Radio Program Schedules by the Clock

WEDNESDAY

	WIBA 1310 kc.	WISC 1430 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00	Sunrise Frolic	* Top o' the Morning	News; Ray and Tex	* Silent	News Roundup	Capt. Stubby	The Bill Evans Show	Norman Ross
6:15	Musical Clock	* Moments on the Mount	Farm World	* Silent	News	Bob Atcher	The Bill Evans Show	Norman Ross; News
6:30			Chores; Markets	* Rural Roundup	Listen to Cliff	Dolph Hewitt		
6:45						News		
7:00	* News; Musical Clock	* Top O'Morning	Coffee Club	* News; Farm Service	News	Breakfast Club	News	Your Neighbor
7:15	* Journal News	* Hinn News	News	* News	Gold Coast	Breakfast Club	Two Ton Baker	Norman Ross
7:30	* Musical Clock	* Top o' the Morning; News	Coffee Club; News	* Farm News	Patrick O'Riley Shopping		Telephone Quiz Today's the Day	News
7:45								
8:00	* Musical Clock	* Breakfast Club	Markets; Coffee Club	Prayer League	Bing Crosby	My Story	News	Welcome Travelers
8:15	* Market Basket	* Breakfast Club	News; Cofee Club	* Musical Clock	Arthur Godfrey	My Story	Mary Margaret McBride	Double or Nothing
8:30	* Eddy Arnold			Musical Clock	Arthur Godfrey	Betty Crocker		
8:45	* News					Victor Lindlahr		
9:00	* Welcome Travelers	* My True Story	Reverend Epp	Wonewoc Program	Arthur Godfrey	Capt. Stubby's Buccaneers	Mary McBride	Love and Learn
9:15	* Gilbert's Gallery	* Carson Gulley	Say It With Music	Reedsburg Hour	Grand Slam	Kitchen Club	The Kelseys	Dave Garroway
9:30					Rosemary	News	The Tom Moore Show	Jack Berch
9:45								David Harum
10:00	* Love & Learn	* Lady of the House	Behind the Story	Women's News	Wendy Warren	Ladies Be Seated; Beauty	Kate Smith	Here's Norman Ross
10:15	* Dave Garroway	* Quick As a Flash	Your Neighbor	Job Service	Aunt Jenny	Martha and Helen	Virginia Gale	
10:30	* Jack Berch		Here's Howard	Mid-Morning Matinee	Helen Trent		Answer Man	Here's Norman Ross
10:45	* Today's Music				Our Gal Sunday		News	
11:00	* Linda's 1st Love	* Ladies Be Seated; Beauty	Inside Story	News; Matinee	Big Sister	Farm World Today	Tommy Bartlett	News
11:15	* Ranch Hands	* To the Ladies	Dick Haymes	Headlines	Mu Perkins	Dinner Bell	June Davis	Elizabeth Hart
11:30	* Farm Roundup	* Bing Crosby	Roundup Time	Farm and Home	News		Market Reporter	Home Institute
11:45			Jackpot Quiz	Farm News	Guiding Light		News	Food Magician
12:00	* News; Roundup	* Baukhage	Uncle Julius	Music; Markets	2nd Mrs Burton	News	Ladies Fair	Double or Nothing
12:15	* Farm Service	* Hinn News	News	* News	Perry Mason	L.Burlingham	Queen for a Day	Today's Ch'ren
12:30	News	* The Bob Swanson Show	Markets; Uncle Julius	* News; Markets	Nora Drake	Beat Our Band		Light of World
12:45	March Time			Farm and Home	Brighter Day			Double or Nothing
1:00	Double or Nothing	* The Bob Swanson Show	Ladies Fair	Farm Service	Nona from Nowhere	Bride and Groom	Tune Test	Life Beautiful
1:15	Trading Post	* The Bob Swanson Show	Queen for a Day	Si Rays and Daughter	Hilltop House	Quick As a Flash	The Menjous	Road of Life
1:30	Magic in Music			* Music Booth	House Party and Cedric Adams		Harold Turner	Pepper Young
1:45								Right to Happiness
2:00	Life Beautiful	* Dolly Madison	Lucila Mortenson	* Music Booth	Strike It Rich	Nancy Craig	Radio Quiz	Backstage Wife
2:15	Road of Life	* Pick a Date	Mary Casey's Showcase	* U. W Band	Music, Music	Art Baker	Second Spring	Stella Dallas
2:30	* Pepper Young			* Hawaii Music	Talk of Town	News	Linda's 1st Love	Lorenzo Jones
