Radio Timetable

WEDNESDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00	Sunrise Frolic	• Top o' the Morning	Uncle Julius	• Silent
6:15	Musical	• Top o' the	Farm Hour	• Silent
6:30	Clock: News	Morning	Chapel of Air	Rural
6:45			Weather: M'k'ts	Roundup
7:00	Alex Dreier	• Top O' Morning	Coffee Club	• News: Farm
7:15	Musical Clock	• News	News	Service
7:30	Journal News	• Top O' Morning	Weather: Coffee	• News
7:45	George Morgan	• Pauline Fred'k	Club: News	• Farm Frolic
8:00	Musical Clock	• Breakfast Club	Markets: Coffee Club: News	Prayer League • Musical Clock
8:15	Musical Clock		Kitchen Club	
8:30	Musical Clock	• Breakfast Club	Coffee Club: News	• Musical Clock
8:45	News			
9:00	Welcome Travelers	• My True Story: Whisp. Streets	Arthur Godfrey Time	• News; Pioneer • Bob Crosby
9:15	Double or Nothing	• Against Storm	Arthur Godfrey	• Meet Your Neighbor
9:30			Time	
9:45				
10:00	Strike It Rich	• Ladies Fair: News	Arthur Godfrey Time	News • Job Service
10:15		• Queen for a Day	Music Speaks	Mid Morning
10:30	Bob and Ray		L. Mortenson	Matinee
10:45	Dave Garroway			
11:00	Carson Gulley	• Jack Berch	News	News, Matinee
11:15	Music in Mind	• Victor Lindlahr	Aunt Jenny	Headlines
11:30	Farm	• Sweepstakes	Helen Trent	News
11:45	Roundup	• John Conte	Our Gal Sunday	Farm News
12:00	• News: Roundup	• Curt Massey	Dinner Concert	Music: Markets
12:15	• Farm Service	• News	News	News and
12:30	• News	• Mister	Farm	Markets
12:45	• Polka Party	Music: News	Parade	Farm and Home
1:00	• Betty Crse	• Break the	Jockey's	Farm Service
1:15	• Trading	Bank	Choice	• Si Hays and
1:30	• Melody	• News; Betty	Jockey's	Daughter
1:45	Matinee: News	• Mr. Music	Choice	• Hubba Hubba
2:00	• Life Beautiful	Music	News at 1070	• Hubba Hubba
2:15	• Road of Life	• Joyce Jordan	House	• Hubba Hubba
2:30	• Pepper Young	• Mister	Party, Adams	U W Band
2:45	• Right to Happ'ss	• Evelyn Winters	S. Smith: Movies	Organ Music
3:00	• Backstage Wife	• Betty Crocker	Luella	• Chapel in
3:15	• Stella Dallas	• Mr. Music	Mortenson	the Sky
3:30	• Widder Brown	• To the	Forbidden Diary	• Melody
3:45	• Wom. in House	Ladies	Moods: News	Hour
4:00	• Just Plain Bill	• Jon & Sparky	Mary Casey's	• Melody
4:15	• Front P Farrel	• Cousin	Showcase	Hour
4:30	• Lorenzo Jones	Henry	Harmony	News
4:45	• Doctor's Wife	• Uncle Dick	House	Band Parade
5:00	• Madison	• Green	Musical Top	Fiesta Time
5:15	Hour	Hornet	Tunes: Sports	• University
5:30	• News	• Wild Bill	One for the Cook	Special
5:45	• Sports News	Hickok: Sports	Allan Jackson	Univ Special
6:00	• Dinner	• News: Serenade	News	• News
6:15	Melody: News	• Fulton Lew's	Dinner Music	Old Time Band
6:30	• News of World	• Lone	Music: Sports	• Sportstime
6:45	• I Mad's Family	Ranger	E. R. Murrow	Bing Sings
7:00	• The Halls	• Mystery	Damon Runyon	Serenade
7:15	of Ivy	Theater	Theater	Farm Front
7:30	• Wednesday	• The Top	Doctor	• Old Timers
7:45	Serenade	Guy	Christian	Jamboree
8:00	• Groucho	• The Hardy	Red	Old Timers
8:15	Marx	Family	Skelton	Jamboree
8:30	• The Big	• Mister	Bing	Old Timers
8:45	Story	President	Crosby	Jamboree
9:00	• The Silent	• Sound of	Boxing	• University
9:15	Men	Science	Boxing	Farm Hour
9:30	• News: Music	• News: Newsreel	Henry Jerome	• News: At
9:45	Room	• Elmer Davis		Your Request
10:00	• News	• News	News	• At Your
10:15	• News of World	• Frank Edwards	Sports	Request
10:30	• Sports Final	• Musical Comedy	Some of	• At Your
10:45	• Melody Parade	Theater	the Best	Request
11:00	• News: 1310	• Musical Comedy	News: The Best	• Silent
11:15	Club	Theater	Turn	• Silent
11:30	Three Suns	• Mystery	Table	• Silent
11:45	Dance: News	• Music: News	Time	• Silent

Starred programs are also carried on corresponding FM stations
FM channels: WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M.
WISC-FM 98.1 M.

