

Radio Program Schedules by the Clock

WEDNESDAY						
WIBA 1310 Kc.	WISC 1080 Kc.	WKOW 1270 Kc.	WIBU 1240 Kc.	WBBM 780 Kc.	WENR-WLS 890 Kc.	WMAQ 670 Kc.
8:00 Sunrise 8:15 Musical 8:45 Clock	8:00 Top of the Morning 8:15 The Morning 8:45 Cedarholm	8:00 Chorus 8:15 News 8:45 News	8:00 Silent 8:15 Silent 8:45 Roundup	8:00 Paul Gibson 8:15 Paul Gibson 8:45 News	8:00 Farm Bulletin 8:15 Devotions 8:45 Your Land	8:00 News 8:15 News 8:45 News
9:00 News: Musical 9:15 Journal News 9:45 Musical Clock	9:00 Top O' Morning 9:15 News 9:45 Top of the Morning	9:00 Farm Program 9:15 News 9:45 News	9:00 News: Farm 9:15 News 9:45 News	9:00 News Roundup 9:15 News 9:45 News	9:00 Sage Riders 9:15 Bob Archer 9:45 Happy Hank	9:00 Record Revue 9:15 Record 9:45 Record
10:00 Musical Clock 10:15 Eddy Arnold 10:45 News	10:00 Breakfast 10:15 Coffee 10:45 Club	10:00 Coffee 10:15 News 10:45 Club	10:00 News: Musical 10:15 Musical Clock 10:45 Musical Clock	10:00 News Coast 10:15 Pickup Time 10:45 Shopping	10:00 Breakfast 10:15 Club 10:45 Club	10:00 News 10:15 News 10:45 News
11:00 Welcome 11:15 Travelers 11:45 Marriage for Two	11:00 My True 11:15 Shoppers 11:45 Special	11:00 Reverend 11:15 Say it 11:45 With Music	11:00 News: Pioneers 11:15 Fredy Martin 11:45 Street Music	11:00 Ring Crosby 11:15 Arthur Godfrey 11:45 Arthur Godfrey	11:00 My Story 11:15 Betty Crocker 11:45 Victor Lindvall	11:00 Welcome 11:15 Travelers 11:45 Marriage for Two
12:00 Love and Laughter 12:15 Betty Cass 12:45 Jack Welch	12:00 Shoppers 12:15 Special 12:45 A Date	12:00 Behind the Story 12:15 Your Neighbor 12:45 Her's Howard	12:00 Women's News 12:15 Job Service 12:45 Mid-Morning	12:00 Arthur Godfrey 12:15 Grand Slam 12:45 Rosemary	12:00 The WLS 12:15 Rangers 12:45 Kitchen Club	12:00 News 12:15 The Bob 12:45 News
1:00 Linda's 1st Love 1:15 Farm 1:45 Roundup	1:00 House Party 1:15 To the Ladies 1:45 Merry Holiday	1:00 Woman's World 1:15 Dick Haynes 1:45 White You Work	1:00 News: Morning 1:15 News 1:45 News	1:00 Wendy Warren 1:15 Aunt Jenny 1:45 Helen Trent	1:00 House Party 1:15 W. Kiernan 1:45 Farm World	1:00 Kate Smith 1:15 Lanny Ross 1:45 Temples
2:00 News Roundup 2:15 Farm Service 2:45 News	2:00 Bathhouse 2:15 News 2:45 The Bob	2:00 R.F.D. 1070 2:15 News 2:45 Markets: Uncle	2:00 Music: Markets 2:15 News 2:45 News	2:00 Big Sister 2:15 News 2:45 News	2:00 Dinner 2:15 News 2:45 News	2:00 News 2:15 News 2:45 News
3:00 Double or Nothing 3:15 Calendar 3:45 Music in Music	3:00 The Bob 3:15 News 3:45 The Bob	3:00 Ladies 3:15 News 3:45 News	3:00 Farm Service 3:15 News 3:45 News	3:00 Prairie Traveler 3:15 News 3:45 News	3:00 Ladies 3:15 News 3:45 News	3:00 Double or Nothing 3:15 Calendar 3:45 Music in Music
