

Today's Radio Highlights

Special Events
11:30 a. m.—Holy Week (WIBA): Methodist Bishop G. R. Phillips...

Drama
7 p. m.—Aldrich Family (WIBA): Henry coaches Homer for role in 'The Mikado'...

8 p. m.—Screen Guild Theater (WIBA): 'The Eves' starring Charles Laughton...

9:30 p. m.—Dagnet (WIBA): detectives trail dealer in lewd literature...

Variety
9:30 a. m.—Next, Dave Garroway (WIBA): Victor Borgie, guest...

Music
2:30 p. m.—Music of the Masters (WHA): Verdi's 'Requiem Mass'...

3:30 p. m.—Hymns of the World (WIBA): 'How Firm a Foundation'...

4:30 p. m.—Songs We Sing (WGN): Harmonizers of Oak Park, Ill., guests...

5 p. m.—FM Concert (WHA-FM): Bach's 'St. Matthew Passion'...

Discussion
9 p. m.—Author Meets the Critics (WISC): Henry Denker, author of 'My Son, the Lawyer'...

Quiz
3 p. m.—Strike It Rich (WBBM): Earl Wilson, Broadway columnist, guest...

Sports
4:15 p. m.—Golf (WISC): Masters tournament...

Farm Programs
12:15 p. m.—Farm Service (WIBA): Lyle H. Hill, R. V. Hurley, Roy Ormond...

For Children
5 p. m.—Playtime (WIBA): 'A Name for Kitty'...

Frankenburger Oratory Contest Set for Today
Four students will compete for top honors in the University of Wisconsin's 23rd annual Frankenburger oratorical contest...

Adult Swim Classes Start Tuesday at 'Y'
Hour classes for adult members of the City YMCA who want to learn to swim...

TONIGHT, THURSDAY
DUFFY'S TAVERN
STARRING... Ed 'ARCHIE' Gardner... WIBA-8:30 P. M., CST

Blatz Milwaukee's Finest Beer

Radio Program Schedules by the Clock

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective program schedules for Thursday.

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

WFOV-FM 104.9 M.
THURSDAY
8:00 Yawn Patrol...

WHA and WHA-FM 970 Kc.—88.7 M.
THURSDAY
7:00 Morning Farm Program...

11:00 Freshman Forum
11:50 Noon Music...

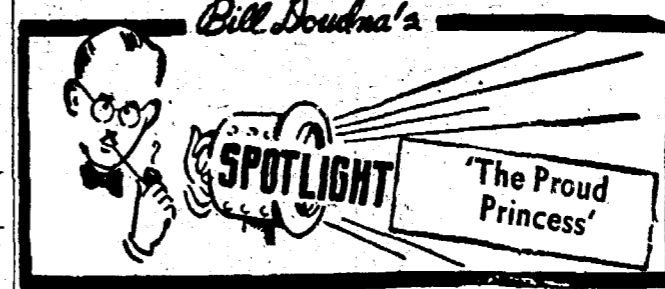
Raw Milk Dangers Told; Best Guard is Pasteurization
By DR. CARL N. NEUPERT (State Health Officer)
It is estimated that over 90 per cent of the milk we drink in Wisconsin is pasteurized.

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TIP OF THE MORNING: Radio's trend toward bigger programming, predicted here some weeks ago, is getting under way...

A sample of what children can do when they have freedom of expression under good leadership was given at Lapham school last week...

John Lenzler, Barbara Martinson, Phyllis Hawley, David Vandervort...

John Pope, Janice Polglass, Patty Nelson, Janice Evans, David Nelson...

AN OPEN LETTER: To Edward P. Halline, the Milwaukee Sentinel...

Cancer Fund Drive Names Four Aides
The appointments of four persons to divisions of the Madison fund drive unit of the American Cancer Society...

Bill Doudna's 'The Proud Princess'
A spotlight on the play, featuring a character named Bill Doudna.

bre of the films scheduled for 1950 which, he said, will definitely satisfy the needs of the public in their demands for ever finer film entertainment.

He reported that the main points of the program discussed at the two-day conference were: 'Constant striving for better pictures through better subject material.'

'Getting honest information to patrons about these films in advance so they can plan their amusement budget.'

Among them he listed 'The Yellow Cab Man,' 'Cheaper by the Dozen,' 'Wabash Avenue,' 'The Third Man,' 'Cinderella,' 'Francis,' 'Three Came Home,' 'Big Lift,' 'Night and the City,' 'The Black Rose,' 'Panic in the Streets,' and 'No Way Out.'

Supreme Water Softener advertisement with image of the product and text: 'Fully Automatic WATER SOFTENER! NOT 50% NOT 75% BUT 100% AUTOMATIC OPERATION'

See the amazing new SUPREME FULL-AUTOMATIC at these Plumbing Dealers: E. R. WELCH, PHARO HEATING CO., A. B. SCHLOUGH, HYLAND-HALL & CO., W. O. ZIMMERMAN, R. C. BADEAU PLBG. CO., CLARENCE TOPP, L. C. WELCH, HYNNE PLBG. & HEATING.

FREE TUBE CHECK-UP
Big ones, little ones... we repair them all! Let us repair your radio or TV set with a one-stop trip. Fast, expert, low-cost service.

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648 State Street Phone 5-3784

ZENITH HOME APPLIANCE
Your Friendly Store
604 University Ave. 6-8151

Royalair offers GREATEST VACUUM CLEANER... VALUE \$2995 and old cleaner. This powerful suction cleaner will clean everything from your rugs to your ceiling. 5 YEAR GUARANTEE. FREE HOME DEMONSTRATION. DIAL 4-3150 (WITHIN 150 MILES) or WRITE to J-K VACUUM STORES 2104 E. Wash. Ave. Madison, Wis.

HEILEMAN'S Old Style Lager. You'll love the individuality of flavor that distinguishes Old Style Lager. Brewed from the most expensive ingredients—mellowed by longer aging—Old Style Lager is beer as real beer should be. Discover Old Style Lager today. We don't aim to make the most beer; only the best. G. HEILEMAN BREWING COMPANY... LA CROSSE, WISCONSIN. GEO. ELLMAN, INC. 613 Williamson St. Phone: 5-8825