Today's Radio Highlights

Drama

7 p. m.—**Halls of Ivy** (WIBA): Pres. Hall calls square dances at alumni party . . . **Mystery Theater** (WISC): bank examiner slain after finding $200,000 shortage . . . **Big Town** (WBBM): "Death Is the Silent Partner," take of narcotics plot.



FAIRBANKS

7:30 p. m.—**Dr. Christian** (WKOW): "Her Own Wings," story of woman who wants own ambitions realized by daughter . . . **Great Gildersleeve** (WMAQ): battle of lawnmakers.

8 p. m.—**Hardy Family** (WISC): Andy looks toward marriage.

8:15 p. m.—**Origin of Superstition** (WFOW): "The Bogeyman."

8:30 p. m.—**Big Story** (WIBA): Montana reporter gambles his life to avenge friend's murder . . . **Mr. President** (WISC): a threat of secession.

9 p. m.—**The Silent Men** (WIBA): returns to the air with Douglas Fairbanks, Jr., in "Confess or Die," story of newsman held behind Iron Curtain.

10:30 p. m. — **Musical Comedy Theater** (WISC): "On an Island With You," with Edward Everett Horton, Polly Bergen, Earl Wrightson.

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Religion

7:30 p. m.—**St. John's American Lutheran** (WFOW): "Our Jesus Was Mocked."

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Music

7:45 a. m. — **George Morgan** (WIBA): "Little Rosewood Casket," "Lonesome and Sorry."

11 a. m.—**Jack Berch** (WISC): "Sunshine Spreader," "Until."

2:30 p. m. — **Music You Want** (WHA): portion of "La Traviata."

4:30 p. m.—**Music of the Masters** (WHA): "Symphony No. 1," Schubert.

5:30 p. m. — **Curt Massey** (WBBM): "Singin' in the Rain," "Should I?"

6:15 p. m.—Jack Smith (WBBM): and Dinah Shore: "Walt Till the Sun Shines, Nellie," "The Breeze and I."

6:30 p. m.—**Club 15** (WBBM): "Wheel of Fortune," "Until."

9 p. m.—**FM Concert** (WHA-FM): "Der Freischutz."

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Sports

5:45 p.m. — **Sports Parade** (WIBA): Jack Newman interviews John Erickson, Stevens Point high school coach.

9 p. m.—**Boxing** (WKOW): Danny Nardico vs. Dick Wagner.

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Variety

8 p.m.—**Red Skelton** (WKOW): Junior at the circus.

8:30 p.m. — **Bing Crosby** (WKOW): with James Stewart, Fran Warren.

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Discussion

9 a.m.—**Broadcast on Broadcasts** (WHA): "Airing Education," George Watson.

10:30—**Women Voters** (WHA): "America as Europe Hears Us," Prof. Michael Petrovich.

11 a.m.—**Contemporary Trends** (WHA): "Atomic Warfare," Dr. Ralph E. Lapp.

7:30 p.m.—**Business and the Community** (WHA-FM): "Cost Accounting," J. C. Gibson.

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Farm Programs

12:15 p.m. — **Farm Service** (WIBA): "Plan Spring Pastures Now," James Lacey and Frank Mayfield.

12:30 p.m. — **Farm Parade** (WKOW): "Dane County Report," Bill Clark . . . **Farm Program** (WHA): "Does Bacterial Warfare Threaten Our Live Stock?" R. P. Hanson; "Use Infra-Red Lamps Safely," Carl Neitzke.

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Miscellaneous

8 a.m.—**Breakfast Club** (WISC): saluting Texas child welfare worker.

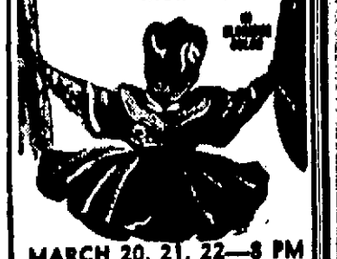
10 a.m. — **Homemakers** (WHA): "Time to Refurbish Your Windows," Mathilda Vandenbergh; "Understanding the Teen-Age," Viola Hunt.

11 a.m.—**Chef Carson Gulley** (WIBA): "Dumplings;" guest, Henry Knight, 5525 Middleton rd.

