

# Radio Program Schedules by the Clock

## WEDNESDAY

WIBA 1210 Kc.	WISC 1430 Kc.	WKOW 1470 Kc.	WIBU 1240 Kc.	WBBM 730 Kc.	WENR-WLS 660 Kc.	WGN 720 Kc.	WMAQ 870 Kc.
6:00 Sunrise 6:15 Musical 6:30 Clock	6:00 Top of the Morning 6:15 News on the Mount 6:30 News	6:00 Uncle Julius 6:15 Farm World 6:30 Sports Club	6:00 Silent 6:15 News 6:30 Roundup	6:00 Paul Gibson 6:15 News: Paul Gibson 6:30 Roundup	6:00 Farm Bulletin 6:15 Devotions 6:30 Red Blanchard	6:00 Farm 6:15 On the Farm 6:30 News	6:00 Phillip Hayes 6:15 Town and 6:30 Farm News
7:00 News: Musical 7:15 Clock 7:30 Journal News 7:45 Daily Arnold	7:00 Top O' Morning 7:15 News 7:30 Top O' Morning 7:45 Pauline News	7:00 Sports Club 7:15 News 7:30 Club: News 7:45 News	7:00 News: Farm 7:15 News 7:30 Farm News 7:45 News	7:00 News Roundup 7:15 News 7:30 News 7:45 News	7:00 Capt. Stubbs 7:15 Bob Akshay 7:30 Bobb Hewitt 7:45 News	7:00 The Bill 7:15 Evans Show 7:30 The Bill 7:45 Evans Show	7:00 Norman 7:15 News 7:30 News 7:45 News
8:00 Musical 8:15 Clock 8:30 Musical Clock 8:45 News	8:00 Breakfast 8:15 Club 8:30 Breakfast 8:45 Club	8:00 Coffee 8:15 Club 8:30 Coffee 8:45 Club	8:00 News: Markets 8:15 Musical 8:30 Musical Clock 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 Breakfast 8:15 Club 8:30 Breakfast 8:45 Club	8:00 News 8:15 News 8:30 News 8:45 News	8:00 Your 8:15 Neighbor 8:30 Norman 8:45 News
9:00 Welcomes 9:15 Travelers 9:30 Gilbert's 9:45 Gallery	9:00 My True 9:15 Betty 9:30 Betty 9:45 Betty	9:00 Reverend 9:15 Arthur 9:30 Arthur 9:45 Arthur	9:00 News: Markets 9:15 News 9:30 News 9:45 News	9:00 News: Markets 9:15 News 9:30 News 9:45 News	9:00 My Story 9:15 My Story 9:30 My Story 9:45 My Story	9:00 News 9:15 News 9:30 News 9:45 News	9:00 Welcomes 9:15 Travelers 9:30 Double 9:45 Double
10:00 Break the 10:15 Bank 10:30 Jack 10:45 Trudine Post	10:00 Lady of the 10:15 House 10:30 Shoppers 10:45 Special	10:00 Arthur 10:15 Godfrey 10:30 Godfrey 10:45 Godfrey	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 Capt. Stubbs 10:15 Succane 10:30 Succane 10:45 Succane	10:00 M. M. McBride 10:15 News 10:30 News 10:45 News	10:00 Break the 10:15 Bank 10:30 Jack 10:45 Trudine Post
11:00 Share Wealth 11:15 Dave Garroway 11:30 Farm Roundup 11:45 Ranch Hands	11:00 Luncheon 11:15 Club: News 11:30 News 11:45 News	11:00 News of America 11:15 Console 11:30 Reflections 11:45 Jackson Club	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 Wendy Warren 11:15 Hunt 11:30 Hunt 11:45 Hunt	11:00 Kate Smith 11:15 Virginia 11:30 Virginia 11:45 Virginia	11:00 Norman 11:15 News 11:30 News 11:45 News
12:00 News: Roundup 12:15 Farm Service 12:30 News 12:45 News	12:00 Man on Street 12:15 News 12:30 News 12:45 News	12:00 Uncle Julius 12:15 News 12:30 News 12:45 News	12:00 Music: Markets 12:15 News 12:30 News 12:45 News	12:00 News: Markets 12:15 News 12:30 News 12:45 News	12:00 Dinner 12:15 News 12:30 News 12:45 News	12:00 Cedric 12:15 News 12:30 News 12:45 News	12:00 News: N. News 12:15 News 12:30 News 12:45 News
1:00 Double or 1:15 Nothing 1:30 Love and 1:45 Learn	1:00 S. E. Rubin; Bob 1:15 Swan 1:30 Swan 1:45 Swan	1:00 Music of the 1:15 Day 1:30 Music 1:45 Music	1:00 Farm Service 1:15 News 1:30 News 1:45 News	1:00 News: Markets 1:15 News 1:30 News 1:45 News	1:00 2nd Mrs. Burton 1:15 News 1:30 News 1:45 News	1:00 Dolph 1:15 News 1:30 News 1:45 News	1:00 Double or 1:15 Nothing 1:30 Love and 1:45 Learn
2:00 Life Beautiful 2:15 Road of Life 2:30 Pepper Young 2:45 Right to Rap's	2:00 Dolly 2:15 Madson 2:30 Madson 2:45 Madson	2:00 Luella 2:15 House 2:30 House 2:45 House	2:00 Music: Markets 2:15 News 2:30 News 2:45 News	2:00 News: Markets 2:15 News 2:30 News 2:45 News	2:00 Nona F. Nowhere 2:15 News 2:30 News 2:45 News	2:00 Quick As 2:15 News 2:30 News 2:45 News	2:00 Life Beautiful 2:15 Road of Life 2:30 Pepper Young 2:45 Right to Rap's
