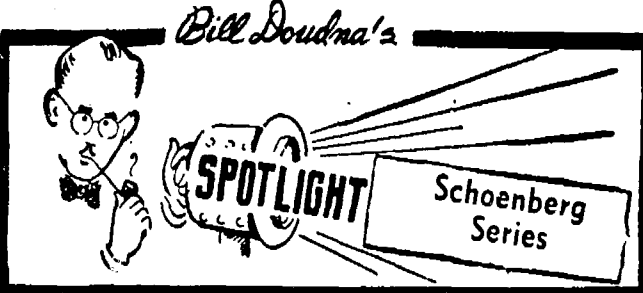


Radio Program Schedules by the Clock

TUESDAY

6:00 Sunrise 6:15 Front 6:30 Musical 6:45 Clock	7:00 News Musical 7:15 Clock 7:30 Journal News 7:45 Musical Clock	8:00 News 8:15 Musical 8:30 Musical 8:45 News	9:00 Welcome 9:15 Travelers 9:30 Marriage for Two 9:45 Dorothy Dix	10:00 Love and Learn 10:15 Jack Garroway 10:30 Music for Today	11:00 Linda's 1st Love 11:15 Tradline Post 11:30 Farm 11:45 Roundup	12:00 News Roundup 12:15 Farm News 12:30 News 12:45 March Time	1:00 Double or Nothing 1:15 Calendar 1:30 Music in Music 1:45 Calendar	2:00 Life Beautiful 2:15 Road of Life 2:30 Pepper Young 2:45 It's to Happiness	3:00 Backstage Wife 3:15 Stella Dallas 3:30 Lorenzo Jones 3:45 Wilder Brown	4:00 News 4:15 Madison 4:30 Madison 4:45 Hour	5:00 News 5:15 News 5:30 News 5:45 News	6:00 Light-Up Time 6:15 News of World 6:30 News 6:45 News	7:00 Cavalcade 7:15 America 7:30 Baby Snooks 7:45 Snooks	8:00 Hon 8:15 Fibber McGee 8:30 Fibber McGee 8:45 Molly	9:00 Ric 9:15 Town 9:30 People Are Funny 9:45 People Are Funny	10:00 News 10:15 News 10:30 News 10:45 News	11:00 News 11:15 Club 11:30 Club 11:45 Club
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Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISCF-FM 98.9 M.



One of Arnold Schoenberg's earlier works, comparatively easy to listen to, opened the University of Wisconsin's Schoenberg series at Music Hall Monday night. It was the "First String Quartet," admirably performed by the Pro Arte quartet.

Rudolf Kolisch, first violinist of the quartet who is the composer's brother-in-law and an authority on Schoenberg's music, introduced the series with a paper on its history and theory, then advised his audience to forget it and listen "unrestrainedly."

It was good advice, for one could get much from the quartet simply by lending oneself wholeheartedly to it, taking each emotional or intellectual thought as it appeared.

In this, Schoenberg had not broken completely with conventional music, nor had he created effect for effect's own sake, as some of the so-called "modernists" have done. Nevertheless, there were almost stunning effects in the music, along with tenuous passages, exciting buildups, and phrases of haunting and spiritual beauty.

Significantly, perhaps, there were interesting interplays among the instruments, echoing phrases, catchy rhythms.

The program also included Schoenberg's two-piano arrange-

Menjou, who is playing the lead in "The Kid Himself."

Mary Anderson, of the better actresses, goes into "The Last of the Buccaneers," not to be confused with "Sons of the Musketeers." Mary will also be going to see a preacher with ace comedian Leon Shamroy, soon, we'll betcha.

WFOV (FM)
JAN. 21, 1950
TUESDAY

8:00 Yawn Patrol
8:10 Clockwork
8:20 Ben Light
8:30 Herb Kaye
8:40 Duke's Radio
9:00 Home Makers
9:10 Musical Variety Show
9:20 Musical Variety Show
9:30 News
9:40 Duke's Radio
9:50 Duke's Radio
10:00 Duke's Radio
10:10 Duke's Radio
10:20 Duke's Radio
10:30 Duke's Radio
10:40 Duke's Radio
10:50 Duke's Radio
11:00 Duke's Radio
11:10 Duke's Radio
11:20 Duke's Radio
11:30 Duke's Radio
11:40 Duke's Radio
11:50 Duke's Radio
12:00 Duke's Radio