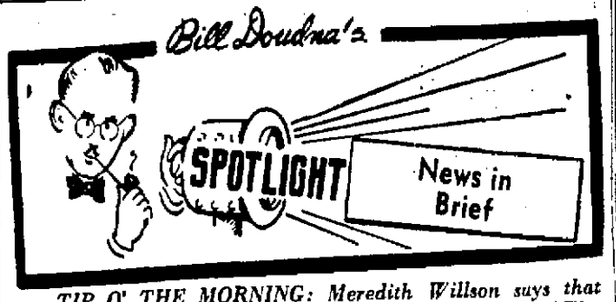
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Matinee—Friday, 4 p. m.
Saturday, 2 p. m.
Evenings: $1.00-80c*
Matinees 50c-30c
(*Student Prices)
All prices include tax
WISCONSIN UNION THEATER



TIP O' THE MORNING: Meredith Willson says that discussions are being held on the conversion of NBC'S "The Big Show" into a television production.

* * *

"SOUTH PACIFIC" will be at the Wisconsin theater, Milwaukee, June 9-14.

Tyrone Power's reading of **"John Brown's Body,"** about which we told you, has been booked into the Milwaukee Auditorium for Nov. 25.

Pianist **Artur Rubinstein** will be soloist with the La Crosse symphony orchestra in concerts Mar. 26 and 27 in the La Crosse Vocational school auditorium.

Patrice Munsel will headline Milwaukee's Civic Concert assn. series next season. **Igor Gorin**, baritone, and the **Denver Symphony orchestra** under Saul Caston have been booked for the Wauwatosa community series.

Robert Moevs, La Crosse, has won a Rome prize in composition; it is a $3,000 fellowship given by the American Academy in Rome. **Arthur Kreutz**, formerly of La Crosse and Madison, also was a Rome prize winner.

Mrs. Helen Thoeny, mother of two children and a senior in La Crosse State college, will play Mama in "I Remember Mama" when the play is presented Apr. 2-4 at the school's Little Theater. **Beverly Week**, Soldiers Grove, will be Katrin and **Walter Preuss**, Elroy, will portray Papa.

"Remains to Be Seen," the Lindsay-Crouse mystery comedy, will open Monday, Apr. 7, at the Erlanger theater, Chicago. Janis Paige, Jackie Cooper, James Rennie, and Warner Anderson will have the leading roles.

WFOW-FM

101.4 Mcs.
WEDNESDAY
A. M.

6:00 Early Risers
7:00 News; Yawn Patrol
7:15 Weather Report
7:18 Yawn Patrol
7:45 Layman's Call to Prayer
7:50 Yawn Patrol
7:57 Weather Report
8:01 News; Clockwatchers
8:30 Weather Report
8:33 Clockwatchers
9:00 Stars Sing
9:30 Dance Band
10:00 Morning Musical Variety
10:30 Songs of Yesterday
11:00 Old Timers Hall
11:30 Navy Band
11:45 Sacred Heart Program
P. M.
12:00 News; Noontime Frolics
1:00 Music to Listen to
2:00 Music Box
4:00 Juke Box Jamboree
4:15 Larry Green
4:30 Easy Listening
5:00 Ken Griffin
5:15 Jerry of the Circus
5:30 Esperanto Now
5:45 Off the Record
5:55 News; Musical Menu
6:00 Musical Menu
7:00 Errand of Mercy
7:15 Guest Star
7:30 St. John's Lutheran Church
8:15 Origin of Superstition
8:30 Package of New Records
8:45 Memories of Hawaii
9:00 Sharpen Your Wits
9:30 Frankie Carle
9:45 Art Kassel
9:55 News; Dick Jurgens
10:15 Hi-Tones
10:30 Tiny Hill
10:45 Eddie Miller
11:00 One, Oh Four & One Club
12:00 Let's Have Fun from 12 to 1.

WHA and WHA-FM

970 Kc.—88.7 Mcs.
A. M.

7:00 Farm Program
7:30 Band Wagon
7:45 Morning News
7:58 Weather Report
8:00 Morning Melodies
9:00 Broadcast on Broadcasts
9:20 Highway Report
9:30 Young Experimenters
9:50 Markets
9:55 Weather Report
10:00 Homemakers Program
10:30 League of Women Voters
10:45 Views of the News
11:00 Contemporary Trends
11:50 Noon Musicale
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Journeys in Musicland
2:00 Wisconsin State College Hour
3:30 Music You Want
3:00 Juvenile Delinquency
3:50 Music
4:00 Mental Health
4:30 Music of the Masters
4:15 Just for Fun
5:30 Holland Today
5:45 News
FM ONLY
6:01 Organ Melodies
6:30 Dinner Musicale
7:00 Public Welfare Program
7:15 Views of the News
7:30 Business and the Community
8:00 History of World War II
8:50 News of Wisconsin
9:00 FM Concert
10:50 Night News (to 11)

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MIDDLETON
Dennis Morgan—Joan Crawford
'This Woman Is Dangerous'
Ladies — Free Dinnerware

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ARMOND HUSEBO'S ORCH.
Lochner's Cafe and Taproom is awarding a special gift in addition to a "fluid" prize. Only those over 18 years of age admitted.
60c tax incl.
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PRAIRIE SUN PRAIRIE FREE PARKING
Richard Derr
in
'When Worlds Collide'
LADIES—FREE CHINAWARE

Roast Young Tom Turkey Dinner
Sage dressing, mashed potatoes, vegetable, pumpkin or mince pie, roll, butter, coffee 85c
The DOME
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WIBA
6:25 P. M.
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Armond Huseboe's
ORCHESTRA
Wed.—March 19—VFW
Fri.—March 21—Brooklyn
Sat.—March 22—EAGLES

DANCE
TURNER HALL--MADISON--THURS. MAR. 20

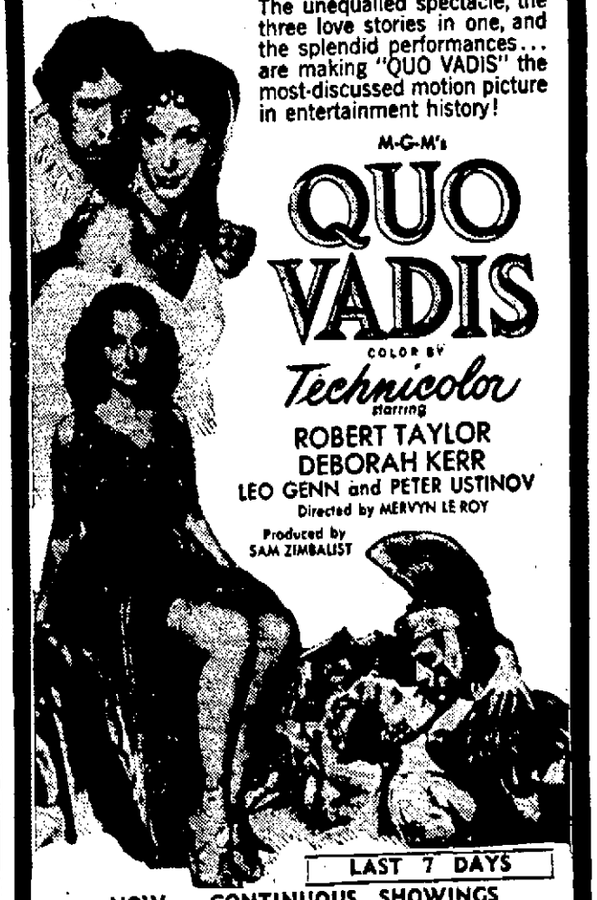


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direct from the Arthur Godfrey Show and Kate Smith Television Show

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OPEN 6 P.M.-Start 6:30
IN FLAMING TECHNICOLOR
M-G-M presents
JAMES MASON · AVA GARDNER
Pandora and The Flying Dutchman
WHERE 'KILL or DIE' WAS THE WOMAN CRY!
FORT DEFIANCE
filmed in GINECOLOR
STARTS SUNDAY
Gary Cooper in "Distant Drums"
Ronald Reagan in "HONG KONG"

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CAPITOL
WHEN THE 'DEVIL TRIBES' OF DAKOTA MADE THE BLACK HILLS AN INFERNO
STARTS TODAY
All the might and magnificence and flooding fury of the frontier's most stirring call to gallantry!
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BUGLES IN THE AFTERNOON
TECHNICOLOR
STARRING
RAY MILLAND
HELENA CARTER · HUGH MARLOWE · FORREST TUCKER

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The unequalled spectacle, the three love stories in one, and the splendid performances... are making "QUO VADIS" the most-discussed motion picture in entertainment history!



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QUO VADIS
COLOR BY Technicolor
starring
ROBERT TAYLOR
DEBORAH KERR
LEO GENN and PETER USTINOV
Directed by MERVYN LE ROY
Produced by SAM ZIMBALIST
LAST 7 DAYS
NOW — CONTINUOUS SHOWINGS
DOORS OPEN DAILY 11:30 A. M.
PARKWAY
FEATURES AT 12:10—3:10—6:10—9:10

MADISON LAST 2 DAYS
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RONALD REAGAN
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SUNDAY
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