4:00 Life Beautiful 4:15 Road of Life 4:45 Right to Happiness	4:00 Talk Your 4:15 Way Out 4:45 Seated	4:00 Luella 4:15 Mortenson 4:45 News	4:00 Music 4:15 News 4:45 News	4:00 Talk Your 4:15 Way Out 4:45 Seated	4:00 News 4:15 News 4:45 News	4:00 Life Beautiful 4:15 Road of Life 4:45 Right to Happiness
5:00 Backstage Wife 5:15 Stella Dallas 5:45 Lorenson Jones	5:00 Glenn Drake 5:15 Tune Time 5:45 Variety	5:00 Cowboy Jamb. 5:15 Gabriel Heatter 5:45 Tennessee	5:00 Bible 5:15 Fellowship 5:45 News	5:00 Glenn Drake 5:15 Tune Time 5:45 Variety	5:00 News 5:15 News 5:45 News	5:00 Backstage Wife 5:15 Stella Dallas 5:45 Lorenson Jones
6:00 News: Madison 6:15 News 6:45 News	6:00 Variety 6:15 News 6:45 News	6:00 Harmony 6:15 News 6:45 News	6:00 Melody 6:15 News 6:45 News	6:00 Paul Gibson 6:15 News 6:45 News	6:00 News 6:15 News 6:45 News	6:00 News: Madison 6:15 News 6:45 News
7:00 Play Time 7:15 Fiesta Time 7:45 Sports	7:00 Challenge of 7:15 The Yukon 7:45 King	7:00 Jimmy Allen 7:15 Bill Scott 7:45 News	7:00 Fiesta Time 7:15 Special 7:45 News	7:00 News 7:15 News 7:45 News	7:00 News 7:15 News 7:45 News	7:00 Play Time 7:15 Fiesta Time 7:45 Sports
8:00 Light-Up Time 8:15 News of World 8:45 Music: News	8:00 News: Fiesta 8:15 Elmer Davis 8:45 Banter	8:00 News 8:15 News 8:45 News	8:00 Sports Time 8:15 Tips and Tunes 8:45 News	8:00 News 8:15 News 8:45 News	8:00 News 8:15 News 8:45 News	8:00 Light-Up Time 8:15 News of World 8:45 Music: News
9:00 This is Your 9:15 Life 9:45 Serenade	9:00 Doctor 9:15 I.Q. 9:45 Serenade	9:00 Can You 9:15 Top This? 9:45 International	9:00 Serenade in 9:15 Music: News 9:45 Old Times	9:00 News 9:15 News 9:45 News	9:00 News 9:15 News 9:45 News	9:00 This is Your 9:15 Life 9:45 Serenade
10:00 Break the 10:15 News 10:45 Mr. District	10:00 Mystery 10:15 Playhouse 10:45 Buzz Adlam	10:00 Mystery 10:15 Playhouse 10:45 Buzz Adlam	10:00 Old Times 10:15 Jamboree 10:45 Jamboree	10:00 News 10:15 News 10:45 News	10:00 News 10:15 News 10:45 News	10:00 Break the 10:15 News 10:45 Mr. District
11:00 The Big 11:15 Story 11:45 Time	11:00 Lawrence 11:15 News 11:45 News	11:00 Pullen Lewis 11:15 News 11:45 News	11:00 University 11:15 News 11:45 News	11:00 News 11:15 News 11:45 News	11:00 News 11:15 News 11:45 News	11:00 The Big 11:15 Story 11:45 Time
12:00 News 12:15 News 12:45 News	12:00 News 12:15 News 12:45 News	12:00 News 12:15 News 12:45 News	12:00 News 12:15 News 12:45 News	12:00 News 12:15 News 12:45 News	12:00 News 12:15 News 12:45 News	12:00 News 12:15 News 12:45 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.

