Radio Program Schedules by the Clock

FRIDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00 6:15 6:30 6:45	Sunrise Frolic • Musical Clock	• Town Talk • Top o' Morning • Moments on the Mount	News; Tennessee Jamboree Chore Time: Markets	• Silent • Silent • Rural Roundup	Paul Gibson Paul Gibson: News	Farm Bulletin Devotions Land Use News	Farm Hour and News Rise and Shine News	News Town and Farm News
7:00 7:15 7:30 7:45	• News: Musical Clock • News • Musical Clock	• Top O'Morning • Hinn News • Top o' the Morning: News	Ray Carson News Coffee Club; News	• News: Farm Service • News: Weather • Farm News	News Roundup News Listen to Cliff	Capt. Stubby Bob Atcher Happy Hank News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: News
8:00 8:15 8:30 8:45	• Musical Clock • Eddy Arnold • News	• Breakfast Club • Breakfast Club	Coffee Club; News Coffee Club	Prayer League • Musical Clock Musical Clock	News Gold Coast Pickup Time Shopping	Breakfast Club Breakfast Club	News Two Ton Baker Telephone Quiz Today's the Day	Your Neighbor Norman Ross News
9:00 9:15 9:30 9:45	• Welcome Travelers • Marriage for 2 • Dorothy Dix	• My True Story • Town Talk	Reverend Epp Say It With Music	• News; Pioneers Freddy Martin Reedsburg Hour	Bing Crosby Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindlahr	News Mary Margaret McBride	Welcome Travelers Marriage for Two Dorothy Dix
10:00 10:15 10:30 10:45	• Love and Learn • Dave Garroway • Jack Berch • Today's Music	• Lady of the House • Quick As a Flash	Behind the Story Your Neighbor Here's Howard	Women's News Chore Boys Mid Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Capt. Stubby, Buccaneers Kitchen Club News	The Kelseys Mary McBride The Tom Moore Show	Love and Learn Dave Garroway Jack Berch Lora Lawton
11:00 11:15 11:30 11:45	• Linda's 1st Love • Trading Post • Farm Roundup	• Ladies Be Seated: News • To the Ladies • Bing Crosby	Inside Story Dick Haymes Varieties Jackpot Quiz	News; Matinee Headlines Farm and Home Farm Front	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Ladies Be Seated Farm World Today	Kate Smith Virginia Gale Answer Man News	Norman Ross Norman Ross
12:00 12:15 12:30 12:45	• News: Roundup • Farm Service • News • March Time	• Baukhage • Hinn News • The Bob Swanson Show	Uncle Julius News Markets; Uncle Julius	Music Markets • News • News and Mkts Farm and Home	Big Sister Ma Perkins News Guiding Light	Dinner Bell News L. Burlingham	Let's Have Fun Farm Markets News	News Elizabeth Hart Food Magician Tunes and Tips
1:00 1:15 1:30 1:45	• Double or Nothing • Today's Music • Magic in Music	• The Bob Swanson Show • The Bob Swanson Show	Ladies Fair Queen for a Day	Farm Service Si Hays and Daughter Toby and Joe	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day	Prairie Traveler School Time Beat Our Band	Ladies Fair Queen for a Day	Double or Nothing Today's Children Light of World
2:00 2:15 2:30 2:45	• Life Beautiful • Road of Life • Pepper Young • R't to Happin's	• Town Talk • Pick a Date	Luella Mortenson Mary Casey's Showcase	• Music Booth • Voice of Army • Science Exc'n.	Nona f'm Nowhere Hilltop House House Party Cedric Adams	Bride and Groom Quick As a Flash	Tune Test Tommy Bartlett Marriage Bureau	Life Beautiful Road of Life Pepper Young Right to Hap'ness
3:00 3:15 3:30 3:45	• Backstage Wife • Stella Dallas • Lorenzo Jones • Widder Brown	• Hannibal Cobb • Jerry Harper	News Gabriel Heatter Easy Listening	Chapel in the Sky • Melody Hour	News More of Life Music, Music Talk of Town	Surprise Package Martha and Helen	Radio Quiz You Can't Lose Linda's 1st Love Editor's Daughter	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown
4:00 4:15 4:30 4:45	• News: Madison Hour • Madison Hour	• Jerry Harper • Uncle Dick's ABC Club	Harmony House Harmony House	• Melody Hour • Band Parade • Serenade	Paul Gibson Billy Leach Gold Coast	The Bob Atcher Show News Beulah Karney	L. Barrymore Marshall Kent Spotlight Personally Yours	A Girl Marries Portia Faces Life Just Plain Bill Front P. Farrell
5:00 5:15 5:30 5:45	• Playtime • Fiesta Time • News • Sports; News	• Challenge of the Yukon • Jack Armstrong	Mark Trail Tom Mix	Fiesta • University Special • Univ. Special	News News Curt Massey Lowell Thomas	Challenge of the Yukon Jack Armstrong	Cisco Kid Tom Mix	News Dave Dave Garroway
6:00 6:15 6:30 6:45	• Light-Up Time • News of World • Hymns • Music; News	• News; Fiesta • Edwin C. Hill • Lone Ranger	News Sizing Up Sports Wayne King Fulton Lewis	• Sports Time Serenade News Bing Sings	Beulah Jack Smith Club 15 Edward Murrow	News Edwin C. Hill Lone Ranger	News Number Please Gabriel Heatter Behind the Story	Ivories News of World 6:30 Special H. V. Kaltenborn
7:00 7:15 7:30 7:45	• Halls of Ivy • Roundy • Serenade	• The Fat Man • This Is Your FBI	Lynn Murray Basketball Basketball	Serenade in Music; News • Old Timers' Jamboree	The Show Goes On The Show Goes On	The Fat Man This Is Your FBI	Bandstand U. S. A. This Is the Story To Be Ann'd	Halls of Ivy Dave Garroway
8:00 8:15 8:30 8:45	• Screen Directors Playhouse • Jimmy Durante	• Ozzie and Harriet • Proudly We Hail	Basketball Basketball Basketball Basketball	Old Timers Jamboree • Old Timers' Jamboree	Up for Parole Broadway Is My Beat	Ozzie and Harriet The Sheriff	Fulton Lewis Chicago at Night Theater Theater	Screen Directors Playhouse Jimmy Durante
9:00 9:15 9:30 9:45	• Life of Riley • Bill Stern • Tonight's Music	• Basketball • Basketball • Basketball • Basketball	Basketball Basketball Basketball Basketball	• University Farm Hour • News: At Your Request	Escape Escape Pursuit Pursuit	Boxing Boxing Sports Page	Theater Theater Hollywood Theater	Life of Riley Bill Stern Pro and Con
10:00 10:15 10:30 10:45	• News • Boxing • Don Sinaiko • Concert Gems	• Basketball • Basketball • News • Boxing	Basketball News Sports Music: News	• At Your Request • At Your Request	News Tony Weitzel Billy Leach Pick a Hit	News Remember When Ted Malone Platter Party	Golden Gloves Golden Gloves	Light-Up Time News Music John Conrad
11:00 11:15 11:30 11:45	• News: 1310 Club 1310 Club: News	• Boxing • Boxing • Boxing • Ed Silvers	Midnight in Madison Midnight in Madison: News	• Silent • Silent • Silent • Silent	Bob Elson Dick LaSalle Tiny Hill Orchestra	Insomnia Ltd. Frankie Masters Freddy Nagle Jerry Glidden	Golden Gloves Golden Gloves	News Sports; Music George Olsen Orch.; News

