Radio *Jime*table

THURSDAY

Farm Hour Farm Journal Top o'Morn Farm News; Top o' Hour Morn: Heatter Weather; Mita.

Welcome • My True Arthur Godfrey • News; Musia Trovelers Story; Whisp's Time • Yule Seals Bob Hops Streets Arthur Godfrey • Sweet Break the Bank • A Girl Marries Time Music

WKOW

1070 Ko.

Top o' MorningCoffes
News: Farm
News: Olub; News
Top o' MorningWeather; Coffee
News We'ther
John McVans
Club; News
Farm Froho

Markets: Ooffee * Prayar league Olub: Nawe * Musical Kitchen Club Olock Coffe club: News * Musi'l clock

WIBU

1240 Ke.

Music; News Farm Reporter

Roundup

WISC

1489 ke.

* Hreakinst

Breakfant Ciub

WIBA

Sunrise Frolig

Musical

6:00 6:15 6:30 6:45

7:00 T:15 T:30 T:45

S:00 F:15

8:30 8:45

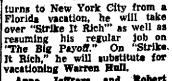
\$:00 9:15

1310 ko

Musical Clock; News

Alex Dreier Musical Clock Journal News Clock: Sports

Clock Musical Clock News



vacationing warren Huil. Anne Jeffreys and Robert Sterling, stars of "Topper," will visit Manhattan in April. You'll probably see them on several panel shows then,

DAY OF PRAYER: Friday is "World Day of Prayer," so WIBA'S schedule will open and close that day (not today) with a prayer.

DISCS OF THE DAY: Some recommended "pops" records., ** Jo Ann Tolley (MGM): "How Come You Never An-swer?" and "But Never My Love for You."

**Billy Eckstine (MGM): "Rendezvous" and "I'm in a Mood"... The two stars are exclusively for those who like

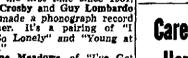
FOREVER INCOGNITO: It screezplay of "The Master of was hot and oppressive in Chi-Ballantrae," will do the job on cago on the afternoon of Aug. "The Lady of the Lake," to be ing young man, who claimed he

Buenos Aires, where she will be agency as an emergency replace-a guest at the annual Argentine ment for a stricken performer, Film festival,

"What's your name?" Eager and Bess" company. Jack Lemmon and Judy Holl. day will be teamed again in "Phfft," a film comedy by George Axelrod.

Names in the News

"My name is Danny Thomas."



Bill Doubus's -

TIP O' THE MORNING: "Mr. Roberts" will be

filmed in CinemaScope with Henry Fonda starring and

BOB DICK, program director of Station WIBA, will be master pronouncer at the Madison city finals of the

Badger Spelling Bee. The city contest will be held at 1

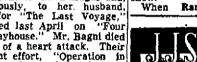
p. m. Saturday, April 3, in Central high school auditorium.

The annual event is sponsored by The State Journal.

SAL ME

SPOTLIGHT

John Ford directing.







ST'S IN THE FLAVOR, SIX DIFFERENT COMPLETE FRUIT PIE FILLINGS AT YOUR AROCERS



Jelevision Joday Ch. 2-WBBM-TV-Chicago Ch. 4-WTMJ-TV-Milwaukee Ch. 5-WNBQ-Chicago Ch. 5-WNBQ-Chicago Ch. 13-WREX-TV-Rochford Ch. 33-WMTV-Madison

9:30 p. m. — Dangefous Assignment: "Assassin Ring" --WMTV (33).

10:15 p. m. _ Theater: Charles Laughton, Maureen O'Hara in "Jamaica Inn" --

WMTV (33).

Today's Radio

2:45 p.m.-World Day of Pray-er (WISC): Mrs. A. R. Jennings, Mrs. Richard V. Campbell. 6:35 p.m.-What Risk Retaila-

tion (WIBA): documentary on U. S. defense policy, with voices of

leaders from Hoover through Eis-enhower administrations; Paulins

.**+**⁺**+** +

5:41 p.m. -- Sports Parade (WIBA): with Capt. Robert Mac-

kinnon, former West Point foot-ball player and coach.

Highlights

Special Programs

Frederick, commentator.

Sports 🔮

TODAY'S BEST BETS

"Marry My Past"---WMTV (33), \$:39 p. m.--TV Theater: "Delicate Story"---WMTV (33), 9 p. m.--Women Voters: Ellis Dans---WKOW-TV (27), \$:30 m.---WKOW-TV (27), 1:30 p. m.-Carson Gulley: barbecued spareribs, barbecue sauce, gingerbread - WMTV (33).

8 p. m.-Bulletin Board: Larry Brown, Bob Sakrison, Ed Owen, Bill Clark, Walter Scott of Four Lakes watershed group-WMTV (33).

7:15 p. m.-Jackpot Quin: Charles new program-WKOW-TV (27). O'Hara in \$ p. m .--- Heart of the City:

