Magison

Music

1:30).

Radio Program Schedules by the Clock

	SUNDAY										
	WIBA 1310 kc.	WKOW 1070 kc	WMAQ 670 kc	WBBM 780 kc.	WENR-WLS	WGN 720 kc.	WHA 370 kc.	WIBU 1240 kc.			
:00 :15 :30 :45	News: Organist Organist Voice of Army Guest Star	Coffee Concert Coffee Concert News Coffee Concert	News Roundup Story to Order Comics Comics	News of World Salt Lake Choir Salt Lake Choir Trinity Choir	News; Children Children's Hour Children's Hour Children's Hour	Bill Evans Bill Evans Bill Evans Bill Evans Bill Evans	Silent Silent Silent Silent	News: Music Farm Service Farm Frolic Farm Frolic			
:00 :15 :30 :45	News Roundup Story to Order Cathedral Sacred Heart	Tone Tapestries Tone Tapestries Chamber Music Chamber Music	Bible Highlights Bible Highlights Radio Parade Art of Living	Church of Air Church of Air Church of Air Church of Air	Brown Church Brown Church Brown Church News	Bible Class Bible Class Voice of Prophecy Voice of Prophecy	Silent Silent Silent	Musical Clock Musical Clock Musical Clock Musical Clock Musical Clock			
:00 :15 :30 :45	Devotions Pet Corner Bethel Church Bethel Church	Bible Class Bible Class Voice of Prophecy Voice of Prophecy	Destination Freedom Career Girl Bob Houston	News; H. K.Smith Newsmakers Highlights Men and Books		News Interesting Facts Reviewing Stand Reviewing Stand	 Devot'l Music Devot'l Music Symphony Hall 	Organ Tones Organ Tones Merry-go-round Merry-go-round			
00 15 30 45	Cong. Church Cong. Church Sunday Melody Sunday Melody	News: Serenade Gypsy Serenade Reviewing Stand Reviewing Stand	News Guest Star Eternal Light Eternal Light	Serenade Serenade Public Service Piano Parade	The Funnies The Funnies The Funnies News	News Singing Strings Lutheran Hour Lutheran Hour	Symphony Hall Symphony Hall Symphony Hall Symphony Hall	Serenade News			
:00 :15 :30 :45	News Circus Curtain Call Curtain Call	Christ Church Christ Church Christ Church Christ Church	America United America United U. C. Roundtable U. C. Roundtable	News Show Tunes Symphonesque Symphonesque	To Be Announced To Be Announced Amateur Hour Amateur Hour	News Preston Sellers Back to God Back to God	Masterworks Masterworks Masterworks Masterworks Music: News	Bible Fel'sh'p Bible Fel'sh'p Farm Hour Farm Hour			
:00 15 30 45	Joey Tantillo News Hello Wisconsin Take a Trip	Show Tunes	Third Party Third Party Robert Merrill Robert Merrill	Return Engagement News Elmo Roper	Amateur Hour Amateur Hour Mr. President Mr. President	Youth Looks Up Youth Looks Up Variety Fair Career Girl	Sun. Musicale Sun. Musicale Sun. Musicale Sun. Musicale	Borth Sisters Borth Sisters Chore Boys Chore Boys			
00 15 30 45	Third Party Third Party Robert Merrill Robert Merrill	Revival Hour Revival Hour Revival Hour Revival Hour	Eddy Howard Eddy Howard One Man's Family One Man's Family	Bowl Symphony Bowl Symphony Bowl Symphony Bowl Symphony	Harrison Wood Sam Pettengill National Vespers National Vespers	Third Party Third Party Dress Up Quiz Dress Up Quiz	Sun. Musicale Sun. Musicale News Vet's Program	Chore Boys Chore Boys Uptowners Jewel Box			
00 15 30 45	* Eddy Howard * Eddy Howard * I Man's Family * 1 Man's Family		Quiz Kids Quiz Kids News; Living '48 Living— 1948	Bowl Symphony Bowl Symphony Make Mine Music Make Mine Music	Thinking Allowed String Orch. Opera Album Opera Album	House of Mystery House of Mystery Detective Story Detective Story	* Encore * Encore * Encore * Encore	Phone Quiz Waltz Time Old Timers Super Songsters			
