

# Radio Program Schedules by the Clock

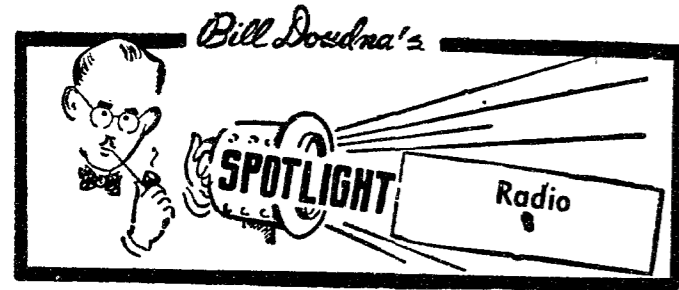
## TONIGHT

WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBMM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
5:00 Story Corner 5:15 Fiesta Time 5:30 Sports News 5:45 Sports Club 6:00 News of World 6:15 Dinner 6:30 Melody News 7:00 The Aldrich Family 7:15 Burns and Allen 7:30 Music 7:45 Hall 8:00 Lamour 8:15 Screen 8:30 Guild 8:45 Fred 9:15 Waring 10:00 News 10:15 Morton Downey 10:30 Concert 10:45 Master 11:00 News 11:15 1310 Club 11:30 Club News	5:00 Green 5:15 Hornet 5:30 King 5:45 E. C. Hill, Spts. 6:00 Elmer Davis 6:15 Design 6:30 For Dining 6:45 Melody News 7:00 The Aldrich Family 7:15 Burns and Allen 7:30 Music 7:45 Hall 8:00 Lamour 8:15 Screen 8:30 Guild 8:45 Fred 9:15 Waring 10:00 News 10:15 Morton Downey 10:30 Concert 10:45 Master 11:00 News 11:15 1310 Club 11:30 Club News	5:00 Hy Time 5:15 Super 5:30 Sports 5:45 Tom Mix 6:00 News 6:15 Weather 6:30 News Comment 6:45 Inside of Sports 7:00 Scenes From 7:15 Great Plays 7:30 Leave It to the Boys 7:45 The Aldrich Family 8:00 Burns and Allen 8:15 Music 8:30 Guild 8:45 Fred 9:15 Waring 10:00 News 10:15 Morton Downey 10:30 Concert 10:45 Master 11:00 News 11:15 1310 Club 11:30 Club News	5:00 Street Interview 5:15 University 5:30 Special 5:45 UW Special 6:00 Sports Time 6:15 Polk Party 6:30 News 6:45 Sing Sing 7:00 Serenade In 7:15 Music: News 7:30 Melody 7:45 Snowcase 8:00 Old Times 8:15 Jamboree 8:30 Old Times 8:45 Jamboree 9:00 Photographers 9:15 James Hilton 9:30 Playhouse 9:45 First 10:00 Lighter 10:15 News 10:30 Your Request 10:45 At Your Request 11:00 News 11:15 Silent 11:30 Silent 11:45 Silent	5:00 News 5:15 Herb Shriner 5:30 Lowell Thomas 5:45 News 6:00 Air Edition 6:15 To Be Ann'd 6:30 What's Going On 6:45 News 7:00 Peace and War 7:15 Keen 7:30 Personal 7:45 Autograph 7:60 My Story 7:15 James Hilton 7:30 Playhouse 7:45 First 7:60 Lighter 7:15 News 7:30 Your Request 7:45 At Your Request 7:60 News 7:15 Silent 7:30 Silent 7:45 Silent	5:00 Green 5:15 Hornet 5:30 King 5:45 E. C. Hill, Spts. 6:00 Elmer Davis 6:15 Design 6:30 For Dining 6:45 Melody News 7:00 The Aldrich Family 7:15 Burns and Allen 7:30 Music 7:45 Hall 8:00 Lamour 8:15 Screen 8:30 Guild 8:45 Fred 9:15 Waring 10:00 News 10:15 Morton Downey 10:30 Concert 10:45 Master 11:00 News 11:15 1310 Club 11:30 Club News	5:00 Adventure Parade 5:15 Super 5:30 Capt. Midnight 5:45 Tom Mix 6:00 News 6:15 Jimmy Blade 6:30 News of World 6:45 Home Towners 6:60 Richard Hartness 6:15 News 6:30 What's the Name 6:45 of That Song? 6:60 Burns and Allen 6:15 Music 6:30 Hall 6:45 Dorothy 6:60 Lamour 6:15 Screen Guild 6:30 Players 6:45 Fred 6:60 Waring 6:15 Supper Club 6:30 Morton Downey 6:45 News 6:60 Fulton Lewis, Jr. 6:15 News 6:30 Music 6:45 News 6:60 News	5:00 News 5:15 Garroway 5:30 News 5:45 Jimmy Blade 6:00 News of World 6:15 Home Towners 6:30 Richard Hartness 6:45 News 6:60 What's the Name 6:15 of That Song? 6:30 Burns and Allen 6:45 Music 6:60 Hall 6:15 Dorothy 6:30 Lamour 6:45 Screen Guild 6:60 Players 6:15 Fred 6:30 Waring 6:45 Supper Club 6:60 Morton Downey 6:15 News 6:30 Fulton Lewis, Jr. 6:45 News 6:60 Music 6:15 News 6:30 News