FOX HEAD

"400"
BEER

Brewed with Wisconsin Water

MIDDLETON

JEANNE MARIN
Wm. F. Morrison
"PINKY"

Parkway, Thurs., Mar. 2

2 SHOWS - 6:30 - 9 P.M.

AMERICA'S GREATEST ENTERTAINMENT

IN PERSON... AMERICA'S STAR
HORACE HEIDT

RAUL SIGNAID - THE PEPPIETTES
PURCE SNOW - SHEPPARD BROS.
MAY JAY - AL BIRBY
30 ACTS - NEW SONGS - NEW IDEAS
60 PHILIP MORRIS STARS
In a Brand New... Hour Show
HURRY! HURRY!
GOOD SEATS AVAILABLE
1:40 - \$3.00 - \$5.00

GABLE'S COMING TO TOWN

"LET'S GIVE HIM THE 'KEY TO THE CITY'"

LORETTA AND CLARK! THEY REALLY SPARK!

M-G-M presents CLARK GABLE & LORETTA YOUNG "KEY TO THE CITY"

ORPHEUM THEATRE, Starting March 1st.

Today's Radio Highlights

Special Events
10:30 p. m.—Brotherhood Week (WIBA, WKOW, WFOV); talks by Gov. Rennebohm, Justice Timothy Brown, Mrs. Rebecca Barton, R. W. Bardwell, Prof. Harold Graves; choral reading of "They Didn't Ask," sixth grade pupils of Longfellow school; "The Lord's Prayer," sung by Calvin Harris; Madison Civic Symphony orchestra.

Documentary
8:30 p. m.—"The Quiet Answer" (WBMM); Brotherhood Week program with Fahey Flynn, Dave Moore, Skee Wolff, others.

Discussion
8 p. m.—Town Meeting (WISC); "Do Our Movies Speak Abroad for America?"; Eric A. Johnston, Norman Cousins.

For Children
5 p. m.—Playtime (WIBA); "Signposts."

Farm Programs
11:30 a. m.—Farm Roundup (WIBA); highlights of American Dairy assn. meeting; E. W. Gaumnitz, Russell Fifer, R. H. North.

Music
10:45 a. m.—Music for Today (WIBA); Doris Day, Bing Crosby; "Sweet Georgia Brown," "It's Magic," "Bluebird on Your Wings," "I'll Be Home for Christmas."
6:30 p. m.—Hymns of the World (WIBA); "Angels from the Realms of Glory," "By Cool Sileam's Shady Hill," "Jesus, Lover of My Soul."
9:30 p. m.—Northerners (WGN); Norman Ross becomes host; "Donkey Serenade," "I Ain't Necessarily So," automobile medley.

B. F. Castle, F. E. Rice, Lyman D. McKee, other leaders of dairy industry.

12:15 p. m.—Farm Services (WIBA); "Save Pigs for More Lean Pork, Less Lard," Robert Overton, Iowa department of agriculture; Wilbur Plager, Iowa Swine Producers assn.; Roy B. Ormond, Madison.

12:30 p. m.—Farm Program (WHA); "The Business Side of Farming," P. E. McNall; "What Potato Varieties This Year," J. G. Milward.

Miscellaneous
10 a. m.—Homemakers (WHA and WFOV); "Cherries, Cherries, February Meals," Gail Lee.

THE FIFTH ANNUAL WISCONSIN BREWERS' BARLEY CONTEST

\$380.00 in CASH prizes

THIS IS THE MALTING BARLEY CONTEST FOR 1950

EVERY CONTESTANT GETS a case of Choice Wisconsin BEER FREE

To each contestant, win, lose or draw, who enters the contest, who meets the rules and submits a bushel sample of malting barley at the County Contest.

5 ELIGIBLE VARIETIES: Moore; Wisconsin 38; Oderbrucker; Kindred (L); OAC 21 (Arctic);

5 ACRES REQUIRED!

Each contestant shall certify that his field is 5 acres OR MORE of one of the eligible varieties of Malting Barley.

Don't Delay! See your COUNTY AGENT TODAY for FREE FOLDER, planting information, contest rules, seed sources, entry blanks!

MAIL ENTRIES BEFORE MAY 15, 1950, TD!

WISCONSIN STATE BREWERS ASSOCIATION
3301 Majestic Building, Milwaukee 3, Wis.

FREE TUBE CHECK-UP

Poor Reception? Let us repair your radio, expertly, economically. All makes of radios and TV sets repaired.

