





Madison

# Radio Program Schedules by the Clock

MONDAY								
	WIBA	WISC	WKOW 1879 kg.	W/IBU 1240 kg.	WBBM 780 kc.	WENR-WLS	WGN 724 kg.	WMAQ 510 kg.
6:15 6:30 6:55	Bunrise Froito Musical Clock	Top o the Morning Moments on the Mount	Uncle Julius Farm World Farm Program: Mkts	Silent Silent Rural Roundup	Paul Gibson News; Paul Gibson; News	Farm Bulletins Devotions Red Blanchard News	Farm Hour On the Farm News	Philip Hayes Town and Farm News
1:00 1:15 1:30 7:45	News; Musical Clock News Eddy Arpoid	Top O'Morning Hinn: News Top o' Morning Pauline Fred'k	News Coffee	News: Farm Service News: Weather Farm News	News Roundup News Bing Sings Jim Conway	Capt. Shubby Bob Atcher Dolph Hewitt	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: News
8:00 8:15 8:30 45	Musical Clock Musical Clock News	Brenkfast Club Brenkfast Club	Coffee Club News; Coffee Club; Marrkets	Musical Clock Prayer League * Musical Clock	News Patrick O'Riley Gold Coast Shopping	Breakfast Olub Breakfast Club	News Cliff Johnson Family Westerners	Your Neighbor Norman Ross News
9:00 9:15 9:30 9:45	Welcome Travclers Gilbert Gallery	My True Story: Betty Crocker News	Reverend Epp Arthur Godfrey	Rews: Ploneers Freddy Martin Reedsburg Hout Shopping Quis	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	My Story My Story Betty Crocker Victor Lindlahr	Mery Margaret McBride	Welcome Travelers Double or Nothing
19:00 10:15 10:30 10:45	Break the Bank Jack Herch Trading Post	Lady of the House Shoppers Special	Arthur Godfrey Music Talks Here's Howard	Women's News  U. S. Navy  Mid-Morning  Matines	Arthur Godfrey Arthur Godfrey Grand Slam Rosemary	Capt Stubby Buccaneers Kitchen Club News	M. M. McBride Answer Man Two-Ton Baker	Break the Bank Jack Berch David Harum
11:08 11:15 11:30 11:45	Share the Wealth Dave Garroway Farm Roundup Ranch Hands	Tello Test Bing Crosby	News of America Console Reflections lackpot Quiz	News Matines Headlines Farm and Home Farm Front	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Luncheon Club: News Farm World Today	Kate Smith Virginia Gale Tello-Test News	Norman Ross Dave Garrowsy Philip Hayes Love and Learn
17:00 12:15 12:30 1::45	News; Roundur Farm Service News March Time	* Man on Streat * Hinn: News * Bob Swanson	Uncle Julius Naws Mkts.: Parmyard Frolics	Music: Markets News News: Markets Parm and Home	Big Sister Ma Perkins News Guiding Light	Dinner Bell News L. Burlingham	Cedric Foster June Davis Market Report News	News; N. Ross Food Magician Here's Norman Ross
1:00 1:15 1:30 1:45	Double or Nothing Love and Learn Magic in Music	* B. Ethun; Bob Swanson * Bob Swanson	Music of the Day Music Please C. Cavallero	Si Haye and Daughter Music Booth	2nd Mrs. Burton Perry Mason Nora Drake Brighter Day	Dolph Hewitt School Time John B. Kennedy Walter Kiernan	Ladies Fair Queen for Day	Double or Nothing Live Like a Millionaire
2:00 2:15 2:30 2:45	Life Beautiful Road of Life Pepper Young Right to Hap ness	* Dolly Madison * Say It with Music	Lucila Mortenson Houseparty and Cedric Adams	Music Booth Organ Music Guest Star	None f'm Nowher Hilton House House Party	e Quick As a Flash' Hannibal Cobb Talk Pack	Tune Test Name the Song	Life Beautiful Road of Life Pepper Toung Right to Hap'ne