## FRIDAY

WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBMM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00 Farm Frolic 6:15 Eddy Arnold 6:30 Jimmy and 6:45 the Bangers 7:00 News: Clock 7:15 Betty 7:30 Top of Morning 7:45 Musical Clock 8:00 Musical Clock 8:15 Bulletin 8:30 Cradling Post 8:45 News 9:00 Fred 9:15 Waring 9:30 War of Life 9:45 The Brightest Day 10:00 Nora Drake 10:15 Love and Learn 10:30 Jack Berch 10:45 Lora Lawton 11:00 Linda's First Love 11:15 Music for Today 11:30 Roundup 12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 Match Time 1:00 Double or 1:15 Nothing 1:30 Today's Child 1:45 Matinee Melody 2:00 Life Beautiful 2:15 Ma Perkins 2:30 Pepper Young 2:45 E. T. to Happia's 3:00 Backstage Wire 3:15 Stella Dallas 3:30 Lorenzo Jones 3:45 Wildcat Brown 4:00 News 4:15 Madison Jr. 4:30 Madison 4:45 Fred 5:00 Story Corner 5:15 Fiesta Time 5:30 Sports News 5:45 Sports Club 6:00 News of World 6:15 Dinner 6:30 Melody 7:00 Band 7:15 of America 7:30 Jimmy 7:45 Eddy Arnold 8:00 Eddie 8:15 Cantor 8:30 Basketball 8:45 Basketball 9:00 Basketball 9:15 Basketball 9:30 Basketball 10:00 News 10:15 Roundup 10:30 News Year's 10:45 Party News 11:00 Music and 11:15 Greetings 11:30 Until 11:45 1 a. m.	6:00 Top of Morning 6:15 News: Top 6:30 News: Morning 6:45 Top: News 7:00 Top of Morning 7:15 Betty 7:30 Top of Morning 7:45 Musical Clock 8:00 Musical Clock 8:15 Bulletin 8:30 Cradling Post 8:45 News 9:00 Fred 9:15 Waring 9:30 War of Life 9:45 The Brightest Day 10:00 Nora Drake 10:15 Love and Learn 10:30 Jack Berch 10:45 Lora Lawton 11:00 Linda's First Love 11:15 Music for Today 11:30 Roundup 12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 Match Time 1:00 Double or 1:15 Nothing 1:30 Today's Child 1:45 Matinee Melody 2:00 Life Beautiful 2:15 Ma Perkins 2:30 Pepper Young 2:45 E. T. to Happia's 3:00 Backstage Wire 3:15 Stella Dallas 3:30 Lorenzo Jones 3:45 Wildcat Brown 4:00 News 4:15 Madison Jr. 4:30 Madison 4:45 Fred 5:00 Story Corner 5:15 Fiesta Time 5:30 Sports News 5:45 Sports Club 6:00 News of World 6:15 Dinner 6:30 Melody 7:00 Band 7:15 of America 7:30 Jimmy 7:45 Eddy Arnold 8:00 Eddie 8:15 Cantor 8:30 Basketball 8:45 Basketball 9:00 Basketball 9:15 Basketball 9:30 Basketball 10:00 News 10:15 Roundup 10:30 News Year's 10:45 Party News 11:00 Music and 11:15 Greetings 11:30 Until 11:45 1 a. m.	6:00 Hy Time 6:15 Super 6:30 Sports 6:45 Tom Mix 7:00 News 7:15 Weather 7:30 News Comment 7:45 Inside of Sports 8:00 Scenes From 8:15 Great Plays 8:30 Leave It to the Boys 8:45 The Aldrich Family 9:00 Burns and Allen 9:15 Music 9:30 Guild 9:45 Fred 10:00 Waring 10:15 News 10:30 Morton Downey 10:45 Concert 11:00 News 11:15 1310 Club 11:30 Club News	6:00 Street Interview 6:15 University 6:30 Special 6:45 UW Special 7:00 Sports Time 7:15 Polk Party 7:30 News 7:45 Sing Sing 8:00 Serenade In 8:15 Music: News 8:30 Melody 8:45 Snowcase 9:00 Old Times 9:15 Jamboree 9:30 Old Times 9:45 Jamboree 10:00 Photographers 10:15 James Hilton 10:30 Playhouse 10:45 First 11:00 Lighter 11:15 News 11:30 Your Request 11:45 At Your Request 12:00 News 12:15 Silent 12:30 Silent 12:45 Silent	6:00 News 6:15 Herb Shriner 6:30 Lowell Thomas 6:45 News 7:00 Air Edition 7:15 To Be Ann'd 7:30 What's Going On 7:45 News 8:00 Peace and War 8:15 Keen 8:30 Personal 8:45 Autograph 9:00 My Story 9:15 James Hilton 9:30 Playhouse 9:45 First 10:00 Lighter 10:15 News 10:30 Your Request 10:45 At Your Request 11:00 News 11:15 Silent 11:30 Silent 11:45 Silent	6:00 Green 6:15 Hornet 6:30 King 6:45 E. C. Hill, Spts. 7:00 Elmer Davis 7:15 Design 7:30 For Dining 7:45 Melody News 8:00 The Aldrich Family 8:15 Burns and Allen 8:30 Music 8:45 Hall 9:00 Lamour 9:15 Screen 9:30 Guild 9:45 Fred 10:00 Waring 10:15 News 10:30 Morton Downey 10:45 Concert 11:00 News 11:15 1310 Club 11:30 Club News	6:00 Adventure Parade 6:15 Super 6:30 Capt. Midnight 6:45 Tom Mix 7:00 News 7:15 Jimmy Blade 7:30 News of World 7:45 Home Towners 7:60 Richard Hartness 7:15 News 7:30 What's the Name 7:45 of That Song? 7:60 Burns and Allen 7:15 Music 7:30 Hall 7:45 Dorothy 7:60 Lamour 7:15 Screen Guild 7:30 Players 7:45 Fred 7:60 Waring 7:15 Supper Club 7:30 Morton Downey 7:45 News 7:60 Fulton Lewis, Jr. 7:15 News 7:30 Music 7:45 News 7:60 News	6:00 News 6:15 Garroway 6:30 News 6:45 Jimmy Blade 7:00 News of World 7:15 Home Towners 7:30 Richard Hartness 7:45 News 7:60 What's the Name 7:15 of That Song? 7:30 Burns and Allen 7:45 Music 7:60 Hall 7:15 Dorothy 7:30 Lamour 7:45 Screen Guild 7:60 Players 7:15 Fred 7:30 Waring 7:45 Supper Club 7:60 Morton Downey 7:15 News 7:30 Fulton Lewis, Jr. 7:45 News 7:60 Music 7:15 News 7:30 News

Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM... 101.5 M. WWCF (WIBU)... 94.9 M. WISC-FM... 98.9 M.



TALKING PEOPLE: One of the most talked-about features in radio these days is Meredith Willson's creation, "Talking People." Asked about their origin, Willson writes:

"It's really a simple story. The reason... obvious... the method... centuries old. Yes, it's harking back to the days of the 'deus ex machina,' when Aeschylus and Sophocles were the Maxwell Anderson and Eugene O'Neill of Broadway, Athens, Greece. Audience Research Institute revealed the crying need for it when they brought out graphs revealing a show's low and high spots. Leave in the high spots, but, brother, it's the low spots that hurt. And, in radio, what were invariably the low spots? Commercials.

"Being a musician, both esthetically and professionally, I figured a program that was all music, no talking at all, might be the solution. When it comes time for the commercial, we merely modulate from the musical instrument into the musical voice. Oh, yes. A voice can be just as musical as an oboe or bassoon.

"The whole idea dates back to my days in the army when every show sent overseas was complete entertainment... no commercials. In my post as director of the Armed Forces Radio service, I was responsible for de-naturing these shows... i.e. cutting out the commercials and filling these spots with entertainment. On their return, many boys commented how much better programs sounded with entertainment clear through rather than

### Bumper Seed Crop Poses Problem of Using It

CLAREMONT, Minn. (U.P.)—Henry Sleeper has a bumper crop but he's not sure whether he likes it. Last year he bought a five-cent bag of sunflower seeds "just to see how they'd grow." Today a jungle of 15-foot sunflowers covers an eighth of an acre of his farm. He said he read somewhere that the seeds "were mighty useful for something or other, but now that I've got them I can't remember what they're for."