Starred programs are also carried on corresponding FM stations . . FM channels:
WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISC-FM 98.9 M.

Today's Radio Highlights

New Program

7:30 p. m.—Roundy (WIBA): the old lawn-mower pusher discourses on anything from boxing to culinary hints.

+ + +

Sports

5:45 p. m. — Sports Parade (WIBA): Coach Bob Harris on West high's basketball hopes and prospects.

7:30 p. m.—Basketball (WFOW): Cobb vs. Beloit and Mt. Horeb vs. Monticello . . . **Basketball** (WKOW): Madison West vs. Watertown and Kohler vs. Lodi.

9 p. m. — Basketball (WISC): Madison West vs. Watertown . . . **Boxing** (WENR): Charley Fusari vs. Jimmy Flood (on WISC about 10:45).

9:30 p. m.—Bill Stern (WIBA): and Kirk Douglas.

10 p. m.—Boxing (WGN): Golden Gloves finals.

10:15 p. m. — Boxing (WIBA): Coach John Walsh and Jack Newman talk over Wisconsin-Michigan State bouts.

+ + +

Drama

7 p. m.—Halls of Ivy (WIBA): home fires are brighter than footlights.

7:30 p. m.—This Is Your FBI (WISC): agents round up thieves, $100,000 in jewels.

