







Madison

# Radio Program Schedules by the Clock

	TUESDAY								
_	WIBA 1310 kc	WISC	WKOW 1070 kc	WIBU 1240 ko	WBBM 750 kc	WENR-WLS	WGN 670 kc	WMAQ 720 ks	
6:00 6:15 6:30 6:45	Sunrise Froite Musical Clock	Top o the Morning Top o the Morning: News	Uncle Julius Farm World Land Use Agri. Weather	Silent Silent Rural Roundup	Paul Gibson News: Paul Gibson	Farm Builetins Karl and Harty Red Blanchard News	Farm Hour On the Farm News	Phillip Haves Town and Farm News	
1:00 2:15 7:35 7:45	News Musical Clock Journal News Eddie Arnold	• Top o' Morning • Hinn News • Top o' Morning • Pauline Fred'k	Coffee Club News Coffee Club: News	News: Farm Service News: Weather Farm Frolic	News Roundup News Jim Conwas	Capt. Stubby Bob Atcher Happy Hank News	The Bill Evans Show The Bill Evans Show	Bill Evans Show Norman Ross: News	
8:00 8:15 8:30 8:45	Musical Clock Musical Clock News	Breakfast     Club     Breakfast     Club	Coffee Club Contest: News The Rev. Epp. Markets	Praver Leagus  * Musical Clock Musical Clock	News Patrick O'Rilev Gold Coast Shopping	Breakfast Club Breakfast Club	News Cliff Johnson Family Westerners	Your Neighbor Norman Ross News	
9:00 9:15 9:30 9:45	Welcome Travelera Gilbert's Gallery	* My True Story: Betty Crocker * News: Music	Arthur Godfrey Arthur Godfrey Arthur Godfrey	Freddy Martin Rendsburk Hour Sweet Music	Arthur Godfrey Arthur Godfrey	My Storv My Storv Betty Crocker Victor Lindiahr	News Mary Margaret McBride	Welcome Travelers Doub!: or Nothing	
10:00 10:15 10:30 10:45	Break the Bank Jack Berch Trading Post	• Lady of House • Sheppers Spec. • Queen for A Day	Arthur Godfrey Music Speaks Betty Cass	Women's News Chore Boys Mid-Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Capt. Stubby Buccaneers Kitchen Club	M M McBride Answer Man Queen for a Day	Break the Bank Jack Berch David Harum	
11:00 11:15 11:30 11:45	Share the Wealth Dave Garroway Farm Roundur Ranch Hands	* Luncheon Club * The Menjous * Bing Crosby	America's News , Aunt Jenny Music For You Jackpot Quiz	News: Matines Headlines Farm and Home Farm News	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Luncheon Club: News Farm World Today	Kate Smith Virginia Gala Tello-Test News	Preedom Crusad Dave Garrows Phillin Hayes Love and Learn	
12:00 12:13 12:30 12:45	• News Roundup • Farm Service • News • March of Time	• Ray Streeter • Hinn News • The Bob Swanson Show	Uncle Julius News' Mkts.; Parmyard Frolics	Music: Marketa News News: Marketa Farm and Home	Big Sister Ma Perkins News Guiding Light	Dinner Bell News L. Burlingham	Cedric Foster June Davis Markets News	News: Here's Norman Ross Here's Norman Ross	
1:00 1:15 1:30 1:45	* Double or Nothing * Love and Learn * Magic in Music	• The Bob Swanson Show • Bob Swanson	Social Secur. Pre Shopping to Mus Here's Howard	Paim Service Si Hays and Daughter Christian Science	2nd Mrs Burton Perry Mason Nora Drake Brighter Day	Dolph Hewitt School Time News Sweethearts	Ladies Fair Musical Triplets Name the Sons	Double or Nothing Live Like a Millionaire	
