MADISON, SUNDAY, DECEMBER 28, 1941

## James Hilton, **Author, Visits** Bergen, Charlie

#### Rise Stevens, Petri, Dinah Shore Also on Day's Guest List

James Hilton, author of "Good-eye, Mr. Chips" and "Lost Horizon," will visit Charlie McCarthy in the Edgar Bergen broadcast at 7 tonight over WIBA. Abbott and Cortello and Ray Noble's orches-

tra will be on hand, too.

Among the day's other guests will be Sir Thomas Beecham, Rise Stevens, Dinah Shore, Dimitri Mitropoulos, Joseph Szigeti, Egon Petri. Kenny Baker, and Ellen

The highlights, classified for rour convenience:

rine P. DeWolf, Epicopalian.
11 a. m.—Dr. Preston Bradley

al Church (WIBA). \* What War Teaches Us About Sal-

(WIND) Bishop Ivan Lee, Methodist, on "Confidence."

#### Discussion

10:30 a.m. — Invitation to Learning (WBBM): Margaret ebster and Stringfellow Barr on

1:30 p. m.—Chicago Roundtable (WIEA): "What Does Rationing Meat." 3:30 p. m.—Sen. Joseph E. Gud-

fev (WMAQ): Pennsylvania Deniocrat on "Woodrow Wilson's

(WGN) the year's major events.
7 p. m. — Columbia Workshop CWBBMD: "The Fish on the Bathroom Floor.

7:30 p. m. — Inner Sanctum (WLS): "Death Has Claws." 9:30 p. m. — Sherlock Holmes (WMAQ): "The Case of Gloria 

10:30 p. m. — Author's Play-house (WIBA): "Unlike Leonaron post-senson football saga.

10:05 a. m. — Vera Brodsky WEBM): music of the night by Smamann, Chopin, Debussy, Schu-

WISA: saluting Monroe.

2 p. m. — New York Philharmonic-Symphony (WBBM): Dimitr. Mitropoulos, conductor: Joseph Seigett, violinist: Egon Petri, pian-Hi "Idomeneo" overture, Mozart-Busons, "Indian Fantasy," excerpts from "Dr. Faust," "Concerto for Violin and Orchestra," all by Bu-

Soil:

3:30 p. m. — Kostelanetz and Spalding (WBBM): with Kenny Baker, tenor; "One Night of Love," Schertzinger; "Day Dream in g." Kern: "Orange Blossom Lane." DeRose: "Meditation," Massenet; Irving Berlin medley.

4 p. m. — Opera Auditions (WMAQ): singers from Oklahoma, Maryland, and the Metropolitan, in music by Puccini, Ponchielli, Ball, Lehman, Bach-Gouned, and Giordan . Family Hour (WBBM): Glacys Swarthout, Ross Graham, Deems Taylor: "Pan-Americana," Herbert: "One Alone." Romberg: "Great Day." Youmans: "Perpetual Motion" Paganini: "Agnus Dei." 130 Salt Lake City Choir—WCCO Motion." Paganini: "Agnus Dei,"
Bizet: "Ol' Man River," Kern; "Ai
Nostri Monti," Verdi; "Ezekiel Saw
de Wheel," spiritual; "In the
Gloaming." Whitehall.

4:30 p. m.—Musical Steelmakers (WENR): "Bugie Call Rag," "Smiles," medley of World war I tunes. "He's 1-A in the Army."
6:30 p. m. — Bandwagon

(WIBA); Tony Pastor.

8 p. m.—Sunday Evening Hour (WBBM): Sir Thomas Beecham, conductor: Rise Stevens, mezzo-seprano: "La Scala di Seta" overture. Rossini: "Adieu, Forets," Tschaikowsky: Coppelia" Waltz, Delibes: scherzo from "Scotch" symphony, Mindelssohn; "My Hero," Straus; "Good Day, Sus-anne," Delibes; selections from "Facade," Walton: "The Sweetest Story Ever Told." Stuits: "March

Slav." Tschaikowsky.

8:15 p. m. — Dinah Shore
(WENR): "Summertime," "Eln et s\*Tune."

9 p. m. - Hour of Charm (WMAQ): Dorothy McVitty, co-ed contest winner. 12 p. m.—Music You Want (WENR): "Symphony No. 4, in D

Miner. Schumann. 0 0 0 Quiz

9 p. m.-Take It or Leave It (WBBM): Phil Baker becomes ouizmaster.

