

# Radio Program Schedules by the Clock

## MONDAY

WIBA 1310 kc.	WISC 1480 kc.	WKOW 1870 kc.	WIBU 1240 kc.	WBBM 730 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00 • Sunrise 6:15 • Musical 6:30 • Clock	• Top of the Morning • The Rev. Cedarholm	Chore Time Chore Time	• Silent • Silent Roundup	Paul Gibson Paul Gibson News	Bulletin Board Devotions Your Lead News	Farm News Rise and Shine News	News Town and Country News
7:00 • News: Musical 7:15 • News 7:30 • News 7:45 • Musical Clock	• Top O' the Morning • The Rev. Cedarholm	Ray Carson News Office Club; News	• News Service • News: Weather • News: Farm	News Roundup News Listen to Clift	Dolph Hewitt Boo Atches Happy Hank News	Reville News; Record Reville Reville	Norman Boss Norman Boss; News
8:00 • Musical Clock 8:15 • Betty 8:30 • Eddy Arnold 8:45 • News	• Breakfast Club • Breakfast Club	• Coffee Club • Coffee Club	Prayer League • Musical • Musical: clock	News Gold Coast Pickup Time Shopping	Breakfast Club Breakfast Club	News Two Tom Baker Today's the Day	Your Neighbor Norman Boss News
9:00 • Welcome 9:15 • Travelers 9:30 • Prings for Two 9:45 • Dorothy Dix	• My True Story: News • Shoppers Special	Beverand Hour Bar it With Music	Reedsburg Hour Reedsburg Hour	Bing Crosby Arthur Godfrey Arthur (Godfrey)	My Story Betty Crocker Victor Lindlar	News The Essays Virginia Dale Answer Man	Welcome Travelers Marriage for Two Dorothy Dix
10:00 • Love and Learn 10:15 • Dave Garraway 10:30 • Jack Berch 10:45 • Lora Lawton	• Lady of the House • Quick As A Flash	Behind the Story Your Neighbor Her's Howard	Women's News • Organ Melodies Mid-Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Capt. Stubby Buccaners Helen Lent Scheen Club News	News The Bob Foolie Show Harold Turner	Love and Learn Doctor's Office Jack Berch Lora Lawton
11:00 • Linda's Love 11:15 • Thelma Post 11:30 • Roundup 11:45 • News	• Ladies Be Seated • To the Ladies • Bing Crosby	Woman's World While You Work Jackpot Quiz	News: Matinee Farm and Home Farm News	News: Matinee Farm and Home Our Own Sunday	Ladies Be Seated Helen Lent Our Own Sunday	Kate Smith This Club Temporarily News	Her's Norman Boss Her's Norman Boss
12:00 • News: Roundup 12:15 • Farm Service 12:30 • News 12:45 • March Time	• Bankhouse Talks • Blind News • News • March Time	R. F. D. 1070 Uncle Julius Swanson	Music: Markets • News: Markets • News: Markets Farm and Home	Music: Markets • News: Markets • News: Markets Farm and Home	Dinner • News: Markets • News: Markets L. Burlingham	Let's Have • News: Markets • News: Markets • News: Markets	News Elizabeth Hart Food Mastican
1:00 • Football 1:15 • Football 1:30 • Football 1:45 • Football	• Bob • Swanson • Football • Football	Football Football Football Football	Farm Service • News • Music Booth	Football Football Football Football	Traveler Orchestra Football Football	Ladies • News • News • News	Football Football Football Football
2:00 • Football 2:15 • Football 2:30 • Football 2:45 • Football	• Football • Football • Football • Football	Football Football Football Football	Prayer Band • Of the Air • Organ Music • Guest Star	Football Football Football Football	Football Football Football Football	Pine • News • News • News	Football Football Football Football
3:00 • Football 3:15 • Football 3:30 • Football 3:45 • Football	• Football • Football • Football • Football	Football Football Football Football	News • News • News • News	Football Football Football Football	Football Football Football Football	Radio Quiz • News • News • News	Football Football Football Football
4:00 • Calendar 4:15 • Music Magic 4:30 • Madison 4:45 • News	• Jerry Harper Show • Uncle Dick's ABC Club	Harmony House Harmony House	• Melody • Band Parade • Serenade	Football Football Football Football	Romance Story Spotlight Singing Story	Love a Mystery • News • News • News	A Girl Marries Lorenz Jones Wilder Brown
5:00 • Playtime 5:15 • News 5:30 • News 5:45 • Sports: News	• Challenge of the Yukon • Jack • Armstrong	To Be Announced Tom Mik; R. Johnson	Fiesta Time • News • News • News	Football Football Football Football	Challenge of the Yukon • News • News • News	Claco • News • News • News	News Days • News • News
6:00 • Light-Up Time 6:15 • News 6:30 • Your Name 6:45 • Tune for Today	• News: Fiesta • News: News • News: News • News: News	News Singing Up Harmony Hotel Fulton Lewis	• Sports Time • News • News • News	Football Football Football Football	News Paul Johnson Lone Ranger	News Number Please Gabriel Heatter Behind the Story	Jimmy Blade News of World H. V. Kaltenborn
7:00 • Gordon 7:15 • MacRae 7:30 • News 7:45 • Hour	• Share the Wealth; News • Henry J. • Case Closeups	Stratton • News • News • News	Serenade in • News • News • News	Inner • News • News • News	Share the • News • News • News	Straight • News • News • News	MacRae Concert Hour
8:00 • Great 8:15 • Artists 8:30 • Hand of 8:45 • America	• Basketball • Basketball • Basketball • Basketball	Basketball Basketball Basketball Basketball	Old Timers Jamboree • News • News	Radio • News • News • News	Kate Smith • News • News • News	Fulton Lewis • News • News • News	Great • News • News • News
9:00 • Monday 9:15 • Secret 9:30 • Dave 9:45 • Garraway	• Basketball • Basketball • Basketball • Basketball	Basketball Basketball Basketball Basketball	University Farm Hour • News: At • News: At	My Friend • News • News • News	Arthur Geath • News • News • News	Murder by • News • News • News	Dean Martin • News • News • News
10:00 • News 10:15 • News 10:30 • News 10:45 • News	• News • News • News • News	News • News • News • News	• At Your • At Your • At Your	• News • News • News	• News • News • News	• News • News • News	Light-Up Time • News • News • News
11:00 • News: 1310 11:15 • Club 11:30 • 1310 11:45 • Club: News	• News: The • News: The • News: The	The • News • News • News	• Silent • Silent • Silent	• Silent • Silent • Silent	• Silent • Silent • Silent	• Silent • Silent • Silent	• Silent • Silent • Silent

