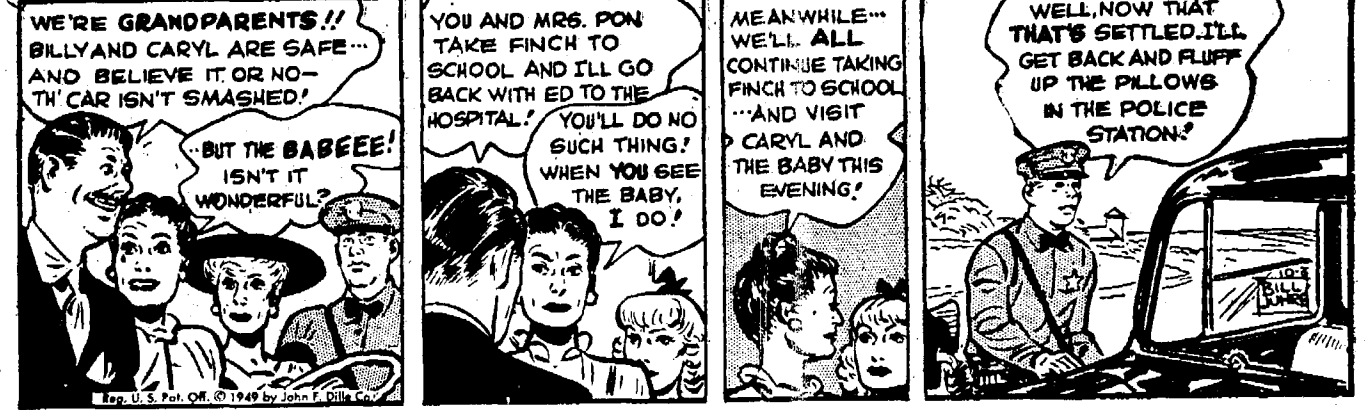


Radio Program Schedules by the Clock

MONDAY							
WIBA 1310 kc.	WISC 1680 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
8:00 Sunrise 8:15 From 8:30 Musical 8:45 Clock	Top of the Morning The Rev. Cedarholm	Chore Time News: Chore Time	Silent Surreal Roundup	Paul Gibson Paul Gibson: News	Bulletin Board Devotions Your Land News	Farm Hour: News Farm Service News	News Town and Farm News
7:00 News: Musical 7:15 Clock 7:30 News 7:45 Musical Clock	Top O'Morning Hins News Top of the Morning: News	Farm Program News: Coffee Club: News	News Service News: Weather Farm News	News Roundup to Cliff	Dolph Riders Bob Archer Happy Hank News	Reveille News: Record Reveille	Norman Ross Norman Ross: News
9:00 Musical Clock 9:15 Betty 9:30 Edgy Arnold 9:45 News	Breakfast Club: News Coffee Club: News	News: Musical Musical Clock	News: Musical Musical Clock	Gold Coast Pickup Time Shopping	Breakfast Club News	News Ton Baker Telephone Quiz Today's the Day	Your Neighbor Norman Ross News
8:00 Welcome 8:15 Travelers 8:30 Marriage for Two 8:45 Dorothy Dix	My True Story: News Easy Rhythm	Reverend Smyth With Music	News: Pioneer Freddie Martin Music	Shing Crosby Arthur Godfrey Arthur Godfrey	My Story My Story Victor Lindvall	News Benny Goodman Virginia Cole Spots of Music	Welcome Travelers Marriage for Two Dorothy Dix
10:00 Love and Learn 10:15 Trading Post 10:30 Jack Berch 10:45 Lora Lawton	Romance Story: News Pick a Date	Behind the Story Your Neighbor Academy the Storm	Women's Melodies Mid-Morning Matinee	Arthur Godfrey Grand Slam Rochester	Capt. Stubby Kitchen Club Chore Boy	Dr. Bradley Your Marriage Assistant the Lora Lawton	Love and Learn Doctor's Office Jack Berch Lora Lawton
11:00 Linda's Love 11:15 Music for Today 11:30 Roundup 11:45	House Party To the Ladies Bing Crosby	Woman's World Your Neighbor Here's Howard	News: Matinee Singing Farm and Home Farm News	Woody Warren Helen Trent Our Gal Sunday	Home Party Farm World Today	Kate Smith Quiz Singles News	Here's Norman Ross Here's Norman Ross
12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 Match Time	Baukhaw Hins News Hins News Swanson	R P D 1070 News: Uncle Julius	Musical Markets Farm and Home	Big Sister Ma Perkins Guiding Light	Dinner News L. Burlington	Let's Have Farm Markets News	News Pod Elizabeth Hart
1:00 Double or 1:15 Nothing 1:30 Calendar 1:45 Magic in Music	Bob Swanson Bob Swanson	Queen for a Day Ladies Fair	Farm Service Hins News and Daughter Music Booth	Edna Burton Perry Mason Bridget Bridget Daj	Almanac School Time Bride and Groom	Queen for a Day Ladies Fair	Double or Nothing Today's Children Light of World
2:00 Light Beautiful 2:15 Road of Life 2:30 Young 2:45 R't to Happily	Talk Your War Out Ladies Be Seated: News	Luella Mortenson The Bob Poole Show	Prayer Band of the Air Organ Music Guest Star	David Harum Hilltop House News	Talk Your War Out Ladies Be Seated	Tune Test Marriage Bureau F. MacCormack	Life Beautiful Road of Life Pepper Young Right to Happily