00 15 30 45	Quiz Kids Quiz Kids News; Living 48 Living - 1948	Detective Story	Author & Critics Author & Critics Third Party Third Party	C. Cavallero C. Cavallero At the Chase At the Chase	Opera Album Opera Album Counterspy Counterspy	Under Arrest Under Arrest What Makes You Tick?	* Pro Arte * Pro Arte * WHA Players * WHA Players	Watertown Watertown Bing Sings Serenade			
00 15 30 45	Soapbox Derby Soapbox Derby Third Party Third Party	Under Arrest Under Arrest What Makes You Tick?	Catholic Hour Catholic Hour Star Theater Star Theater	Family Hour Family Hour The Pause The Pause	Drew Pearson Headlines Hope of Peace Concert Music	Those Websters Those Websters Nick Carter Nick Carter	* Southland Sings * Music Hour * Music Hour * Music Hour	On Stage On Stage Melody Lane Youth for Chri			
00 15 30 45	• News • U. W. Band • Star Theater • Star Theater	Those Websters Those Websters Nick Carter Nick Carter	Hollywood Quiz Hollywood Quiz Pat O'Brien Pat O'Brien	Gene Autry Gene Autry Blondie Blondie	Autograph Autograph Johnny Fletcher Johnny Fletcher	Mystery Playhouse Gabriel Heatter Gabriel Heatter	* Music Hour * Organ Music * London Forum * London Forum	Tunes for Tee Songs for Sund Whosit Quiz Name the Sons			
00 15 30 45	 Hollywood Hollywood Pat O'Brien Pat O'Brien 	Mystery Playhouse Gabriel Heatter Gabriel Heatter	Shaw Chorale Shaw Chorale RFD America RFD America	Sam Spade Sam Spade Man Called X Man Called X	Stop the Music Stop the Music Stop the Music Stop the Music	Mediation Board Mediation Board Jimmy Fldler Robert Trendler	Dinner Music Dinner Music (FM Only After 7)	News Old Timers Old Timers Old Timers			
00 15 30 45	Shaw Chorale Shaw Chorale RFD America RFD America	Concert Hall	Merry-Go-Round Merry-Go-Round American Album American Album	Winner Take All Winner Take All Strike It Rich Strike It Rich	Arlene Francis Harriet Parsons Superstition Superstition	Family Theater It's a Living It's a Living	Sunday Concert Sunday Concert Sunday Concert Sunday Concert	Old Timers Old Timers Old Timers HebChr'n Hr.			
0 5 0 5	M'ry-Go-Round M'ry-Go-Round Am. Album Am. Album	It's a Living	Garry Moore Garry Moore Horace Heldt Horace Heldt	Showcase Showcase Third Party Third Party	Comedy Writers Comedy Writers Jimmie Fidler We Care	Stars of Tom'w Stars of Tom'w Boston Blackle Boston Blackle	Sunday Concert Sunday Concert Sunday Concert Sunday Concert	Dance Music Navy Band Proudly We Ha Proudly We Ha			
0 5 0 5	Garry Moore Garry Moore Horace Heidt Horace Heidt	Wanted a Home Wanted a Home	Clifton Utley Night Music Symphonette Symphonette	News To Be Announced To Be Announced People's Platform	Paul Harvey A Place to Live A Place to Live Here's to Vets	Answer Man Answer, Please News: Music News of Week	Sunday, Concert Sunday Concert	Old Time Rel'n Old Time Rel'n Fiesta Time Fiesta Time			
5 5 5		Trio Time Focus Piano Forte: News	News Sports Dave Garroway Dave Garroway	Peoples Platform Dance Music Marty Gould D. Le Winter	Fine Arts Quartet	George Winslow	Silent Silent	Silent Silent Silent Silent			
	News; B. Smith Beasley Smith Henry Russell H. Russell: News	Orchestra	Prom. Concert Prom. Concert Prom. Concert Concert: News	Mat. at Midnite Mat. at Midnite D. Casella	Music of Masters Music of Masters Music of Masters	News; Al Trace Al Trace Gay Claridge	Silent Silent Silent	Silent Silent Silent Silent			

* Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM . . 101.5 M. WHA-FM . 88.7 M. WWCF (WIBU) . . 94.9 M.

	MONDAY											
	WIBA 1310 kc.	WKOW 1070 kc.	WMAQ 670 kg.	WBBM 780 kc.	WENR-WLS	WGN 720 kc.	WHA 970 kc.	WIBU 1240 kc.				
5:06 5:15 5:30 5:45	Frolic: Bulletin Jimmy & Rangers Jimmy & Rangers Musical Clock	News: Music Chore Time	Norman Ross Norman Ross Norman Ross N. Ross: News	News of World News Listen to Cliff Listen to Cliff	Mac and Bob Rex Allen Karl & Harty News	Records News; Music Records Records	Silent Silent Silent Silent	Silent Silent Rural Roundup Rural Roundup				
:00 :15 :30 :45	News: Clock News: Mus. Clock Journal News Musical Clock	Cowboy Carson Coffee Club News Coffee Club	Your Neighbor Your Neighbor Norman Ross News	News Gold Coast Paul Gibson Shopping	Breakfast Club Breakfast Club Breakfast Club Breakfast Club	News Two-Ton Baker Breakfast Quiz Wishing Well	Silent Silent Band Wagon News	News; Service Farm Service News; Weather Farm Views				
:00 :15 :30 :45	Musical Clock Bulletin Board Trading Post News	Coffee Club Coffee Club Coffee Club Rev. O'Hair	Fred Waring Fred Waring Road of Life Joyce Jordan	News Tape Reporter Sing Along Piano Parade	My True Story My True Story Betty Crocker Listening Post	News Memory Music Freddy Martin Music Spots	Weather: Music Morning Melodies Morning Melodies * Music: Class	News; Clock Pioneers Sons				
:00 :15 :30 :45	Fred Waring Fred Waring Road of Life Joyce Jordan	Cecil Brown Jim and Judy Jerry Blake News: Music	Nora Drake Love and Learn Jack Berch Lora Lawton	Arthur Godfrey Arthur Godfrey Grand Slam Rosemary	Garry Moore Garry Moore Ted Malone News	News June Baker Heart's Desire Heart's Desire	Classroom Classroom Fun Time Fun Time	News: Pioneers HebChr'n Hr. Sweet Music Sweet Music				
:00 :15 :30 :45	Nora Drake Love and Learn Jack Berch Lora Lawton	Woman's World Woman's World Heart's Desire Heart's Desire	Food Magician Tropic - Echoes Elizabeth Hart Tunes & Tips	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Welcome Trav'l'rs Welcome Trav'l'rs Rex Allen Notes for Today		* Homemakers * Homemakers * Piano Music * News & Views	Women's News Organ Melodies Matinee Matinee				
:00 :15 :30 :45	Linda's Love Mary Foster * Farm Roundup * Farm Roundup		News Freedom Train Carolyn Gilbert Robert L. Ripley	Big Sister Ma Perkins News Guiding Light	Farm World Farm World Dinner Bell Dinner Bell	Let's Have Fun Let's Have Fun Farm Markets News	* Classroom * Classroom * Classroom * Noon Musicale	Melody Kitchen Headlines Farm and Hom Farm News				
00 15 20 45	News; Roundup Farm Service News March Time	Cowgirl News Dinner Bell Songs to Rem'r	Double or Nothing Today's Children Light of World	Mrs. Burton Perry Mason Nora Drake Evelyn Winters	News Doc B; Markets Bride and Groom Bride and Groom	Queen for a Day Queen for a Day Turner and Otto News	* Noon Musicale * Music; News * Farm Program * Farm Program	Markets News News; Mkts Farm and Home				
00 15 30 45			Life Beautiful Ma Perkins Pepper Young Right to Hap'ness	David Harum Hilltop House House Party Party: News	Ladies Be Scated Ladies Be Scated 2nd Honeymoon 2nd Honeymoon	Holland Engle Holland Engle Harrington Sings Betts and Otto	• Chapter a Day • Prof. Coon • Prof. Coon • Prof. Coon	Farm Service Si Hays Si Hays Music Booth				
:00 :15 :20 :45	R't to Happin's	Kitchen Magic Kitchen Magic Red Hook; 31 Studio Roundup	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	Hint Hunt Hint Hunt Gold Coast News	For Luvya Mike For Luvya Mike	Quiz Melody Memos Art Baker Art Baker	Prof. Coon Cliff Roberts Masters Music Masters Music	P. M. Church P. M. Church Marine Band Guest Star				
15 20 45 —	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	Studio Roundup News Story Time Story Time	Girl Marries Portia Just Plain Bill Front P. Farrell	Paul Gibson Paul Gibson Editor's Daughter Linda's Love	Feature Foods	News Marshall Kent Spotlight Harold Turner	Masters Music Masters Music News Classroom	Hymn Time Hymn Time Melody Hour Melody Hour				
00 15 30 45	Madison Hour	Harmony House Harmony House Harmony House Harmony House	News Dave Garroway Dave Garroway News	News News Lum & Abner Lowell Thomas		Record Sersion Superman Adventure Parade Tom Mix	Classroom Classroom Classroom London Column	Melody Hour Melody Hour Band Parade Serenade				
00 15 30 45	News Sports: News	Record Session Superman Adventure Parade Tom Mix	Jimmy Blade News of World Carolyn Gilbert R. Harkness	Animal Court News Jerry Wayne Ned Calmor	News Air Edition Lone Ranger	Johnny Betts Phone Quiz Henry J. Taylor Inside of Sports	* Music You Wa't.	Street Interview U. W. Special U. W. Special U. W. Special U. W. Special				
00 15 30 15	* Music: News	Weather: News News: Sports H. J. Taylor Inside Sports	Ist Piano Quartet 1st Piano Quartet Concert Hour Concert Hour	Inner Sanctum Inner Sanctum Cabin B-13 Cabin B-13	Sound Off Sound Off	The Falcon The Falcon Gregory Hood G. Hood: Rose	Dinner Music Dinner Music (FM Only	Sports Time Serenade News Bing Sings				
00 15 10 15	Diana Quar. Concert Hour	Falcon Falcon Gregory Hood G. Hood; B. Rose	Great Artists Great Artists Dr. I. Q. Dr. I. Q.	Our Miss Brooks Our Miss Brooks Amazing Tutt Amazing Tutt	Tom'w's Tops Tom'w's Tops Arthur Gaeth	Gabriel Heatter Speak Your Mind Quiet Please Quiet; News	Masters Music	Serenade Serenade: News Showcase Showcase				
0 5 0 5	• Guest Artists • Dr. I. Q. • Dr. I. Q.	Gabriel Heatter News Quiet Please Quiet Please	Contented Hour Contented Hour To Be Anou'ncd To Be Anou'ncd	Vaughn Moore	Gang Busters Gang Busters What's My Name	Fishing & Hunt'g Fishing & Hunt'g Voices of Strings Voices of Strings	Request Music Request Music	Old Timers Old Timers Old Timers Old Timers Old Timers				
0 5 0 5	• Contented Hour • Music App't. • Music App't.	Sports Club Sports Club Jazz Jazz	Supper Club News Frank Parker Mr. Lincoln	News Chicagoans Billy Leach News	Paul Harvey Herbie Mintz Bob Elson	John Nesbitt Detectives' Call News: Music Fulton Lewis	Chamber Music Chamber Music News	U. W. Farm Hr. U. W. Farm Hr. Organ Melodies Request Music				
0 5 0 5	NBC Symphony NBC Symphony NBC Symphony	Hollywood Spot	Prom_Concer+	In My Opinion Dance Orchestra Marty Gould David Le Winter	Linn Burton Linn Burton Lew Diamond Jerry Glidden	News; Music Al Trace Tex Beneke	Silent Silent Silent	Request Music Request Music Request Music Request Music				
6 5 6 5	News: Music George Olsen	Serenade Serenade Serenade Serenade; News	Prom Concert	Mat. at Midnight Mat. at Midnight Mat. at Midnight Mat. at Midnight Mat. at Midnight	Dirk Courtenay Dirk Courtenay Dirk Courtenay	News; Al Trace Al Trace Don McGrane	Silent Silent Silent	Silent Silent Silent Silent				

