

Radio Timetable

Table with columns for WIBA, WISC, WKOW, and WIBU. Rows list programs and times for Saturday.

Table with columns for WIBA, WISC, WKOW, and WIBU. Rows list programs and times for Sunday.

Started programs are also carried on corresponding FM stations. FM channels: WIBA-FM 101.5 M, WCFE (WIBU) 94.9 M, WISC-FM 98.1 M.

Table for WHA and WHA-FM programs, including Farm Program, Morning News, and various musical shows.

Table for WFOV-FM programs, including Early News, Labor Report, and various musical shows.

Today's Radio Highlights

Music: 12 noon - Metropolitan Opera House (WISC): Lily Pons, Ferruccio Tagliavini, Thelma Vitpica, and Giuseppe Valcigno sing "Lucia di Lammermoor." 1 p. m. - Music With the Girls (WKOW): "I Got Rhythm," "Blidin' My Time," "Somebody Loves Me," and "Strike Up the Band." 3:30 p. m. - Music of the Masters (WIBA): Red Foley, master of ceremonies, and vocalist Lefty Frizzelle, guest. 9 p. m. - NBC Symphony Orchestra (WIBA): selections from "Lohengrin," "Siegfried," "Tristan and Isolde," "Die Gotterdammerung," and "Die Walkure," all by Wagner. Chicago Theater of the Air (WISC): David Poler, tenor, sings a radio adaptation of "The Count of Luxembourg," by Franz Lehár. FM Concert (WHA-FM): "The Skaters," Meyerbeer. Drama: 10 a. m. - The Somerset Maugham Radio Theater (WIBA): "Mr. Know All," about a pompous passenger aboard a cruise ship. 10:45 a. m. - Let's Pretend (WKOW): "House of the World," an allegory of good will triumphing over evil. 11 a. m. - Theater of Today (WKOW): a young girl's outlook on life is changed by a hospital intern in "Only a Night." 8 p. m. - Gangbusters (WBBM): "The Case of the Give-Away Train Ride," escapee travels on the same train as his pursuers. Sports: 1:30 p. m. - Football (WGN): Blue-Grey (north-south) game played in Montgomery, Ala. 4 p. m. - Football (WISC): East-West game played in San Francisco. 6:15 p. m. - Orange Bowl Preview (WKOW): sportswriters discuss New Year's day game. Farm Programs: 7 a. m. - This Farming Business (WMAQ): Fred Sutter, who farms near Fountain City, Wis., honored. 12 noon - National Farm and Home Hour (WIBA): Charles E. Wilson, director of defense mobilization, and government officials discuss "The Job Ahead for the Farmer in '52." 12:20 p. m. - Farm Program (WHA): "Poultry News," J. B. Hayes; "4-H Club of the Air," Verne Varney. Miscellaneous: 8:45 a. m. - Carnival of Books (WMAQ): "Newcomers to Wisconsin," Mrs. Hazel Cartier. 1:30 p. m. - Highlights in Movie History (WIBA): Marlene Dietrich, Gloria Swanson, Bing Crosby, Mae West, and Mary Pickford, will reminisce. 2:15 p. m. - Adventures in Science (WKOW): highlights in science during 1951. 7 p. m. - Twenty Questions (WISC): Walter Abel, guest.

Chicago Station Programs

Table with columns for frequencies and station names. Rows list programs for Monday through Friday, Saturday, and Sunday.

Market Operator Gets \$50 Fine for Illegal Beer Sale

Edward L. Hockett, operator of the Sunny Knoll market, 3158 Milwaukee st., paid a \$50 fine in superior court Friday for selling three quarts of beer last month to a 17-year-old Blooming Grove boy. Hockett testified that the boy had fraudulently used his older brother's draft card to show he was old enough to buy the beer. However, Superior Judge Roy H. Proctor said that did not relieve Hockett of the responsibility of selling to a minor. Only age identification cards obtained from the county registrar, or cards provided by state law which have been signed by the beer-purchaser and two witnesses, are valid cards which beer or liquor dealers can use in defense of charges of selling to minors, Judge Proctor reminded. The boy said he took the beer to a party in a Monona home which was attended by nine teen-aged guests. Judge Proctor said the testimony indicated that the youths consumed more than the three quarts of beer purchased at Hockett's, and ordered Asst. Dist. Atty. Joseph Goodman to attempt to determine who sold it to them. In another case, Donald M. Millard, operator of the Northwest corner, 504 W. Wilson st., appeared to circuit court from a \$50 and costs fine assessed against him by Judge Proctor two weeks ago for selling beer to a 17-year-old Madison boy who police found asleep in a parked car. The trial of James Yingling, manager of the Turner hall bar, 21 S. Butler st., on charges of selling beer to two 17-year-old boys from Waunakee and De Forest, was postponed in Superior Court until next Friday.