### WFOV-FM

104.9 Meas.  
MONDAY

8:00 Yawn Patrol  
8:30 Clock watchers  
9:00 Ben Light  
9:15 Herb Kern  
9:30 Dance Band  
10:00 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 On a Tropical Isle  
12:10 Film Favorites  
12:45 Bing Crosby  
1:00 News  
1:05 Paul Weston Orchestra  
1:15 Dusty Manuscripts  
1:30 Dinning Sisters  
1:45 Sweetheart Music  
2:00 News  
2:05 Modern Music Capers  
2:10 Matinee Dance  
2:55 News  
3:00 Music Party  
3:30 Smooth Music  
3:55 News  
4:00 Juke Box Jamboree  
4:30 Dick Jurgens  
4:55 News  
5:00 Ken Griffin  
5:15 Kiddie Storytime  
5:30 Off the Record  
5:45 News  
6:00 Musical Menu  
7:00 News  
7:05 Request Show  
8:00 News  
8:05 Request Show  
8:15 U. W. Band  
8:30 Package of New Records  
8:45 Twilight Time  
9:00 News  
9:05 Ted Weems  
9:30 Barclay Allen  
10:00 News  
10:05 Frankie Carle  
10:30 Kay Kyser  
10:55 News  
11:00 Eddy Howard  
11:30 Ruddy Moreno  
11:55 News

### WHA and WHA-FM

MONDAY  
870 KC.—88.7 Meas.

