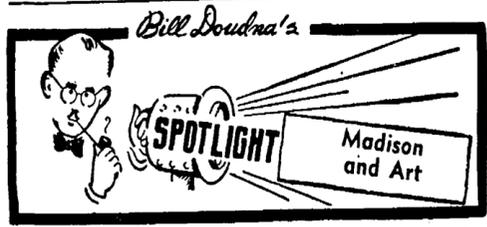


Radio Program Schedules by the Clock

MONDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1270 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00	Sunrise	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
6:15	Prole	The Rev. Cedarholm	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
6:30	Musical Clock	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
6:45	Musical Clock	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
7:00	News: Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
7:15	News: Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
7:30	News: Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
7:45	News: Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
8:00	Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
8:15	Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
8:30	Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
8:45	Musical	Top of the Morning	Chore Time	Silent Rural Roundup	Paul Gibson	Bulletin Board	Farm Hour	News Town and Farm
9:00	WELCOME TRAVELERS	My True Story	Reverend Epp	Readsburg Hour	Bing Crosby	My Story	The Kelsey's	Welcome Travelers
9:15	WELCOME TRAVELERS	My True Story	Reverend Epp	Readsburg Hour	Bing Crosby	My Story	The Kelsey's	Welcome Travelers
9:30	WELCOME TRAVELERS	My True Story	Reverend Epp	Readsburg Hour	Bing Crosby	My Story	The Kelsey's	Welcome Travelers
9:45	WELCOME TRAVELERS	My True Story	Reverend Epp	Readsburg Hour	Bing Crosby	My Story	The Kelsey's	Welcome Travelers
10:00	Love and Learn	Lady of the House	Behind the Story	Women's News	Arthur Godfrey	Capt. Stubby	News	Love and Learn
10:15	Love and Learn	Lady of the House	Behind the Story	Women's News	Arthur Godfrey	Capt. Stubby	News	Love and Learn
10:30	Love and Learn	Lady of the House	Behind the Story	Women's News	Arthur Godfrey	Capt. Stubby	News	Love and Learn
10:45	Love and Learn	Lady of the House	Behind the Story	Women's News	Arthur Godfrey	Capt. Stubby	News	Love and Learn
11:00	Linda's Love	Ladies Be Seated	Women's World	News: Matinee	Arthur Godfrey	Capt. Stubby	News	Here's Norman
11:15	Linda's Love	Ladies Be Seated	Women's World	News: Matinee	Arthur Godfrey	Capt. Stubby	News	Here's Norman
11:30	Linda's Love	Ladies Be Seated	Women's World	News: Matinee	Arthur Godfrey	Capt. Stubby	News	Here's Norman
11:45	Linda's Love	Ladies Be Seated	Women's World	News: Matinee	Arthur Godfrey	Capt. Stubby	News	Here's Norman
12:00	News Roundup	Baukhage Talks	Ten With Ten	Musical: Markets	Bing Crosby	My Story	News	News
12:15	News Roundup	Baukhage Talks	Ten With Ten	Musical: Markets	Bing Crosby	My Story	News	News
12:30	News Roundup	Baukhage Talks	Ten With Ten	Musical: Markets	Bing Crosby	My Story	News	News
12:45	News Roundup	Baukhage Talks	Ten With Ten	Musical: Markets	Bing Crosby	My Story	News	News
1:00	Double or Nothing	Bob Swanson	Ladies Fair	Farm Service	Bing Crosby	My Story	News	Double or Nothing
1:15	Double or Nothing	Bob Swanson	Ladies Fair	Farm Service	Bing Crosby	My Story	News	Double or Nothing
1:30	Double or Nothing	Bob Swanson	Ladies Fair	Farm Service	Bing Crosby	My Story	News	Double or Nothing
1:45	Double or Nothing	Bob Swanson	Ladies Fair	Farm Service	Bing Crosby	My Story	News	Double or Nothing
2:00	Life Beautiful	Pick a Date	Lucia Mortenson	Prayer: Band	Bing Crosby	My Story	News	Life Beautiful
2:15	Life Beautiful	Pick a Date	Lucia Mortenson	Prayer: Band	Bing Crosby	My Story	News	Life Beautiful
2:30	Life Beautiful	Pick a Date	Lucia Mortenson	Prayer: Band	Bing Crosby	My Story	News	Life Beautiful