3:00 Backstage With 3:15 Stella Dallas 3:30 Gonzalo Jones 3:45 Widder Brown	3:00 Carson Gully 3:15 News 3:30 News 3:45 News	3:00 Easy Listening 3:15 Treasury 3:30 Treasury 3:45 Treasury	3:00 Melody 3:15 Hour 3:30 Hour 3:45 Hour	3:00 News: Markets 3:15 News 3:30 News 3:45 News	3:00 The Bob 3:15 News 3:30 News 3:45 News	3:00 To Be Ann'd. 3:15 News 3:30 News 3:45 News	3:00 Backstage With 3:15 Stella Dallas 3:30 Gonzalo Jones 3:45 Widder Brown
4:00 News: Madison 4:15 Just Plain Bill 4:30 Front P. Farrell	4:00 Queen for 4:15 Day 4:30 Dick's 4:45 Dick's	4:00 Mary Casey's 4:15 Show 4:30 Show 4:45 Show	4:00 Melody 4:15 Hour 4:30 Hour 4:45 Hour	4:00 News: Markets 4:15 News 4:30 News 4:45 News	4:00 The Bob 4:15 News 4:30 News 4:45 News	4:00 To Be Ann'd. 4:15 News 4:30 News 4:45 News	4:00 Backstage With 4:15 Stella Dallas 4:30 Gonzalo Jones 4:45 Widder Brown
5:00 Play Time 5:15 Fiesta Time 5:30 News 5:45 Sports: News	5:00 Mark 5:15 Trail 5:30 Challenge 5:45 of the Yukon	5:00 News: Fiesta 5:15 News 5:30 News 5:45 News	5:00 Fiesta Time 5:15 News 5:30 News 5:45 News	5:00 News: Markets 5:15 News 5:30 News 5:45 News	5:00 Jimmy 5:15 News 5:30 News 5:45 News	5:00 Clac 5:15 News 5:30 News 5:45 News	5:00 News: N. News 5:15 News 5:30 News 5:45 News
6:00 Hymns 6:15 Music: News 6:30 News of World 6:45 1 Man's Family	6:00 News: Fiesta 6:15 News 6:30 News 6:45 News	6:00 News: Chicagoans 6:15 News 6:30 News 6:45 News	6:00 News: Markets 6:15 News 6:30 News 6:45 News	6:00 News: Markets 6:15 News 6:30 News 6:45 News	6:00 News: Markets 6:15 News 6:30 News 6:45 News	6:00 News: Markets 6:15 News 6:30 News 6:45 News	6:00 News: N. News 6:15 News 6:30 News 6:45 News
7:00 The Halls 7:15 of Ivy 7:30 Mr. Williams 7:45 Sereades	7:00 Doctor 7:15 News 7:30 News 7:45 News	7:00 Song of 7:15 Our Times 7:30 Our Times 7:45 Our Times	7:00 Sereades 7:15 News 7:30 News 7:45 News	7:00 News: Markets 7:15 News 7:30 News 7:45 News	7:00 Doctor 7:15 News 7:30 News 7:45 News	7:00 Doctor 7:15 News 7:30 News 7:45 News	7:00 The Halls 7:15 of Ivy 7:30 Mr. Williams 7:45 Sereades
8:00 Dangerous 8:15 Assignment 8:30 Mr. Danes 8:45 Attorney	8:00 Detour 8:15 News 8:30 News 8:45 News	8:00 Old Times 8:15 News 8:30 News 8:45 News	8:00 News: Markets 8:15 News 8:30 News 8:45 News	8:00 News: Markets 8:15 News 8:30 News 8:45 News	8:00 Detour 8:15 News 8:30 News 8:45 News	8:00 Detour 8:15 News 8:30 News 8:45 News	8:00 Dangerous 8:15 Assignment 8:30 Mr. Danes 8:45 Attorney
9:00 The Big 9:15 Story 9:30 Richard 9:45 Diamond	9:00 Lawrence 9:15 News 9:30 News 9:45 News	9:00 Joe Louis vs. 9:15 Ezzard Charles 9:30 Ezzard Charles 9:45 Ezzard Charles	9:00 News: Markets 9:15 News 9:30 News 9:45 News	9:00 News: Markets 9:15 News 9:30 News 9:45 News	9:00 Lawrence 9:15 News 9:30 News 9:45 News	9:00 Lawrence 9:15 News 9:30 News 9:45 News	9:00 The Big 9:15 Story 9:30 Richard 9:45 Diamond
10:00 News: Carson 10:15 Concert 10:30 Master 10:45 Master	10:00 Rino News 10:15 News 10:30 News 10:45 News	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 News: Markets 10:15 News 10:30 News 10:45 News	10:00 News: Carson 10:15 Concert 10:30 Master 10:45 Master
11:00 News: 1310 11:15 Club 11:30 Club: News 11:45 Club: News	11:00 News: The 11:15 News 11:30 News 11:45 News	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 News: Markets 11:15 News 11:30 News 11:45 News	11:00 News: 1310 11:15 Club 11:30 Club: News 11:45 Club: News