7:30 Band Wagon  
7:45 News  
7:57 Weather Report  
8:00 Morning Melodies  
9:30 Ranger Mac  
9:45 Job Bulletin Board  
9:55 Weather Report  
10:00 Homemakers Program  
10:30 Piano Melodies  
10:45 News and Views  
11:00 Special Program  
11:30 Noon Musicale  
P. M.

12:20 News  
12:30 Noon Musicale  
1:00 Chapter a Day  
1:30 N. American Neighbors  
1:57 Weather Report  
2:00 Short Story Time  
2:30 Organ Classics  
2:50 Music of the Masters

### Chanticleer

Sealed bids will be received at the office of Referee, Milton C. Riley, 15 W. Main St., Madison 3, Wisconsin, for the real estate and fixtures of the Club Chanticleer, located on Hwys 12 & 13 north of Middleton. Certified cashiers check for 10% of bid price must accompany bid. Closing time for bids is 10 A.M., January 16, 1950. Rights reserved for Referee to reject any or all bids.

Kenneth M. Orchard,  
Trustee for Bankrupt

### TODAY 1:30 P. M.

# SUGAR BOWL

CLASSIC

## OKLAHOMA

vs. L.S.U.

PLAY BY PLAY  
HARRY WISMER

A Gillette  
CAVALCADE OF SPORTS  
FEATURE

WISC-1480

### Divorce Suit Filed Twice Causes Plethora of Trouble

MILWAUKEE (U.P.)—The divorce suit filed by Mrs. Eysiechik, 19, Milwaukee, who filed two divorce suits against the

same husband. Her husband, Chester, 24, nearly went to jail for non-payment of support money in Chippewa county while he was paying her support money here.

They were married in 1945. In October, 1948, she sued for divorce here and won \$55 a month temporary support for herself and their child, Michael, 16 months.

Meanwhile she sued for divorce in Chippewa county and was granted a divorce last October and \$25 a week alimony.

When Eysiechik didn't pay alimony in Chippewa county, authorities came to arrest him. His former wife claimed she

### SOMETHING GAINED

ST. PAUL, Minn. (U.P.)—Burglars who raided the T. W. Basta bakery here were determined to get at least something. They removed a storm window, opened the inside window, and then found that a large refrigerator, still blocked their entrance. They made off with the storm window.

# University Co-op's Annual SPORTING GOODS CLEARANCE

SALE BEGINS TUESDAY—9:00 A. M.

ALL HUNTING CLOTHES  
Coats, Solid Red and Plaid Pants, Caps, etc. . . . . **1/2 PRICE**

LEATHER BOOTS—PACS  
Famous Chippewa Boots and Goodrich Pacs . . . . . **1/2 PRICE**

ONE GROUP CASTING RODS . . . . . **25% OFF**

ICE SKATES  
Finest Quality Canadian Flyers . . . . . **1/2 PRICE**

SKI CLOTHING  
Prices Slashed on Entire Stock! . . . . . **15% OFF**

SANDLER SKI BOOTS  
Save now! Skiing season is just starting . . . . . **25% OFF**

SPECIAL  
Famous Goodrich and Hodgman Waders. Were \$24.95 . . . . . **\$19.95**

These are only a few of the unusual savings you'll find during this final clearance of nationally famous sport needs.

## UNIVERSITY CO-OP

SPORTING GOODS DEPT. — DOWNSTAIRS  
702 STATE STREET

## Today's Radio Highlights

### Sports

11:30 a. m. — Tournament of Roses (WBBM): Description of the Tournament of Roses parade in Pasadena from three pickup points.