2:45	Life Beautiful	Pick a Date	Lucia Mortenson	Prayer: Band	Bing Crosby	My Story	News	Life Beautiful
3:00	Backstage Wife	Jerry Harper	News: Gabriel Heatter	Hymn Time	Bing Crosby	My Story	News	Backstage Wife
3:15	Backstage Wife	Jerry Harper	News: Gabriel Heatter	Hymn Time	Bing Crosby	My Story	News	Backstage Wife
3:30	Backstage Wife	Jerry Harper	News: Gabriel Heatter	Hymn Time	Bing Crosby	My Story	News	Backstage Wife
3:45	Backstage Wife	Jerry Harper	News: Gabriel Heatter	Hymn Time	Bing Crosby	My Story	News	Backstage Wife
4:00	News: Madison	Jerry Harper	Harmony House	Melody Hour	Bing Crosby	My Story	News	News: Madison
4:15	News: Madison	Jerry Harper	Harmony House	Melody Hour	Bing Crosby	My Story	News	News: Madison
4:30	News: Madison	Jerry Harper	Harmony House	Melody Hour	Bing Crosby	My Story	News	News: Madison
4:45	News: Madison	Jerry Harper	Harmony House	Melody Hour	Bing Crosby	My Story	News	News: Madison
5:00	Playtime	Challenge of the Yukon	B-Bar-B Riders	Piesta Time	Bing Crosby	My Story	News	Playtime
5:15	Playtime	Challenge of the Yukon	B-Bar-B Riders	Piesta Time	Bing Crosby	My Story	News	Playtime
5:30	Playtime	Challenge of the Yukon	B-Bar-B Riders	Piesta Time	Bing Crosby	My Story	News	Playtime
5:45	Playtime	Challenge of the Yukon	B-Bar-B Riders	Piesta Time	Bing Crosby	My Story	News	Playtime
6:00	Light-Up Time	News: Fiesta	News: Sizing Up Sports	Sports Time	Bing Crosby	My Story	News	Light-Up Time
6:15	Light-Up Time	News: Fiesta	News: Sizing Up Sports	Sports Time	Bing Crosby	My Story	News	Light-Up Time
6:30	Light-Up Time	News: Fiesta	News: Sizing Up Sports	Sports Time	Bing Crosby	My Story	News	Light-Up Time
6:45	Light-Up Time	News: Fiesta	News: Sizing Up Sports	Sports Time	Bing Crosby	My Story	News	Light-Up Time
7:00	Gordon MacRae	Ethel and Albert	Straight Arrow	Serenade in Arrow	Bing Crosby	My Story	News	Gordon MacRae
7:15	Gordon MacRae	Ethel and Albert	Straight Arrow	Serenade in Arrow	Bing Crosby	My Story	News	Gordon MacRae
7:30	Gordon MacRae	Ethel and Albert	Straight Arrow	Serenade in Arrow	Bing Crosby	My Story	News	Gordon MacRae
7:45	Gordon MacRae	Ethel and Albert	Straight Arrow	Serenade in Arrow	Bing Crosby	My Story	News	Gordon MacRae
8:00	Great Artists	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Great Artists
8:15	Great Artists	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Great Artists
8:30	Great Artists	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Great Artists
8:45	Great Artists	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Great Artists
9:00	Monday Serenade	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Monday Serenade
9:15	Monday Serenade	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Monday Serenade
9:30	Monday Serenade	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Monday Serenade
9:45	Monday Serenade	Basketball	Basketball	Old Timers' Jamboree	Bing Crosby	My Story	News	Monday Serenade
10:00	News	Hinn News	News: Hinn News	At Your Request	Bing Crosby	My Story	News	News
10:15	News	Hinn News	News: Hinn News	At Your Request	Bing Crosby	My Story	News	News
10:30	News	Hinn News	News: Hinn News	At Your Request	Bing Crosby	My Story	News	News
10:45	News	Hinn News	News: Hinn News	At Your Request	Bing Crosby	My Story	News	News
11:00	News: 1310	News: The Ed	The Pat	Silent	Bing Crosby	My Story	News	News: 1310
11:15	News: 1310	News: The Ed	The Pat	Silent	Bing Crosby	My Story	News	News: 1310
11:30	News: 1310	News: The Ed	The Pat	Silent	Bing Crosby	My Story	News	News: 1310
11:45	News: 1310	News: The Ed	The Pat	Silent	Bing Crosby	My Story	News	News: 1310

