Kadio Jimetable

FRIDAY

WKOW

1979 Kc.

Sports: Music

Arthur Godfrey

Aunt Jenny Helen Frent Our Gal Sunday

Chow Time

Statio House

Mister Alian Jackson
Music Top Tunes
Wifu Bill Scores: Music
Hickok: Sports Lowell Thomas

Godfrey Digest

Godfrey

Digest Sports; Blue

News: Capitol Cloakroom

News: Music Beulah

the Best

Turn Table Time

News; Turn Table Time

News

Barron

Jocker's Choice Nora Drake Static

Party Wizard of Odds

News; Lueila Mortenson Show; Music Sunshine Sue

The Showcase Harmony House Top Tunes

Tennessee Ernie News Weather, News Polks Symphonette Sport E. R. Murrow Bing

Time Music Speaks Morning Music

Farm Hour Farm Journal Fop o MorningFarm News; Cop o' Hour Morn: Heatter Weatner; Mkts.

My I'rus Arthur Godfrey
Story, Whiten's Time
Streets Arthur Godfrey
Shopper Spec. Time

News: Calendar News: Sang
 Eberle; Berch Aunt Jenny
 Bill Ring Helen Frent
 Mag Marques Our Gal Sun

WIBU

1240 E.C.

Music: News Farm Reporter Rura)

Roundup

* News Parm

* Prayer League * Musical

News: Music
 Bob Crosby
 Sweet
 Music

Mid Morning Matine

Parm Service St Hays and Daughter Music Sox

Music Box Music Box Music Box • Science Ex'b

Chapel in

Variety

• Organ Music Story Time

au Tunes

Flesta Time University

Special Univ. Special

Polka Party Sports Time Bing Sings

Bing Sings Parm Front Old Timens

Old Timers

Old Timers

Wisconsin

Music for Listening

Silent

Silent Silent Silent Silent

"we joined

Farm dour News; Music for Listening

News Band Parade

Eitchen Club Clock Coffe club: News Musical Clock

Dinner Concert
News
Farm
Farm
Hour

Music: Markets
News
Farm and
Home Hour

WISC

1480 Kc.

Scores: Music

Breakfast Club Breakfast Club

D#A

Secret Song News

McCarthy

Hearing McCarthy Hearing

McCarthy Hearing

McCarthy.

McCarthy

McCarthy Hearing Bandwagon

News; Music
Fulton Lewis
Lone
Ranger; News

Baseball

• Basebail

Baseball Baseball

Baseball

• Counter

Scoreboard News

Spy Dance Band

· Sports Report

J. Vandercook Mister
 Bill Stern Keen
 Bandwagon Gedfre
 Basebali Diges

McCartn Hearing

WIBA

1310 Kc.

Musical Clock: News

Alex Dreier Musical Clock

News George Morgan

Welcome Travelers Bob Hope Break the Bank

Rich Phrase Pays Second Chance

Strike It

Polka Party

Trading Post

Life Beautiful Road of Life

Pepper Young Rt. to Hp'ness

Stella Dallas

McCarthy

Backstage Wite

Widder Brawn Woman in Hous

Hearing Lorenzo Jones

Madison Hr.; J. Berch

Sports: News

Dinner Music; News

News of World 1 Man's Family

Dinah Shore

Aug Faya News: Can You • Top This?

Fibber & Molly McCarthy Army Hearing

Hymns Your Paster 1310 Cldb

• News; The 1310 Club The 1310 Club: News

1:00 Chapter a Day
1:30 Book Trails
2:00 The Sampler
3:90 Afternoon Concert
3:30 The Lively Arts
4:00 Music of the Masters
5:00 Music for Fun
5:15 Story Time
5:30 News; Weather; Sports
6:00 Dinner Musicale
FM ONLY
6:45 Dinner Musicale
7:90 Views of the News

