

# Today's Radio Highlights

## Sports

**11:30 a. m. — Tournament of Roses (WBBM):** Description of the Tournament of Roses parade in Pasadena from three pickup points.

**12:45 p. m. — 'Gator Bowl (WKOW):** The universities of Maryland and Missouri play their grid classic at Jacksonville, Fla.; Al Helfer and Bob Wolff at the mike . . . **Orange Bowl (WBBM):** Mel Allen and Connie Desmond broadcast the Santa Clara-Kentucky football game from Miami, Fla.

**1 p. m. — Cotton Bowl (WIBA):** Bill Stern describes the North Carolina-Rice Institute game from Dallas, Tex.

**1:30 p. m.—Sugar Bowl (WISC):** The Louisiana State-Oklahoma game in New Orleans is described by Harry Wismer and Jim Britt.

**4 p. m. — Rose Bowl (WBBM):** California vs. Ohio State at Pasadena, Calif.; Red Barber and Carroll Hansen at the mike.

**8 p. m. — Basketball (WKOW and WISC and FM-Stations WHA, WIBA and WISC):** Illinois vs. Wisconsin.

**9:30 p. m. — Roller Derby (WISC):** Described by Joe Hasel and Ken Neidel from the Roseville Avenue Armory in Newark, N. J.

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## Discussion

**9:30 a. m.—Ranger Mac (WHA):** "The Fight to Live."

**10 a. m.—Homemakers Program (WHA):** "January—A Month for Sales," Mrs. E. F. Westphal; "Your Memory Plays Tricks."

**11:30 a. m.—Farm Roundup (WIBA):** Roy Ormond, Oscar Mayer and Co, farm service director, "Meat and Meat Products that Consumers Will Get in 1950."

**3:50 p. m. — Radio Journal (WHA):** Rabbi Manfred Swarsensky, "Palestine Today" on the "Round-the-World" series.

**9:30 p. m. — Congressional Preview (WKOW):** The congressional pattern for 1950 predicted by Sens. Ralph Flanders (R-Vt.) and John

Sparkman (D-Ala.), Reps Clarence Brown (R-O.), Andrew J. Biemiller (D-Wis.) and Mike Mansfield (D-Mont.) with Joseph McCaffrey as moderator.

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## Special

**— 4 p. m. — Calendar (WIBA):** The bulletin board of community events is moved to a new time to permit the football game broadcast.

**9:30 p. m.—Gov. Stevenson Reports (WENR and WMAQ, on WBBM at 11:15 p. m.):** The governor of Illinois makes a year-end "Report to the People."

## 5 Personals

**ON SUNDAY** the Madison Newspapers will maintain messenger service up until 11 a.m. If the carrier boy should fail to leave your Sunday paper on any Sunday morning, call 5-1611 and a fresh copy will be delivered, providing you report the delivery failure before 11 a.m. Madison Newspapers Inc

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