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



TIP O' THE MORNING: Paul Winchell, ventriloquist, will be in Hildegarde's show at the Capitol theater. Another top-rank performer is being sought, too.

Announcement of the forthcoming Madison Artists' exhibition again points up the city's need for an adequate gallery for displaying works done here and, occasionally, outstanding paintings and sculptures owned by Madison individuals and institutions.

Thankful for the facilities gladly loaned by the Madison Free Library, the art association nevertheless would be much happier with a gallery which could handle a far greater number of works and in which they could be displayed more favorably—particularly in reference to lighting.

Eventually we may have a city auditorium which would include a gallery. But we've been talking about that for years, and it still seems to be a long way from a reality.

Meanwhile, what's to be done? Maybe somebody will decide that the problem should be met head-on, and immediately. Maybe a group now existing, or to be organized, could buy, build, rent, beg, or borrow a building which could be remodeled at reasonably low cost into an adequate gallery.

Maybe a city of 100,000 or so isn't big enough for this. But I think that maybe it is.

AT CENTRAL HIGH: The tradition of having winter concerts began at Central high school Mar. 3, 1911. The Madison Mirror (Central's student newspaper) tells us:

"The choir had just been organized." Nina Melcher wrote in the Mirror last week, "and the choir had been in existence for several years; however, it was not until almost 10 years later, in 1920, that the first Central band joined the orchestra and choir in presenting the annual event."

WISCONSIN-MINNESOTA BASKETBALL WIBA-FM
DIAL 101.5
TONIGHT --- 8:00 P.M.
Sponsored by the **FIORÉ COAL & OIL COMPANY**

Today's Radio Highlights

Basketball

8 p. m.—Wisconsin vs. Minnesota (WIBA-FM, WMAQ, WISC-FM, WKOW).

Music

10:45 a. m.—Doris Day (WIBA) and Modernaires; "Say Something Nice About Me," "Thoughtless," "My Gal Sal."

6 p. m.—Light Up Time (WIBA)

7 p. m.—Frank Sinatra, Dorothy Kirsten; "Embraceable You," "Always," "Wrap Your Troubles in Me," "I Must Have Done Something Wonderful."

7 p. m.—Gordon MacRae (WIBA); with Victor Moore and Lucille Norman in "Louisiana Purchase."

7:30 p. m.—Concert Hour (WIBA); Helen Traubel, Howard Barlow's orchestra; "Sicilian Tarantella," "Vienna, City of My Dreams," Cole Porter medley, "I Love Thee," "The Bee," "Deep River," Mendelssohn's "Wedding March," "Thou Art the Spring."

Talent Scouts (WBBM); New York baritone, Cuban soprano, "pop" singer.

8 p. m.—Great Artists (WIBA); Ferruccio Tagliavini, Donald Voorhees' orchestra; "Stay Well," Massenet's "Elegie," "Molly on the Shore," "Rondino al Nido," "Marche Slave," "Marche Slave."

8:30 p. m.—Band of America (WIBA); "Trombones Triumphant," "Grand March" from "Aida," "Listen to the Mocking Bird," "Orpheus" overture.

9 p. m.—Monday Serenade (WIBA); "One Kiss," "Sunny Side Up," "Just a Wearyin' for You," "Brazil," "Hora Staccato," "Moonbeams."

10:15 p. m. Music for Tonight

(WIBA): Michael Douglas, Sky-larks, Bachelors; "Who Do You Know in Heaven?," "Deep Purple," "Just One Way to Say I Love You."

10:30 p. m.—Dress Rehearsal (WIBA); Boston Symphony orchestra; Olin Downes, commentator.

Drama

10:45 a. m.—David Harum (WMAQ); begins 14th radio year.

7 p. m.—Ethel and Albert (WBBM); Peg Lynch and Alan Buncie return to the air with half-hour on cease-show.

Inner Sanctum (WBBM); Barbara Weeks as bride who learns her husband is a murder suspect.

8 p. m.—Radio Theater (WBBM); Clifford Webb in "Mr. Belvedere Goes to College," with Robert Stack and Coleen Gray.

8:30 p. m.—Crime Fighters (WGN); how loan-shark rackets operate in foreign colonies.

9 p. m.—Murder by Experts (WGN); schemer weds for money, but his wife is a step ahead of him.

Discussion

3:50 p. m.—Radio Journal (WHA); Dr. Charles Morley on "Life in Russia."

11:15 p. m.—Gen. George C. Marshall (WBBM); "One Vet Talks to Another on Current State of World Affairs."

For Children

5 p. m.—Playtime (WIBA); "Buck, the Market Horse."

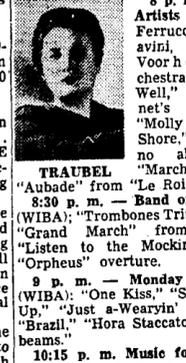
5:15 p. m.—Kiddle Storytime (WFO); Aunt Marian tells about "The Gingerbread Man."

Miscellaneous

10 a. m.—Homemakers (WHA); "In the Mail Bag," Edith Bangham; "Questions About Your Baby," Dr. W. A. Tanner.

12:15 p. m.—Elizabeth Hart (WMAQ); and Martial Singher, French opera star.

12:30 p. m.—Farm Program (WHA); "What's New in Dairying," Nat Allen and V. R. Smith; "Lamb Saving Suggestions," A. L. Pope.