2:00 2:15 2:30 2:45	* Life Benutiful * Road of Life * Pepper Young * Right to Hop'es	Bob Swanson Bob Swanson	Lucila Morterson House Farty and Cedric Adams	Music Booth In ring Parent U S Navy	Nona I'm Nowher Hillton House House Party	Romance Story Hannibal Cobb Talk Back	Tune Test Two-Ton Baker	Life Beautiful Road of Life Pepper Young Right to Holnes	
3:00 3:15 3:30 3:15	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	BOB Swanson Dolly Madison	Strike It Rich Treas, Bandstand News	Chapel in The Sky • Melody Hour	Strike It Rich Play or Pay Double Quiz	Walter Klernan Peace of Mind Feature Foods	Radio Quia Tello-Test Share Wealth Consumer's Pane		
4:00 4:15 4:30 4:45	News: Madison Just Plain Bill Pront P Farrell Hour	Dick's ABC Club	Mary Casey's Showcase Harmony House	• Melody Hour News • Serenade	Paul Gibson Gibson: News Gold Coast	Hob Atcher To Christmas News Beulah Karney	Jane Mason Marshall Kent Spotlight Singing Story	A Girl Marries Portia Faces Life Just Plain Bill Front Page Farrel	
5:00 5:15 5:30	Plartime Fiore Fiesta News Sports, News	Straight Arrow Sky King	News You & the World You Asked for It	Firsta Time University Special Univ. Special	News News Lowell Thomas Curt Masser	Fun Factory Superman Superman	Straight Arrow Sky King	News Wed Howard News	
5:45 6:00 6:15 6:30	Music News News of World I Muc's Pamily	News: Fiesta Fulton Lewis Armstrong of	News Music Music; Sports Edw. R. Murrow	* News Old Time Band * Sports Time Bing Sings	Beulah Jack Smith Club 15 Edw. R. Murrow	News Edwin C. Hill Armstrone of the SBI	Melody Five News Gabriel Reather Fulton Lewis, Jr.		
7:00 7:15 7:30 7:45	Cavalcade of America Haby Snooks	• Can You Top This? • Opera Auditions	Music Room Jan Garber	Screnade Farm Front Old Timers Jamborce	Mystery Theater Mr. and Mrs. North	Can You Top This? By the Papers Navy Band	Rudy Vallee Detective Story; News	Cavalcade of America Baby Snooks	
8:00 8:15 8:30 8:45	Bob Hope Fibber McGeo and Melly	• Town Meeting • Mestrious T.B.A.	Life With Luigi Three-Quarter Timp	Old Timers' Jamboree Old Timers' Jamboree	Life With Luig: Truth or Consequences	Town Meeting News Memos for Men	John Steele Mysterious Traveler	Hope Hope Fibber McGee and Molly	
9:00 9:15 9:30 9:45	* Big Tewn * People Are	Detective Story; News Dehn Steele	Rate Your Mate Capitol Cjoukroom	- University Farm Hour News: At Your Request	Dollar a Minute Through the Curtain	On Trial Vincent Lopez Auditions	Mystery House The Northerners	Big Town People Are Funny	
9:00 0:15 0:39 0:45	News Music: Plesta Concert Master	· Hinn News · Frank Edwards · Kennedy— Stivera	News Sports Joe Reichman Dance Music	At Your Request At Your Request	News Weather: News Eric Severaid Bill Jenkins	News Bob Elson Symphonette Symphonette	Answer Man Chicago at Night Nevs Songs This Is the Story	News Sports Special Skip Farrell	
1:00 11:15 11:30 11:45	Nows. The 1310 Club The 1310 Club: News	• News: The Ed Shvers Show	News: Lawler's Folly	Silent Silent Silent	Law. Welk News: Benny Jurgens' Orch. Strong: Dick	Memos Sharp's Diamond Orchestras	Frank Edwards Dance Orch. Dance Orch. Dance Orch.	News David Le Winter The Chez Show (to 1:00)	
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**

