can't make it opening night, but I'll go the second night if you have one."

FILM FARE: Edith Gwynn, State Journal correspondent, writes from Hollywood. Gloria Swanson made a "personal appearance" at a big Los Angeles department store's other day in connection with her new dress business and drew an enormous crowd. But nothing, it seems, is good enough for Gloria. She even begged to store officials about the ads they had run — and tried to sue.

DRY CLEANING LAUNDRY SHIRTS FINISHED HATS BLOCKED Monroe Self-Service Laundry 1956 MONROE ST. 6-8065 MADISON, WISCONSIN

Farm Programs
12:15 p.m. — Farm Service (WIBA): "Side Dressing Corn for Early Maturity," C. J. Chapman, and Frank Mayfield. 12:30 p.m. — Farm Parade (WKOW): "Grass Farming in Wisconsin," Art Knight, Sauk county. Farm Program (WHA): "Farm Planting Intentions," Walter Edling; "Jack Pine for Farm Woods," F. B. Trenk.

For Children
9:30 a.m. — Rhythm and Games (WHA): "The Seven Steps." 1:30 p.m. — Book Trails (WHA): "The Pony Express."

Miscellaneous
10 a.m. — Homemakers (WHA): Asch's "Moses." Mrs. William Sumner. 11 a.m. — Chef Carson Gulley (WIBA): "Mealless Dishes."

Anniversary of Mutual Insurance to Be Marked
Prof. Harold M. Groves of the University of Wisconsin department of economics will be the main speaker of Madison's official observance of the 200th anniversary of mutual insurance to be held at the Park hotel Tuesday. Groves will speak on "God Helps Those Who Help Themselves," in which he will discuss the history dictating about everything to everyone in sight. Such tactics kept her "on ice" for a generation and cost Swanson several fortunes. At one point she turned down "Sunset Boulevard" and it was B. Brent (if we remember correctly) who talked her into making the picture that brought her back to fame. Brandy's been her friend and advisor (for as much good advice as Gloria would or ever will take) at least a dozen years. George Jessel hasn't enough to do producing pictures, speech-making, etc. He's contracted to write a book called "I Had to Open My Big Mouth," Bennett Corf publishes. Richard Arlen could take his pick of movie jobs now that "Hurricane Smith" is finished. But he's off for St. Louis to stage-star in "Made in Heaven." He expects to hit the road with the play this summer. Will our New England for sure. H. Bogart, still mad at Warners for not lending him to Paramount for "Come Back, Little Sheba," now wants the studio to farm him to Metro for the surgeon role in "Mash 66." But this emporium is determined that he star in "The System." It's a gangster yarn — just the kind Bogie does NOT want to do.

PEW YIELDS RELICS
EASTHAMPTON, Mass. — (U.P.) — When carpenters removed a pew in the Congregational church here, they found a collection of bulletins, calendars and coins dating back to the 1850s.

PLANT MALTING BARLEY AS EARLY AS SOIL AND WEATHER PERMITS
SEE YOUR COUNTY AGENT
Ask for free folder, planting advice, rules, and entry blank.
4100 in Cash
MAIL ENTRY BEFORE MAY 15
WISCONSIN STATE BREWER'S ASS'N
1301 Majestic Bldg., Milwaukee 3, Wis.
Each entry owner will receive a case of Wisconsin Beer.

BASKETBALL

State High School TOURNAMENT WIBA-FM

TODAY & TOMORROW
2 P. M. - 3:15 P. M.
7:30 P. M. - 8:45 P. M.
FRED GAGE AT THE MIKE
Through The Courtesy of—
Wisconsin-Felton Sporting Goods
Watson Motor Co.
Bell & Farrell, Inc.
American Exchange Bank