Today's Radio Highlights

Special Events

11:30 p. m. — Santa Claus Lane (WMAQ): annual Hollywood parade with radio and film stars.

Music

6 p. m. — Light Up Time (WIBA): "Should I?" "On the Island of Stromboli."
10:30 p. m. — Concert Master (WIBA): "Turkey in the Straw," "Home, Sweet Home," "Pilgrim's Chorus," "Little Green Turkeys," "Song of Thanksgiving," "The Lord's Prayer."

Sports

10:15 p. m. — Coach Williamson (WIBA): last regular broadcast of season, with comments on Minnesota game and schedule in general; visit with Coach "Bud" Foster.

Drama

8:30 p. m. — Mr. District Attorney (WIBA): finds himself in kindergarten as he seeks clues to marijuana ring.

Discussion

9:30 p. m. — On Trial (WISC): "Should Industry-Wide Bargaining Be Outlawed?"

Variety

8:30 p. m. — Bing Crosby (WBBM) and Frank Fay.
9 p. m. — Burns and Allen (WBBM): Gracie thinks George sings better than Bing.

For Children

9:30 a. m. — Young Experimenters (WHA): "Six Simple Machines."
4:30 p. m. — Uncle Dick (WISC): "Johnny Applesseed."
4:45 p. m. — Christmas Tree Grove (WISC): new series with Santa Claus' "magic whistle."
5 p. m. — Playtime (WIBA): "Five Little Babies."

Farm Programs

11:30 a. m. — Farm Roundup (WIBA): Alice Davis, home agent, gives tips on preparing Thanksgiving dinner.
12:30 p. m. — Farm Program (WHA): "How to Make Better Use of Home Grown Lumber," Triple-A news.

Miscellaneous

9:30 a. m. — Betty Crocker (WLS): with Oscar Brand, folk singer.

10 a. m. — Homemakers (WHA): "Can You Carve a Turkey?"

11:45 a. m. — Sacred Heart (WFOV): "Crusade of Prayer."

1 p. m. — Second Mrs. Burton (WBBM): with Clara Bogar, Hungarian displaced person.

7 p. m. — This is Your Life (WIBA): Carlos Romulo, guest.

8:15 p. m. — Public Health (WFOV): "The Eyes Have It."

WFOV-FM

WEDNESDAY A.M.
8:00 Yawn Patrol
8:15 Ben Light
8:30 Herb Kasper
8:45 News Band
9:00 News
9:15 News
9:30 News
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7:45 News

TOO MUCH BULK

PORTLAND, Me., (UP)—Back in 1936 John Yarno decided to

THE LONG-SUFFERING MALE... by DICK MACKAY

NO, I DON'T LIKE THAT ONE EITHER, IT'S HEAD IS TOO SMALL.

WHAT'S SHE GONNA DO... EAT THE TURKEY OR FRAME IT?

SHE'S LOOKED AT MORE BIRDS THAN A BROOKING UMPIRE.

AFTER THIS ROUTINE, FRANKLL BE LOOKING FOR A HARVESTER CIGAR.

HARVESTER CIGAR 9¢

NOW ONLY 9¢

DON'T FORGET YOUR CHANGE!

7:57 Weather Report
8:00 Morning Melodies
8:20 Physical Universe
9:20 Nursery School of the Air
9:30 Young Experimenters
9:44 Job Bulletin Board
9:55 Weather Report
10:00 Homemakers Program
10:10 League of Women Voters
10:45 News and Views
11:50 History of the Far East
12:30 Noon Musicale P.M.
12:30 News
12:30 Farm Program
1:00 Chapter a Day
1:05 News in Musicland
1:57 Weather Report
2:00 Scandinavian Life
2:05 Music of the Masters
2:50 Radio Journal
4:15 Ocean Melodies
4:30 Red Feather Men
4:45 Music for You Want
5:15 Musical Varieties
5:45 News
6:00 Ocean Revue
6:30 Dinner Musicale
7:30 Chapter a Night
8:00 U.S. History
8:50 News
9:00 Concert
10:35 Night News (to 11)

DOUBLE-DUTY Works Where Most Colds Start

Don't delay! At the first warning sniffle or sneeze, put a few drops of Vicks Vapo-r-nol in each nostril. For use in time, Vapo-r-nol helps prevent many colds from developing. Relieves head cold distress fast. Try it! Follow directions in package.