#### Miscellaneous

10:30 a. m. — Hull House (WMAQ): Christmas festival. 2:30 p. m.—Listen America (WMAQ): Dinah Shore, Burgess Mergedith, cast of Myrt and Marge,

### Charlie's Guest



JAMES HILTON

Frequencies	
W1BA1310	
VHA 970	WIND
KSTP1500	WLBL
VBBM 780	WLS
WCCO 120	TOTAL CO.

#### WIBA Sunday

11:30 a. m.—First Congregational Church (WIBA).

12 m.— Church of the Air (WIBA).

12 m.—Church of the Air (WIBA):

5 p. m.—Catholic Hour (WIBA):

What War Teaches Us About Salvation."

8:30 p m.—Sunday Evening Club (WIND) Bishop Ivan Lee, Methodist, on "Confidence."

Discussion

WIND: Mark Sunday Evening Club (WIND) Bishop Ivan Lee, Methodist, on "Confidence."

Discussion

WYDA Sunday Medsy Moraks Resume

7:05 NEC Pecrless Trio
7:15 Meladies
7:08 NBC Tone Pictures
8:00 NBC Southernaires
9:00 NBC Sou

12:00 Happy Hayseeds
12:30 Noon News Edition
12:45 Music of the Day
1:00 Accordion Parade
1:15 Lutheran Gospel Hour
1:30 NBC Chleago Round Table
2:00 Pane County Socialist Party
2:15 NBC H. V. Katenborn
2:30 NBC Sammy Kaye Serenade
3:00 Music for Sunday
3:00 Music for Sunday
3:00 Music for Sunday
4:00 MBC Ray Benson Orcnestra
4:00 Matiner Dance
4:00 Matiner Dance
4:00 NBC Ray Benson Orcnestra
4:00 Matiner Dance
5:00 NBC Catholic Hour

Evening
5:00 NBC Catholic Hour
5:30 NBC The Great Gildersleeve
6:00 Dinner Melody
6:25 News Report
6:30 NBC The Bandwagen

12:30 p. m. — The World is Yours (WMAQ): "Light Therapy."

1 p. m.—Great Plays (WENR): "The Taning of the Shrew."

5 p. m. — Silver Theater (WBRM): Ellen Drew, Conrad Nagel, and James Craig in "Wings for the Lady."

6:20 p. m.—Flagg and Quirt (WENR): melee on the Yule section.

## 6:45 p. m. = 1941 in Review News Broadcasts

WGN) the year a major events.

7 p. m. — Columbia Workshop

(WBM): "The Fish on the Bathcomm Fluor."

7:30 p. m. — Inner Sanctum
(WLS): "Death lias Claws."

9:30 p. m. — Sherlock Holmes
(WMAQ): "The Case of Gloria
Secti". Helen Hayes (WBM):

"The Lady Eve."

10:30 p. m. — Author's Playthouse (WIBA): "Unlike Leonarcom" post-season football saga.

""" Burney Company of the might by
Strammann Chopin, Debussy, Schubert.

12 m. — Happy Hayseeds
(WISA: saluting Monroe,
2 p. m. — New York Philhar
2:15 WTMJ