2:45	* Right to Hap'n's					Prairie Traveler	Editor's Daughter	Widder Brown
3:00	* Backstage Wife	* Hannibal Cobb	News	Bible Fellowship	Paul Gibson	The Bob Atcher Show	L. Barrymore	A Girl Marries
3:15	* Stella Dallas	* The Jerry Harper Show	Gabriel Heatter	* Lawrence Welk	Paul Gibson	Voice of Army	Marshall Kent	Portia Faces Life
3:30	* Lorenzo Jones		Easy Listening	* Dane Schools	Gold Coast	Beulah Karney	Spotlight	Just Plain Bill
3:45	* Widder Brown						Singing Story	Front P Farrell
4:00	* News; Madison Hour	* The Jerry Harper Show	Harmony House	* Melody Hour	News	Challenge of the Yukon	Tom Mix	News
4:15	* Madison Hour	* Uncle Dick's Club	Harmony House	* Band Parade	News	Sky King	Cisco Kid	Dave Garroway
4:30				* Serenade	Curt Massey			News
4:45					Lowell Thomas			
5:00	* Play Time	* Challenge of the Yukon	Mark Trail	Fiesta Time	Beulah	News	News	Sportscapades
5:15	* Fiesta Time			* University Special	Club 15	Edwin C. Hill	Talent Digest	News at world
5:30	* News	* Sky King	Tom Mix		Jack Smith	Lone Ranger	Gabriel Heatter	6:30 Special
5:45	Sports; News			* Univ Special	Edward Murrow		and the Story	H. V. Kaltenborn
6:00	* Light-Up Time	* E. C. Hill; Fiesta	News	* Sports Time	Mister	Doctor I. Q.	Can You Top This?	The Halls of Ivy
6:15	* News of World	* Elmer Davis	Sports	Tips and Tunes	Question	Cliche Club	International Airport; News	The Great Gildersleeve
6:30	* Hymns	* Lone Ranger	Gabriel Heatter	News	Doctor Christian			
6:45	* Music News		Fulton Lewis	Bing Sings				
7:00	* The Halls of Ivy	* Doctor I. Q.	Can You Top This?	Serenade	Groucho Marx	Sherlock Holmes	Fulton Lewis Chicago at Night	Break the Bank
7:15	* City in Action	* Cliche Club	International Airport; News	Farm Front	Bing Crosby	Jazz Journey	Family Theater	Mr. District Attorney
7:30	* Serenade			* Old Timers Jamboree		Barnes Octet		
7:45								
8:00	* Break the Bank	* Sherlock Holmes	2,000 Plus	Old Timers Jamboree	Burns and Allen	Lawrence Welk	Judge Hardy Family	The Big Story
8:15	* Mr. District Attorney	* Buzz Adlam's Playroom	Family Theater	* Old Timers Jamboree	Dance Orchestra	Jazz Journey	Philo Vance	Dangerous Assignment
8:30						George Barnes		
8:45								
9:00	* The Big Story	* Lawrence Welk	Frank Edwards Newsreel	* University Farm Hour	News	News	Drift Williams	Light-Up Time
9:15	* Dangerous Assignment	* On Trial	David Rose	* News; At Your Request	Weather; Tony Weitzel; Pick a Hit; News	Remember When	Dance Orch. News; Songs	News
9:30			Club Rikadoon			Ted Malone	This Is the Story	Mindy Carson
9:45						Platter Party		George Stone
10:00	* News	* Hinn News	News	* At Your Request	Bob Elson	Insomnia Ltd.	Frank Edwards	News
10:15	* Tonight's Music	* Sports	Sports	* At Your Request	Dick Lasalle	Eddie O'Neill	Teddy Powell	Sports; Music specially For You
10:30	* Concert Master	* The Ed Silvera Show	I Love a Mystery		Larry Fotine Orchestra	Ray Herbeck	Griff Williams Orch.; News	
10:45			Dance; News			Jerry Glidden		
11:00	* News; 1310 Club; 1310 Club; News	* News; The Ed Silvera Show	Lawler's Folly Lawler's Folly; News	* Silent	Matinee at Midnight Matinee at Midnight	The Witching Hour News	Freddy Martin Orchestra Tomy Dorsey Orchestra	The 11:60 Club The 11:60 Club
11:15				* Silent				
11:30				* Silent				
11:45				* Silent				

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

Today's Radio Highlights

Drama

6:30 p. m. — Dr. Christian (WWBM): captures "The Giggler," dangerous criminal.