3:00 Backstage Wife 3:15 Stella Dallas 3:30 Lorenzo Jones 3:45 Widger Brown	Selected Drake Galen News Tune Time Variety Jamboree	Cowboy Jamb. Gabriel Heaver Tennessee Jamboree:	Byron Time Melody Hour	Rhymes Does Pay Life of the Party News: Music	Galen Drake Melody Prom. Martha and Helen	Radio Quiz You Can't Lose Linda's Love Editor's Daughter	Backstage Wife Stella Dallas Lorenzo Jones Widger Brown
4:00 News: Madison 4:15 Hour 4:30 Madison Hour 4:45 Melodic Gems	Variety Jamboree Uncle Dick's ABC Club	Harmony House Harmony House	Melody Hour Band Parade Serenade	Paul Gibson Billy Leach Gold Coast	Rhymes and Rhythm News Beulah Karney	News Just Plain Bill Frons P. Farrell	A Girl Marries Portia Faces Life Just Plain Bill Frons P. Farrell
5:00 Playtime 5:15 Time 5:30 News 5:45 Sports: News	Challenge of Tucson Jack Armstrong	Jimmy Allen Here's to Vets Mix	Fiesta Time Special Sammy Kaye	News News Lowell Thomas	Challenge of the Yukon Jack Armstrong	Cisco Kid Tom Mix	News Doris Garroway News
6:00 Light-Up Time 6:15 Road of Life 6:30 Fresh Week 6:45 Dinner Melody	News: Fiesta Elmer Davis Design for Dining	News: Fiesta Elmer Davis Design for Dining	Serenade in Music News Old Times Jamboree	Beulah Jack Smith Club 15 Edward Murrow	News Paul Johnson Lone Ranger	News Number Please News of World Behind the Story	Jimmy Blade News of World Behind the Story H. V. Kaitenbort
7:00 Gordon 7:15 MacRae 7:30 Concert 7:45	Rex Maupin Entertains Ken Lemke Henry J. Laylor	Straight Arrow Affairs of Peter Salem	Old Times Jamboree Old Times Jamboree	Inner Sanctum Talent Scouts	Kate Smith Calling Kate Smith Calling	Dutton Lewis This is the Story Secret Missions	Great Aristate Band of America
8:00 Great 8:15 Artist 8:30 Band of 8:45 America	Kate Smith Calls Kate Smith Calls	The Ray Block Show Secret Missions	Old Times Jamboree Old Times Jamboree	Radio Theater Theater	Kate Smith Calling Kate Smith Calling	Murder by Bones Mystery is My Hobby	Screen Directors Playhouse Date Garroway
9:00 Monday 9:15 Science 9:30 Dave 9:45 Garroway	National Guard Smith Calls	Fulton Lewis Newsreel Dance Music	University Farm Hour News: At Your Request	My Friend Irma Bob Hawk	News Remember When Bob Esmond Plaster Party	Mystery Voice Detective Call News Special Chicago at Night	Light-Up Time News Harry Wood John Conrad
10:00 News 10:15 Tension's Must 10:30 Comedy 10:45 Rehearsal	Hins News Sammy Kaye The Ed Silvera Show	News Sports News Indie Dance: News	At Your Request At Your Request	News Paul Gibson Billy Leach Sammy Kaye	News Remember When Bob Esmond Plaster Party	Mystery Voice Detective Call News Special Chicago at Night	Light-Up Time News Harry Wood John Conrad
11:00 News: 1310 11:15 Club 11:30 1310 11:45 Club: News	The Ed Silvera Show	The Pat Horton Show: News	Silent Silent Silent	Racing: C Lela Barron Lela Barron Dance Orch.	World Report Eddie O'Neill Jerry Glidden	News: Buddy Moreno Orch. Dance	News: Music Promenade concert