8 p. m.—Screen Directors Playhouse (WIBA): Joseph Cotten in "Portrait of Jenny." . . . **Up for Parole** (WBBM): new series; story of youth drawn into crime on threshold of medical career.

8:30 p. m.—The Sheriff (WENR): solves two murders, prevents another . . . **Theater** (WGN): June Havoc in "Reckless."

9 p. m.—Life of Riley (WIBA): Chester turns tables on landlord . . . **Escape** (WBBM): "Port Royal," based on "I Dive for Treasure."

+ + +

Music

5:30 p. m.—Curt Massey (WBBM): and Martha Tilton; "You're Driving Me Crazy," "What Can I Say, Dear?," "My Blue Heaven."

6:15 p. m.—Jack Smith (WBBM): and Margaret Whiting; "I Got It Bad," "Music, Music, Music," "Cry of the Wild Goose."

ROUNDY

6:30 p. m.—Hymns of the World (WIBA): "Yes, There Is a Pardon for You," "Tell Me a Story of Jesus," "I Will Sing You a Song."

10:45 p. m. — Concert Gems (WIBA) "Chit Chat," Brahms' "Cradle Song," "Caresse," "The Hunters," "Clear Track."

+ + +

Variety

8:30 p. m. — Jimmy Durante (WIBA): tries to straighten out his income-tax figures.

+ + +

For Children

4:30 p. m.—Uncle Dick (WISC): "Songs That Animals Sing."

5 p. m. — Playtime (WIBA): "Pancho Goes to a Fiesta."

+ + +

Farm Programs

11:30 a. m. — Farm Roundup (WIBA): "Wisconsin's Soil Conservation Plan"; George Nygard, Chaseburg; M. H. Ward, Durand; Orrin Shiffer, Eau Claire; I. O. Hembre and Ben Rusy, University of Wisconsin college of agriculture.

12:15 p. m. — Farm Service (WIBA) "Nitrogen Fertilizers"; C. J. Chapman, extension soil specialist, and Roy B. Ormond.

12:30 p. m. — Farm Program (WHA): "The New Dairy Rules," L. I. Legrid; question box.

Flight Tried as Cure for Whooping Cough

ZUMBROTA; Minn. — (U.P.) — Lieut. Cmdr. M. P. Horn of Zumbrota was pilot of a navy plane which took a 3-year-old German girl 11,000 feet above Bremen in an attempt to cure her of whooping cough.

Navy and U. S. officials authorized the flight after German doctors said a change of air and air pressure might ease her condition.

The girl, Jutta Mayerle, said she felt "fine" when the plane landed and she was able to eat a full meal for the first time in 10 days. However, there was no immediate medical "opinion as to whether the flight helped decisively.

8:30 Clockwatchers
9:00 Ben Light
9:15 Herb Kern
9:30 Dance Band
10:00 Homemakers
10:30 Mornint Variety Show
11:00 News
11:05 Polka Time
11:30 Marching Along
11:45 Sacred Heart Program
P. M.
12:00 News
12:05 Holiday in Hawaii
12:30 Irving Berlin Melodies
12:45 Vic Damone
1:00 News
1:05 Vienese Waltzes
1:15 Jo Stafford
1:30 Sam Browne
1:45 Music America Loves
1:55 News
2:00 Modern Music Capers
2:30 Matinee Dance
2:55 News
3:00 Music Party
3:30 Smooth Music
3:55 News
4:00 Juke Box Jamboree
4:15 Kiddie Storytime
4:30 Buddy Moreno
4:55 News
5:00 Ken Griffin
5:30 Off the Record
5:55 News
6:00 Musical Menu
7:00 News
7:05 Request Show
7:30 Baseball
9:30 Benny Strong
9:55 News
10:00 Guy Lombardo
10:30 Lawrence Welk
10:55 News
11:00 Blue Barron
11:30 Horace Heidt
11:55 News
12:00 Charlie Spivak (to 12:30)

WHA and WHA-FM

970 Kc.—88.7 Megs.
FRIDAY
A. M.

7:30 Band Wagon
7:45 Morning News
7:56 Weather Report
8:00 Morning Melodies
8:30 Contemporary Literature
9:20 Nursery School of Air
9:30 Rhythm and Games
9:53 Job Bulletin Board
9:54 Weather Report
10:00 Homemakers Program
10:30 Piano Melodies
10:45 News and Views
11:00 History of the Far East
11:50 Noon Musicale
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Book Trails
2:00 Scandinavian Literature
2:30 Music You Want
3:99 Contemporaary Trends
3:50 Music
4:00 Editor's Desk
4:15 French Program
4:30 Music of the Masters
5:30 Song Favorites
5:45 News
FM ONLY
6:00 Organ Reverie
6:30 Dinner Musicale
7:15 News and Views
7:30 Chapter a Night
8:00 Quartets of Mozart & Beethoven
8:50 News of Wisconsin
9:00 FM Concert
10:05 Night News (to 11)