TRAUBEL: "Aubade" from "Le Roi d'Ys."



FRANK EDWARDS: "Trombones Triumphant," "Grand March" from "Aida," "Listen to the Mocking Bird," "Orpheus" overture.

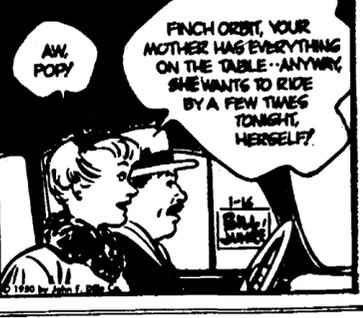
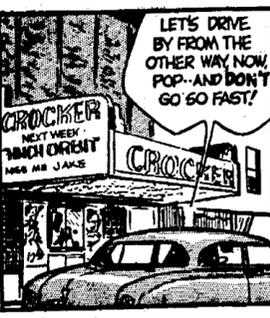
BASKETBALL TONIGHT!
WISC
AM—1480 kc.
FM—98.9 mgs.
MINNESOTA & WISCONSIN
ART LENTZ — 8 P.M.
Courtesy **Flore Coal & Oil Co.**

NEW on the Air!
NEWS That's Fair!
Listen to **Frank Edwards**
TONIGHT
9 P.M. - WKOW
Sponsored by **AMERICAN FEDERATION OF LABOR**

EAGLE STAMP

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

The Orbits



WFOV-FM 104.9 Mezs.
Monday A. M.
8:00 Yawn Patrol
8:30 Clockwatchers
9:00 Ben Light
9:15 Herb Kertzer
9:30 Dance Band
10:00 Homemakers
10:30 Morning Variety Show
10:55 News Time
11:00 Polk
11:30 Marching Along
11:45 Sacred Heart Program
P. M.
12:00 News
12:05 On a Tropical Isle
12:30 Film Favorites
12:45 Bing Crosby
1:00 News
1:05 Paul Weston Orchestra
1:15 Test
1:30 Dusty Manuscripts
1:35 Dining Sisters
1:45 Sweetheart Music
1:55 News
2:00 Modern Dance Capers
2:30 Matinee Dance
2:55 News
3:00 Music Party
3:30 Smooth Music
3:55 News
4:00 Juke Box Jamboree
4:30 Dick Jurgens
4:55 News
5:00 Music Party
5:15 Kiddle Storytime
5:30 Off the Record
5:55 News
6:00 Musical Menu
6:30 News
6:55 Request Show
7:00 News
7:15 University of Wisconsin Band
7:30 Sweets of New Records
7:45 Twilight Time
8:35 News
8:45 Ted Weems
9:00 Barclay Allen
10:00 News
10:30 Kay Kayser
10:55 News
11:00 Eddy Howard
11:30 Buddy Moreno (to 12:30)
12:00 Benny Goodman (to 12:30)

WHA and WHA-FM 910 Kc.—87.7 Mezs.
MONDAY A. M.
7:30 Band Wagon
7:45 Morning News
8:00 Weather Report
8:30 Morning Melodies
8:45 Piano Melodies
9:00 Physical Culture
9:30 Ranger Mac
9:45 Job Bulletin Board
9:54 Weather Report
10:00 Homemakers Program
10:30 Piano Melodies
10:45 News and Views
11:00 History of Far East
11:30 Noon Musicale
P. M.
12:20 News Program
1:00 Chapter a Day
1:30 North American Neighbors
1:56 Weather Report
2:00 Beginning Spanish
2:30 Organ Recital
2:50 Music of the Masters
3:50 Radio Journal
4:15 Indian Parrot
4:30 London Column

ELSIE VERSE
by Elsie, the Borden Cow
We think you'll love this yummy dish
This walnut ice cream dream.

ASK FOR Borden's
Black Walnut Ice Cream
Feature Flavor for January
Borden's ICE CREAM

CLARKS FACTORY STORE
SAYS WHY
buy a 1949 suit?
INSTEAD,
own one of these
new 1950 Spring
Clarks Suits
OF 100% PURE WOOL WORSTED
FACTORY STORE PRICED
\$36.50
FACTORY STORE PRICED
The Most-Talked-About Clothes in Southern Wisconsin
ALSO SEE OUR EXECUTIVE SUITS \$39.50
ENJOY the pleasure of wearing a bright, colorful Spring pattern...
BE PROUD of your appearance in these flattering new 1950 models...
SUPERB new Spring pure wool worsteds in exactly the right weights...
QUALITY like this is your very best assurance of genuine value...
TRY ON these new Clarks Clothes, and see how well they fit... how very smart they look on you!

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