12:45 p. m. — "Gator Bowl" (WKOW): The universities of Maryland and Missouri play their grid classic at Jacksonville, Fla.; Al Helfer and Bob Wolff at the mike. . . . . Orange Bowl (WBBM): Mel Allen and Connie Desmond broadcast the Santa Clara-Kentucky football game from Miami, Fla.

1 p. m. — Cotton Bowl (WIBA): Bill Stern describes the North Carolina-Rice Institute game from Dallas, Tex.

1:30 p. m. — Sugar Bowl (WISC): The Louisiana State-Oklahoma game in New Orleans is described by Harry Wismer and Jim Britt.

4 p. m. — Rose Bowl (WBBM): California vs. Ohio State at Pasadena, Calif.; Red Barber and Carroll Hansen at the mike.

8 p. m. — Basketball (WKOW and WISC and FM-Station) "WHA, WIBA and WISC: Illinois vs. Wisconsin." . . . .

### Discussion

9:30 a. m. — Ranger Mac (WHA): "The Fight to Live."

10 a. m. — Homemakers Program (WHA): "January—A Month for Sales," Mrs. E. F. Westphal; "Your Memory Plays Tricks."

11:30 a. m. — Farm Roundup (WIBA): Roy Ormond, Oscar Mayer and Co. farm service director, "Meat and Meat Products that Consumers Will Get in 1950."

3:50 p. m. — Radio Journal (WHA): Rabbi Manfred Swarsensky, "Palestine Today" on the "Round-the-World" series.

9:20 p. m. — Congressional Preview (WKOW): The congressional pattern for 1950 predicted by Sens. Ralph Flanders (R-Vt.) and John

### RADIO REPAIRING

Richard Sig. 8 a. m.—9 p. m. 1146 Williamson

### AUTOMATIC THINKING

Headlines say that the New Year baby is only one day old and already he's had his share of misery with all the auto accident deaths. Let's help him by remembering that accidents are less often caused by loose wheels than by tight drivers.

### AUTOMATIC HEATING 506 University

CASEY HOPES that, after everybody gets through shopping at the big sale that Casey & O'Brien are advertising in the Household Goods column in the want-ads, the store won't be so empty that there is an echo and he will have to listen to O'Brien's wise sayings twice instead of once.

### 6A Hobbies

Old World  
FLOWER CART Kit  
This authentic OLD WORLD Flower Cart brings into your home a distinctive touch of European artistry.

HAS MANY USES  
Build it yourself — \$1.95  
CUSHMAN HOBBYLAND  
2626 University Ave. 7-2626  
HOBBY CONTEST closes Jan. 25, 1950

### FREE PARKING LOT

## MIDDLETON

JAMES CAGNEY  
"White Heat"  
Water Sports—Novelty

### Adults 25c incl. tax 1 till 2 p. m.

## EASTWOOD

free parking

BING Crosby  
Rings of Power  
Suicide Hardware  
A CONNECTICUT YANKEE  
2 BIG HITS

### POWELL'S on the RAMPAGE

DICK POWELL  
JANE GREER  
Station West

### WARNER BROS. CAPITOL

NOW  
DANNY KAYE  
"The Inspector General"  
from WARNER BROS.  
TECHNICOLOR

### WARNER BROS. MAJESTIC TODAY

A HAPPY NEW YEAR TO ALL  
Majestic Theater Staff

35c tax incl. 'til 2 p. m. Children 12c tax incl. ALL DAY

### JUDY GARLAND JOHNSON IN THE GOOD OLD SUMMER TIME

### BAD MEN OF TOMBSTONE

Sullivan Reynolds Crawford

### ORPHEUM NOW!

TODAY 55c TO 2 P. M.

THEY PAINT THE TOWN WITH JOYS & SONGS!  
M-G-M's BIG MUSICAL in color by TECHNICOLOR!

GENE KELLY  
FRANK SINATRA  
BETTY GARRETT  
ANN MILLER

### ON THE TOWN

### PARKWAY NOW!

TODAY 55c TO 2 P. M.