### Drama

7:30 p. m.—Baby Snooks (WiBA) 9 p. m. — Rate Your Mate Snooks leads daddy a merry chase, (WKOW) comedy quiz with Joey 8:30 p. m.—Fibber McGee and Adams as emece.

Mully (WIBA) McGee finds he isn't the jack-of-all-trades he professed

9 p. m.—Big Town (WITA) Editor Steve Wilson and reporter Lorelei Kilbourne fight crime.

16:30 a. m.—Jack Berch (WIBA) "Everybody Has a Laughing Place," "It Might as Well Be Spring," "Faith of Our Fathers," 'The Thing."

11:45 a. m. — Ranch Hands, (WIBA) "Anytime," "Helena Pol-ka," "Cowboy Country," "Moanin-the Blues," "Did You Ever Go

6 p. m. - Hymns of the World (WIBA) "In the Cross of Christ I Glory," "Jesus Keep Me Near the Cross," "Tairest Lord Jesus," "Throw Out the Life Line."
7:30 p. m.—Metropolitan Opera

Auditions (WISC), Nina Alba, colorature from Genoa, Italy; Victor Brescia, baritone from New York. 9:30 p. m.—Northerners (WGN guest soloist, Baritone Earl Wil-

### Discussion

8 p. m.—America's Town Meeting (WISC) Dr. Billy Graham. widely known evangelist, and Dr. Ralph Sockman, Methodist minis-ter, debate "Do We Need the Old Time Religion?"

· + + For Children 5 p. m.—Playtime (WIBA) "Mrs.

## Miscellaneous

Goose's Rubbers."

### 8 a. m.-Breakfast Club (WISC)



It's still your

most dependable heat!

Remember, none of our patrons have ever been short of coal!

SINAIKO BROS. COAL &

Don McNeill as toastmaster.

Don McNeill as toastmaster.

10 a, m, — Homemakers (WHA)

"Let's Take Stock". Louise Young:
"Violets in January." Mrs. O. Isen
berg.

2:30 p. m. — House Party

(WKOW) Caroline Leonetti, charm
expert, will visit Art Linkletter.

7 p. m. — Can You Top This?

(WISC) Jokesters led by Sanator 7 p. m.—Cavalcade of America (WIBA). "An American from France."

### WFOW-FM

104.9 Megs. TUESDAY Yawn Patrol—News Clock Watchers—News Ben Light Herb Kern Dance Band O Ban Llant
5 Herb Kern
10 Dapoe Band
10 News--Manian
13 Show Tunes
145 Novelty Shop
100 Nows--Polka
130 Sacred Heart Program
145 Navy Band
100 News--Como
115 Oran Varieties
131 Fred Worter
145 Franke Laino
100 News--Hawaii
115 Pergy Lee
1145 Motton Picture Pavorites
1100 Musle to Listen to--News
1101 Musle to Listen to--News
1103 Musle to Listen to--News
1105 Program Preview
115 Program Preview
115 Program Preview
115 O Musleal Menu
115 Program Preview
115 Program Preview
115 O Musleal Menu
115 Program Sports
115 Program Preview

A. M.
7:00 Farm Program
7:30 Band Wagon
7:45 News
7:45 News
7:58 Weather
8:00 Morning Melodies
8:15 Morning Melodies
8:30 English Literature
9:20 Orran Music
9:20 Orran Music
9:30 Growing Up
9:50 Markets
9:55 Weather
10:30 Concert Alis
10:45 News
11:00 Freshman Forum
11:50 Noon Musicale
P. M. 12:20 News 12:30 Farm Program 1:00 Chapter a Day 1:30 Let's Draw 2:00 Mozart and Haydn

Music Radio Journal Music of the Masters Excursions in Science Musical Varieties Music You Want Naws Organ Melodies Dinner Musicale News Reader's Almanac Political Geography

9:00 PM Concert 10:55 News

WHA and WHA-FM

TUESDAY

P. M.

mainland.

Chiang Puts Formosa

Communism and told the Western

world that only his Nationalist

army can carry the war to China's

In a year-end message to Na-

tionalists, Chiang said the most difficult part of the "life and

death" struggle against Commu-

nism had been passed, but he warned that a hard fight still lay

that "Spain does not lack confi-dence in herself,"

Franco made his assertion in a

Franco Makes Bid

to Help Fight Reds

radio interview.

on Full War Footing

### **LOSING YOUR HAIR?**



and Your Looks? Enjoy More Virile Hair

Give your scalp a chance to grow hair! Don't let simple deterrents like clogged follicles or sluggish circulation stifle your scalp's natural urge to grow strong, healthy hair! Our intensive trichological treatments scientifically combine ultra-violet therapy, professional stimulation and exclusive laboratory-created formula; they penetrate clogged hair passages, attack subscalp hacteria, eliminate itchiness and irritation, normalize the blood circulation which "feeds" the hair roots, and revitalizes the entire cycle of hair-growing activity. Delay is deadly and may lead to fatal follicle shrinkage.