7:90 Views of the News 7:15 Concert Airs

9:00 9:15 9:30 9:45

Marriage Pays . Birtingay

Sports: The

News

Sunnise

to United Defense Fund

lional support of the United De-

The chief executive and about

a dozen other national leaders rallied some 500 volunteer work-

ers behind a month-long drive in

Tonight on TV

Edward R. Murrow

chats

"Person to Person"

Ike, Others Urge Aid

Television Today

Ch & WEBM-TV-Chicage Ch 4--WTMJ-TV-MHwankee

Ch 9-WGN-TV-Chieses

TODAY'S BEST BETS

8:30 a.m. and 2:30 p.m.—Mc-Carthy Hearing—WMTV (33). 12 m .- Carson Gulley: wheat griddle cakes and pineapple on the half-shell salad — WMTV

3:15 p.m. — Can We Help?: with Dr. Walter Argow-WMTV

5:45 p.m. - Perry Cemo: "A Perfect Day," "I Want a Girl" -WKOW-TV (27).

7 p.m. - Playbouse of Stars: Don Taylor in "Decision at Sea"—WKOW-TV (27). 7:30 p.m.-Anita Colby: "And

WMTV (33). 8:30 p.m. - Person to Person: Mary Martin, Bill Corum -WKOW-TV (27).

the Beasts Were There" -

9:15 p.m.-McCarthy Hearing Highlights-WKOW-TV (27).

TONIGHT AT 8 P.M. "MY FRIEND IRMA"

FRIDAY MORNING

TOMORROW: 12 NOON, BASEBALL Baltimore Orioles vs. Philadelphia Athletics 6 P.M. -- "JACKIE GLEASON"

2-Morning Show 7—Chicago Parade 7:00 7—Breakfast Club 33—Breakfast Club 23—Breakfast Club
2.08
2—Jack Part
4—Ding Dong School
5—Ding Dong School
7—The Pied Piper
8—Your Figure, Ladies
2.15
7—The Playhouse
5.28
4—One Man's Pamily
7—McCarthy Hearing
9—Time for Stories

5—Betty White
7—Danny O'Neill
12:45
2—Guiding Light
9—Charm Saion
13—Feature Film
11:36
2—Brighter Day
4—What'a New?
5—Noontime Comics
7—Happy Pirates
9—Hi, Ladles
1—1:15
1—Garry Moore
5—Bob and Kay
1-1:45
4—News 33-McCarthy Hearing 4-3 Steps to Heaven 5-3 Steps to Heaven 9:66 2-I'll Buy That 5-Home 9-A to Z of Cookery 9:30 2—Strike It Rich 2-Valiant Lady 2—vallant Lady
4—Time Out
5—Bride and Groom
9—Four to Go
10:15
2—Love of Life
5—Hawkins Falls
19:39
2—Search for Tom'row 4-News 9-Dr. Preston Bradles

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SALES AND

SERVICE

FRIDAY AFTERNOON

12:00

2-Double or Nothing

4-Man Next Door

5-Creative Cookery

7-Ail About Baby

9-Batting Practice

13-Love of Life

33-Carson Guiles

12:15

7-Claude Kirchner

12:15

7-Claude Kirchner

12:15

2-Art Liukletter

7-McCarthy Hearing

9-Baseball

13-Prontier Theater

33-McCarthy Hearing

1:00

2-The Big Payoff

4-Kale Smith

5-Kate Smith

13-The Big Payoff

130-Kate Smith

13-The Big Payoff

2-Red Smith

13-Carthy Hearing

2-Red Smith 2-Bob Crosby

Welcome Travelera
Welcome Travelers
Search for Tom'row
Woman with a Past 2:15
2—Secret Storm
3—Secret Storm
7—Search for Tom'row
2:39
2—Petticoat Party
4—On Your Account
5—On Your Account
7—Jerry Lester

erry Lester Lobert Q. Lewis

27-Robert Q. Lewis
33-Matinee Theater
38-On Your Account
3:38
4-Woman's World
5-Pinky Lee
7-Home Theater
9-Movie Quis
13-TV Kitchen
7-Mid-Wes Person 13—TV Kitchen
27—Mid-Way Peaturs
39—Pinky Lee
313—Salls
32—Can We Help?
329
2—Morie Time
2138
4—Howdy Doody
5—Howdy Doody
7—Garfield Goase
13—Meditation Time
33—Howdy Doody
33—Howdy Doody
13—King Calico

