

Radio Program Schedules by the Clock

SUNDAY

WIBA 1310 kc.	WKOW 1070 kc.	WMAQ 670 kc.	WBMM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WHA 970 kc.	WIBU 1240 kc.
7:00 News; Organist	Coffee Concert	News Roundup	News of World	News: Children	Bill Evans	Silent	News: Music
7:15 Organist	Coffee Concert	News Roundup	Salt Lake Choir	Children's Hour	Bill Evans	Silent	Farm Service
7:30 Voice of Army	Coffee Concert	News Roundup	Salt Lake Choir	Children's Hour	Bill Evans	Silent	Farm Frolic
7:45 Guest Star	Coffee Concert	News Roundup	Salt Lake Choir	Children's Hour	Bill Evans	Silent	Farm Frolic
8:00 News Roundup	Tone Festivities	Bible Highlights	Church of Air	Church of Air	Bible Class	Silent	Musical Clock
8:15 Story to Order	Bible Highlights	Radio Parade	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
8:30 Cathedral	Bible Highlights	Art of Living	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
8:45 Sacred Heart	Bible Class	Destination	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
9:00 Devotions	Bible Class	Freedom	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
9:15 Pet Corner	Bible Class	Freedom	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
9:30 Bethel Church	Bible Class	Freedom	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
9:45 Sacred Heart	Bible Class	Freedom	Church of Air	Church of Air	Voice of Prophecy	Silent	Musical Clock
10:00 Cong. Church	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade
10:15 Cong. Church	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade
10:30 Sunday Melody	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade
10:45 Sunday Melody	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade
11:00 News	Christ Church	America United	News: Serenade	News: Serenade	News: Serenade	News: Serenade	News: Serenade
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* Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM... 101.5 M. WHA-FM... 88.7 M. WWCF (WIBU)... 94.0 M.

MONDAY

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Today's Radio Highlights

Special Events

12 m. — Third Party Convention (WMAQ): reading of platform (on WIBA and WGN at 1).

3:30 p. m. — Third Party Convention (WMAQ): summation of platform (on WIBA at 4:30).

4 p. m. — Soap Box Derby (WIBA): Lou Landman describes final heats of Class A and Class B events and inter-class championship run.

8:30 p. m. — Third Party Convention (WBMM): summary, report on platform.

Religion

8 a. m. — Highlights of the Bible (WMAQ): "A Woman of Connell, Holy Redeemer college, Good Works... Church of the Air (WBMM): The Most Rev. Geoffrey Fisher, archbishop of Canterbury, on forthcoming World Council of Churches.

4 p. m. — Catholic Hour (WMAQ): Fulton Oursler on "The Fight on the National Front."

Discussion

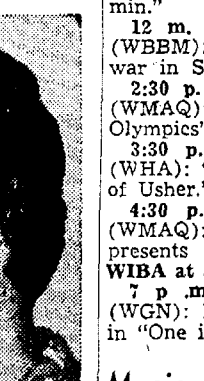
9:15 a. m. — The Newsmakers (WBMM): sketches of Henry A. Wallace, Sen. Glen H. Taylor.

9:30 a. m. — Reviewing Stand (WGN): "The New Party and the 1948 Election;" Donald Riddle, University of Illinois; Rod Holmberg, Progressive party; Prof. Roland Wolsley, Syracuse university (on WKOW at 10:30).

11:30 a. m. — Chicago Roundtable (WMAQ): "The Politics of International Trade;" Dean Neil Jacoby, UCLA; Pres. Arthur Coons, Occidental college; Prof. J. M. Letiche, University of California.

12:45 p. m. — Elmo Roper

From Brazil



Dick Farnay, Brazilian tenor, will be featured on "The Pause" today over CBS. The "Anjos Do Inferno," making a return performance will be co-starred with him.

(WBMM): reaction to president's special session call.

2 p. m. — Encore (WHA): S. I. Hayakawa on "The Task of the Listener."

4:30 p. m. — The Hope of Peace (WENR): Dean Elmer Kaiser, George Washington university; Earl Godwin.

4:30 p. m. — The Pause (WBMM): Dick Farnay and Anjos do Inferno, guests.

6 p. m. — Shaw Chorale (WMAQ): "With a Song in My Heart," "O Dear What Can the Matter Be," "La Pastorella," "I've Told Every Little Star" (on WIBA at 7).

7 p. m. — Merry-Go-Round (WMAQ): "Rhode Island Is Famous for You," "You Can't Be True, Dear," "Bride and Groom Polka," "Put 'Em in a Box," "Love of My Life" (on WIBA at 8).

7:30 p. m. — Familiar Music

Music

12:30 p. m. — Robert Merrill (WMAQ): "Tramp, Tramp, Tramp," "Stardust," "La Paloma," "Wagon Wheels," "Sabre Dance," "Vesti la Giubba" (on WIBA at 1:30).

1 p. m. — Eddy Howard (WMAQ): "The Last Thing I Want," "The Flower Seller," "Yearning," "Rhode Island Is Famous for You" (on WIBA at 2).

2:30 p. m. — Living — 1948 (WMAQ): "Box Score on the Olympics" (on WIBA at 3:35).