1:30 WEND WCO

3:40 WBM KMXX 2:45 WCC OWBBM

10:30 WLW WBA 4:45 WCC OWBBM

10:30 WMAQ WBBM 6:10 WCFL

10:30 WMAQ WBBM 6:10 WCFL

10:30 WMAQ WBBM 6:10 WCFL

10:30 WMAQ WBBM 9:00 WGN

10:30 WBA 1:35 WBM WIND

10:30 WGN WLS 1:30 WW MMAQ

11:30 WGN WLS 1:30 WW WMAQ

11:30 WGN WLS 1:30 WGN WIBA

11:30 WGN WLS 1:30 WGN WIBA

12:30 WGN WLS 1:30 WGN WIBA

12:30 WGN WLS 1:30 WGN WEND

12:30 WIBA WMAQ 1:35 WENR WMAQ

12:30 WIBA WMAQ 1:35 WENR WMAQ

12:30 WIBA WMAQ 1:35 WENR WMAQ

12:30 WGN WLS 1:30 WGN WEND

1:30 WIND WCCO

10:40 WGN

10:50 WGN BUNDAY

#### SUNDAY

P. M. 2:15 WCFL

10:15 WTMJ

#### Other Stations Sunday

Afternoon

12:00 Church of the Air—WCCO
12:00 Upton Close—WMAQ WTMJ
12:16 Silver Strings—WMAQ WTMJ
12:16 Silver Strings—WMAQ WTMJ
12:00 Josef Marais—WENR
12:30 World is Yours—WMAQ WTMJ
1:00 Spirit of 42—WBBM WCCO
1:00 Great Plays—WENR
1:00 Sammy Kaye—WMAQ WTMJ
1:00 Bock Becker—WGN
1:30 U. C. Roundtable—WMAQ WTMJ
1:00 Bob Becker—WTMJ WLW
2:00 Allen Roth Orch.—WMAQ
2:00 N. V. Philharmonic—WBBM
2:00 N. V. Philharmonic—WBBM
2:00 N. V. Philharmonic—WBBM
2:00 N. V. Philharmonic—WBBM
2:00 N. U. Playshop—WJJD
2:15 Boys Town—WLW
2:30 Listen America—WMAQ WTMJ
2:30 Disney Song Farade—WGN
3:00 Musical Brazil—WMAQ WTMJ
3:00 National Vespers—WENR
3:00 Lutheran Hour—WCFL
3:00 Sonny Brown Orch.—WIBU
3:15 Tony Wons—WMAQ WLW
3:30 Sehind the Mike—WENR
3:30 Behind the Mike—WENR
3:30 Behind the Mike—WENR
3:30 Haven of Rest—WJJD
4:00 Opera Auditions—WMAQ WTMJ
4:00 The Shadow—WGN
4:00 Musical Steelmakers—WENR
4:00 Michols Family—WMAQ WTMJ
4:05 William L. Shirer-WBBM WCCO
Evening
Son Bille the Benying—WTM1 Afternoon

## Good Listening: Music Appreciation

By BELVA IBACH (Member of the Radio Committee, Madison Branch, American Assn. of University Women)

The Music Appreciation hour by Walter Damrosch, heard each Friday at 1:30 p. m. over WIBA, is the National Broadcasting Co's oldest program, now in its 14th season. Damrosch has spent most of 79 years teaching people how to listen to good music and like it. Early in his career he had the idea that great music belongs to all people. He believed childhood was the time to become acquainted with good music and

miles.

phere."

quests for booklets have come

from a college in São Paulo, Brazil,

from the Christian U. at Foothow. China, and from the public schools

at Natal, South Africa. A lumberjack in North Canada wrote that

the camp was surprised one Friday by the arrival of a tribe of

Indians in full regalia, who re-

quested to hear the Hour over the

camp radio, the only one within

Beginning with the present

(1941-42) season, NBC's two short wave statons, WRCA and WNRI,

are rebroadcasting the Music Ap-

preciation hour by electrical tran-

scription twice each week-once in

Spanish and again in Portuguese.

for the music lovers of Latin

American Nations. In speaking of

the transmission of the Music Ap-

predation Hour to Central and

South America in their own lan-

"I am delighted that NBC is mak-

ing it possible for music to estab-

lish, through my music apprecia-

tion concerts, a bond of common

the children of the western hemis-

MONDAY

love and understanding among all

guages, Dr. Damrosch

News Broadcasts

Sports Reviews

Markets

A. M. 6:24 KMOX 10:45 WLS 11:00 WIBU 11:39 WLW

11:45 WLS

MONDAY

P. M. 6:15 WGN 1:45 WIND(105:15) 10:15 WBBM 5:45 WIBA WTMJ 10:30 WENR WCCO 3:00 WCFL

MONDAY

Other Stations Monday

Morning

P. M. 12:30 WIBU 12:35 WGN 12:50 WIBA WLS

1:15 WLS

decided to make the experiment by telling them stories and explaining the music in their language. In 1891 he started by giving concerts for children in New York. In 1926 after conducting the New York Symphony for 41 years, he Adult listeners are just as all. retired, but that same year he was asked to conduct a radio concert tentive as children. Reports from asked to conduct a radio concert and say a few words between each listeners show that the broadcasts number. The radio audience asked are heard all over the world. Refor more concerts with explanations. Today he is heard over 137

The course is divided into four series-Series A and B for grade school age; Series C and D for students of high school and college ages. The first two, each occupying half an hour, are given one Friday, the last two the following Friday, thus alternating. Each series emphasizes a definite approach; Series A deals with orchestaviani, Savies, B., musia, es an expressive medium, Series C, musical forms; and Series D. the ives and works of great composers. 'Teachers' manuals and students' workbooks may be obtained from Columbia University press, New York.