ZENITH HOME APPLIANCE
Your Friendly Store
604 University Ave. 6-8151

Listen to "DOCTOR'S ORDERS"

True to life dramas of health and disease—with authentic medical facts.

at a NEW time...
9:45 TONIGHT
and EVERY Tuesday night

WKOW
1070 ON YOUR DIAL
Sponsored by **Bergmann's**

WHA-FM
910 Kc.—88.1 MESS. TUESDAY A. M.
7:30 Bandwagon
7:45 Morning News

PARTY GLASSWARE FREE! when ingredients are purchased at

BADGER LIQUOR SHOP
Call 5-7543

\$1,000 IN... STATE PRIZES

Grand Champion\$300
Reserve Champion 200
Third Prize 100
Eight (8) Merit Awards of \$50 each.... 400

\$2,800 IN 252 COUNTY PRIZES \$100 FOR EACH COUNTY

Three (3) Grand Awards.....\$20 each
Two (2) Reserve Awards..... 10 each
Four (4) Merit Awards..... 5 each

Enter Now...

Still time left to enter Meuer's amateur photo contest. Contest closes 5:30 p. m. February 22. Pick up or write for your entry blank today at...

Meuer Photoart House
Wm. J. Meuer
411 State St. 6-1919
"Tops in Photography"

COLOR FANS

See our complete line of TDC Vivid Slide Projectors

\$29.75 and up

CAMPUS CAMERA
"Finer Foto Finishing"
810 University Ave. 6-7816

ERSTWOOD true parking

LAST! 2 GRAND SHOWS DAY!

CHALLENGE TO LASSIE

AND A COMEDY SENSATION by Leo McCarey who gave you "Going My Way"

GARY COOPER "GOOD SAM"

MAJESTIC TODAY THRU THURSDAY

(MADISON DAILY) (Show Starts 1:00 P.M.) (Adults 20c, tax incl. 10c to 12c)

Nobody is As Good As Betty Hutton When She's Bad!

Beyond the Forest BELLE DAVIS • JOSEPH COTTEN

2 BIG HITS

Everybody DOES IT PAUL DOUGLAS • DARNELL HOLM

THE ACADEMY AWARD WINNER!
BEST PICTURE OF THE YEAR!
BEST ACTOR OF THE YEAR!

Laurence Olivier PRESENTS Hamlet

by WILLIAM SHAKESPEARE
A Universal-International Release
A J. ARTHUR RANK ENTERPRISE

STARTING TOMORROW THRU SATURDAY

No Reserved Seats
CONTINUOUS DAILY FEATURES AT 1:10 3:55 6:35 9:25
ADMISSION: Matinees to 6 P.M., 90c; Evenings \$1.20 inc. tax

PARKWAY

CAPITOL STARTS TODAY

Adventure and Romance
CALL YOU TO MALAYA!

It's the spot that's so hot it sizzles with excitement!

WHAT A CAST FOR THRILLS!
SPENCER TRACY · JAMES STEWART
"THE SMOGGLER" "THE ADVENTURER"
VALENTINA CORTESA · SYDNEY GREENSTREET
"THE HALF-CASTE" "THE BUTCHMAN"
JOHN HODIAK · LIONEL BARRYMORE
"THE GOVERNMENT MAN" "THE BIG SHOT"

M-G-M's **"MALAYA"**

ORPHEUM - NOW -

"THE MOST EXCITING FILM TO COME OUT OF HOLLYWOOD THIS YEAR."

ALL THE KING'S MEN

DISNEY'S "FERDINAND THE BULL"

PARKWAY LAST DAY

The Four-Award Thriller!

The Fallen Idol

With RICHARDSON and MURRAY

MADISON - NOW -

FIRST SHOWINGS! ROMANCE! SUSPENSE!

MASON LOCKWOOD

A PLACE OF ONE'S OWN

HAPPIEST HIT IN MONTHS!

SPRING PARK LANE Anna NEAGLE Michael WILKING

STRAND LAST DAY

TYRONE POWER "PRINCE OF FOXES" ROBERT MITCHEM "HOLIDAY AFFAIR" TOMORROW

Uproarious!

BOB HOPE "The Great Lover"

with Blanche Bowers, Richard Coogan, Richard Long

EPIC FRONTIER DRAMA!

John Wayne "SHE WORE A YELLOW RIBBON" with Joanne Dru · John Agar