

# Radio Program Schedules by the Clock

## FRIDAY

WIBA	WISC	WKOW	WIBU	WBBM	WENR-WLS	WGN	WMAQ
1310 m.	1400 m.	1470 m.	1240 m.	730 m.	890 m.	730 m.	670 m.
6:00 Sunrise 6:15 Musical 6:30 Musical 6:45 Musical	6:00 Top of the Morning 6:15 The Rev. Cedarholm 6:30 Top of the Morning 6:45 Top of the Morning	6:00 Chops 6:15 Four Times 6:30 Coffee 6:45 Coffee	6:00 Silent 6:15 Silent 6:30 Silent 6:45 Silent	6:00 Paul Gibson 6:15 Paul Gibson 6:30 Paul Gibson 6:45 Paul Gibson	6:00 Farm Bulletin 6:15 Farm Bulletin 6:30 Farm Bulletin 6:45 Farm Bulletin	6:00 Farm Hour 6:15 Farm Hour 6:30 Farm Hour 6:45 Farm Hour	6:00 News 6:15 News 6:30 News 6:45 News
7:00 News 7:15 News 7:30 News 7:45 News	7:00 Top of the Morning 7:15 Top of the Morning 7:30 Top of the Morning 7:45 Top of the Morning	7:00 Ray Carson 7:15 Ray Carson 7:30 Ray Carson 7:45 Ray Carson	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News
8:00 Musical 8:15 Musical 8:30 Musical 8:45 Musical	8:00 Breakfast 8:15 Breakfast 8:30 Breakfast 8:45 Breakfast	8:00 Coffee 8:15 Coffee 8:30 Coffee 8:45 Coffee	8:00 Prayer 8:15 Prayer 8:30 Prayer 8:45 Prayer	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News
9:00 News 9:15 News 9:30 News 9:45 News	9:00 My Time 9:15 My Time 9:30 My Time 9:45 My Time	9:00 Reverend 9:15 Reverend 9:30 Reverend 9:45 Reverend	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News
10:00 News 10:15 News 10:30 News 10:45 News	10:00 Shopper 10:15 Shopper 10:30 Shopper 10:45 Shopper	10:00 Behind the 10:15 Behind the 10:30 Behind the 10:45 Behind the	10:00 Women's 10:15 Women's 10:30 Women's 10:45 Women's	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News
11:00 News 11:15 News 11:30 News 11:45 News	11:00 House 11:15 House 11:30 House 11:45 House	11:00 Woman's 11:15 Woman's 11:30 Woman's 11:45 Woman's	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News
12:00 News 12:15 News 12:30 News 12:45 News	12:00 Bank 12:15 Bank 12:30 Bank 12:45 Bank	12:00 E. P. D. 12:15 E. P. D. 12:30 E. P. D. 12:45 E. P. D.	12:00 Music 12:15 Music 12:30 Music 12:45 Music	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News
1:00 News 1:15 News 1:30 News 1:45 News	1:00 Double 1:15 Double 1:30 Double 1:45 Double	1:00 Ladies 1:15 Ladies 1:30 Ladies 1:45 Ladies	1:00 Farm 1:15 Farm 1:30 Farm 1:45 Farm	1:00 News 1:15 News 1:30 News 1:45 News	1:00 News 1:15 News 1:30 News 1:45 News	1:00 News 1:15 News 1:30 News 1:45 News	1:00 News 1:15 News 1:30 News 1:45 News
2:00 News 2:15 News 2:30 News 2:45 News	2:00 Life 2:15 Life 2:30 Life 2:45 Life	2:00 Tall 2:15 Tall 2:30 Tall 2:45 Tall	2:00 Music 2:15 Music 2:30 Music 2:45 Music	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News
3:00 News 3:15 News 3:30 News 3:45 News	3:00 Backstage 3:15 Backstage 3:30 Backstage 3:45 Backstage	3:00 Gamin 3:15 Gamin 3:30 Gamin 3:45 Gamin	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News
4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News
5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News
6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News
7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News
8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News
9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News
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11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News
12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 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... 96.9 M.

### Today's Radio Highlights

**Special Events**  
7:30 p. m.—Style Show (WIBA): with Rouny Coughlin; Margaret Rupp Cooper, harpist; N. a. m. Bernch Stucki, soprano; Joanne Remus; DeAlton Neher.

**Music**  
10:30 p. m.—Don Sinaiko (WIBA): Buddy Brown, guest.  
10:45 p. m.—Concert Gems (WIBA): "Dance of the Russian Doll," "Children's Dance," "Pool of Narcissus," "Wooden Shoe Dance."