* Starred programs are also carried on corresponding FM stations... FM channels:
WIBA-FM... 101.5 M. WWCC (WIBU)... 94.9 M. WISC-FM... 88.9 M.

The Orbits



Today's Radio Highlights

Special Events
6:30 p. m. — National Newspaper Week (WIBA): Jimmy Durante and Don Ameche at special meeting of Hollywood Advertising club.
9:30 p. m. — Dave Garroway (WIBA): Johnny Desmond, guest.

Music
5:30 p. m. — Curt Massey (WBBM): and Martha Tilton: "That Tumbledown Shack," "How It Lies," "heaven" medley.
6:30 p. m. — Club 15 (WBBM): "Take Me Out to the Ball Game," "Dreamer's Holiday."
7 p. m. — Gordon MacRae (WIBA): moves to NBC; stars with Dorothy Kirsten and Lucille Norman in "Show Boat."
7:30 p. m. — Concert Hour (WIBA): Thomas L. Thomas, Howard Barlow's orchestra: "Carrioca," "Because," 1929 medley, "Home on the Range," "March of the Sarda," "It Ain't Necessarily So" ... Talent Scouts (WBBM): Bert Sheldon, baritone; Ella Goldstein, Manchurian-born pianist; Beavers, male quartet; Hines and Rodgers, novelty team.
8 p. m. — Great Artists (WIBA): Gladys Swarthout and Donald Voorhees' orchestra; "La Danseuse," "Dancing in the Dark," "The Slumber Boat," "Dance of the Hours," "Romanza de Solita."
8:30 p. m. — Band of America (WIBA): "The National Game," "Miss Trombone," "Marche Militaire," "Marche Slave," "Washington Sports."
9:00 Sports Shorts
9:15 Request Show
9:30 University of Wisconsin Band
9:30 Package of New Records
9:45 Twilight Time
9:50 News
9:55 Blue Baron
9:55 Andy Russell
9:55 Dave Rose
9:55 News
10:00 Lawrence Welk
10:00 Jan Garber
10:00 News
10:05 The Wagners
10:15 Cliff Williams
10:30 Vaughn Monroe
10:55 News

Drama
9:45 a. m. — Dorothy Dix at Home (WIBA): new series.
1:45 p. m. — Light of the World (WMAQ): "Isaiah and His Glorious Prophecy."
6:45 p. m. — I Love a Mystery (WKOW): returns to the air; first story, "The Fear That Creeps Like a Cat."
7 p. m. — Inner Sanctum (WBBM): newspaperman meets twice-dead blonde.
8 p. m. — Radio Theater (WBBM): Ray Milland in "It Happens Every Spring."
9 p. m. — Screen Directors Playhouse (WMAQ): William Powell in "The Senator Was Indiscreet."

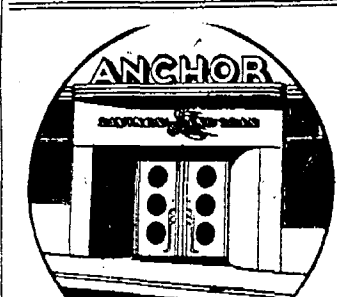
Discussion
7:30 p. m. — Rep. William Lemke (WISC): North Dakota Republican on "A Cruel and Brutal World."

Quiz
11:45 a. m. — Jackpot Quiz (WKOW): new show with Ross Gordon in charge.

Miscellaneous
9:30 a. m. — Ranger Mac (WHA): "Earthy Liquid Jewels."
10 a. m. — Homemakers (WHA): "Films for Clubs or Groups," "Summer Clothes Safely Stored."
11:45 a. m. — Sacred Heart (WFOV): "Catholic Frontier Hospitals."
12:30 p. m. — Farm Program (WHA): "Get Ready for Fall Tree Planting." "Laws That Affect Farmers."
1 p. m. — Queen for a Day (WKOW): winner gets a trip to Australia.
5 p. m. — Playtime for Children (WIBA): "The Turtle Who Couldn't Stop Talking."