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

### WFOV-FM

104.9 Mhz. A.M.

8:00 Yarn Patrol  
8:15 Ben Light  
8:30 Herb Kern  
8:45 Dance Band

9:00 News  
9:15 Morning Variety show  
9:30 News  
9:45 News

10:00 News  
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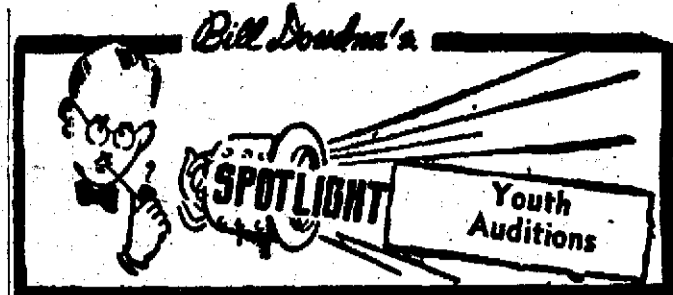
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11:45 News

12:00 News  
12:15 News  
12:30 News  
12:45 News



**TIP O' THE MORNING:** Beginning this week Roundy Coughlin's Friday night broadcast on WIBA will move to 9:45. "Your City in Action," formerly at 7:30 p. m. Wednesdays, will be at 7:30 p. m. Fridays.

Details of the 10th biennial Young Artists Auditions of the National Federation of Music Clubs have been announced by Mrs. Arthur Reichardt, Milwaukee, auditions chairman for Wisconsin. Mrs. Arthur E. Ebberts, Janesville, is a member of the national auditions executive committee headed by Mrs. Doris Adams Hunn, Des Moines, Ia.

The national auditions carry with them potential awards of \$1,000 each for the winners in each of four classifications, piano, violin, organ, and voice; a guaranteed managerial contract with the National Concert and Artists Corp. for one winner, and a guaranteed appearance with orchestra on the National Broadcasting Co. network for at least one, possibly two or three winners. This year, for the first time, a debut at New York City's Town Hall is offered as an alternative to the cash award.

