WMFM

### lio Jimetable

Farm Hour News; Top o' Morn; Heatter

Top o'Morn
News
Top o'Morn
Pauline Fred's

My True Story: Whisp'g Streets
 Betty: News

Presidential
Insuguration
Presidential
Insuguration

Presidential Insururation Presidential Insururation

Presidential Inauguration Presidential Inauguration

Presidential Inauguration

\* News \* Mystery Quis

Mr. Music
Cousin Henry
Jon and Sparks
Birthday Club

Inauguration Highlights Inauguration Highlights

America's Town Meeting G. Heatter

Raiph O'Connor Titus Moody Elmer Davis

Breakfast Club Breakfast Club

WKOW

Uncle Julius Farm Hr. Mkts. Chale in Air Weather, Markets

Coffee Club: News Kitchen Club Mus.; News: Mkts.

Arthur Godfrey Twne Arthur Godfrey Time

Arthur Godfrey Time Presidential Inauguration

Presidential Inauguration Presidential Inauguration

Jackpot Quis News Mkta; Weather Farm Parade

Jockey's Choic Mrs. at Market Nora Drake Alice Blair

Jockey's Choice House Party Home Folks

Inauguration Roundup Inauguration Roundup

People
Are Punny
Mr. and
Mrs. North

L. Parsons: Doris
Day Show
News: C. Adams
S. Henderson

9:30 a.m.—Growing Up (WHA): "Follow the Leader." 1:30 p.m.—Let's Draw (WHA):

"Pletures by the Yard."
4:30 p.m.—Uncle Bill (WMFM):
"Bugs Bunny in Storyland."

		Rad
		WIBA 1310 kc.
	6:06 6:15 6:30 6:45	Froite: Farmen Forum Musical Clock: News
	7:00 7:15 7:30 7:45	Alex Dreier Musical Clock Journal News George Morgan
	3:00 3:15 3:30 3:45	Musical Clock Musical Clock News
	9:60 9:15 9:30 9:45	Welcome Travelers Double or Nothing
	16:00 10:13 10:30 10:45	Strike It Rich Presidential Inauguration
	11:00 11:15 11:30 11:45	Presidentiat Inauguration Presidential Inauguration
	72:80 12:15 12:30 12:45	<ul> <li>Presidential         <ul> <li>Inauguratio</li> <li>Presidential</li></ul></li></ul>
	1:15 1:15 1:30 1:45	Presidential Inauguratio News Melody Para
	2:15 2:15 2:19 2:15	<ul> <li>Life Beautif</li> <li>Road of Life</li> <li>Pepper Youn</li> <li>Right to Haj</li> </ul>
	3:09 3:15 3:38 3:45	<ul> <li>Backstage W</li> <li>Stella Dallas</li> <li>Widder Brow</li> <li>Wom. in Hou</li> </ul>
	4:00 4:15 4:30 4:45	• Just Plain B • Front P Farr • Lorenzo Jone • Doctor's Wife
	5:00 5:13 5:30 5:45	<ul> <li>Madison</li> <li>Hour</li> <li>News</li> <li>Sports; News</li> </ul>
	6:00 6:15 6:30 6:45	* R. Harkness * Mel. Momenta * News of Wor * 1 Man's Paro
•	7:06 7:15 7:30 7:45	• Cavalcade of America • Red Skelton
	\$:00 \$:15 \$:30 \$:45	<ul> <li>Martin and Lewis</li> <li>Fibber McGee and Molly</li> </ul>

11:00 \* News, 1310 11:15 Club 11:30 Harry James 11:45 Orch; News Hammer; New Presidential Inauguration Ball red programs are also carried on corresponding FM stations FM channels: WIBA-FM, 101.5 M. WWCF (WIBU), 94.9 M. WISC-FM, 98.1 Starred programs are

Today's Radio Highlights Special Programs

\_ Inaugural Ball 11:10 p.m. - Inaugural Ball

Drama

Miscellaneous 7 p.m.—Cavalcade of America
(WIBA): "Bless This House," story
of executive mansion; Macdonald
Carey, narrator.

VIJCUID 10 5.m.—Homemakers (WHA):
"Fundamentals of Flower Arrangement—Color and Harmony," Adelaide Lyster; "Help Build Your arey, narrator.
7:30 p.m.—Mr. and Mrs. North
New Home," Mrs. Grace Duffee.

(WKOW): Innocent convict seeks witness who sent him to cell. 8 p.m.—People Under Communism (WHA-FM): "The Music and (WHAthe Dream."