"You know, the 'Talking People' are as helpless without direction as a dummy without a ventriloquist. They can't talk without me. I write out what they have to say, giving the words the time value of musical notes. For instance, if I say, 'Well good evening, people, what's on your minds?' they can't answer until I conduct them as I would my orchestra. "Right now, my little people and I are a busy crew appearing on three networks each week: NBC's Thursday night 'The Aldrich Family,' CBS' Friday night 'Mr. Ace and Jane,' and my own ABC show on Wednesday nights. However, believe it or not, we consider it fun. After a year and a half, it's gotten so we can ad-lib with each other. I'm not trying to tell you its mental telepathy, but just an example of the great rapport we have together. Move over, Herman and your Howling Hounds, Meredith Willson and the 'Talking People' are here to stay."



**Heidelberg Hofbrau**

Invites you to ring in the New Year... enjoying our fine food, Tom & Jerry cocktails... our Old World atmosphere.

FAVORS FOR ALL

FOR RESERVATIONS, CALL F. 2469

24 W. MIFFLIN ST.

### Tonight's Radio Aces

**Drama**  
7 p. m.—FBI in Peace (WBMM): A forgotten hotel room key is the only clue in a hold-up—and a "face lifting" complicates matters.  
7:30 p. m.—Mr. Keen (WBMM): Sudden death in a department store and a case of kleptomania turns into "the Blue Stud Murder Case."  
Hollywood Story (WKOW): John Garfield tells his own story to Erskine Johnson.



FANNIE BRICE  
WIBA at 9 p. m.

8 p. m.—Suspense (WBMM): William Bendix stars as the ex-cop who slips from grace into the underworld in "Break-Up," and Jack Benny drops in for a visit.  
8:30 p. m.—Crime Photographer (WBMM): and his girl reporter "Meet the Wife" with death-dealing results.  
9 p. m.—James Hilton Playhouse (WBMM): Herbert Marshall stars in "Lost Horizon"... Screen Guild Players (WIBA): Fanny "Baby Snooks" Brice and Hanley "Daddy" Stafford star in "Pinocchio."

9:30 p. m.—First Nighter (WBMM): A fast-paced romance of a painter and a reporter in "But the Face is Familiar."

**Music**  
7:30 p. m.—Jo Stafford (WISC): Clark Dennis, the Starlighters, and Paul Weston's orchestra in "Slow Boat to China," "I'll Be Seeing You," "Check to Check," "The Very Thought of You," "You'd be so Nice to Come Home to," "Day by Day," and "Auld Lang Syne."  
9:30 p. m.—Enchanted Hour (WGN): Nancy Carr sings "Zigeuner" while the concert orchestra airs Debussy's "Ballade."

10:15 p. m.—Morton Downey (WIBA): "Eileen Maureen Astor," "Don't Take Your Love From Me," "Bonnie Mary of Argyll," "Softly and Tenderly Jesus is Calling," and "Home on the Range"... Jack Smith (WBMM): and Martha Tilton sing "Maybe You'll Be There," "Can't Help Lovin' that Man," "Just You, Just Me," "Tree in the Meadow," "It's the Natural Thing to Do," and "I Got Lucky in the Rain."

11 p. m.—Music, Please (WBMM): Billy Leach, Louise King, Connie Russell, and Frank Smith's orchestra in "Too Many Kisses," "In the Market Place of Old Monterey," "Put on Your Old Grey Bonnet," "I Found a Rose," "Lonesome, That's All," "A Bluebird Singing in My Heart," "Hold Me," "The Very Thought of You," "Little White Lies," "Something to Remember You By," and "A Small Hotel."  
11:30 p. m.—Dress Rehearsal (WMAQ): Serge Koussevitzky conducts the Boston Symphony orchestra.