London Surveys 'Worst' Fire



After the worst fire since Nazi bombing raids, a London street is debris strewn with the wall of a big warehouse. Six firemen were trapped. One was killed and the others injured. (International)

Hearing on Remodeling Proposal by WPL Set

A hearing on the Wisconsin Power and Light Co. application to remodel the garage building at Wisconsin Ave. and S. Fairchild sts. for use as a garage and service building for the company will be held in the Public Service Commission (PSC) offices at 1:30 p. m. Jan. 10, it was announced Friday by Edward T. Kaveny, PSC secretary. The building will be remodeled at a cost of about \$50,000, according to the company's application, and will replace the company's present garage and service building at E. Main and S. Blount sts. The building, valued at \$215,200, now is owned by Madison Storage Garage, Inc., a subsidiary of the power and light company. The new use of the building is expected to release 2,700 square feet of space in the company's office building at 112 W. Washington ave. The deal must be approved by the Federal Communications Commission (FCC). Stout listed the purchasers as: Lou Poller, owner of station WJVA, Chester, Pa., and part owner of station WABL, Arlington, Va.; Cy Blumenthal, a brother-in-law of Poller; and Alex Rosenman, formerly executive vice-president of WCAU, Philadelphia. Station WMAW has been operated by the Midwest Broadcast Garbage Disposal Co. headed by Raymond C. Bordecht, a news bulletin of the cheerder.

Milwaukee Radio Station WMAW Sold

WASHINGTON (AP) - The sale of radio station WMAW, Milwaukee, to Eastern interests for a sum "in excess of \$200,000" was disclosed Friday by Clair Stout, Washington attorney. The deal must be approved by the Federal Communications Commission (FCC). Stout listed the purchasers as: Lou Poller, owner of station WJVA, Chester, Pa., and part owner of station WABL, Arlington, Va.; Cy Blumenthal, a brother-in-law of Poller; and Alex Rosenman, formerly executive vice-president of WCAU, Philadelphia. Station WMAW has been operated by the Midwest Broadcast Garbage Disposal Co. headed by Raymond C. Bordecht, a news bulletin of the cheerder.

Official Bulletin 'Finds' Danish Disposal Method

The Public Administration Clearing House, Chicago, has just "discovered" a garbage disposal system described in The State Journal several weeks ago. Under the heading, "Odorless Garbage Disposal Invented by Co. headed by Raymond C. Bordecht," a news bulletin of the cheerder.

City Man Forfeits \$100 Bail on Driving Court

Richard D. Williams, 418 Wisconsin ave., forfeited \$100 bail in superior court Friday when he failed to appear on charges of driving without a license. Williams' car had struck eight parked cars early Monday in the 1500 block on Madison st. and the 800, 900, and 1000 blocks on Oakland ave. Police said a total of about \$650 damage was caused to the parked cars. Investigator Wesley Jenkins and Officer Kenneth Kruse traced Williams' car to his home Thursday and he admitted he had been driving it when the accidents happened.

IN MADISON

Advertisement for WIBA radio station. Text: 'More People Listen to WIBA Than to Any Other Radio Station'. Includes a bar chart showing listener percentages for stations W, B, C, D, and E.

In most segments of the day WIBA has more than twice as many listeners as the next nearest station.

Shown above are the averaged percentages for all segments of the broadcast week for the top five commercial stations listened to in Madison during October, 1951.

Here are weekly share-of-audience figures revealed by the Hooper Radio Audience Index for Madison, compiled during October, 1951, by C. E. Hooper, Inc., of New York City.

Table showing weekly share-of-audience figures for WIBA, Station B, Station C, Station D, and Station E across different time slots.

TOPS in NEWS

Table showing audience share for news programs: Morning News, Noon News, and 10 P. M. News.

TOPS in SPORTS

Table showing audience share for sports programs: 1:30 - 4:30.

Advertisement for Forbes-Meagher Magnavox radio-phonograph. Text: 'The name that means Music! brings you the new Magnavox Contemporary with the exclusive Add-a-TV feature'.



You can add Big-Picture TV now or later to this radio-phonograph

The handsome Contemporary is all one could wish for in a radio-phonograph. Glorious tone. Three speed automatic changer handles all size records with 10 and 12 inch inter-mixed. AM-FM radio. And you can add Magnavox 17-inch television now or later. Mahogany finish. \$285.00

Magnavox logo and address: RADIO PARK, MADISON. AM-1310 • FM-101.5

Man Who Stole Taxi Here Leaves Hospital

Edward Thomas Witte, 29, Madison, was released from Central state hospital at Waupun Friday and given an indefinitely postponed sentence in superior court for stealing a City Car Co. taxi on July 24, 1949. Witte was committed to the hospital on Aug. 19, 1949, after being given a mental examination at Mendota state hospital. Superior Judge Roy H. Proctor ordered his release Friday on the basis of a report from Central state psychiatrists who declared Witte to be sane.

Oscar Johnson Elected by Monroe Chamber

MONROE - Clarence F. Kempfer, president of the Monroe Chamber of Commerce, announced Friday that Oscar N. Johnson has been elected Chamber secretary. Johnson is operator of the Monroe Credit Bureau and the Monroe Account Service. He resigned as vice-president of the First National bank in August. He succeeds Walter L. Day as Chamber secretary. He will take office as of Jan. 1.