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State Street at the Square

## Blackwood on Bridge

### -(By Easley R. Blackwood)-

Against a no trump contract, might well have chosen to open the Mr. Abel's lead of the deuce of queen of diamonds. spades (his partner's bid suit) Surely he was or Surely he was on lead for the would have been eminently cor- last time, and he might be lucky

enough to find the king of dia-monds on the board and the ace in At a suit bid, however, declarer could be expected to stop the run of the spade suit with his own or

dummy's trumps. East dealer

East-West vulnerable North East (Mrs. Keen) ▲—8 5 3 (Mr. Champion) -A 105 4 ♦—A 8 2 ♣—A 7 5

South West (Mr. Abel) (Miss Brash) ♣—10 ♡—K Q J 9 6 ♦—7 6 4 ♣—K Q J 6 ♣—J 9 4 2 ♡—8 7 2 ◇—Q J 10 1082 The bidding:

West North East South 1 S 2 H Pass 4 H Pass All Pass 3 H Holding as many as four spades, and a very weak hand, Mr. Abel

## **Boy Scouts** Replace Girls on Calendars

NEW YORK —(UP)— A troop dummy's diamonds on her fourth of Boy Scouts and an inspirational club. Thus her contract was easily picture of baseball's immortal Lou made. Gehrig beat out pin-up girls as "I believe," said Mr. Abel timid-the favorite 1951 calendar pic-tures, one of the biggest calendar if you had switched to diamonds." makers said Monday.

tures, one of the biggest calendar in you had switched to diamonds."

"Even an old guy smoking a pipe finished ahead of the cheese cake in orders this year," said Vernon Pope, a spokesman for Brown and Bigelow Co.

Pope said he is only slightly surgical at the following of prefix.

"I led the fourth best of the suit you bid," protested Mr. Abel.

"Against no trump, fine," said prised at the fade-out of pretty Mr. Champion.
girls on calendars for the new "But against

"It happens every time in years of tension," Pope said. "Folks They have no time for day dream-

ing."
The serious tenor of the times also is reflected in the kind of pictures featuring pretty girls. No. 1 among the girlie calendars ordered this year was a black haired lady hanging on the end Entertainment naired lady hanging on the end of a diving board and wearing what Pope calls "a Bikini bathing suit, but the floppy kind—one a girl could wear if her mother was going with her to the beach."

It's the Suspense

The second most popular of the \$40,000,000 worth of Brown and Bigclow calendar girls is titled
"Watch This." It shows a girl taking a deep breath in front of a television set.

She's breathing hard to make sure her dress stays up and Pope said that's as viscous and P

said that's as risque as any his Community Center company got out this year. Pope said brunettes outsell blondes two to one on calendars. It is said the girly-est calendar of them all could hang in a parson's house. It shows the Dionne quintuplets in fancy party dynamics.

quintuplets in fancy party dresses. I IT'S RUGGED IN KOREA

DULUTH, Minn. —(U.E)— Pfc. Arthur Beam wrote his mother from Korea: "I haven't had a have or bath for a month. I haven't changed my longhandles had my boots off for three weeks. TAIPEI, Formosa, Monday — (UP)— Generalissimo Chiang Kaishek today declared total mobiliza-



NEW YORK -- (P) -- Spanish Premier Francisco Franco Sunday told the Western world he would like to be included in its plans for containing Communism, but said

CASSIDY DAILY AND SUNDAY IN THE MILWAUKEE SENTINEL Beginning Thursday



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# U.S. Military Activity Brings

Now the great man was on a spot for his next play.

in the diamond suit.

# Prosperity to French Port City

BORDEAUX, France—(U.P.)—The establishment of American military bases here to open an emergency supply line to Germany through

France has brought a prosperity boom to this region. The area was ravaged last year by the worst forest fires in its

history Some 3,000 U. S. soldiers and civilian experts poured into Bor-

If not at least he would have turn over harbor and warehousshown where his pitiful bit of ing facilities to America. Hunstrength lay—and that might have dreds of new jobs were created

deaux after France had agreed to sore of thousands of scorched acres.