7 p. m.—Aldrich Family (WIBA): Henry tries to decide between a hockey game and a masquerade party for New Year's Eve, throwing the family's plans into an uproar... Abbot and Costello (WISC): solve the "Murder at the Radio Quiz Show," or "I've Got a Body in the Balcony, Doctor..."  
7:30 p. m.—Burns and Allen (WIBA): plan to throw a big

### Calendar Entertainment

**THURSDAY, DEC. 30**  
Orpheum: Suezak preview at 8:35; "That Wonderful Urge" at 1:30, 4:00, 6:20, 7:40 and 9:50.  
Madison: "Four Feathers" at 2:45, 4:25 and 10:10; "Drums" at 1:05, 4:45, and 8:30.  
Parkway: "Return of October" at 1:15, 4:10, 7:10, and 10:05; "Bungalow 13" at 3, 6, and 8:35.  
Majestic: "Emperor Waltz" at 8:50 and 9:50; "Curly" at 8:40.  
Majestic: "Fighting 69th" at 1:20, 4:25, and 8:15; "See Hawk" at 2:45, 6, and 9:55.  
Parkway: "Wide Open Faces" at 7:30 and 10:00; "Pack Up Your Troubles" at 8:30 and 9.  
Strand: "Fighting Father Dunne" at 1:15, 4:40, and 8:10; "Ruthless" at 3, 6:30 and 10.  
Eastwood: "Street With No Name" at 7:05 and 9:10.

**FRIDAY, DEC. 31**  
Midwestern: "Return of the Badmen" at 6:40 and 9:30; "Joe Paolooka, Knock-out" at 8:10; New Year's Eve midnight show starts at 11:30 p. m.  
Midwestern: "The Son of a Horn" at 11:25.  
Parkway: "Mexican Harried" at 1:05, 4:45, and 8:15; "The Son of a Horn" at 2:35, 5:30, and 11:15.  
Strand: "Loves of Carmen" at 1:40, 4:45, and 8:15; "The Son of a Horn" at 2:45, 9:25, and 10:15.  
Madison: 25 cartoon show, 10 a. m. and 1 p. m.; "Gallant Blade" at 4:10, 6:55, 9:45, and 12:30; "Untamed Breed" at 3:25, and 11:10.  
Midwestern: "Smooch" at 1:50, 4, 6:10, 8:20, 10:25, and 12:25.  
Eastwood: "Fuller Brush Man" at 6:40 and 9:30; "Joe Paolooka, Knock-out" at 8:10; "New Year's Eve" at 1:30, 3:35, 5:45, 7:55, 10:10, and 12:15.

**On the Campus**  
THURSDAY, DEC. 30  
American: "Return of the Badmen" at 6:40 and 9:30; "Joe Paolooka, Knock-out" at 8:10; New Year's Eve midnight show starts at 11:30 p. m., Tripp Compton.

**Community Center**  
THURSDAY, DEC. 30  
Older Adult Club card party 8 p. m.; Photographic club, 7:30 p. m.  
FRIDAY, DEC. 31  
Madison: Community Center: Left New Year's Eve dance for members only, 8:15 p. m.

**Organizations**  
THURSDAY, DEC. 30  
Exchange club, 6 p. m., Hoffman House.

**OLD TIME DANCE**  
SATURDAY NIGHT  
THE MIDWESTERNERS  
Edwards Park

**DANCE SAT. NIGHT**  
DAN GARSON  
AND HIS ORCHESTRA  
ML. Horeb, Wis.

**IT'S STILL NOT TOO LATE!**  
Make Your Reservation Now  
FOR NEW YEAR'S PARTY AT  
CLUB HOLLYWOOD  
Call Badger 837 or Gifford 3635J

**CELEBRATE**  
New Year's Eve with Us!  
For a Very Happy New Year's Eve and an evening supreme CELEBRATE the New Year with us. Hats—Horns—Favors—Etc.

**CLUB 18**  
2 Miles West of Mt. Horeb  
On Highway 18

**SEASON'S GREETINGS**  
We express our Happy New Year to you aloud just once a year... but our best wishes are with you always!  
Arthur Jerome Anderson — Milton Priebe  
Mrs. W. L. "Ma" Baker and Staff  
Re-opening Tonight at 5 P. M.  
Serving from 5 p. m. Friday, Dec. 31st

**New Year's Day**  
Serving from 12 Noon  
Turkey dinner included in our regular New Year's Day menu.

**Sunday...**  
Serving from 12 noon as usual  
We will be closed on Tuesdays from now 'til Spring.

**DUTCH MILL**  
Intersection Hwys. 12-18-51  
Badger 5132

**Happy New Year**

**CUBA CLUB**  
On the Middleton Rd. F. 9701  
Serving Sundays 1-10 P. M.—Weekdays 5-11 P. M.

**WE WILL OPEN AT 1 P. M. NEW YEAR'S DAY**

**HAPPY NEW YEAR**  
THERE'LL BE Favors—Food—Drinks and Surprises Galore AT OUR Gay New Year's Eve Party THE PLAYDIUM BAR  
Phone 5-7101

**THE GOLD ROOM Cafe**  
Phone 6-9553 112 N. Fairchild