'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."

GOOD NEIGHBOR DAY

LINCOLN, Neb. — (U.R) —I 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.



Like Father William, Mondaytime

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

vincing argument.

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

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

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, denoting a prinche to prinche the colored mutt, denoting the colored mutt, and the colored mutt, and the colored mutt, and the colored mutt, and the colored mutt.

deposited a pair of tan oxfords in things. A parking meter we the doorway of Smith's shop and stolen from a Chillicothe street. left. Smith can't recall having seen the pup or the shoes before. When the owner does find his hoes they'll have new heels, says

DEAF

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Hearing Aid Clinic 648 Sprague B. 6933

Stands on His Head 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.

his head to silence skeptics.

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

Christensen credits his health to eating only two meals a day.

The enthusiastic motorist drives at Dennett.

10:30 a. m. — Helen Trent (WBBM): 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".

Farm Flock Program".

1 p. m. — Chapter a Day
(WHA): "Donald of China". 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

sole radios to the string for a string bass.

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Today's Radio Highlights

Wisconsin

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 (WBBM): 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 (WBBM): the Rev. F. J. on "The Power of Prayer." 8:30 a. m. — Church of the Air (WBBM); the Most Rev. Geoffrey Fisher, archbishop of Canterbury, on forthcoming World Council of Churches.

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

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

2 p. m. — Encore (WHA): S.

(WBBM): Teaction to president's special session call.

2 p. m. — Encore (WHA): S.

Discussion

9:15 a. m. — The Newsmakers
(WBBM): 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 Holmgren, Progressive party: Donald Riddle, University of Illinois; Rod Holmgren, Progressive party: Donald Wolce."