VICKS VA-TRO-NOL

Bill Doudna's SPOTLIGHT Variety Show

TIP O' THE MORNING: Last week, Coach Ivan Williamson promised a surprise on his WIBA broadcast at 10:15 tonight. Here's what it will be: Williamson will choose all-opponent offensive and defensive teams.

Music, magic, and comedy will be offered 300 DeMolay members from all over the state, DeMolay guests, and the public in a variety show at 7:45 p. m. in the Masonic auditorium. The program will be a feature of the DeMolays' state convention.

Earl Sech, member of the DeMolay Legion of Honor, will be master of ceremonies.

The Zor Clowns, Zor Booster band, Zor Saxophone sextet, a trio of musical soloists, a magician, and a quizmaster will be in the cast.

Jack Hurlbut, with the assistance of Parr Evus, will do the magic act. Both are students at Stevens Point State Teachers college. Dick Doubleday will offer a satire on "People Are Funny," complete with prizes. John Vincent, master Conductor of Madison DeMolays, will assist him.

Soloists will be Irmie Wolff, soprano, a University of Wisconsin student; Larry Kelliher, pianist and organist, also a university student, and Gayle Grellie, marimbaphonist, who attends West high school.

Don Gay is chairman of the show.

FROM RADIO ROW: Meredith Willson's "Iowa Indian Song," sung by Bing Crosby with Fred Waring's Pennsylvanians, will be released by Decca records immediately after the holidays.

Hollywood ABC executives announce they are looking for at least five half-hour radio shows "but the format must be something new and different."

Writers from the Robert Still-

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SHINES ITSELF!

JUST APPLY LET DRY!

You'll get a bright sparkling "dress-up" shine in a jiffy. Scuff marks recolored too! Special Griffin carton serves as non-tip bottle holder.

Black - Brown
Tan - Oxblood

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IMPORTED **DE RUGLE** 1943 Vintage **4.95** LARGE 26-OZ.

IMPORTED **Grand Armagnac FRENCH BRANDY** **5.95** FIFTH 20 years old

FINE DOMESTIC **CHAMPAGNE** FIFTH **2.98** IMPORTED 5 YRS. OLD **BRANDY** FIFTH **4.25**

FINE CALIFORNIA BRANDY FIFTH **3.75**

Imported Puerto Rican RUM FIFTH **3.49**

YOUR CHOICE:

CALVERT Reserve **4.09** FIFTH
SCHENLEY Reserve
HUNTER'S
KING Black Label
SUNNY BROOK
SEAGRAM'S

BONDED WHISKEY **4.25** FIFTH
100 Proof—4 Yrs. Old
STRAIGHT BOURBON

4 Yr. Straight Bourbon Whiskey 86 Proof FIFTH **3.25**

POPULAR BRAND 86 Proof **BLENDED WHISKEY** FIFTH **2.95**

California Wines

Port Sherry Muscatel 20% Alcohol Gal. **2.39** Plus Bottle Deposit

BLACKBERRY WINE **3.75** Gal.

KOSHER WINE **1.00** Qt.
MALAGA GRAPE

FRESNO WINE **2.49** Gal.
SWEET—20% ALCOHOL
PORT, MUSCATEL, SHERRY

DRY SHERRY Gal. **3.25**

WHITE PORT Gal. **2.89**

IMPORTED **Vermouth** **1.89** Qt.
Dry or Sweet—30-oz.

VIRGINIA DARE **3.69** Gal.

GIN **3.45** FIFTH
Fleischmann

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CAN BEER Case 12 Cans 12-oz. **1.39**

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WIBA 6:30 p.m.

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BUCKENHEIMER

40% WHISKEY BLEND

86 PROOF
50% GRAIN NEUTRAL SPIRITS

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