**Drama**  
8:30 p. m.—History and Myth on Stage (WHA): "Lady Precious Stream."

7 p. m.—The Goldbergs (WBBM): romance blossoms for Sammy... The Fat Man (WISC): fixed fighter unfixes fight.

7:30 p. m.—My Favorite Husband (WBBM): Liz advises George to dodge a duel... This Is Your FBI (WISC): unsavory pair double-crosses crooked Alaskan gambling house.

8 p. m.—Ozzie and Harriet (WISC): David and Ricky learn about virtues of compromise.

8:15 p. m.—Voice of the Army (WFOV): John Lund in "Too Late to Classify."

8:30 p. m.—The Sheriff (WENR): "The Case of the Wandering Meccasins," tale of Indians... Theater (WGN): Cornel Wilde in "Hideout."

9 p. m.—Screen Directors Playhouse (WIBA): James Stewart in "Call Northside 777."

9:30 p. m.—Hollywood Thea-

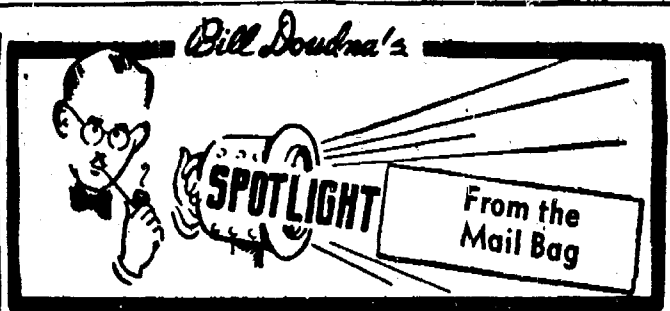
ter (WGN): Margo in "People Don't Talk Like That," story of bachelor novelist and his secretary.

**Sports**  
8 p. m.—Basketball (WKOW): Madison East vs. Kenosha.  
8:15 p. m.—Basketball (WFOV): Madison Central vs. Madison West.  
9 p. m.—Boxing (WISC): Jake LaMotta vs. Robert Villerman.  
9:30 p. m.—Bill Stern (WIBA): and Tony Martin.  
9:45 p. m.—Roundy (WIBA): sports forecast.

**Miscellaneous**  
9:15 a. m.—The Kelseys (WGN): Dr. Preston Bradley, guest.  
10 a. m.—Homemakers (WHA and WFOV): "Your Record Library," Mrs. Orilla Thompson; "Hospitality at Home," Gladys Stillman.  
11:45 a. m.—Sacred Heart (WFOV): "Longinus."  
12:30 p. m.—Farm Program (WHA): "Protect Your Herd's Health," Dr. J. T. Schwab; question box.

ident of National Assn. of Manufacturers.  
9:30 p. m.—Congress of American Industry (WKOW): Brig. Gen. Carlos P. Romulo.

**For Children**  
4:45 p. m.—Christmas Tree Grove (WISC): "Woody and the Animals."  
5 p. m.—Playtime (WIBA): "Tubby the Tuba."



**TIP OF THE MORNING:** One more football game is on WIBA's 1949 books. It's the Shamrock Charity bowl battle at Houston, Tex., on Dec. 17, between All-America conference champs and league all-stars.

This letter comes from Craig H. Wilson, director of publications of the United States National Student assn.: I found your "On the Record" column in the Dec. 4 State Journal very interesting.

Your appreciation for the analysis of pop music in Billboard is equal to mine. However, there are one or two items that should be noted:

Billboard's lists do not anticipate hit songs, because that would break down their validity as charts of actual pop music popularity.

They beat other lists only in that their listings are comprehensive enough to bring out the rise of new songs before other listings.

This could be seen if the Honor Roll of Hits were extended downward to the full extent of the statistics given. Although there would be relatively less accuracy, the first beginnings of hit songs could be seen.

"Rum and Coke" did—I believe—got on the Hit Parade for several weeks, although in no ratio to its actual popularity. I am checking on this and will find out for sure.