Music Appreciation hour has raised the level of musical taste and stimulated the formation of symphony orchestras in schools. It proceeds in a spirit of fun and dventure. The stories Damrosch tells and the incidents of the lives of composers are on the tip of his tongue. Almost before he realizes it, the student is able to tell how complicated music is put together. A three part rondo is likened to a double-decker sandwich; a fugue is a group of melodies chasing each other, but never catching up. To any school with a radio it brings a first rate sym-phony orchestra. In rural schools without radios the children gather

#### WIBA Monday

## A. M.

## 6:30 WMAQ WTMJ 2:40 WGN

## 6:38 WLW KMOX 2:46 WCCO

## 6:45 WLS 2:55 KMOX WBBM

## 7:00 WIBA WTMJ 3:55 WENR

## 7:00 WBM WLS 4:00 WGN WCFL

## 7:30 WGN 4:00 WGN WCFL

## 7:30 WGN 5:00 WMAQ WCFL

## 7:30 WIBA WTMJ 5:00 WMAQ WCFL

## 7:30 WIBA WTMJ 5:30 WIBA

## 8:00 WGN WBBM

## 8:15 WLS 5:45 WLW WCCO

## 8:20 KMOX 6:00 WGN WIBU

## 8:20 WGN WBBM

## 8:20 WGN WGN

## 8:20 WGN WBBM

## 9:20 WGN WBBM

## 9:20 WGN

## 9:30 WCFL WBU

## 9:30 WCFL WBU

## 10:30 WGN WBBM

## 10:30 WGN WBM

## 10:30 WGN

WIBA Monday

Morning
6:30 The Morning Parade
7:30 NBC News Here and Abroad
7:34 Musicul Clock
7:35 Musicul Clock
7:36 Nothing but the Truth
7:35 Musical Clock
8:30 Songs of a Dreamer
8:35 Program Resume
8:36 Program Resume
10:00 NBC Clark Dennis
9:35 NBC Stringtime
10:00 MG-Morning News
10:15 NBC Stringtime
10:50 Rithing the Range
10:45 America Calling
11:30 Rithing the Range
11:35 Home Harmonic
11:35 Home Harmonic
12:35 Home Harmonics
12:30 Monon News Edition
12:50 Market Reports
1:50 Melody Moments
1:50 The Afternoon Mail
2:50 Melody Stringther
1:50 Songs of a Dreamer
1:51 NBC Stella Dallas
1:330 NBC Lorenzo Jones
1:45 Outdoor Wisconsin
4:50 Campus Jamboree
Evening

4:30 Campus Jamboree Evening 5:00 NBC Advent 5:15 America Calling 5:30 News Edition 5:45 The Sports Parade 6:00 Dinner Melody 6:25 News Report

6 00 Dinner, Melody
6:25 News Report
6:30 Dinner Melody
7:60 Music of the Day
7:15 Wisconsin State Employees
7:30 Sky Over Britain
7:45 U. S. Army Program
8:00 NBC National Radio Forum
8:30 NBC For America We Sing
9:00 Artistry in Rhythm
9:30 NBC Ted Steele's Music
0:00 News Edillion
10:15 NBC Story Dramas
10:30 MBC News Report
11:55 NBC Boyd Raeburn Orchestra
11:30 NBC Stanley Kenton Orchestra
11:30 NBC Stanley Kenton Orchestra
11:55 NBC News Report

#### WHA Monday

7:30 Band Wagon 7:58 Program Preview 8:00 Morning Melodies 9:15 News and Views 9:30 Storybook Players: "Red Riding Hood"

10:00 Homemakers' Program: Look Your Best: Keeping Healthy in Winter, Lucia Stolp; Midnight Party Servings, Mrs. A. R. Kil-