3:00 3:15 3:30 3:45	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	Carson Gully Phil Reed Ladies Fair	News Easy Listening Treasury Band- stand: News	Chapel in the Skr • Melody Hour	Strike It Rich News Double Quis	Nancy Original Art Baker Martha and Helen	Tello-Test Share the Wealth Consumer's Panel	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown
4:00 4:15 4:30 4:45	News: Madison Hour Just Plain Bill Front P. Farrell	Queen for a Day Uncle Dick's Club; Falstaff	Mary Carey's Showcase Harmony House	* Melody Hour * Band Parade * Serenade	Paul Gibson Paul Gibson Gold Coast	The Bob Atcher Show News Beugh Karney	To Be Ann'd darshall Kent inclight Singing Story	A Giri Marries Portia Faces Lin Just Plain Bill Front P Farrell
5:00 5:15 5:30 5:45	* Playtime * Flesta Time * News * Boorts: News	* Mark Trail * Challenge of the Yukon	News You and You Asked For It	Flesta Time • University Special • Univ. Special	News News Curt Masser Lowell Thomas	Waitin' for Wakely Space Patrol	Cisco Kid Challenge of the Yukon	News Melody Magazine News
6:00 13 6:30 6:43	* Hymns * Music; News * News of World 1 Man's Family	News: Flests Elmer Davis Lone Ranger	News Chicagoans Chicagoans Edw. R. Murrow	* Sports Time Madison Housing News Sing Sings	Boulah Jack Smith Club 15 Edw. R. Mutrow	News Edwin O. Hill Lone Ranges	Melody Five News Cabriel Heatter Fulton Lewis Jr.	Serves You Righ 6:15 Special News of World 1 Man's Family
7:00 7:15 7:30 7:45	Gordon MacRao Concert Bour	Inner Sanctum Henry , Taylor Banking Inst.	David Rose Lynn Murray	Serenade Farm-Front Old Timers Jambores	Hollywood Star Playhouse Talent Scouts	Inner Sanctum Henry   Carlor Sen. Boott Lucas	Rudy Valles Crime Fighters; News	Gordon MacRae Concert Hour
8:00 8:15 £:30 9:45	• Great Artists • Band of Americs	Murder by Experts Cabrillo Days	Morton Gould Echoes of the Gay Ninetics	Old Timers Jambores Old Timers Jambores	Radio Theater Radio Theater	J. Robinson Guest Star Cabrillo Days	Murder by Experts War Front, Home Front	Great Artists Band of America
9:00 9:15 9:30 9:45	Night Beat Monday Serenade	Crime Fighters; News War Front, Home Front	Nat Brandwynne All Star Dance	* University Farm Hour * News: At Your Request	My Friend Irms Bob Hawk	Your Business Robert Nathan Pleasure Parade It's Show Time	Hall of Fantasy Box 13 Box 13	Night Beat Top Secret
10:00 10:15 10:30	• News • National Guard • Concert Master	* Hinn News * Frank Riwards J. Kennedy: Ed Silvera Show	News Sports News Dance Music Dance Music	At Your Request At Your Request	News Weather; Tony Weitzel; Dance Orchestra	News Barry Wood Chicago; Weather John B. Kennedy	Chicago at Night	News Rio Rhythme Skip Farrell
11:08 11:15 11:30 11:45	* News; 1310 Club 1310 Club: News	News: The Ed Silvers Show	News: Lawler's Folly Lawler's Folly	Silent Silent Bilent Bilent	News Cee Davidson Dance Orchestra	Elmer Davis Frankte Masters Lew Diamond Jerry Glidden	Frank Siwards Immortal Music Dance; News	News Guest Star Bill Snyder Orch.; News
		· · · · · · · · · · · · · · · · · · ·						

\* Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM . . 101.5 M. WWCF (WIBU) . . 94.9 M. WISC-FM . . 98.1 M.

# Today's Radio Highlights

8:30 p. m. — Cahrillo Day Dabdoub, baritone; the Blen-Tones, Californians salute Juan Cabrillo,

# Music

7:45 a. m. — Eddy Arnold days through Fridays, (WIBA): "That's How Much I Love Collyer as quizmaster. You," "I Wish I Had Never Met Sunshine." "My Wubba Dolly."

Miscellaneous

WiBA): Gordon MacRae, Lucille
Norman in songs of 1924: "Somebody Loves Me." "I'll See You in
My Dreams." "What'll I. Do?" N.ws," H. L. Ahlgren, F. V. Burca"Deep in My Heart," "Indian Love low.

1 in m. Reverly Ethun (WISC):

1 in m. Reverly Ethun (WISC):

7:30 p. m. — Concert Hour replaces Joann Markward. wish and the state of the Bells," "They Didn't Believe Me," "Pale Moon," "March of the Men of Harlech," "Rio Rita," "Es
Men of Harlech," "Rio Rita," "Es-

Zino Francescatti, violinist; Donald Voorhees orchestra; "A Kiss in the Dark," "Meditation" from "Thals," "Presentation of the Silver Front." "Presentation of the Silver Rose" from "Der Rosenkavaller," adaglo and finale of "Concerto No. 1,"

Paganini, 8:30 p. m. — Band of America (WIBA): "Independentla March," "Inflammatus" from Rossini's "Stabat Mater." "Zacatecas," Harry Lauder medley, "Il Guarany'

overture.
9:30 p. m.—Joey Raye (WFOW):
and Bob and Dick Bidgood,
12 p. m. — Anderson's Antics
(WFOW): 120 minutes of music.
+ + +

new time.
7 p. m. — Hollywood Star Playhonse (WBBM): William Powell as "The Man Who Knew Tomor-

9:15 a. in. — Arthur Godfrey
9:15 a. in. — Arthur Godfrey
(WBBM): starts new season (on
WKOW at 9:30 a. m.)
7:30 p. m. — Talent Scouts
10:05 Morning Variety Show

# ((WBBM): Thelma Lee, comedienne;

# Quiz

(WIBA): moves to this spot, Mon-home her contract. days through Fridays, with Bud

vocal-instrumental quartet.

Sunshine." "My Wuoda Bolly."

6 p. m. — Hymns of the World
(WIBA): at new time: "The Haven
of Rest," "Oh, How I Love Jesus,"
"Lord, Speak to Me That I May
Ask." "None of Self."

7 p. m. — Summer Show Train
(WIBA): Gordon MacRae, Lucille
Dennett

1 p. m.—Beverly Ethun (WISC): 6:30 p. m. - News of the World

(WIBA): on new schedule.

WHA&WHA-FM

6:56:30 Sign On
7:00 Parm Prog: Farm News Backet—
Frank Wink
7:30 Sand Wagnn
7:58 Morning News
7:58 Worther Report
8:00 Morning Melodies
8:13 Program Review
8:14 Morning Melodies (con't)
9:15 Organ Music

9:15 Organ Music 9:30 Aried with Banger Mac: Flowers 9:50 fi the Summer's End 9:50 Markets 9:55 Weather Report

and Bob and Dick Biggood.

12 p. m. — Anderson's Antics
(WFOW): 120 minutes of music.

Prama

6 p. m. — Beulah (WBBM):
Hattie McDaniel almost loses her kitchen crown.

6:45 p. m. — One Man's Family (WBA): the Barbours' affairs at new time.

Captain JACKS NEW JERBEY MAN BROTHIRS Made River N. L.

# Blackwood on Bridge

Miss Lucy Brash bid in typical| fashion in today's hand and en-10 a. m. — Break the Bank joyed some typical luck to bring

> Mrs. Keen opened the deuce of the jack of diamonds was returned.

South dealer. Both sides vulnerable.

North (Mr. Dale) S-AK953 H-Q96

D-864 C-Q5 East (Mr. Abel) West (Mrs. Keen) S-Q 10 4 H-10 5 4 D-973 C-AKJ6 D- A J 10 ! C- 10 8 7 2 South (Miss Brash) 8-72 II-AKJ73

KQ2

10:45 Zahr Tunes 11:00 News 11:05 Polica Time 11:05 Marching Alone 11:05 Hacrett Heart Program 11:45 Hacrett Heart Program

12:00 Nows
12:05 Strains Walken
12:05 Strains Walken
12:05 Test! Page
12:05 Test! Page
1:05 Test. Page
1:05 Test. Maistagripts
1:05 Test. Maistagripts
1:05 Test. Maistagripts
1:05 News
1:06 Mining Pager
1:06 News
1:0

inn Minia Farm
inh News
100 Jike Box Jamhorse
41n Kindle Slorytime
41h Kindle Slorytime
41h News
100 Jack Fina
41h News
100 Ken Criffe
115 Ffürrant Previne
530 Off the Record
155 News
7 on News News Musical Menu News Request Show

Inquiest Show
Naws
Raquest Show
University of Wisconsin Band
Package of New Records
Twillight Time
Naws
Paul Weston
Bob's Twin Cables
Naws

0 Naws 5 Lawrence Welk 0 Larry Green 5 News 0 Eddie Miller 11:30 Edgle Miller 11:35 News 12:35 News 12:00 Anderson's Antics 12:05 News 1:00 Anderson's Antics 1:05 News (to 2:00)

On their way to food stores



(By Easley R. Blackwood)

The bidding: South West North East Pass Pass 2 H 3 H Pass Pass All Pass 4 H

Miss Brash won this trick and

third spade, trumping it in her to go on the air in October. Break No. 2-the spades were

At this point the queen of hearts 8:30 a. m. Monday and Tuesday on the board served the double standing trump and providing an entry for dummy's two good spadds.