Retained RUSSELL ROBERT CUMMINGS  
Tell It To The Judge

### 2ND GRAND HIT!

JOHNNY WEISSMULLER  
AS JUNGLE JIM in  
"The Lost Tribe"

### MADISON NOW!

TODAY 55c TO 2 P. M.

FIRST SHOWING — 2 HIT FEATURES!  
SUSPENSE! LAUGHS!

James Mason Bennett  
The Reckless Moment  
CLOUTIER BOOKS

Robert Young - Hale  
AND BABY MAKES THREE

### STRAND NOW!

TODAY 35c TO 2 P. M.

FUN & MUSIC FOR ALL TO ENJOY!

Oh You Beautiful Doll  
HAYES-STEVENSON

MILTON BERLE  
Virginia Mayo  
ALWAYS LEAVE THEM LAUGHING

### EAGLE STAMP BOOKS

# 6 LUCKY PEOPLE

WILL BE AWARDED  
FILLED  
EAGLE STAMP BOOKS

"Listen For Your Name"

WIBA 1310  
WIBA-FM — 101.5 MC  
NBC NETWORK

### WISCONSIN-ILLINOIS BASKETBALL

# WIBA-FM

DIAL 101.5  
TONIGHT—8 P. M.

Sponsored by the  
FIORE COAL & OIL COMPANY

## Listen! Special New Year's Broadcast

MONDAY, JANUARY 2  
on Pure Oil News Time

H.V. Kaltenborn reviews  
"FIFTY FABULOUS YEARS 1900-1950"

THE PURE OIL COMPANY

### Coming - Saturday, Jan. 7, 1950

The University Players of Washington, D. C.  
present  
Walter Kerr's Modern Version of  
"Much Ado About Nothing"  
a comedy by William Shakespeare  
SAT., JAN. 7, 1950 --- 8 P. M. --- WEST HIGH

Sponsored by Madison Blackfriars' Guild

All Seats Reserved—Tickets \$1.00 tax included  
On Sale at Photo Copy Service  
FOR CHOICE SEATS—MAIL COUPON NOW!  
BLACKFRIARS' GUILD—211 W. Mifflin St.—Madison 3, Wis.

Please send me . . . . . tickets in Balcony . . . . .  
for which a check or money order in the amount of \$ . . . . .  
is enclosed with self addressed stamped envelope.

Signed \_\_\_\_\_

### WARNER BROS. MAJESTIC TODAY

A HAPPY NEW YEAR TO ALL  
Majestic Theater Staff

35c tax incl. 'til 2 p. m. Children 12c tax incl. ALL DAY

JUDY GARLAND JOHNSON IN THE GOOD OLD SUMMER TIME

BAD MEN OF TOMBSTONE  
Sullivan Reynolds Crawford

### ORPHEUM NOW!

TODAY 55c TO 2 P. M.

THEY PAINT THE TOWN WITH JOYS & SONGS!  
M-G-M's BIG MUSICAL in color by TECHNICOLOR!

GENE KELLY  
FRANK SINATRA  
BETTY GARRETT  
ANN MILLER

### ON THE TOWN

### PARKWAY NOW!

TODAY 55c TO 2 P. M.

Retained RUSSELL ROBERT CUMMINGS  
Tell It To The Judge

### 2ND GRAND HIT!

JOHNNY WEISSMULLER  
AS JUNGLE JIM in  
"The Lost Tribe"

### MADISON NOW!

TODAY 55c TO 2 P. M.

FIRST SHOWING — 2 HIT FEATURES!  
SUSPENSE! LAUGHS!

James Mason Bennett  
The Reckless Moment  
CLOUTIER BOOKS

Robert Young - Hale  
AND BABY MAKES THREE

### STRAND NOW!

TODAY 35c TO 2 P. M.

FUN & MUSIC FOR ALL TO ENJOY!

Oh You Beautiful Doll  
HAYES-STEVENSON

MILTON BERLE  
Virginia Mayo  
ALWAYS LEAVE THEM LAUGHING