7 p. m. — The Halls of Ivy (WIBA): Mr. and Mrs. Ronald Colman's program moves to Wednesday nights; Dr. Hall faces problem of art for money's sake.

7:30 p. m.—The Great Gildersleeve (WMAQ): Marjorie marries Bronco.

8 p. m. — 2,000 Plus (WKOW): crimes continue, but methods change.

8:30 p. m. — Mr. District Atty. (WIBA): identical car "accidents" pose a paradox . . . **Family Theater** (WKOK): Chevok's "The Bet," with MacDonald Carey as host-narrator.

+ + +

Music

1:30 p. m. — Journeys in Music Land (WHA): festival rebroadcast

4:30 p. m. — Curt Massey (WBBM): and Martha Tilton; "My Sweetheart's the Man in the Moon," "Daisy Bell," "Wait Till the Sun Shines, Nellie."

6:30 p. m.—Hymns of the World (WIBA): "When Morning Gilds the Skies," "I Need Thee Every Hour," "I Surrender All."

10:30 p. m. — Concert Master (WIBA): Salvatore Baccaloni sings "Madamina;" orchestra plays "Marche Slav," first movement of Mozart's "Paris" symphony, "Don Giovanni" overture, "Gopak."

+ + +

Discussion

8:30 a. m.—Contemporary Literature (WHA): Prof. Paul Fulcher on "The Grapes of Wrath."

2 p. m. — Geology of Wisconsin (WHA): Prof. Sheldon Johnson on the state as a petroleum source.

3 p. m.—Contemporary Trends (WHA): Prof. P. T. Ellsworth on world trade.

4:30 p. m. — Clean Up Week (WIBA): Linton Hazelbaker on cleanliness' contribution to community health.

7:30 p. m.—Your City in Action (WIBA): Mrs. Irving Kreutz and Mrs. Beatrice Lampert interview James G. Marshall, parks superintendent.

8 p. m.—Norman Thomas (WHA-FM): "Bewildered America."

+ + +

9:30 p. m.—On Trial (WISC): "Should the U. S. Stand By the Baruch Plan?" Maj. Gen. F. H. Osborn, Atty. Telford Taylor, Atty. R. M. Adams.

+ + +

Baseball

12:25 p. m.—Braves at Chicago WIBA-FM).

7:05 p. m.—White Sox at Washington (WIND).

+ + +

Quiz

8 p. m.—Break the Bank (WIBA): phone queries on famous explorers.

+ + +

Variety

8 a. m.—Breakfast Club (WISC): Bill Carlisle, reformed Wyoming outlaw, guest.

7:30 p. m. — Bing Crosby (WBBM): and Mary Martin; "A Wonderful Guy," "Dearie," "Wait Till the Sun Shines, Nellie."



THE RONALD COLMANS

8 p. m.—Eastwood Theater (WFOW): weekly stage show . . . **Burns and Allen** (WBBM): Gracie sends baseball tickets to cleaners.

+ + +

Farm Programs

11:30 a. m.—Farm Roundup (WIBA): Bill Clark; associate Dane county agent, and Bill Kimball, 4-H club agent.

12:15 p. m.—Farm Service (WIBA): kindness to animals saves money, say Dr. John Schwab and John Torke.

+ + +

For Children

4:30 p. m.—Uncle Dick (WISC): "Story of the Railroads."

5 p. m.—Playtime (WIBA): "Good Morning! Good Night!"

5:30 p. m.—Book Trails (WHA): new series with Karl Schmidt and Cliff Roberts.

+ + +

Miscellaneous

10 a. m.—Homemakers (WHA): "Buy a Sewing Machine," Gladys Meloche: "Kitchen Utensils to Fit Needs," M. McCordic.