WFOW

104 Megs.
FRIDAY

8:00 Yawn Patrol

PARKWAY
NOW!
HOUSE OF TERROR and HATE
HOUSE OF NO RETURN!
A STORM OF INTRIGUE AND DRAMA!
"Guilty of Treason"
PAUL KELLY • BONITA GRANVILLE • RICHARD DERR and CHARLES BICKFORD as Cardinal Mindszenty
An EAGLE LION FILMS Release
2nd FEATURE "HOLLYWOOD VARIETIES"

BUY U. S. SAVINGS BONDS!

American Legion
Dining Room & Bar
ALWAYS OPEN TO THE PUBLIC
• Luncheons daily 11:30 to 2:00
FULL COURSE DINNERS
Special Grilled Short Steak . . 1.25
Aged New York Sirloin 1.75
Grilled Pork Chops 1.25
Virginia Baked Ham 1.35
Pan Fried Calves Liver and Bacon 1.25
Jumbo French Fried Shrimp . 1.35
Fillet of Sole 1.25
We feature Lenten Specials
Thurs. and Sat. Nite Special
Our famous Chicken and Dumpling dinner 1.25
110 E. WILSON ST.
Dining Room
Open 11:30 a. m.—9 p. m.
Room Available for Private Parties

Now ORPHEUM
M-G-M's TECHNICOLOR MUSICALULU!
Jane Ann POWELL · SOTHERN
"NANCY GOES TO RIO"
with BARRY SULLIVAN · CARMEN MIRANDA LOUIS CALHERN · SCOTTY BECKETT
A ROBERT Z. LEONARD Production
plus DISNEY CARTOON PETE SMITH
ORPHEUM—TUESDAY—ON STAGE
TOMMY DORSEY and his ORCHESTRA

Free Parking
EASTWOOD
NOW! THE ROAR TIME OF ALL TIME
SPENCER TRACY KATHARINE HEPBURN
M-G-M's "Adam's Rib"
Plus This Adventure Thriller
THIEVES' HIGHWAY
CONTE CORTESA COBB
MOTHERS—PLEASE NOTE
PTA SPONSORED MOVIES
for your children starts
SATURDAY, March 18th
BUY Your Child's Series Admission Ticket Now Only Capacity of Theater Will Be Sold

Come in for a night out
OF DANCING
Saturday Night
ARMOND HUSEBOE'S ORCH.
Sunday Night
BERNIE HENDERSON'S ORCH.
TURNER HALL

TONIGHT AT 7:30
Basketball Tournament
WEST vs. WATERTOWN
LODI vs. KOHLER
on WKOW
1070 on your dial
The Station that brings you ALL the high school tournament games each year.

Photo Finishing
Cameras and Supplies
UNIVERSITY PHOTO SHOP
At the sign of the Camera
648 State Street Phone 5-3784

ROLLER SKATING
Public Skating, 7:30 to 10:30
Mon.—Wed.—Thurs.—Sat. & Sun.
Sunday Matinee, 2:00 to 4:00
Everill's Roller Rink
EVANSVILLE, WIS.

FREE PARKING LOT
MIDDLETON
Guy Madison—Rory Calhoun
"MASSACRE RIVER"
Gloria Henry and "Rusty"
"RUSTY SAVES A LIFE"

PRAIRIE SUN PRAIRIE FREE PARKING
ROD CAMERON in
"BRIMSTONE"
and CHARLIE CHAN in
"SKY DRAGON"

FOR DANCING IN MADISON
There's No Place Like The
VFW BALLROOM
113 E. Mifflin
SAT.: OL' TIME NITE
ZIMBRIC IS BACK!
WED.: WALTZ NITE
Music by JOEY TANTILLO
Grill (50c, plus tax) Taproom

Tonight—8 P. M.
Sat.—2:30 & 8 P. M.
MINNEAPOLIS SYMPHONY ORCHESTRA
Antol Dorati, Conductor
A few good seats for evening performances at $3.60
Matinee tickets available at $3.00, $2.40
(all prices include tax)
Wisconsin Union Theater