"The National Broadcasting Co. award applies to at least one winner."

ner in violin, piano, or voice, and may be extended to cover two or even three winners.

"Instrumentalists in the age brackets of 20 to 30 are eligible for the Young Artists Auditions; vocalists between 20 and 35 years of age. The competition is open to native or naturalized citizens of all Western Hemisphere countries.

"State auditions in the various states and district auditions in the 14 districts into which the federation is divided precede the National Auditions in Salt Lake City (May 13-20). Winners in the states will proceed to the district hearings. State auditions will be held within the period of Mar. 18 to Apr. 8, 1951, and district auditions, which follow, will be completed by Apr. 22, 1951.

"Student musicians contests are held in states and districts coincidentally with the National Auditions, with the states and districts awarding their own prizes.

"No National Auditions are held in the student contests, which are open to contestants between 16 and 25 years of age.

"Information as to the requirements for the Young Artists Auditions may be obtained from the National Federation of Music Clubs, business office, 455 W. 23rd st., New York 11, N. Y., or from the state chairman."

**JOINS EXTENSION STAFF**

**VIOLA**—Rex Smith, son of Mr. and Mrs. Roy O. Smith, has accepted a position as chemistry instructor at the University of Wisconsin extension center in Milwaukee.

## Today's Radio Highlights

**Special Events**  
2:25 p. m. — Pres. Truman (WISC): 5-minute talk on "Woman's Role in 1950."

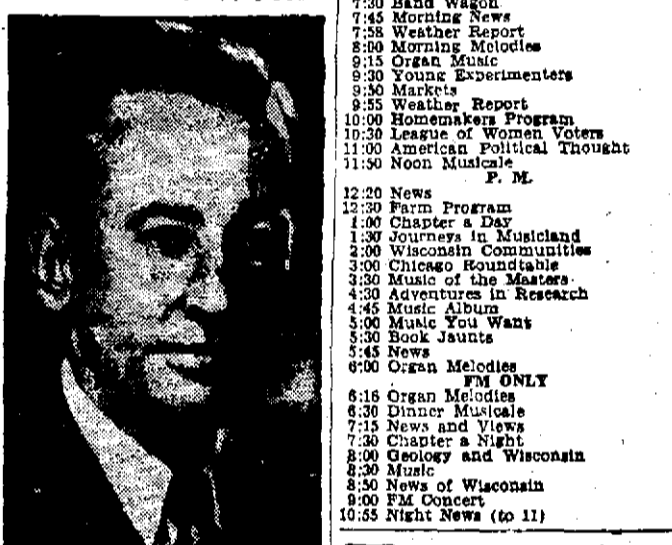
**Sports**  
1:25 p. m. — Baseball (WIBA-FM): Pirates at Chicago.  
7:30 p. m. — Coach Ivan Williamson (WIBA): returns to the air, discussing results and prospects with Jack Newman, WIBA sports director.  
8 p. m. — Baseball (WIND): White Sox at Cleveland.  
9 p. m. — Boxing (WKOW): Joe Louis vs. Ezzard Charles, described by Russ Hodges and Jack Brickhouse.

**Music**  
7:45 a. m. — Eddy Arnold (WIBA): "I Want to Be Sure," "My Dream Boat Is Drifting," "Riding Home."  
11:45 a. m. — Ranch Hands (WIBA): "Roses," "Take Me Back to Tulsa."  
6 p. m. — Hymns of the World (WIBA): "Redeemed," "To Jesus Heart All Burning," "Soul of My Savior," "Only a Step."  
8:15 p. m. — Eddy Arnold (WFOV): "When You're Smiling," "Beyond the Sunset."  
8:30 p. m. — ABCs of Music (WBBM): Bob Larsen, Milwaukee, guest disc jockey; Perry Como, Fontaine sisters, guest singers.