1:30 p. m. — House Party (WBBM): Stuart Klitsner (Kearns) of Madison, guest.

7:30 p. m. — Cliche Club (WISC): new series with Walter Kiernan.

WFOW-FM

104.9 Megs.
WEDNESDAY

A. M.
8:00 Yawn Patrol
8:30 Clockwatchers
9:15 Herb Kern
9:30 Dance Band
10:00 News
10:05 Show Tunes
10:15 Zany Tunes
10:30 Morning 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 Palmer House Ensemble
12:45 Evelyn Knight
1:00 Farm Diary
1:05 Down Memory Lane
1:15 Serenades
1:30 Dean Martin
1:45 Buddy Cole
1:55 News
2:00 Bud Williams Show
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 Kay Kyser
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
8:00 Stage Show
8:30 Package of New Records
8:45 Twilight Time
8:55 News
9:00 Art Mooney
9:30 Don Pablo
9:55 News
10:00 Russ Morgan
10:30 Larry Green
10:55 News
11:00 Eddy Howard
11:30 Phil Harris
11:55 News
12:00 Tex Beneke
12:30 Skitch Henderson
12:55 News (to 1:00)

WHA & WHA-FM

970 Kc.—88.7 Megs.
WEDNESDAY

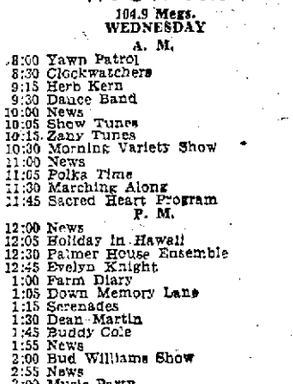
A. M.
7:00 Morning Farm Program
7:30 Band Wagon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodies
8:30 Contemporary Literature
9:20 Musical Greeting
9:30 Nursery School of the Air
9:53 Job Bulletin Board
10:00 Homemakers Program
10:30 League of Women Voters
10:45 News and Views
11:00 History of the Far East
11:50 Noon Musicale
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Music Festival
2:00 Geology and Wisconsin
2:30 Music You Want
3:00 Contemporary Trends
3:50 Music
4:00 Faculty Forum
4:30 Music of the Masters
5:30 Book Trails
5:45 News
6:00 Organ Melodies
FM Only
7:15 News and Views
7:30 Chapter a Night
8:00 Norman Thomas
8:50 News of Wisconsin
9:00 FM Concert
10:55 Night News (to 11)

PAINT DISCUSSED

The job of "Selling Paint and Paint Products" will be discussed by Carl Regenberg at the Madison Vocational school at 7:30 tonight. Paint dealers and salespeople are invited.

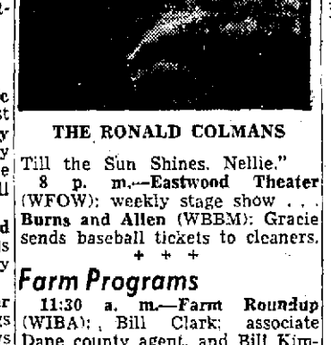
Iron Trouble?
Call the Man Who Knows
AL MEINKE
27 Years' Experience
Electrical Appliances
Repaired
1639 Monroe Street 7-2277

Everybody Listens to
John Charles Thomas



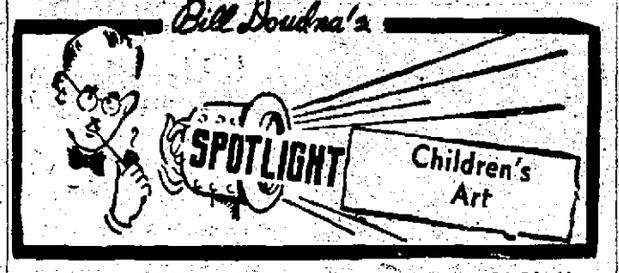
with
THE KING'S MEN
in
"HYMNS of the WORLD"
6:30 P.M.
WIBA
AM Dial 1310—FM Dial 101.5
Monday through Friday
Now Brought To You by
Nash-Madison Co.
2203 University Ave.
Madison's only Nash Dealer

THE HALLS OF IVY



STARRING
MR. and MRS. RONALD COLMAN
in a laugh-provoking radio series of a college president and his wife.
TONIGHT
AND EVERY WEDNESDAY
7 P.M.
WIBA dial 1310
or WIBA-FM, 101.5

ENTERTAINING SOON!
Finest in wines, liquors. Prompt delivery, too.
BADGER LIQUOR SHOP
Call S 7543



TIP O' THE MORNING: Recognizing a highly increased interest in religion across the nation, already reflected in the press and radio, record-makers probably will increase their outputs of religious music soon.