8:30 p.m. — Freedom U.S.A. (WKOW): Tyrone Power as sena-(WKOW): Tyrone Power as gena-tor who persuades critic to be-come candidate . . . Frontier Town (WMFM): "Fort Disaster" . . . My Friend Irma (WBBM): neigh-bor investigates boy friend's con-nection with stock exchange. 10:35 p.m.—That Hammer Guy (WISC): murder in dance hall.

Religion

10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Kenneth E. Whitney, Bashford Methodist church.

Music 3:30 p.m.-Music of the Masters

(WHA): "Harold in Italy."
5:30 p. m. — Curt Massey
(WBBM)1: "Bye Bye Blues," "Tumbling Tumbleweeds."

9 p.m.—FM Concert (WHA-FM):

"Symphony No. 3," Brahms.

9:05 p.m.—Dorls Day (WKOW):
and David Wayne.

+ + +

**Variety** 

8 p.m. — Martin and Lewis (WIBA): with Janet Leigh. 8:30 p.m.—Fibber McGee and

#### WHA and WHA-FM

WHA and WHA-F,
TUESDAY

100 Music and News
108 Westher Roundup
115 Farm Program
130 Band Wagon
145 News: Weather
100 Morning Melodies
177 Highway Report
180 Man in Boolety
180 Music
190 Homenkers Program
190 Forwing Up
190 Markets: Weather
191 Howe Wester
191 Howe Wester
191 Howe Wester
192 Howe Wester
193 Farm Program
190 Chetse Report
180 Farm Program
190 Chetse Roundtable
191 Music You Want
197 The People Act; Music
197 Music Of the Masters
198 Music 701 Music
198 Music 701 Farm
198 Music 198 Music 198 Music
198 Music 198 Music
198 Music 198 Music
198 Music Album
198 Music Album
198 Music Album
198 Music Album
198 Melodies
198 John Musicale
198 Vews Melodies
199 John Musicale
198 Wester
199 Music Album
198 Melodies
199 John Musicale
199

(to 11)



TIP O' THE MORNING: Guy Mitchell and Rosemary

Musical Clock

Musical Clock

Musical Clock

Musical Clock

News: Pioneer

Bob Crosby

Wisconsin Idea magazine whilehed at the winter issue of the

Wisconsin Idea magazine whilehed Wisconsin Idea, magazine published on the University of Wis-

News Matines Matines News: Frm Pgm Farm Front

WIBU 1249 kg

News: Farm Bervice News: Weather Farm Prolice

Prayer League Musicel Clock Musical Clock

News Musical Variety Mid-Morning Matines

Music: Markets News and Markets Farm & Home

Farm Service Si Hays and Daughter Chr'n Science

Hour News Band Parade

Piesta Time
University
Special
Univ. Special

Bing Sings Farm Front \* Old Timers Jamboree

Old Timers Jamboree Old Timers Jamboree

At Your Request At Your Request

that faced by those who put "The Snows of Kilimanjaro" on the screen. Just as the adapters had to expand them, rather than con-

words, but it is implicit in his account of the work of Louis O. Coxe and Robert Chapman, who compromised between nautical melodrama

and "the elusive symbolism" of the story, and did so "with an intelligence and practical-mindedness rare among even experienced playwrights." Another extended article in the Wisconsin Idea is Rich-

Hubba Hubba To Be Ann'd Chapel in Sky ard Leeman's "The Brackish Pond of Campus Writing," a critical survey of the autumn issue of the magazine. Leeman finds that most of the student writing is "inverted romanticism", in which the writer feels and records "experience in terms only of the sordid and thwarting, the biological and mechanical." He calls the work "naive rebellion," approximating in its delineation of character "a labored clinical study—psychology un-related to idea and vision."

He also bemoans "an almost total insulation from the lesson of past and present writers,"

News.
Old Time Band
Sports Time
Bing Sings Leeman's report is hampered by a basketful of typographical errors, more regrettable in a magazine of the Idea's kind than in any other periodical. For that matter, the typographic approach as a whole is one of heterogenelty-and that's not good, either.

> DISCS OF THE DAY: Recommended "pop" records . . Mitch Miller orchestra (Columbia): "Without My Lover," featur ing Stan Freeman's harpsichord, and "Just Dreaming," with Buddy

NAMES IN THE NEWS: Work has started at Cypress Gardens, in Florida, for Esther Williams' next picture. She plays an aqua-maid and model, opposite Van Julmson.