A better example would have been "Open the Door, Richard," which appeared on the Hit Parade once in seventh place. Whereas in Billboard, its curve took it to first place for two or three weeks. There, they had no excuse what-

**WHA and WHA-FM**  
910 kcs.—87.1 Meigs.  
FRIDAY  
A. M.  
7:30 Bandwagon  
7:45 Morning News  
7:57 Weather Report  
8:00 Morning Melodies  
8:30 Geography of Wisconsin  
9:00 Morning Melodies cont.  
9:30 Nursery School of the Air  
9:30 Rhythm and Chimes  
9:34 Jom Bulletin Board  
9:35 Weather Report  
10:00 Homemakers Program  
10:30 Piano Melodies  
10:45 News and Views  
11:00 History of the Far East  
11:50 Noon Musicals  
P. M.  
12:20 News  
12:30 Farm Program  
12:35 Chapter a Day  
1:30 Book Trails  
1:35 Morning Melodies  
2:00 Scandinavian Life  
2:30 Music of the Masters  
2:35 History and Writing—On Stage  
F. M. Only  
4:30 French Program  
4:45 Music You Want  
5:15 Musical Varieties  
5:45 News  
5:50 Grand Revue  
5:55 Dinner Musicale  
6:15 Chapter a Day  
6:00 Quartets of Mozart and Haydn  
6:50 PM Concert  
10:55 Night News (to 11)

**WFOV-FM**  
FRIDAY  
P. M.  
4:00 Yawn Patrol  
4:30 Clockwatchers  
5:00 Bee Light  
5:15 Herb Keith  
5:30 Dance Band  
5:35 Homemakers  
10:30 Morning Variety Show  
10:55 News  
11:00 Polka Time  
11:30 Marching Along  
11:45 Sacred Heart Program  
P. M.  
12:00 News  
12:05 Palmer House Ensemble  
12:30 Serenades  
12:45 Vic Damone  
1:00 News  
1:05 Viennese Waltzes  
1:15 Starter a Night  
1:30 Sam Brown  
1:45 Music America Loves  
1:55 News  
2:00 Modern Music Capers  
2:30 Matinee Dance  
2:45 Vic Damone  
3:00 Music Party  
3:30 Smooth Music  
3:50 News  
4:00 Juke Box Jamboree  
4:30 Henry Goodman  
4:55 News

5:00 Ken Griffin  
5:15 Kiddie Storytime  
5:30 Off the Record  
5:55 News  
6:00 Musical Menu  
7:00 News  
7:05 Request Show  
7:35 News  
8:05 Request Show  
8:15 Voice of the Army  
8:30 Package of New Records  
8:45 Twilight Time  
9:00 Tropical Gardens  
9:15 West vs. Central  
10:45 Shep Fields  
11:00 News  
11:05 Harry Roy  
11:15 Griff Williams  
11:30 Freddy Martin  
12:30 News  
12:35 Duke Ellington  
12:35 Al Moran  
12:35 Duke Ellington  
12:35 Gur Lombardo (to 1:30).



**Jonite**  
**6 LUCKY PEOPLE**  
**WILL BE AWARDED**  
**FILLED**  
**EAGLE STAMP**  
**BOOKS**  
"Listen For Your Name"  
**WIBA 6:30 p.m.**

**Badger Wine Shop Presents**  
**THE**  
**'Don Sinaiko Show'**  
Tonight and Every Friday Night  
**WIBA**  
(10:30 P.M.)

**SPECIAL GUEST STAR**  
**Buddie Brown**

By popular request, we are bringing back for your enjoyment... one of Madison's favorite singing stars. Be sure to tune in tonight!

Sponsored by: "The Party Store" with FREE party glassware

**DON SINAIKO'S Badger Liquor Shop**

Wonderful!  
Wonderful!  
that Wonderful Lager  
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**Prager**  
Best Beer in Town!

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Serving Sauk and Dane Counties

## Give the Gift the stars choose...



EZIO PINZA, great star of "South Pacific," says: "Schenley is the ideal holiday gift." TONY MARTIN, famous singing star, says: "There's no finer gift than Schenley." LLOYD NOLAN, noted screen star, says: "Schenley is my favorite for holiday entertaining."

**HERE IT IS! America's Finest—**  
**SCHENLEY**  
*It's Richer... It's Smoother... It's Mellow!*

ALL over America... men who know the best and want the best... choose Schenley for holiday giving and entertaining. For there is no finer whisky in any bottle. Schenley says, better than any words, "I want you to have the best."

For gift or guest... here's the best  
**FROM SCHENLEY THE HOUSE OF AGED WHISKIES**

**BEAUTIFUL GIFT CARTON AVAILABLE**  
Schenley Reserve, in its magnificent presentation, has the only gift carton, and the only luxurious gift.

**RARE BLENDED WHISKY 86 PROOF. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 95% STRAIGHT WHISKY. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N.Y.C.**

**Start like a Flash on Frosty Mornings!**

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**CITIES SERVICE**

**LOOK FOR THE STRIPED PUMPS AT THE GREEN AND WHITE STATION**