Party Servings, Mrs. A. R. Kilgust

10:45 Chapel of the Air: Religion in
the News

11:09 Chapter a Day

11:30 Moods and Melodies

12:09 Noon Musicale
12:39 Farm Program: Parasites Cause
Winter Losses, J. J. Lacey; Alfalfa for Swine, Burr Ross

1:00 Magazine Rack
1:15 Music Album

1:30 Organ Melodies
2:00 Short Story Time
2:30 Music of the Masters
3:39 Science News
3:45 Spanish Music
4:00 I'm an American
4:15 Vesper Singers

8:00 Merry-Ge-Round—WTM1 WMAQ

Morning

6:00 Breakfast Time Frolics—WGN
6:00 Sunrise Special—WTMJ
6:00 Crossvoads Store—WLS
6:15 Farm News & Views—WMAQ
6:10 Morning Devotions—WLS
6:30 Farm Service—WBM
6:45 Reveille Roundup—WMAQ
7:00 Farm Service—WBM
6:45 Reveille Roundup—WMAQ
7:00 Farm Service—WBM
7:00 Farm Service—WBM
8:00 Your Neighbor—WMAQ
7:25 Nothing But the Truth—WGN
7:30 Wishing Well—WBM
8:00 Your Neighbor—WMAQ
8:00 Lulu Belle and Scotiy—WLS
8:15 The Gospel Singer—WGN
8:45 Stories America Loves—WBBM
9:00 Bess Johnson—WMAQ WTMJ
9:00 Bess Johnson—WMAQ WTMJ
9:15 Bachelor's Children—WMAQ
9:30 Stepmother—WBM WCCO
9:30 Helpmate—WTMJ WMAQ
9:45 Road of Life—WMAQ WTMJ
9:45 Linda's First Love—WGN
10:00 Mary Marlin—WTMJ WMAQ
10:00 The Editor's Daughter—WGN
10:15 Hearts in Harmony—WGN
10:15 Hearts in Harmony—WGN
10:30 Buddy Clark—WBBM WCCO
10:15 Hearts in Harmony—WGN
10:30 Budd Barton—WTMJ—WLW
10:30 Lone Journey—WMAQ
10:30 Bright Horizon—WBBM
10:45 David Harum—WMAQ WTMJ
10:45 Aunt Jenny's Stories—WBBM
11:00 Martha and Helon—WLS
11:10 The Mystery Man—WTMJ
11:00 Betty and Bob—WMAQ
11:15 The Bartons—WMAQ
11:15 The Bartons—WMAQ
11:15 The Bartons—WMAQ
11:15 The Bartons—WMAQ
11:15 This Is Life—WGN
11:30 Romance of Helen Trent—WBBM
11:30 Safety Court—WJD
11:30 Farm & Home Hour—WMAQ
11:15 This Is Life—WGN
11:20 Dinnerbell Time—WLS
12:16 Government Girl—WGN 12:30 World Is Yours—WMAQ WTMJ
1:00 Great Flays—WENR
1:00 Sammy Kaye—WMAQ WTMJ
1:00 Bock Becker—WGN
1:30 U. C. Roundtable—WGN
1:30 U. C. Roundtable—WMAQ
2:00 Bob Becker—WTMJ WLW
2:00 Allen Roth Orch.—WBBM
2:00 N. V. Philbarmonic—WBBM
2:00 N. V. Statenborn—WMAQ WTMJ
2:30 Listen America—WMAQ WTMJ
2:30 Disney Song Parade—WGN
3:00 Musical Brazil—WMAQ WTMJ
3:00 Musical Brazil—WMAQ WTMJ
3:00 National Vespers—WENR
3:00 Sonny Brown Orch.—WBBU
3:00 Sonny Brown Orch.—WBBM
3:00 Musical Brazil—WMAQ WIMJ
3:00 Far Auditlons—WMAQ WIMJ
3:00 Far Millan L. Shirer—WBBM WCCO
3:00 Gehind the Misc—WENR
3:00 Millan L. Shirer—WBBM WCCO
3:00 Academy Award—WGN
4:00 Mischal Steclmakers—WBBM
4:00 Mischal