MILWAUKEE UP- Mrs. Dorothy Highlights

Molly (WIBA): Fibber decides to write a book.

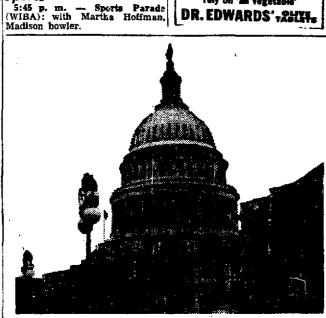
Mile Wile (WIBA): Fibber decides to model, opposite van Johnson.

Also in the acts are Tony Martin and Cyd Charisse. Release is scheduled for next December.

Mr. and Mrs. Jack Benny (Mary Livingstone) observed their 28th wedding anniversary last Wednesshort time later her 20-year-old daughter. Mrs. Diane Waller, also bore a girl.

GINS
Vonnegut—PLAYER PIANO
Vestal—JOW MEEK: THE MERRY
MOUNTAIN MAN
Helmann—CREATIVE TABLE-TOP
PHOTOGRAPHY
TYd'ngs—TYDINGS GUIDE TO KODAK MINIATURE CAMERAS
Wiswell--CHECKER KINGS IN AC-

GIVES MORE NATURAL-LIKE' RELIEF FROM



#### A President Begins

It's NBC for the most complete coverage of the inauguration . . . with on-the-spot descriptions from George Hicks, W. W. Chaplin, Ken Banghart, John Batchelder, Stuart Finley, Ray Scherer, Ned Brooks, Leif Eid, Holly Wright, Ray Heale, Frank Bourgholtzer, Earl Godwin, Clifton Utley and H. V. Kaltenborn . . . backed by staff of 250 newsmen and engineers.

TODAY at 10:30 A.M. NBC Radio

WIBA



Clooney will star in a film musical, says a Hollywood report.

consin campus. One of those difficulties was similar to

Hemingway work was a short story, so "Billy Budd, Foretopman'' was a novelette-and the tract, as in the case of most adaptions.

Curvin doesn't make this point in so many

Weed at the harpsichord, and "Just Dreaming," with Buddy
Weed at the harpsichord.
Frankie Laine (Columbia): "I'm
Just a Poor Bachelor" and "Tonight You Belong to Me," with
Paul Weston's orchestra.
Rosemary Clooney (Columbia):
"If I Had a Penny" and "You're
After My Own Heart."

\*\*Head a Penny and "You're
After My Own Heart."

\*\*Head a Penny and "You're
After My Own Heart."

\*\*Head a Penny and "You're
After My Own Heart."

\*\*Head a Penny and "You're
After My Own Heart."

\*\*Head a Penny and "You're
After My Own Heart." day, Feb. 1, and the last April 12.

### Hard Hit In Present **Wave Of Colds**

Melly (WIBA): Fibber decides to write a book.

10:30 a.m. — In auguration (WIBA): parade, oath-taking, presidential address (to 1:30 p.m.)

10:30 a.m. — In auguration (WHA): "The Moralist Looks at Marriage."

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10:30 a.m. — In auguration (WHA): Looks at Marriage."

10:30 a.m. — In auguration Review (WKOW): Philippines' music.

2 p.m. — America's Town Meet (WKOW): Philippines' music.

3 p.m. — In auguration Review (WKOW): Do We Overemphasize Competition in America's Town Meet (WKOW): one-hour report on day's events, plus recapitulation of happenings which led to Dwight D. Eisenhower's election.

7 p.m. — Inaugural Highlights (WISC): one-hour review.

8 .65 p.m.—Inaugural Highlights (WGN): 25-minute summary.

9 p.m.— Raiph O'Connor (WIA): "New Flower Arrange (WISC): "New Flower (WISC): "New Flower Arrange (WISC): "New Flower A HERE'S A TIMELY WARNING-Health authorities say, rest plenty, eat moderately, avoid crowds and go to bed at first symptoms. If seyour, call doctor at once. Epidemic colds often mean headache, fever, muscular aches and pains. At very first sign of such discomfort, take two tablets of St. Joseph Aspirin, two tables of St. Joseph Aspirin, repeat as directed to ease headache, check fever, relieve muscle aches. St. Joseph Aspirin is first choice of millions. And no aspirin is surer, faster, or more dependable. 12 tablet tin world's largest seller at 10c. 100 tablets only 49c. Sold everywhere.

A.M.