* * *

Entries in the 1950 Salon of School Art will be previewed by the young artists, their parents, and members of the Madison Art assn. from 3 to 5 p.m. Sunday in the Madison Free library gallery. The association will sponsor the preview.

Mrs. Raymond Koltes, president of the organization, will present awards at 4:15 p.m. All the cash prizes have been donated by Mrs. Joseph C. Ford, 500 Farwell dr.

Paintings will be judged by Aaron Bohrod, artist-in-residence at the University of Wisconsin, and Fred Logan and Robert Grilley, of the university art education department. Art metal and ceramics will be judged by Della Wilson and Arthur Vierthaler of the same department.

Preliminary selections were made by the art staffs of the Madison, Shorewood Hills, and Lakewood public schools.

+ + +

TUDOR SINGERS: A program of folk songs and spirituals will be presented by the Tudor Singers at their annual spring dinner musicale Sunday night in Tripp Commons of the Memorial Union.

After a dinner of Southern fried chicken, the Tudors will sing songs of the Tudor period accompanied by Mary E. D. Collins, harpist. Then Prof. E. B. Gordon, founder of the organization, will direct group singing of old favorites.

Tripp Commons, which is designed in Tudor style, will be decorated in Tudor fashion and with spring flowers.

Members of the Tudor Singers are Jeraldine Chapman, Margaret Pickart, Maynard Bradley, Helen Howard, Barbara Cooklock, Jean Siegwalt, Agnes Bailey, Carolyn Richardson, and Lorraine Sweetnam, Stanley Balliette, Robert Raabe, William Bonini, Alfred Ingersoll, George Woollard, Charles Bradley, William Bradley, and Robert Bailey.

Tickets for the dinner concert are still available at the Union boxoffice.

+ + +

EXTRA CONCERT: Dame Myra Hess, the English pianist whose scheduled concerts on the Wisconsin Union series last season were cancelled because of illness, will play a special concert in December, Barbara Connell, chairman of the Wisconsin Union music committee, announced Tuesday.

The British pianist will make a special effort next season to play in all the communities where her illness made her unable to appear last winter, according to her agent. She is expected to be in this country from October through the latter part of December.

Dame Myra will play in the Wisconsin Union theater at a special Christmastide concert. It will not be included on the concert series. Ticket sales will be announced in the fall.

+ + +

FROM RADIO ROW: Future possibilities include an NBC comedy show starring Paul Douglas, another featuring Ella Logan.

Radio Daily hears that the Radio Manufacturers assn. has offered Wayne Coy, chairman of the Federal Communications commission, a $50,000-a-year salary to be its president.

Bill Tabbert, of "South Pacific," is scheduled for a build-up by CBS.

Sammy Kaye's "Disc Jockey Discoveries" will bow on NBC Friday, May 12.

Nielsen ratings show a decline in radio listening with the season's change. Average hours of radio usage per home per day dropped 19 minutes last month from the March figure.

Starting this weekend, WFOW will carry direct broadcasts from Turner hall at 9:30 p. m. Saturdays.

Tex Williams and his Western Caravan wil be on the full NBC network starting July 2.

Hollywood hears that Lum and Abner are through with radio, will move into television come fall.

+ + +

STREETCAR: Uta Hagen will play the lead in "A Streetcar Named Desire" at the New York City center May 23 to June 4.

+ + +

MARCH: Fredric March will play the role formerly assigned to Edward G. Robinson in "Four Eyes," a part of the "package" film called "Big Country."

League for Handicapped Holds Meeting Tonight

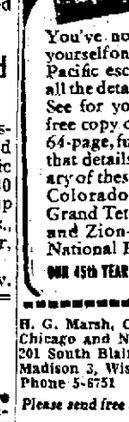
The interdenominational Christian League for the Handicapped will present a program of music testimonials, and pictures at 7:30 tonight in the Bible Fellowship church, Roberts and Stockton cts., the Rev. Charles Polley, pastor, has announced.