**Drama**  
7 p. m. — Halls of Ivy (WIBA): prexy turns down half-million-dollar endowment.  
7:30 p. m. — Dr. Christian (WBBM): rescues 8-year-old from orphan asylum.  
8:30 p. m. — Mr. District Attorney (WIBA): saves "lonely hearts" widow from lethal new husband... Family Theater (WISC): "Lady With a Lamp," story of Florence Nightingale; Claudette Colbert, hostess; Robert Ryan, narrator.  
9 p. m. — Big Story (WIBA): Alabama reported solves murder of grocer.  
9:30 p. m. — Richard Diamond (WIBA): Dick Powell in tale of rancher's mysterious death... Hidden Truth (WISC): lie detector halts political pressure for release of murder suspect.

**Farm Programs**  
12:15 p. m. — Farm Service (WIBA): "Keeping Hogs Healthy,"

## Johnston to Head Brotherhood Week



**ERIC JOHNSTON**  
Eric Johnston, president of the Motion Picture Association of America, named general chairman this week of Brotherhood Week, Feb. 18 to 25, said in accepting the post "I accept as a chance for solid spadework where it counts the most."

Brotherhood Week will be nationally sponsored by the National conference of Christians and Jews. "We talk about building of bridges of brotherhood around the world in answer to Communist pretensions," Johnston said, "and that's a splendid vision. But brotherhood begins on a man-to-man basis here at home, and not a mass-to-mass basis across the ocean. Without that footing it is idle talk and an empty vision."

Johnston was president of the U. S. Chamber of Commerce from 1942 to 1945, and is president of the Association of Motion Picture Producers and the Motion Picture Export assn.

**ASSIGNED TO JAPAN**  
VIOLA—Pvt. Bob Robinson, son of Mr. and Mrs. F. G. Robinson, Viola, has been assigned to Japan with an army truck transportation unit, his parents have learned.



# They Need your blood ...NOW...in Korea

The citizens of Dane county and Southern Wisconsin have been asked by Gen. Marshall to increase blood collections by 25% to permit daily air shipments of whole blood and plasma to Korea. They need your help now! Your pint of blood may save a soldier's life!

**More than 87% of wounded recovered in World War II**

**Blood Center also must supply 25 hospitals in Southern Wisconsin**

And doctors credit this remarkable recovery percentage to blood and blood plasma made available through the Red Cross wartime blood program. Blood from Dane county has already been flown to Korea. They need more! Do your part! Pledge a pint!

The military needs for blood from the Madison Regional Red Cross Blood Center actually are in addition to the local peacetime need for blood as required by doctors in the area.

**THE MADISON COMMUNITY ADVERTISING FUND**

C. W. Anderes Co.  
Blum's Jewelers  
Borden Company  
Bowman Dairy  
Brock Engraving Co.  
Burdick & Murray Co.  
Cain Aschcraft  
Dyer's Shoe Store  
The Emporium Co.  
Fauerbach Brewing Co.  
Forbes-Meagher Music Co.  
Fruttsch's, Inc.  
Gardner Baking Co.  
Goodman's Jewelers  
The Hub  
Huegel-Hyland  
Karstens  
Leath's  
MacNeil & Moore  
Madison Gas & Electric Co.  
Madison Paint & Wallpaper Co.  
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Moseley's, Inc.  
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J. C. Penney Co.  
Red Dot Foods  
W. J. Rendall's  
Rennoborn Drug Stores  
Jack Sevidusky's Fur Quarters  
Schwartz Jewelers  
Seans, Roebuck & Co.  
Simon Bros. Co., Inc.  
Simpson's  
Speth's  
Spoo & Son  
Tenderloin Inn  
Walk-Over Shoes  
L. Wiemann Company  
Wolff, Kubly & Hiraig

**PLEDGE YOUR PINT NOW!**

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CALL IN FOR APPOINTMENT, 5-0021  
OR MAIL THIS COUPON

Regional Red Cross Blood Center  
302 E. Washington Ave.  
Madison 3, Wisconsin

I would like to feel that I have helped to save a life. Please list me as a DONOR.

Name..... Phone.....  
Address..... City.....

**SERVICE at your FINGERTIPS**

**Mullerkey's Spic & Span**  
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**TONIGHT AT 9 P.M.**

**JOE LOUIS VS. EZZARD CHARLES**

WORLD'S HEAVYWEIGHT CHAMPIONSHIP

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on T.V. **Blue Ribbon** on Radio

CHANNEL 3 **WKOW**

**WTMJ** 1070 KC.

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