13-King Calico 33-M. Griffin, News 4-Super Circus
5-Eimer the Elephant
7-Jolly 7 Gang
9-Bob Atcher Banch
13-Trail Tales
27-Comedy Time Roddy Mac Captain Bob

4:15 Time Out for Pun 4:25 27—Crusader Rabbit 4:38 2—Gene Autry 4—Foreman Tom 5—Close-Up

-Tom Duggan, Sports 13—Stanc By for action F. J. Griffiths.
27—Western Playhouse
33—Way Out West 33—Way Out West
4:45
7—Bob and Ray
39—Early Edition
5:00
2—Bob Elson
4—Hot Shots
9—Captain Video
13—News: Weather
27—J. Harper, News
5:15 39—Captain Video
5:15
4—News; Weather
7—John Daly
8—Marke and Jeff
13—Sports Special
27—Thompson Weather
13—John Daly
19—Sports; Weather
5:28
27—K. Clow Sports
5:38
5—Eddie Fisher

S-34
S-Eddie Fisher
7-Stu Erwin
17-Foy Willing
13-Rere and There
19-Eddie Pisher
5-56
33-Sportscene
5-55
2-Perry Como
4-News Caravan
5-News Caravan
13-Perry Como
21-Perry Como
21-M. Griffin. News
139-News Caravan
33-P. Ekern. Westbel

33-P. Ekern. Wenther

You'll Notice the Difference in FLAVOR and QUALITY

FRIDAY EVENING

Over 100 Years of Quality Brewing Experience

6:00 Bulletin Board 6:34

-Suitetin Hoard

C:36

-Topper

-Playhouse of Stars

-Wait's Workshop

-Anita Colby

-Dichma

-Topper

-On the Squars

-Life of Riley

-Playhouse of Stars

-Life Story

-Paul Hartman

-Life Begins at 80

-Playhouse of Stars

-Superman

Superman
Loretta Young
7:29
-Our Miss Brooks World Is Yours

13-Biff Baker, U.S.A. 27-Hollywood 15-Hr. 33-Anita Colby 30-Jewel Box S:00 -My Friend Irms :00—Boxing

00—Boxing -Boxing -Dang. Assignment Chance of Lifetime. Abbott and Contello Chance of Lifetime

39—Boxing
33—Boxing
33—Boxing
33—Boxing
33—Person to Person
7—Mr. District Acty.
9—Down You Go
13—Person to Person
27—Person to Person
33—Life of Riley
8:85
4—Newsreel
5—Greatest Pights
39—Greatest Dramas
9:00
4—Playhouse
7—Jim Moran
9—Community Theater
13—Weather: News
27—News Review
32—Ray Bolger
39—News: Weather
3:85
7—Musical Almanac
3:15

77-McCarthy Hearing 39-Pub. Prosecutor 9:39 4-Justice 13-Victory at Sea 33-Dang. Assignment 39-Feature Movie .5-Greatest Fights ...