• SNEAK • PREVIEW
TONIGHT AT 8:30
A Sneak of a 3-Star Warner Hit — Full of music! We'll be waiting to hear your reaction to this one!
Sneak Over at 10 P.M.
HUMPHREY BOGART in "CHAIN LIGHTNING"
Will Be Shown Before and After "Sneak" Preview at 6:55

WARNER BROS.
CAPITOL
2 EXCITING AND ENTERTAINING HITS ON ONE BIG PROGRAM
• STARTS TOMORROW •
THAT "White Heat" GIRL TURNS IT ON AGAIN! . . .
Somebody's Bound to Get Burned!
A double-cross that doubled back . . . .
—with a blonde on the end of it!
VIRGINIA MAYO · GORDON MACRAE
"Backfire"
EDMOND O'BRIEN · DANE CLARK · VIVECA LINDFORS
AND FOR MORE EXCITING ENTERTAINMENT
— NEWEST LAFF MIXUP —
"BLONDE DYNAMITE"
Leo Gorcey and the Bowery Boys

MAJESTIC TODAY & TOMORROW
MARGARET O'BRIEN DEAN STOCKWELL HERBERT MARSHALL
THE Secret Garden
TECHNICOLOR
AND
THERE'S DANGER in... Roughshod
ROBERT STERLING · CLAUDE JARMAN JR. · GLORIA GRAHAME
SPECIAL KIDDIE SHOW TOMORROW
5 COLOR CARTOONS
DOORS OPEN 12 NOON SHOW STARTS 12:15

University of Wisconsin
Men's Chorus
P. G. Jones, Conducting
Women's Chorus
Helene Blotz, Conducting
JOINT CONCERT
Sunday, March 12, 1950
8 P. M.
WISCONSIN UNION THEATER
Tickets on sale at Union Box Office, Ward-Brodt Music Co., and Forbes-Meagher Music Co., or from Chorus Personnel . . . 80c, tax included.

ORPHEUM
TOMORROW AT MIDNIGHT
TICKETS NOW ON SALE—90c including tax
On Our Stage---2½ hours of fun!
MORE HILARIOUS THAN THE WORLD'S GREATEST COMEDIANS ALL IN ONE!
ANYTHING CAN HAPPEN and DOES
During
HYPNOTISM AT MIDNIGHT
Presenting in person Professor Jay Zee
SUPREME MASTER OF HYPNOSIS
SCREEN · STAGE · RADIO AND TELEVISION FAME
LAUGHS! THRILLS! CHILLS!
IT'S FUNATICAL OLOGY
More Pop THAN HELLZAPOPPIN'
MORE FUN THAN "PEOPLE ARE FUNNY"
A WHOLE STAGE FULL OF AUDIENCE VOLUNTEERS WHOSE ANTICS WILL LEAVE YOU
SHOCKED! AMAZED! STARTLED!
AND FINALLY
LIMP FROM LAUGHTER!
SEE . . . ! bodies in a state of frozen suspension.
SEE . . . ! adults suddenly transformed into infants . . .
CRITICS ACCLAIM!!!
the show that held audiences in NEW YORK · PHILADELPHIA CHICAGO · BOSTON HOLLYWOOD—SPELLBOUND!

MADISON
NOW! 2 GRAND ADVENTURES OF THE SEA and AIR!
ALL THE FURY OF THE SEVEN RAGING SEAS!
GLENN FORD EVELYN KEYES
HIGH SEAS
JACK LONDONS ADVENTURES OF MARTIN EDEN
CLAIRE TREVOR STUART ERWIN
POWERFUL DRAMA . . . . LIGHTNING ACTION!
FLIGHT LIEUTENANT
PAT O'BRIEN GLENN FORD EVELYN KEYES

STRAND TODAY THRU MONDAY
MOST HONORED PICTURE OF ALL . . . NOMINATED FOR 8 ACADEMY AWARDS!
1. "BEST PICTURE" — 2. "BEST ACTRESS"
3. "BEST DIRECTOR" — 4. "BEST PHOTOGRAPHY"
5. "BEST SET DIRECTION" — 6. "BEST MUSIC SCORE"
7. "BEST COSTUME DESIGN" 8. "BEST SUPPORTING ACTOR"
deHavilland Clift Richardson
GREAT in the DEPTH of its Emotions!!
The HEIRESS
MARIAN HOPKINS — MONA FREEMAN
ROARING THRILLS AT EVERY TURN!
MICKEY ROONEY "The BIG WHEEL" THOMAS MITCHELL