3:30 p. m. — WEHA Players (WHA): "The Fall of the House of Usher."

4:30 p. m. — Star Theater (WMAQ): Douglas Fairbanks, Jr., presents Marie Windsor (on WIBA at 5:30).

7 p. m. — Family Theater (WGN): Billie Burke as herself in "One in a Million."

Variety

8 p. m. — Showcase (WBMM): Mickey Rooney presents Robert Monet.

Sports

11:45 a. m. — Baseball (WJJD): White Sox at New York.

12:25 p. m. — Baseball (WIND): Giants at Chicago.

Quiz

5 p. m. — Let's Talk Hollywood (WMAQ): Celeste Holm and Francis X. Bushman, guests (on WIBA at 6).

Miscellaneous

7 p. m. — Arlene Francis (WENR): substitutes for Walter Winchell, interviews Louis Calhern and Ferenc Molnar.

Town Dry Drive Puts Water in Beer's Place


PRAGUE — (U.P.) — The town council of Ceske Budejovice, which has been conducting an anti-alcohol campaign, today ordered an inn closed and the building converted for use by the waterworks.

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BECAUSE

WIBA has the most complete radio facilities for gathering news, providing accurate and full coverage of all local news, plus state, national and international developments.

FOR INSTANCE

WIBA is the only Madison station with Associated Press and United Press wire services, a 5-man local staff and 60 correspondents to provide the best news coverage daily.

THE RESULTS

A Comparison of Listener News Preferences*

7-8 a. m. WIBA	42.4%	6-7 p. m. WIBA	54.3%
Second Station	24.4%	Second Station	17.1%
12-1 p. m. WIBA	46.8%	10-10:30 p. m. WIBA	58.4%
Second Station	19.8%	Second Station	18.7%
5-6 p. m. WIBA	42.9%	Second Station	21.8%

*Distribution of listening homes among Madison commercial stations during the hours newscasts are carried, compiled for an average weekday from the survey of Robert S. Conlan & Associates, a radio research firm of Kansas City, conducted May 16 through May 22, 1948. The survey was in behalf of several advertisers, their agencies, and interested radio stations who cover Madison.

'Typical' Nurse



ARMIDA LAKE

Dimpled Armida Lake (above), 25, of Stamford, Conn., did not realize she was outstanding until she recently was notified she had been chosen from among all the country's nurses as being the "Typical American Nurse."

Like Father William, Stands on His Head

SALT LAKE CITY — (U.P.) — A 91-year-old motorist here thinks he's in better health than most younger drivers. He has one convincing argument.

Mads M. Christensen stands on his head to silence skeptics.

The enthusiastic motorist drives a 1923 model car. "I'll be dagnabbed if I would want to go back to the old horse-and-buggy days," he smiles. He bought the car 23 years ago.

Christensen credits his health to eating only two meals a day, growing a beard and not smoking or drinking. He thinks men would be healthier if they wouldn't shave.

Shoes-Bearing Pooch Baffles Joliet Cobbler

JOLIET, Ill. — (U.P.) — Charles Smith, a Joliet shoe repairman, is looking for a barefoot man with a small dog.

The dog, a brindle-colored mutt, deposited a pair of tan oxfords in the doorway of Smith's shop and left. Smith can't recall having seen the pup or the shoes before. When the owner does find his shoes they'll have new heels, says Smith.

Mondaytime

8 a. m. — Fred Waring (WMAQ): salutes volunteer firemen (on WIBA at 9).

8:50 a. m. — Classroom (WHA): Dr. Kenneth Oliver on Mann's "Joseph" series.

10 a. m. — Homemakers (WHA): "Fruits and Tomatoes," Mrs. Linnea Dennett.

10:30 a. m. — Helen Trent (WBMM): begins 16th radio year.

11:15 a. m. — University of Iowa (WMAQ): Fine Arts festival, with symphony orchestra.

12:30 p. m. — Farm Program (WHA): "Grassland News," "The Farm Flock Program."

1 p. m. — Chapter a Day (WHA): "Donald of China" (WHA): 3:45 p. m. — Classroom (WHA): Prof. Robert Riegel on "Booker T. Washington."

4:30 p. m. — Adventure Parade (WGN): "Heidi" (on WKOW at 5:30).

THIEVES TAKE PARKING METER

CHILLICOTHE, Mo. — (U.P.) — Thieves will take the oddest things. A parking meter was stolen from a Chillicothe street.

Everything MUSICAL

See our large and varied selections today... Everything from console radios to the G-string for a string bass.



"Now Completely MUSICAL"

Perssion's 448 State St. Open Every Eve 'til Nine

GOOD NEIGHBOR DAY

LINCOLN, Neb. — (U.P.) — It was "neighborhood day" in court. Larry E. Doran, 3401 Woods, was fined \$25, and Harold Bathel, 3421 Woods, \$5 for traffic violations by Judge Edward C. Fisher, who lives at 3411 Woods.

DEAF

Now hear with invisible hearing, no tell-tale button at the ear. Prescription fit to your individual hearing loss.

You need not miss a single word with the Vacolite, the only aid with the "Magic Mike" — the greatest achievement in hearing assistance. Write for free booklet "Hearing and Understanding."

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