19:00

2—Theater at 11

4—Paul Winchell

5—Howard Miller

7—News: Weather

13—IV Theater

7—Thompson Weather

33—M. Griffin, News

27—E. Clow Sports

18:18
27—E. Clow, Sports
33—P. Ekern, Weather
19:18
7—Tom Duggan
77—J. Harper, News
33—Star Theater
19:38
2—News; Late Snow
4—Radio City Cinema
27—Ciub 27
10:38
9—Television Theater
11:99
7—Night Out Movie
27—Festure Film
13—News
32—News

9:85
27—Musical Almanac
9:15
2—In Town Tonight
4—News: Weather
5—News; Sports 11:45 33—Mystery Theater 12:99 4—News: Movies

WMFM

FRIDAY
A. M.
7:00 Yewn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman; Yawa Patrol
7:30 News: Yawn Patrol
7:37 Weatherman; Yawa Patrol
7:37 Weatherman
8:02 News: Clockwat-hers
8:28 Weatherman; Ne. 1 Headline
8:29 Clockwatchers; News
9:0. Musical Roundup
11:39 Navy Bend
11:30 News; Noontime Protica
12:32 Noontime Froitca
12:32 Noontime Froitca
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to; News
2:00 Music Natinee; News
3:00 Music Natinee; News
4:00 Juke Box Jamboree
6:15 Tiny Bill
4:36 Basy Listening; News
5:00 Meet the Artist

4:36 Bay Listening: News 5:00 Meet the Artist 5:00 Off the Record: News 6:00 Baseball Hardishts 6:05 Missical Menu: News 5:00 Caravan of Ton Wite

Zsa Zsa Sidesteps Marriage Questions LONDON (U.P.)-Zsa Zsa Gabor

Thursday sidestepped an inquiry whether she will marry Porfiro Rubirosa. "Don't ask that," the Hungar ian actress replied. "I'm not di-

vorced yet." She and the Dominican playboy flew in from Paris in a plane given to Rubirosa by his estranged wife, Barbara Hutton.

2.00 Broadway in Review
8.15 Stories from Sports Record
8.26 Package of New Records
8.45 Twilight Time; News
9.00 Sharpen Your Wits
9.30 Guest Star; News
10:00 Shep Pields
10:15 Lomberdoland
10:30 One Oh Pour and One Club
10:55 News (to 11)

Today's Radio Highlights

Special Programs

11:30 a. m., 4 p. m., and 9:15 p. m. — McCarthy Hearing 12:30 p. m.-McCarthy Hearing (WISC). 8 p. m,—"Time and Her Life" (WMFM): true story of Louisville

housewife's bout with cancer. Drama

VICIMO
7 p. m.—Ozzie and Harriet
8:30
8:33
WLS): Ricky and puppy love
8:45 (WLS): Ricky and puppy love.

8 b. m.—Harris and Faye
(WIBA): Phil and Efficit stage
show for Red Cross Blood Bank
9:45 11 p. m.—Counterspy (WISC): 19:00 19:15 19:30 19:45 fugitive uses boy as shield.

Religion

10:30 p. m. — Your Pastor | 11:15 speaks (WIBA); Capt. William | 11:45 11:45 Kish Salvation Army,

Music 7:45 a. m,—Gèorge Morgan (WIBA): "Lady's Man," "I Get So 10 a. m .- Curt Massey (WGN): "baby" songs (on WBBM at 4:30

p. m.) 5:45 p. m, — Perry Como WGN): "Make Love to Me," WGN): Wanted." 7:15 p. m. -Frank Sinatra (WIBA): "Taking a Chance on 3:45 9 p. m.-FM Concert (WHA-

FM): "Louisiana Story," Thom-19:30 m.-Hymns of the World (WIBA): "The Haven of Rest," Tell Me the Old Old Story," "Soul of My Saviour," "O, Purest of Creatures."

Sports

11:55 a. m.-Baseball (WIBA-FM) White Sox vs. Red Sox. 12:25 p., m.—Basebali (WIND): Cubs vs. Giants. 7:55 p. m.-Baseball (WISC):

Braves vs. Phils. 8 p. m.—Boxing (WLS): Or lando Zulueta vs. Paolo Rosi. Variety

7:30 p. m .- Bob Hope (WIBA); with Robert Ryan.