On these two cards, Miss Brash and the department of political man of the department of political discorded her leading and the department of political man of the department of political discorded her leading and the department of t

discarded her losing club and los ing diamond, Quite a fortunate re-

But the contract could have been at Madison Free Library defented-and should have been. The opening lead of the deuge of clubs should have told Mr. Abel that Mrs. Keen had exactly four luba. That is, it was obviously a

fourth highest lead.
There were two clubs in dummy. Me. Abel himself had four and therefore Miss Brash had three, Mr. Abel had the spade suit dopped and he had three trumps Now, what if he had led the jack of clubs at the third trick? In that case Miss Brash would have had to ruff on the board,

leaving only two trumps in dum-Now let her try to set up the spade suit and end up in duminy with the trumps out. It couldn't have been done. The spade sult could still have been set up, all right, but Miss Brash would have found it impossible to pick up all of Mr. Abel's trumps and to have an entry on the board.

# 13-page condensation "Bernard Baruch"

When the flip of a coin cost \$150,000, he didn't but an eye; but he won most "gambles" by plain hard work. He foresaw the 29 crash; predicted World War 11, warned us to arm.

In October Reader's Digest, a 13-page condensation from Wm. L. White's Bernard Baruch: Portrait of a Citizen talls his storybrillient as a youth, millionaire at 32, "Elder Statesman" today. Get Rander's Digest today: 39

articles of lasting interest, condensed from leading magazines, current books.



TIP O' THE MORNING: Bob Larsen, Milwaukee disc jockey who formerly was on WKOW, will be one of the guests on "ABCs of Music" on CBS at 8:30 p. m. Wednes-

Stanley Morner caught a 36-inch muskle in Long lake a couple

etter known as Dennis Morgan. Wisconsin native, he returned cal science, 11 a. m. Monday, Wed the state for a vacation, and nesday, and Friday; ought with him his son, Stanley. "Freshman Forum," this year

around Park Falls.

Morgan will be in Cleveland, O., on Sunday to join Patrice Munsel as co-star of a radio version of "Brigadoon," to be presented by "Theater Guild of the Air" as a salute to the Community Chests of "Quartets of Haydn and Mozart" "Quartets of Haydn and Mozart" round Park Falls. with lectures by Prof. Gunnar Jo-hansen, music by the Pro Arte America.

It will be on WIBA and WIBA-

women. In an interview, he said: over themselves for dames usually wind up with nothing but scuffed

Dames, according to the film minute Don Sinaiko show will star, thrive on the brush-off. Send enter its third year Friday when it

Dennis said he found out about week. mv arms." Morgan said. Dennis said he found out about women the same time he was learning to shave, and the first lesson was costly. He spent a week's pay for lugging boxes at the corner grocery store on a pretty bauble at the five and dime to give to a doe-eyed beauty down the block. He bolstered it with a gift of posies thefted from his aunt's prize petunia bed, Then he asked the giggly miss to attend the norm with him.

Sinaiko said his aim is to promote mote amateur musical talent and to "give a break" to singers and instrumentalists through his program.

In the past two years, his program has helped several performers toward careers in the enter-tainment world. They include vocalists Betty Figler, Rachel Nederloe, and Mitzi Thompson.

Any amateur singers or musical talent and to "give a break" to singers and instrumentalists through his program.

prom with him.

"She went," he recalled dourly, "with a fellow who had only spoken to her once in six months, and en to her once in six months, and with a fellow who had only spoken to her once in six months, and with a fellow with a fellow who had only spoken to her once in six months, and with a fellow with

"Women," he allows, "are like electricity. Can't be figured. You know what they do, but you don't

ly wife by snooting and ignoring her, Dennis said:

every rule. Honestly! The Wisconsin College of the Air

Spanish, and geography.
Some of the broadcasts originate in University of Wisconsin class-rooms, giving the listener the same lecture university students on the campus are hearing. In this continue their education on a college level without traveling to a

Miss Brash won this trick and the courses are being broadcast two tricks with his ace and king ace and king—carefully preserving Then he shifted to the nine of diameter than the queen in the dummy.