Material Pours In

Since the first American Liberty clarified the defense of the hand for the local population.

for Mr. Champion.

Before the agreement was ships arrived here, 20,000 tons of

But the opening was the deuce of spades and Mr. Champion won with the queen.

Now the great man was on spot for his next play.

Now the great man was on spot for his next play.

Now the devasted to arrive in the next three months, agitators. The devasted to arrive in the next three months. Dockers are busy and Commu-nist demonstrations fell flat when surrounding forests were an eyeit became known that the Americans were paying wages well above union scale. In the forests, army buildozers

ployment.

### The opening lead made it seem probable that Mr. Abel had four Parental Victim



Young Chris Taylor can't figure out why Brown university gym students' hospitality

has ceased. His parents in Providence hung a sign on his back asking students to bar him from gym and stop feeding him sweets.

Mack

Harrell

Jan. 11, 12-8 p. m.

Union Concert

Series

\$2,40 (tax inc.)

Wisconsin Union Theater

WARNER BROS

NOW THROUGH WEDNESDAY

WARNER BROS.

RUIN COOPER STRUCK RUIN ROMAN

CAPITOI

Baritone

Metropolitan Opera

### Remaining Tickets Now

'Our finest male singer." N. Y. Herald Tribur

Calendar

State Historical Museum: The Meno-miner Indians of Wisconsin; archi-tecture in Wisconsin; portrait of Vin-nie Ream Hoxie. Wisconsin sculptress

## PRAIRIE SUN PRAIRIE RICHARD CONTE COLLEEN GREY

"THE SLEEPING CITY" SELECTED SHORTS

FREE PARKING LOT MIDDLETON

Linda Darneil—Richard Widmark "NO WAY OUT" Sports "Thrills Trail Riding"

HAM SI.00 Now serving bottle and canned beer. AMATO S DRIVE-IN RESTAURANT 515 S. Park

## **Movie Cameras** ONLY A DAY RENTAL

Meuer **Photoart House** Wm. J Meuer



SNEAK 8 P.M. TONIGHT PREVIEW OF A COMING BIG HIT

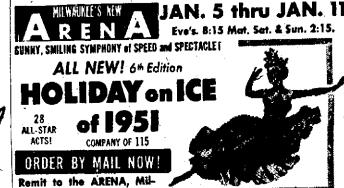
LAST DAY! FOR THESE 2 BIG HITS



waukee. Eve's & Sun. Mat.



WED, "NO WAY OUT" and "FOOLISH HEART"



## become French property with the rest of the American improvements by terms of the agreement

and trucks have cleared camp sites where white-peaked tents sprang up almost overnight, and

more French workers found em-

It was reported an airport would be built, which eventually would

Fears Lulled
At first, the arrival of the American troops was viewed with con-cern by the population, which well remembered the heavy Allied bombardments of German centers here in 1942-44 and feared the same thing would happen if Russia invaded France.

The thoroughness with which the new installations were set up convinced citizens that the Americans "are here to stay" and the stimulant to employment and business was felt throughout the region.

French technicians and laborers have nearly completed the con-struction of wood and cement barracks, roads, depots, car sheds and administration buildings. Meanwhile, the troops are lodged in tents and French barracks in the

## GO OUT TO A MOVIE NOW!

A MERRY BUNCH OF ENTERTAINMENT STARS IN A WONDERFUL MUSICAL STORY



HUSSEY \* Tom Ewell - Charles Kempa and MARGE and GOWER CHAMPION GROUGHD MARX - DORDTHY KIRSTEN PEGGY LEE - THE MERRY MAGS

# NOW!

THEY'LL CHASE YOUR BLUES AWAY!

2ND HIT! MYSTERY! "THE SHAKEDOWN"

## MADISON

NOW!

The delicious, suspicious



2ND HIT-LAFFS!

"Father Makes Good"

# **LAST DAY**

ALL COLOR SHOW! AMERICAN GUERRILLA IN THE PHILIPPINES"

"THE DESERT HAWK"

TOMORROW DORIS DAY GORDON

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