Farm Programs

7:22 a. m.—Farm Feature 11:15 11:30 WHA); Trends in Farm Prod-11:45 uct Prices" Ross Packard. 12:15 p. m.-Farm Service (WIBA): "Temporary Pastures for Hogs," Prof Fred Giesler and Frank Mayfield.

12:30 p. m.-Farm Hour (WHA) Tips on Farm Legal Problems,

Miscellaneous

9:30 a.m.-Bob Hope (WIBA): salute to helper of the aged. 10:30 a. m.-Queen for a Day WISC): starting 10th year. 10:45 a. m.—Second Chance (WIBA): with Ethel Waters.

Milton to Close **Concert Series**

MILTON - The last event of the current Milton College concerts series will be a concert by the Sveas Soner male chorus of Rockford, Ill., under the direction of Bernhardt H. Westlund, Sunday at 8 p.m., in the college au-

ditorium The first part of the program will be devoted to Swedish folksongs. These will be followed by spirituals. The concluding section will offer such popular works as "Jealousy" and "Russian Pic-Solo voices will be feaured in several numbers. Proceeds will go to the fund for

a new concert piano for the school

WHA-WHA-FM

7:15 Weather Roundup; Farm Feature 7:30 Band Wagon 7:45 News: Weather 6:06 Morning Melodies 8:55 News for Children 9:00 Radio Journal 9:30 Rhythm 9:30 Rhdio Journal 9:30 Maythm and Games 9:50 Markets; News: Program Review 10:00 Homemakers Program 10:30 Musical Momenta 10:45 Views of the News 11:00 American History 11:50 Noon Musicale P. W



WHOOPEE JOHN'S **ORCHESTRA**

TURNER HALL MONROE

WED., MAY 5

RADIO & TV STARS

P. M. 12:20 News: Farm Program Dancing 9 p.m. to 1 a.m. Open Nightly except Thursdays

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\$1.35

Ex-City Soprano to Sing in Carmen at Pabst Theater

AnnDre Schlimgen House, Milsuace soprano, formerly of TYPE: Farce Madison, will sing the role of Mi-caels in the Florentine One CAST: Pepe, Bob Hope; Frantion to the 3,000,000 Americans in Saturday, May 8.

News News Service
Pop o MorningWeather; Coffee News: Weather
John MicVane Club; News Farm Prolic The production, directed by ter John Anello, will include full or- STORY: Parma, Italy, 1757—tions next year. The organization chestra and a chorus of over 80. Pepe, the tailor's apprentice is fell 45 per cent short of its goal

Lane was on the nation's front pages last season when she was left to die a natural death by tenor David Poleri in a Chicago production of "Carmen."

Sing the role of Don Jose, Miss reint a beautiful young countess about to be wed. If she succumbs to Casanova her marriage to the Duke is off. All hinges on the production of "Carmen."

Casanova's flight from preditors

Mrs. House, a 1948 graduate of the University of Wisconsin, is the daughter of Mr. and Mrs. Lucian Schlimgen, 2022 Kendali ave. A student of both voice and piano, she was active in Madison music circles, appearing on WHA and in the "Artist of the Future" concert series at the Memorial Union. Her recent Milwaukee appearances include singing the erioles of Susanna in the "Marriage of Figaro," and Laetitia in coat. Pepe is assisted by the real Casanova's flight from creditors leaving the apprentice his clothes and valet, Lucio. Further aid is rendered by luscious Francesca, the local grocery lady. A seventh hour stroke of gallantry saves the countess. What happens to Pepe is left up to the audience. HIGH POINTS: Hope as a latter day Douglas Fairbanks spoofing the Casanova's flight from creditors leaving the apprentice his clothes and valet, Lucio. Further aid is rendered by luscious Francesca, the local grocery lady. A seventh hour stroke of gallantry saves the countess. What happens to Pepe is left up to the audience. HIGH POINTS: Hope as a latter day Douglas Fairbanks spoofing the apprentice his clothes and valet, Lucio. Further aid is rendered by luscious Francesca, the local grocery lady. A seventh hour stroke of gallantry saves the countess. What happens to Pepe is left up to the audience. HIGH POINTS: Hope as a latter day Douglas Fairbanks spoofing the counters. riage of Figaro," and Laetitia in "The Old Maid and The Thief."