WHA and WHA-FM

970 Kc. 88.7 Mers
MONDAY
A. M.
7:30 Bandwagon
7:57 Weather Report
8:00 Morning Melodies
8:30 Physical University
9:20 Nursery School of the Air
9:30 Farmer's Market
9:54 Job Bulletin Board
9:55 Weather Report
9:58 Homeowners Program
10:30 Organ Melodies
10:45 News and Views
11:30 History of the Far East
11:50 Noon Musicale
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter: a Day
1:30 North American Neighbors
1:57 Weather Report
2:30 Physical University
2:30 Organ Classics
2:50 Music of the Masters
2:55 Radio Jeopardy
4:15 Musical Varieties
4:30 This is India



REFINANCE
YOUR HOME
THROUGH
ANCHOR
AND SAVE!
ANCHOR
SAVINGS
AND LOAN
2 S. Carroll 6-7737

WMAQ

Monday Last Day
"The Great Dan Patch"
Dennis O'Keefe—Gail Russell

MIDDLETON

FREE PARKING LOT
in technicolor
June Allyson—Peter Lawford
Margaret O'Brien—Eliz. Taylor
"LITTLE WOMEN"
"RED STALLION in the ROCKIES"

PARKWAY NEXT MONDAY

7:00 and 9:30 P. M.
IN PERSON

THE HOUR OF CHARM

All-Girl ORCHESTRA
and CHOIR
PHIL SPITALNY
BIGGER—BETTER
More Beautiful
a 2 Hour Show
OVER 40 ARTISTS

GOOD SEATS AVAILABLE

DON'T DELAY - ORDER TODAY
\$1.80—\$2.40—\$3.00—\$3.60

ORPHEUM

NOW THRU WED.
MEET THE
All-American
Family—
THAT'S WINNING
ALL AMERICA'S
HEART!

MADISON

LAST DAY
WALT DISNEY'S
DUMBO
SALUDOS AMIGOS

STARTING TOMORROW

YOU'LL ENJOY
AGAIN AND AGAIN!
IT'S THE GREAT
AMERICAN STORY!

PARKWAY

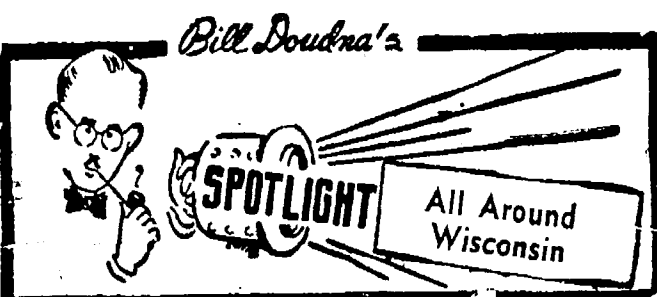
LAST 2 DAYS
EXCITEMENT! THRILLS!
ROY ROGERS
THE FAR
FRONTIER

STRAND

NOW! 2 HITS!
MEN WOULD DO
ANYTHING FOR ANNA!
Paulette GODDARD
Anna Lucasta

ABBOTT and COSTELLO

MEET THE KILLER
BORIS KARLOFF
Tall in
the Saddle



Bidu Sayao, Brazilian soprano, will sing Thursday night, Nov. 3, in the Lawrence College Memorial chapel at Appleton. The program will open the college's Artist series.

Julie and Juliette Gerke, Madison twins, will give duo-piano recitals Oct. 10 in Waupun, playing for the Philharmonic Music club and at the high school assembly.

Later this fall they will give programs for the American Assn. of University Women in Wausau and the Woman's club of West Bend. The girls have been invited to play for the Music Guild of Houston, Tex., in the spring.

Doraine and Ellis, in "Romance in Song," will open the Ripon College Artists series Saturday night, Oct. 16, in the Ripon senior high school auditorium. Other programs on the series will be by the De-Paur Infantry chorus, Nov. 14; Seymour Lipkin, pianist, Mar. 9; and the Ripon College choir, Apr. 19.