Discussion

2 p. m. — Encore (WHA): S. (ifth symphony.
3 p. m. — Pro Arte (WHA): "Guartet in A Minor," Schubert.
4 p. m. — Family Hour (WBBM): building converted for use by the waterworks.

My Heart," "Moonbeams," "You Belong to My: Heart," "Holiday for Strings," "Kiss Me Again."

4:30 p. m. — The Pause (WBBM): Dick Farnavial do The Council of Ceske Budejovice, which has been conducting an anti-alcohol campaign, to day ordered an inn closed and the building converted for use by the waterworks.

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4:30 p. m. — The Pause (WBBM): Dick Farnavial do The Council of Ceske Budejovice, which has been conducting an anti-alcohol campaign anti-alco gren, Progressive party; Prof Roland Wolseley, Syracuse university (on WKOW at 10:30).

11:30 a. m. — Chicago Round-table (WMAQ): "The Politics of International Trade;" Dean Neil International Trade;" Dean Neil International Trade; Progressive Arthur Cooke.

(WGN): "The New Party and the 1948 Election:" Donald Riddle, University of Illinois; Rod Holmogren, Progressive party; Prof Rodard Wolseley, Syracuse university (on WKOW at 10:30).

11:30 a. m. — Chicago Round-table (WMAQ): "The Politics of International Trade:" Dean Neil Ricoby, UCLA; Pres. Arthur Coons, Occidental college; Prof. I. M. Letiche, University of Calfornia.

12:45 p. m. — Elmo Roper

(WHA): "Is the German Menace Over?"

(WHA): "Is the German Menace Over?"

9:45 p. m. — People's Platform (WMAQ): "With a Song in My Heart," "O Dear What Can the Matter Be?", "La Pastorella," "I've Told Every Little Star" (on WBA at 7).

Cooke.

7 p. m. — Merry-Go-Round (WMAQ): "Fhode 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).

12:45 p. m. — Elmo Roper

(WMAQ): story of Freederick Douglass, Negro leader.

7 considered and Platform's Sen. Marquis Childs, Dwight (WMAQ): "From Third Party—Its Meart," "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): "Find Endown (WMAQ): "From Third Party—Its Meart," "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): "Find Endown (WMAQ): "The 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): "Find Endown (WMAQ): Jacoby, UCLA; Pres. Arthur Coons, Occidental college; Prof. J. M. Letiche, University of Cal-9 a. m.

∣From Brazil

Dick Farnay, Brazilian tenor, will be featured on "The Pause" today over CBS. The "Anjos Do Inferno," making





10:30 a. m. — Eternal Light (WMAQ): "One Kiss," "A Litter (WMAQ): "Joseph and Benjathe Bit of Heaven," "Goodnight Wherever You Are," "Till We 12 m. — Return Engagement Meet Again" (on WIBA at 8:30). (WBBM): "The Cave," story of (WBDM): The Carlots
war in South Pacific.

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

Mickey Rooney presents Robert
Markey Rooney presents Robert 3:30 p. m. — WHA Players Monet.
(WHA): "The Fall of the House 4:30 p. m. — Star Theater (WMAQ): Douglas Fairbanks, Jr., Marie Windsor presents WIBA at 5:30). 7 p.m. — Family Theater Giants at Chicago. (WGN): Billie Burke as herself

in "One in a Million."

12:30 p. m. — Robert Merrill (WMAQ): "Tramp, Tramp, Tramp, Tramp," "Stardust," "La Paloma," "Wagon Wheels," "Sabre Dance,"

"Vesti la Giubba" (on WIBA at

Quiz

Sports

(on

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

11:45 a. m.—Baseball (WJJD): White Sox at New York.
12:25 p. m.—Baseball (WIND):

Miscellaneous

7 p. m. — Arlene Francis (WENR): substitutes for Walter Winchell, interviews Louis Cal-

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) Town Dry Drive Puts Hollywood Bowl Symphony Water in Beer's Place

ALWAYS THE FAVORITE FOR NEWS BROADCASTS

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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.

HE RESU

A Comparison of Listener, News Preferences*

7-8 a. m. WIBA 42.4%

5 - 6 p. m. WIBA

Second Station 24.4%

12 - 1 p. m. WIBA 46.8%

42.9%

Second Station 19.8%

10 - 10:30 p. m. WIBA 58.4% Second Station 18.7%

6 - 7 p. m. WIBA

*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.

The latest news and greatest shows in radio are on

Second Station 21.8%



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Second Station 17.1%