Reedsburg Seniors Present Play Tonight

REEDSBURG - Members of the senior class of Reedsburg high school will present their class play, "The Divine Flora," at 8 tonight.

The cast, directed by Rose-mary Jones, includes: Pollyann Stadel, Duane Dargel, Don Abel. Robert Nichols, Mary Harrison, Fritz Briscoe, Yvonne Schutz, Margaret Lathrope, James Miel-ke, Glenn Miller, William Cassity, Barbara Pafford;

Joynelle Skinner, Robert Moyes, Kenneth Parkhurst, Richard Jewell, Bonnie Barkenhagen Dana Curtin, Pat Ziech, Paul Sutton, Audrey Markham, and Gloria Laufenberg.

Milton Professor Wins Scholarship MiLTON - Prof. Marshall Bia-

losky has been awarded a Fulbright scholarship for a year's Starred programs are also carried on corresponding FM stations. FM channels: WIBA-FM, 101.5 M. WWCF (WIBU), 94.9 M. study in Italy, according to an announcement by the school of music of Milton College. Bialosky will begin study in Florence this September at the Cherubini Conservatory, under Luigi Dallapiccola with whom he was 'associated two years ago at Tanglewood.

At the Shows Capital

Capital

WASHINGTON (B - President Eisenhower, Francis Cardinal Spellman, and Gen. Omar N. Bradley called Chursday for na-

caela in the Florentine Opera Co.

caela in the Flo

REVIEWER: Nancy MacWhor-

Gloria Lane of the New York impressed into an impersonation this year.

City Opera will sing the title of the great Casanova to save the role, and Walter Fredericks of villagers of Parma from bankthe San Francisco Opera will rupitcy. As Casanova he is to sing the role of Don Jose, Miss tempt a beautiful young countess

depending on contemporary wisecracks is lost in 18th century 'hokum'

VERDICT: This may have been Casanova's big night but it wasn't Hope's. This epic shouldn't hurt local TV.

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Singer and Actress

BILL CORUM

Major Domo of the

Kentucky Derby

WKOW-TV Channel 27

From the land of sky blue waters

Theo. Hamm Brewing Co., St. Paul, Minn.

because we could not afford extensive hospital bills"

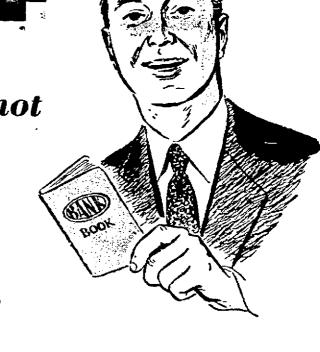
> reports Allan Rietzke, of Milwaukee

Like most other people, the Rietzke's hardly imagined they would ever have any serious hospitalization in their family. However, they did know that being sick could be costly and they wanted to be absolutely sure their budget would never collapse because of hospital expenses. Their letter to Blue Cross stated that they joined "merely as protection."

But seven years later, the Rietzke's did have a serious hospitalization. Without Blue Cross to help them they would have been faced with bills total-

ing hundreds of dollars. They would have "gone into debt very deeply" said Mr. Rietzke.

Blue Cross helps millions of



families like the Rietzke's every year. This famous non-profit organization operates for one purpose only—to help everyone protect themselves against the financial worries that inevitably go with illness or accidents. Blue Cross is operated by your own community hospitals to provide the help you need to pay hospital bills.

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a hospital for your family. You can be sure by choosing the Plan that the hospitals themselves recommend -Blue Cross-the largest voluntary program in the world today. No other plan can give you so much for so little.



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