Afternoon

12:00 Heinie-WTMJ
12:00 Dinnerbell Time-WLS
12:15 Government Gir-WGN
12:15 Government Gir-WGN
12:15 Woman in Wnite-WBBM WCCO
12:30 Vic and Sade-WCCO WBBM
12:30 Front Page Farrell-WGN
12:45 Road of Life-WBBM
1:00 Si tlayes-WIBU
1:00 Si tlayes-WIBU
1:00 The Goldbergs-WTMJ
1:00 The Goldbergs-WTMJ
1:00 The Goldbergs-WTMJ
1:00 Light of the World-WMAQ
1:15 Joyce Jordan-WBBM WCCO
1:15 Lone Journey-WTMJ
1:15 Painted Dreams-WGN
1:15 The Mystery Man-WMAQ WLW
1:30 Pletcher Wiley-WBBM KMOX
1:30 Fletcher Wiley-WBBM KMOX
1:30 Vallant Lady-WMAQ WLW
1:45 Kate Hopkins-WBBM WCCO WEN SUNDAY THER THE SUNDANCE HERE
WALL HARD CU SONG BOOK

GET YOUR DISNEY SONG BOOK

GET YOUR DISNEY SONG BOOK

WGN Today
2:30 pm

Office Supplies 114 E. Washington

1:45 Marriage Bureau—WGN
1:45 Arnold Grimm's D'ghter—WMAQ
2:00 Rightfully Yours—WGN
2:00 Against the Storm—WMAQ WTMJ
2:00 Orphans of Divorce—WLS
2:00 Helping Hand—WBBM
2:15 Your Army—WGN
2:15 Your Army—WGN
2:15 Ma Perkins—WTMJ WMAQ
2:30 Pepper Young—WMAQ
2:30 John's Other Wife—WLS
2:30 Orange Bowl Preview—WCCO
2:45 Spotlight on Asia—WBBM
2:45 Just Plain Bill—WLS

2:45 Vic & Sade—WTMJ WMAQ
2:45 The Cavanaughs—WGN
3:00 Backstage Wile—WMAQ WTMJ
3:00 Elson and Anson—WGN
3:00 Club flatinee—WENR
3:15 Stella Dollas—WTMJ WMAQ
3:30 Lorenzo Jones—WMAQ WTMJ
4:00 Mary Marlin—WBBM WCCO
4:00 Wilen a Girl Marries—WMAQ
4:00 Boake Carter—WGN
4:15 The Goldbergs—WBBM KMOX
4:15 Portia Faces Life—WMAQ
4:30 The O'Neills—WBBM WCCO

4:30 Don Winslow—WGN
4:30 We, the Abbotts—WMAQ
4:30 Life Can Be Beautiful—WTMJ
4:45 In Care of Aggle Horn—WENR
4:45 Scattergood Baines—WBBM Evening 5:00 Painted Dreams—WBBM 5:00 Orphan Annie—WGN 5:15 Terry and the Pirates—WGN 5:15 Hedda Hopper—WBBM WCCO 5:15 Secret City—WENR 5:30 Flying Patrol—WENR 5:30 Jack Armstrong—WGN WTMJ

5:30 Frank Parker—WBBM WCCO
5:45 Tom Mix Storles—WENR
5:45 Cantain Midnight—WGN
6:00 Amos 'n' Andy—WBBM WCCO
6:00 Fred Waring—WTBM WCCO
6:15 Lum and Abner—WIBU
6:30 Frain Battle—WBBM
6:30 Dairyland Aces—WIBU
7:00 I Love a Mystery—WLS
7:00 Vox Pop—WBBM WCCO KMOX
7:00 James Melton—WMAQ WIMJ
7:00 Cal Tinney—WGN
7:15 The Hoople Hour—WGN

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# \$25-CASH PRIZES-\$25

In order to acquaint everyone with the important part that known products and services play in everyday life, the newspapers are sponsoring in conjunction with local firms a "Known Brands" contest. All you have to do is to fill in the correct answers to the simple questions below. You may win \$25! Neatness will count. Your entry must be in the office, or in the mail, by midnight, Dec. 30. Send your contest entry to the Known Brands Contest Editor.

DECEMBER 30th

#### PLEASE DO NOT PHONE STORES Information regarding the contest brands will not be revealed over the phone in most instances. The business places listed in this paragraph are not represented in the contest. You will save yourself trouble and error by not phoning them or listing them in your contest entry.