Robert Harks, Madison, a junior at the University of Wisconsin, will play Edward Grieg in "Song of Norway" at Milwaukee on Nov. 4, 5, and 6. The operetta will be presented by the Milwaukee Opera Theater in the Pabst theater.

The Barter Theater of Abingdon, Va., will present "You Can't Take It With You" at Oconomowoc on Monday, Oct. 10. The American Legion post will sponsor the production, to be given at 8 p. m. in the high school auditorium.

Mary Miller, daughter of Mr. and Mrs. Frank G. Miller, 1950 Koster st., Madison, has been chosen a member of the State Teachers College band at Oshkosh. The

band will play for all pep sessions and home football games and will give a concert for the college students in February.

Lorraine Betlach's accordion band recently gave a concert at the state hospital at Mendota. Soloists were Dean Wilson, Richard Boss, Jerome Bleid, Melva Risley, and Myrtle Lowell, Madison, and Diane Hanson, London. Nancy Evenson, Madison, was baton twirler. Others participating in the concert were Mabel Lehmann and Carol Evenson, Madison; Elizabeth

WFOW

MONDAY
8:00 Yawp Patrol
8:30 Clockwatchers
8:50 Ben Light
9:15 Herb Kern
9:30 Dance Band
9:50 Homemakers
10:30 Morning Variety Show
10:45 News and Views
11:00 Polka Time
11:30 Marching Along
11:45 Sacred Heart Program

12:00 News
12:30 On a Tropical Isle
12:30 Film Favorites
12:45 Bing Crosby
1:30 News
1:45 Paul Weston
1:55 Dusty Manuscripts

1:30 Dining Sisters
1:45 Sweetheart Music
1:55 News
2:00 Modern Music Capers
2:30 Matinee Dance
2:55 News
3:00 Music Party
3:30 Smooth Music
3:55 News
4:00 Juke Box Jamboree
4:40 Jack Fina
5:00 News
5:15 Ken Griffin
5:15 Kiddie Storytime
5:30 Off the Record
5:55 News
6:00 Musical Menu



MONDAY 9:30 P. M.
NBC STATIONS

Really Good Caramel Bars



Howard B. Stark Co., Milwaukee

Two young people with
Two opposite personalities and
Two violently conflicting concepts of life

Can a marriage like this be successful? Follow this emotional drama of contemporary American life. Don't miss a single episode of

"Marriage for Two"

WIBA • NBC
1310 ON YOUR DIAL
9:30 A.M.
MONDAY THRU FRIDAY



Sure Stamp of Approval
You won't find this one in any Stamp Catalogue. But if you're looking for a whiskey you can catalogue as "perfect"...try 7 Crown—Seagram's finest American whiskey.

Say Seagram's and be Sure
Seagram's 7 Crown. Blended Whiskey. 86.8 Proof. 85% Grain Neutral Spirits. Seagram-Distillers Corp., Chrysler Building, N.Y.

"Now and Then"

Sensational musical review and minstrel show produced by the Madison J. C. C.
Curtain Time 8:00 P. M.
Good seats still available.
Tickets may be obtained at the door.
75c—\$1.00—\$1.50

East High School Auditorium

2222 East Washington Ave.

WARNER BROS. MAJESTIC

TOMORROW • 29c PLUS TAX
1 p.m. to 6 p.m.

JOAN CRAWFORD SCOTT GREENSTREET

FLAMINGO ROAD

Ray Milland in SEALED VERDICT

Flamenco Musical

OUTDOOR THEATER

On Highway 51 Across from Truax Field
LAST TIME MONDAY
Two Shows Nightly
7:00 and 9:05
— Also —
Color Cartoon and News
TUESDAY IS \$1.00 NIGHT (see below)
SAVE! SAVE! SAVE! SAVE!
On Tuesday, bring all your car will hold! — Aunts, Uncles, Cousins, Neighbors, Friends — \$1.00 per car pays the way — tax included! — On Our Scene—Dollar Nights Only —
WILLIAM POWELL IN
"TAKE ONE FALSE STEP"

WALT DISNEY'S DUMBO

LAST DAY
WALT DISNEY'S
DUMBO
SALUDOS AMIGOS

STARTING TOMORROW

YOU'LL ENJOY
AGAIN AND AGAIN!
IT'S THE GREAT
AMERICAN STORY!

PARKWAY

LAST 2 DAYS
EXCITEMENT! THRILLS!
ROY ROGERS
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