WHA and WHA-FM
910 Kc. — 48.7 Meters.
7:00 Farm Program
7:15 News
7:30 Morning News
7:45 Weather Report
8:00 Morning Melodies
8:15 American Culture
8:30 Highway Report
8:45 Contemporary Trends
9:00 Noon Musicale
9:15 News
9:30 Farm Program
9:45 Chapter a Day
10:00 How
10:15 Music
10:30 News and the Community
10:45 Music You Want
11:00 Juvenile Delinquency
11:15 Music
11:30 Student Broadcast Program
11:45 Just for Fun
12:00 Bach Recordings
12:15 Music of the Masters
12:30 Atomic Age
12:45 News
1:00 News
1:15 News
1:30 News
1:45 News
2:00 News
2:15 News
2:30 News
2:45 News
3:00 News
3:15 News
3:30 News
3:45 News
4:00 News
4:15 News
4:30 News
4:45 News
5:00 News
5:15 News
5:30 News
5:45 News
6:00 News
6:15 News
6:30 News
6:45 News
7:00 News
7:15 News
7:30 News
7:45 News
8:00 News
8:15 News
8:30 News
8:45 News
9:00 News
9:15 News
9:30 News
9:45 News
10:00 News
10:15 News
10:30 News
10:45 News
11:00 News
11:15 News
11:30 News
11:45 News

WFOV-FM
101.5 Meters.
6:00 Early Risers
6:15 News
6:30 News
6:45 News
7:00 News
7:15 News
7:30 News
7:45 News
8:00 News
8:15 News
8:30 News
8:45 News
9:00 News
9:15 News
9:30 News
9:45 News
10:00 News
10:15 News
10:30 News
10:45 News
11:00 News
11:15 News
11:30 News
11:45 News

Restaurant Operator Fined for Beer Sale
Camerton J. Hubanks, operator of the Hasty Tasty restaurant, 1439 University ave., paid a \$100 fine in Superior Court Thursday for selling beer to two Madison boys, age 15 and 16.

answer the call
GIVE!
Give NOW to your volunteer—or mail your contribution to American Red Cross, 302 East Washington Avenue, Madison, Wis.
1952 RED CROSS FUND

IF PETER PAIN PUMMELS YOU WITH Back Ache

FOR FAST RELIEF, rub in Ben-Gay. Contains up to 2½ times more of those two famous pain-relieving agents, methyl salicylate and menthol, than five other widely offered rub-ins!

Also for Pain due to RHEUMATISM, MUSCULAR ACHES, HEADACHES and COLDS. Ask for 100¢ Ben-Gay for Children.

QUICK! RUB IN Ben-Gay
THE ORIGINAL BAUME ANALGESIQUE

Get it STRAIGHT
Get CHAPIN & GORE

Get a heartier flavored bourbon — a full five-year-old bourbon — a slow-and-sure sour mash bourbon. Get a bourbon man's bourbon — get Chapin & Gore.

KENTUCKY STRAIGHT BOURBON WHISKEY, 93 PROOF, THIS WHISKEY IS 5 YEARS OLD.

Distributed by MCKESSON & ROBBINS, NEW YORK 61922 MCKE

OVER \$1,000,000 HAS BEEN SPENT TO MAKE

Atlas Prager America's most imitated beer!

NO BITTER AFTER-TASTE

NOW... LEADING BREWERIES FROM COAST TO COAST ARE ATTEMPTING TO IMITATE ATLAS PRAGER'S GREAT BREWING ACHIEVEMENT... A BEER WITH NO BITTER AFTER-TASTE

Atlas Prager has touched off a nation-wide trend in the brewing industry! The first to follow in Atlas Prager's trail-blazing footsteps was a leading brewery in the South. Then a Michigan brewery announced the claim of a beer with "No Bitter After-Taste"—then a Texas brewery—then a western brewery. "No Bitter After-Taste" is the one big difference in beers! No wonder, with new thousands every month, only one brew will do — Atlas Prager. Got It? Get it!

ATLAS Prager Extra Dry BEER

ATLAS BREWING CO., CHICAGO
A. & B. DISTRIBUTING CO.
3331 University Ave., Madison, Wis.
Dial 3-4121

ATLAS PRAGER LEADS IN SALES IN MORE CITIES THROUGHOUT ILLINOIS AND NEIGHBORING STATES THAN ANY OTHER CHICAGO BEER!