Karstens

**Manchester's Montgomery Ward** 

Baron's

C. W. Anderes MacNeil & Moore

The slogan "IF YOU DON'T KNOW FURS, KNOW YOUR FURRIER" is used by what popular Madison furrier?

Name Madison's exclusive shop for women on the square featuring HARRISMOOR COATS.

what popular Fur Salon? Name the popular department store displaying the "LARGEST SELECTION OF CURTAINS AND DRAP-

NORRIS LEA FURS are sold exclusively in Madison by

ERIES" in Madison. What leading photographic supply firm sells ARGUS cameras and all accessories exclusively in Madison?

What is the firm name and telephone number of Madison's original 100% SOFT WATER SUPPLY SERVICE?

Who is the exclusive dealer in Madison for SERVISTON RUGS?

Who is the exclusive dealer in Madison for "HONOR-BUILT" furniture?

Who is the exclusive dealer in Madison and Southern Wisconsin for STEINWAY PIANOS?

Who is the exclusive retailer in Madison for FOOT-SAVER women's SHOES?

What Shoe Store is exclusive retailer in Madison for the

famous RUSSELL BOOTS and MOCCASINS?

What leading dairy distributes milk in the "CREAM-

What leading men's store on the square features a fa-

What is the name and address of the prominent Madison Fuel Dealer who asks you to check the advantages of GREEN MARKED COAL?

What exclusive HOTPOINT appliance dealer services all makes of Washing Machines?

Name the only refrigerator sold in Madison that provides CRYSTAL-CLEAR ICE CUBES? What popular fuel company features the famous PAGE-

The Deluxe CORONADO REFRIGERATOR is sold exclusively in Madison by what store?

TON STOKER COAL?

and Refrigerators?

Bidger 5900

What well known paint store distributes PRATT and LAMBERT "61" PAINTS, VARNISHES and ENAMELS exclusively in Madison?

What popular Beauty Salon features the SILYER CRO-QUIGNOLE PERMANENT WAVE?

What well known appliance and electric store in Madison

is the EXCLUSIVE dealer for MONARCH electric Ranges

What popular liquor store on State Street features GARRETT'S APPLE WINE?

Name the only beauty salon in Madison which has the famous "EXERCYCLE" the popular method for figure ? ? Easy to spell! ? ? Easy to say for MINNESOTA PAINT that's hard to beat! 42? State Street . . . Madison's most colorful address?

What Madison made Beer is famous as the BETTER BEER . . . in the Bigger Bottle?

that features a complete line of ROYAL FUELS!

Give the name and phone number of the fuel company

What popular Wamen's store features PARADISE Shoes?

What popular Women's shop on the square sells the sheer MOJUD HOSIERY exclusively?

Name the leading men's store on Capital Square featur-

ing FLORSHEIM and CROSBY SQUARE shoes. Give the name and address of Madison's only exclusive

CURTAIN and DRAPERY SHOP.

NORGE APPLIANCES?

What Madison firm are COMPLETE OUTFITTERS FOR SPORTS? . Having everything from a motor-boat to a table tennis ball?

Where can QUALITY GROCERIES be purchased in Madison and in 23,000 STORES coast to coast?

Name the well-known Coal Company featuring TRADE WATER COAL that uses the slogan, "DIRECT FROM MINE TO BIN!"

What Madison firm can blow in FIBER GLASS INSULAT-ING WOOL in homes already built?

What well known dairy features the HANDI-QUART MILK BOTTLE?

Who is the exclusive retailer in Madison of ELDRIDGE ELECTRIC SEWING MACHINES?

Who is the exclusive dealer in Madison for the famous

What leading Madison Shoe Store has the exclusive dealership for the famous Dickerson Arch-Lock and ARCH-RELIEF shoes for women?

What leading men's store features a complete stock of FREEMAN SHOES exclusively?

What leading furniture store features "all 3" of these nationally known lines — SIMMONS BEDDING KROEHLER FURNITURE, BIGELOW RUGS?

Who sells NATURALIZER nurses exfords?

Who sells WILLOWAY 2-way stretch girdles?

Who sells HIGHTSTOWN RUGS?

GAS RANGES?

What store is known as the FACTORY STORE?

Who is exclusive for CERTIFIED DRY CLEANING?

What firm has the phone number Fairchild 8000? 

What is the aldest and second largest BANK IN MADI-

What firm is the exclusive dealer in Madison for ESTATE