Two League officers, the Rev. Charles E. Pedersen, Elkhorn, Ind., general director, and Dr. W. E. Pietsch, Waterloo, Ia., president, will speak. Two or three handicapped persons also are expected to be guest speakers.

The League is planning an institution for the handicapped where patients can earn their own living, Mr. Polley said.

ADVERTISEMENT
ITCH
Don't Suffer Another Minute
No matter how many remedies you have tried for itching eczema, psoriasis, infections, athlete's foot or whatever your skin trouble may be—anything from head to foot—WONDER SALVE can help you. Developed for the boys in the Army—now for you folks at home
WONDER SALVE is white, greaseless, antiseptic. No ugly appearance. Safe for children. Get WONDER SALVE—results or money refunded. Truly wonderful. Sold in Madison by White Cross, Hill, Rennebohm, Gerhardt, Walgreen Drug Stores or your hometown druggist.

MAKE IT A
Carefree Vacation
TOURS WEST

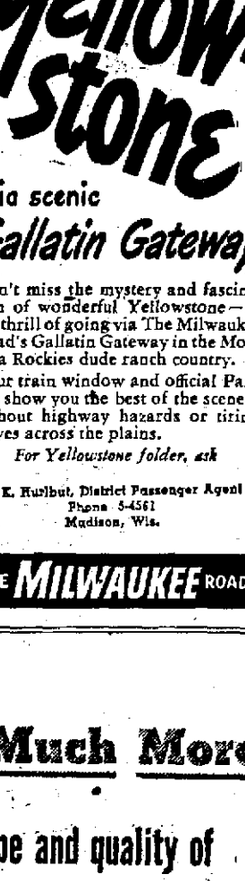


SEND FOR THIS BOOK
You've nothing to do but enjoy yourself on a North Western-Union Pacific escorted tour. We handle all the details—you have all the fun. See for yourself—send now for a free copy of "Summer Tours," our 64-page, full-color illustrated book that details the day-by-day itinerary of these low-cost tours to cool Colorado, magic Yellowstone, Grand Teton, romantic California and Zion-Bryce-Grand Canyon National Parks.
OUR 45th YEAR OF SUCCESSFUL TOUR OPERATION
H. G. Marsh, City Passenger Agent C-17
Chicago and North Western Railway
201 South Blair Street
Madison 3, Wisconsin
Phone 5-6751
Please send free SUMMER TOURS book.
Name.....
Street.....
City.....State.....
NORTH WESTERN UNION PACIFIC



via scenic
Gallatin Gateway
Don't miss the mystery and fascination of wonderful Yellowstone—or the thrill of going via The Milwaukee Road's Gallatin Gateway in the Montana Rockies dude ranch country. Your train window and official Park bus show you the best of the scenery without highway hazards or tiring drives across the plains.
For Yellowstone folder, ask
R. E. Hurlbut, District Passenger Agent
Phone 5-4561
Madison, Wis.
THE MILWAUKEE ROAD

You've Paid Much More
for whiskey of the type and quality of
PARK & TILFORD "RESERVE"
—now enjoy the best ...FOR LESS!
• Compare formula with ANY other whiskey of its type
• Compare Smoothness
• Compare Taste
• Compare Price
The FLAVOR-FULL Whiskey at a VALUE-FULL Price!



PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF

What makes a railroad ?



Your land and Our rails

Nobody needed to tell your great-granddad about land and railroads. His own eyes told him how farms and towns, factories and mines blossomed like spring dandelions when the rails came.

Today, if you dig for the facts, you'll quickly see that the Illinois Central means as much to you as it did to great-granddad. For even if you're a city dweller, you live and work with things that move by rail.

And the Illinois Central lives and works for you and your family — and 10 million other families along our lines. Our present and our future depend upon the industry, agriculture and mining of Mid-America.

That's why we are always ready to help farmers improve their herds and soil and to find new sites for industry. By working with the people of Mid-America, we *earn* the patronage that makes possible a modern, progressive railroad.

W. A. JOHNSTON
President

ILLINOIS CENTRAL RAILROAD
Main Line of Mid-America