Miss Brash won this trick and The courses are being broadcast, two tricks with his ace and king—carefully preserving the queen in the dummy.

Mad is on; WHAD, Delafield; WHKW, Chilton; WHRM, Rib hand lost to Mrs. Keen's ace and lowed to the two heart leads.

Miss Brash won this trick and The courses are being broadcast.

# Books New This Week

KERNET ADVERTISING PROCE Melling isfors PINDY Universit One in a long-south LAWFERGE WAY THINGS ARW CHA! SNOVEING TULK SUBJECT WAY THINGS

# TIME CHANGES

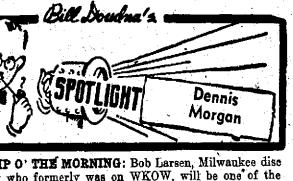
FAVORITE PROGRAMS ON

**BEGINNING TONIGHT** 

WORLD WITH JOHN CHARLES THOMAS

WORLD WITH

**FAMILY** 



weeks ago. That wouldn't be news-except that Stanley Morner is

quartet, 2 p. m. Tuesday, 8 p. m.

SINAIKO RETURNS: The 15-

Sinaiko said his aim is to pro

Any amateur singers or musi-

QUINCY, Mass. - (UP) -

They spent most of the time in and featuring lectures on "Freedom in the Modern World" by a group of

FM at 7:30 p. m.

ABOUT WOMEN: Meanwhile, Morgan has come up with some suggestions for young men on the brink of facing the world—and "Books of Today," a review of current books by Prof. Paul Wiley, 2 p. m. Thursday; "Political Geography," rebrink of facing the world-and broadcast of summer session course by Prof. Richard Hartshorne, 6 p. m. Monday and Tuesday (begin-ning in October). "Ignore 'em. Guys who fall all

star, thrive on the brush-off. Send them presents and you might as well chuck your moo down the nearest disposal unit. Morgan even follows this procedure in films to prove his point. In "Pretty Baby" he gives pretty Betsy Drake the well-known cold shoulder during most of the footage.

"She couldn't wait to fall into my arms," Morgan said.

enter its third year Friday when it resumes its 10:30 p.m. spot on WIBA.

The weekly show again will feature Sinaiko as vocalist. Don Voegeli, music director for WHA, will be his new accompanist.

As in the past two years, the show will present guest stars from Madison or the Madison area each week.

at was to tell her to drop dead All I had for my efforts were cal- ASSETS FROZEN ouses and a stinging posterior, the latter administered by my aunt who kept me spraying aphis the rest of the summer.

Morgan has a simple explanaused for a hiding place and stole tion for the whole baffling busi\$90—cold cash.

know why they do it."

Asked if he won his one and on-

"I may have chased my wife and bought her presents. But gosh, I had to or she wouldn't have mar-ried me! There's an exception to

LEARNING BY LISTENING: which resumed its broadcasts last week, offers courses in sociology, literature, political science, music

college, paying fees, or taking examinations, the university pointed

The courses are being broadcast Next Miss Brash took dummy's Collax, and will be broadcast by ace and king of spade: and led a WHLA Holmen, which is expected

The schedule:
"Introduction to English Literature" with Prof. Ricardo Quintana, board served the double "Early Man and His Society" with Prof. William Howells, 8:30

MILET STARY OF BERNIN PYEM AND START IN THE START OF STAR

FOR THREE OF YOUR

MONDAY THRU FRIDAY

HYMNS OF THE

NEWS OF THE MORGAN BEATTY

ONE MAN'S

# Want to play the organ?



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HERR ARE THE DETAILS: 1. Classes will convene on Oct. 18, 2, Lessons will be given from 7 to 8 p.m. on Wednesdays - 10 in all. 3. Mr. Baranoski guarantees proficiency by three lessons and real ability by ten, 4. The cost is \$17.50 (\$).75 per lesson). So It on organ is bounds due to If an organ is bought during the lessons, the lessons will be given free of charge 6. No previeus musical experience naces-

Adult Classes Evenings 7-8 p.m. 4:80-5:80 p.m. Juvanile Classes Afternoons For Further Information Please Call or Write

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