Barty Risyrs
News: Foarly Risers
News: Yawn Patrol
North Hall Weather Reports
Yawn Patrol
5 Kiddle Racind
5 Kiddle Racind
6 Yawn Patrol
5 Layman's Call to Prayer
60 Yawn Patrol
23 North Hall Weather Report
23 North Hall Weather Report
23 Chockwatchers
230 North Hall Weather Report
230 Chockwatchers
230 Chockwatchers
230 Chockwatchers
230 Lonce Band
240 Morning Musical Variety
240 Control Musical Variety
250 Control Musical Variety
250 Control Musical Variety
250 Control Carlo Control
250 News: Noontime Fredics
250 Dance Band
250 Dance Band 6:35 News; Showcase
7:15 Polikats
7:30 Collector's Alhum
7:45 Sleepy Jos; News
8:00 Pavorite Drams
8:15 Packase of New Records
8:13 Pruntier Town; News
8:00 Eharpen Tour Wits
9:00 Ohn T. Firm
9:15 News
10:00 Cirdle McCoy
10:15 Eddie Miller
10:30 Art Mooney
10:35 Ai Morgan; News
11:30 One Oh Four & One Club
11:35 News (to 12) on radio **Inauguration** 

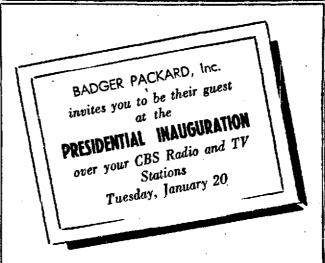
3:30 Danca Sand; News
4:00 Juke Eox Jambores
4:15 Al Truce
4:15 Al Truce
5:00 Elbis Filli News
5:00 Elbis Fillowahip
5:30 Off the Record
5:35 News; Musical Menu
6:15 Bud McCarrey
6:35 Sports News
6:35 News; Showcas
6:35 News; Showcas
6:35 News; Showcas
7:15 Politats

Tuesday, January 20th in Washington ever the NBC Radio Network coast-to-coast

Radio Station WIBA

Time 10:30 A.M. Presented as a public service by

**General Motors** 



You're invited to stop in and see the whole show in our showroom where we will have a TV set in operation. Refreshments will be served all day Tuesday.

BADGER PACKARD, INC. 323 W. Johnson St.

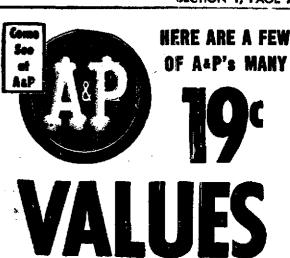


OUR TRUST DEPARTMENT

...is a highly trained, well informed trustee, executor, or agent for handling of your financial affairs. We have a continual corporate existence and can relieve you of many financial details. See our Trust Officers tomorrow about how we might help you.



Madison Bank & Trust Co. 23 WEST MAIN STREET



Help Stretch Budgets!

Look Over These Outstanding Food Buys

## Iona Peaches

SLICES or HALVES

Makes an ideal dessert, as a sauce or with a salad - Serve Iona Peaches often for real eat-

Dole's Pineapple AAP Pure Grape Juice Concentrated 16-02, 13th. 19c Kare Corn Syrup Blus Lubel 1%-Lb. Btl. 196

Cream of Wheat Cereal Quick 44-0x. Pkg. 19C Sunnyfield Corn Flakes on 18-0s. Pkg. 190 Pillsbury Pie Crust Mix Many to Make 9-Os. Pkg. 19c

Bond Sweet Pickles Hook Sine

# **Round or Sirloin** STEAK

Beef Prices Are Down at A\*P—Note the Values!

Yee, both fine beef outssame low price -- each out choice grade-and AdP Super-Right Quality.

Lb. 45c

Ed. 39C

26. 35c

Lb. 49C Fresh Ground Beef 12.55с **Beef Chuck Roast Porterhouse** Lb. 99E T-Bone or Club Steaks <sub>26.</sub>43c

Lamb Roast Shoulder-Choice Grad Skinless Wieners All Mont **Beef Short Ribs** Choice Grade

Ocean Perch Fillets Frozen Cod Fillets

Lb. Pkg. 53c Salted Cod



Enjoy delicious juicy grapefruit noue -because it's at the peak of flavor and low, low in price - get a good supply-keep the family healthy. Large 80 size.

Libby's Peas

Libby's Broccoli otorped 2 Prec 35c

Diced Potatoes snow oron

M-Os. 39¢ Strawberries Editor Proses

Orange Juice From Florida Gold 2 came 25c

