

James Hilton, Author, Visits Bergen, Charlie

Charlie's Guest



JAMES HILTON

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

James Hilton, author of "Goodbye, Mr. Chips" and "Lost Horizon," will visit Charlie McCarthy...

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 Drew.

The highlights, classified for your convenience:

Religion

9 a. m.—National Radio Pulpit (WMAQ); Dr. Ralph W. Sockman in "What Is Ours?"; Church of the Air (WBBM); The Very Rev. James P. DeWitt, Episcopal.

Discussion

10:30 a. m.—Invitation to Learning (WBBM); Margaret Weiler and Stringfellow Barr on "Hansen"; 1:30 p. m.—Chicago Roundtable (WIBA); "What Does Rationing Mean?"; 3:30 p. m.—Sen. Joseph E. Gufler (WMAQ); Pennsylvania Democrat on "Woodrow Wilson's Vision."

Drama

12:30 p. m.—The World Is Yours (WMAQ); "Light Therapy"; 1 p. m.—Great Plays (WENR); "The Tuning of the Shrew"; 5 p. m.—Silver Theater (WBBM); Ellen Drew, Conrad Nagel, and James Craig in "Wings for the Lady"; 6:30 p. m.—Flage and Quirt (WENR); piece on the Yule sector.

Musical

10:45 a. m.—Vera Brodsky (WBBM); music of the night by Schumann, Chopin, Debussy, Schubert; 12 m.—Happy Hayseeds (WIBA); saluting Monroe; 2 p. m.—New York Philharmonic Symphony (WBBM); Dimitri Mitropoulos, conductor; Joseph Szigeti, violinist; Egon Petri, pianist; "Homenero" overture, Mozart-Bosoni; "Indian Fantasy," excerpts from "Dr. Faust," "Concerto for Violin and Orchestra," all by Busoni; 3:30 p. m.—Kostelanetz and Spalding (WBBM); with Kenny Baker, tenor; "One Night of Love," Scherzinger; "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, Bellini, Wagner, Verdi, and Gounod; and George Gershwin's "Rhapsody in Blue" (WBBM); Gladys Swarthout, Ross Graham, Deems Taylor; "Pan-Americana," Herbert; "One Alone," Romberg; "Great Day," Youmans; "Perpetual Motion," Paganini; "Agnus Dei," Beethoven; "The Swan," Verdi; "Ezekiel Saw the Wheel," spiritual; "In the Gloaming," Whitehall; 4:30 p. m.—Musical Steelmakers (WENR); "Bugle Call Rag," "Smiles," medley of World War I tunes, "He's I-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-soprano; "La Scala di Seta" overture, Rossini; "Adieu, Forets," Tchaikovsky; "Coppelia" Waltz, Delibes; scherzo from "Scottish" symphony, Mendelssohn; "My Hero," Strauss; "Good Day, Sunshine," Delibes; selections from "Façade," Walton; "The Sweetest Story Ever Told," Stults; "March Slav," Tchaikovsky; 8:15 p. m.—Dinah Shore (WBBM); "Swanmermel"; "Elmer Fudd"; 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 Minor," Schumann.

Frequencies

Table listing radio frequencies for various stations like WBA, WBBM, WMAQ, etc.

WIBA Sunday

Table listing programs for WIBA on Sunday, including Morning, Noon, and Evening services.

News Broadcasts

Table listing news broadcast times for various stations.

Sports Reviews

Table listing sports review times for various stations.

Other Stations Sunday

Table listing programs for other stations on Sunday, including WLS, WIS, WISN, etc.

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.

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 retired, but that same year he was asked to conduct a radio concert and say a few words between each number.

The course is divided into four series—Series A and B for grade 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 education; Series B, music as an expressive medium; Series C, musical forms; and Series D, the lives and works of great composers.

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 adventure. 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 symphony orchestra. In rural schools without radios the children gather

WIBA Monday

Table listing programs for WIBA on Monday, including Morning, Noon, and Evening services.

Sports Reviews

Table listing sports review times for various stations.

Markets

Table listing market information for various stations.

Other Stations Monday

Table listing programs for other stations on Monday, including WLS, WIS, WISN, etc.

Table listing radio programs and stations for the first part of the broadcast schedule.

Table listing radio programs and stations for the second part of the broadcast schedule.

TRY IT! - IT'S FUN! - IT'S EDUCATIONAL! - IT'S EASY! - HURRY!

'KNOWN BRANDS' CONTEST



\$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.

PLEASE DO NOT PHONE STORES. Information regarding the contest brands will not be revealed over the phone in most instances.

Manchester's Montgomery Ward, Karstens 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.

NORRIS LEA FURS are sold exclusively in Madison by what popular Fur Salon?

Name the popular department store displaying the "LARGEST SELECTION OF CURTAINS AND DRAPERIES" 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 SERVESTON 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-TOP" bottle?

What leading men's store on the square features a famous brand of clothing whose slogan is "FOR YOUNG MEN AND MEN WHO STAY YOUNG"?

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 PIGEON STOKER COAL?

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

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

What popular Beauty Salon features the SILVER CROQUIGNOLE PERMANENT WAVE?

What well known appliance and electric store in Madison is the EXCLUSIVE dealer for MONARCH electric Ranges and Refrigerators?

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 control.

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

Who is exclusive for CERTIFIED DRY CLEANING?

What firm has the phone number Fairchild 8000?

What firm is the exclusive dealer in Madison for ESTATE GAS RANGES?

What is the oldest and second largest BANK IN MADISON?

Advertisement for MUTUAL NET WORK, featuring a 'FREE WGN' offer and '2:30 pm' time slot.