Radio News and Programs

Rabies Consciousness to Be Stirred Tonight By Pasteur Program

Bob Burns is one Hollywood comedian who isn't afraid to quip about the rain in California. After telling about the recent torrents on his Thursday night program with Bing Crosby, Bob, shown here, didn't receive a single letter of complaint from California residents.

To make the public conscious of rabies, the American Medical assn. will dedicate a special program tonight to Louis Pasteur, French scientist who discovered a cure for the disease. The program will dramatize the highlights of his career. Stations WIBA and WENR will air the broadcast at 9 p. m.

Other top programs for tonight and Thursdaytime follow, classified:

Drama

7. p. m.—Hollywood Playhouse (WMAQ): Gale Page and Charles Boyer in "Nothing to Do But Live."

7:30 p. m.—Employment Series (WIBA): "The Dairy Industry."

Discussion

9:15 p. m.—Edgar C. Powers (WBBM): "Washington, a Great President and a Great Mason."

Music

7 p. m.—Madison Schools of Music (WIBA): Central high orchestra plays works of Bach, Bizet, Wagner, and Strauss.

9:30 p. m.—Pageant of Melody (WGN): Joseph Stepansky, violinist, plays "Canzonetta" by Tschaikowsky . . . **Indianapolis Symphony** (WIND): "Moyen Age" by Glazounov and "Johnny Comes Marching Home" by Harris.

Popular Music

9 p. m.—Glenn Miller (WBBM): "All the Things You Are."

Variety

6:30 p. m.—Burns and Allen (WBBM): clothes make the man go crazy.

7 p. m.—Breezin' Along (WLS): "Sweet Georgia Brown" and "Confucius Say" . . . **Al Pearce** (WBBM): searching for an announcer.

7:30 p. m.—Dick Todd (WMAQ): "Am I Proud," a new tune.

8 p. m.—Fred Allen (WMAQ): Baby Barbara, a six-year old xylophonist, guest . . . **Star Theater** (WBBM): Ruth Gordon and Louis Calhern in "A Church Mouse."

Miscellaneous

6:45 p. m.—Uncle Sam Calling (WIBA): the story of the 1940 census, with Eddie Lenahan, Madison district supervisor.

10:15 p. m.—Wireless Operators (WMAQ): honor Lenox R. Lohr, NBC's president.

Thursdaytime

11:30 a. m.—National Farm and Home Hour (WIBA, WMAQ): an inventory of the nation's forest resources.

12:30 p. m.—Farm Hour (WHA): "Washington's Farm Problems and Ours."

1 p. m.—American Legion (WGN): Raymond Kelly, national commander, on "George Washington."

3 p. m.—Rainbow Division (WENR): a salute to the famed World war division by former members.

3:15 p. m.—Hialeah Races (WGN): Miami Jockey club stakes.

4 p. m.—Premier Daladier (WIBA): speaks from the American club in France at a Washington dinner.

Frequencies

KMOX	1090	WIND	560
KSL	1260	WISN	1120
KSTP	1460	WJJD	1130
WBBM	770	WLS	870
WCCO	810	WMAQ	670
WCFL	970	WLW	700
WENR	870	WMT	600
WGN	720	WOC	1370
WHA	940	WSB	740
WHAS	820	WSM	650
WHO	1000	WTAM	1070
WIBA	1280	WTMJ	620

These programs are subject to change at discretion of the stations.

WIBA Tonight

5:15—NBC Malcolm Claire
5:25—Birthday Club
5:30—News Edition
5:45—The Sports Parade
6:00—Dinner Melodies
6:45—The Census Program
7:00—Madison Schools Music
7:30—Stories of Wisconsin Industry
7:45—The Workers Forum
8:00—NBC The Green Hornet
8:30—Land of Our Fathers
9:00—NBC American Medical Assn.
9:30—Catholic Charities Campaign
9:45—Club Chanticleer Orchestra
10:00—Night News Edition
10:15—NBC The Next Step Forward
10:30—NBC Tommy Dorsey Orchestra
11:00—NBC The Marriage Club
11:30—NBC Erskine Hawkins Orchestra

Short Wave Tonight

Moscow—6 p. m.—Broadcast in English. RV96, 15.24 meg., 19.7 m.; RNE, 12 meg., 25 m.

Budapest—6 p. m.—Orchestra of the 1st Honved Infantry Regiment. HAT4, 9.12 meg., 32.8 m.

Rome—6:30 p. m.—News in English; Light Music; Tourist Notes. 2RO, 11.81 meg., 25.4 m.; IRF, 9.83 meg., 30.5 m.

London—6:30 p. m.—Full News Bulletin. GSD, 11.75 meg., 25.5 m.; GSC, 9.58 meg., 31.3 m.

Madrid—7:25 p. m.—News in English. EAQ, 9.86 meg., 30.4 m.

Eindhoven—7:45 p. m.—Transmission to South-Eastern U. S. A. PCJ, 9.59 meg., 31.2 m.

Berlin—8 p. m.—Current Events (English). DXB, 9.61 meg., 31.2 m.; DJC, 6.02 meg., 49.8 m.

Paris—8:15 p. m. — Radio Sketches. TPB11, 11.88 meg., 25.2 m.; TPA4, 11.71 meg., 25.6 m.

Paris—10:30 p. m.—News in English. TPB11, 11.88 meg., 25.2 m.; TPA4, 11.71 meg., 25.6 m.

London—10:30 p. m.—Talk: "Matters of Moment." GSC, 9.58 meg., 31.3 m.

Berlin—11 p. m.—News in English. DXB, 9.61 meg., 31.2 m.; DJC, 6.02 meg., 49.8 m.

Tokyo—11:40 p. m.—Chorus. JZJ, 11.80 meg., 25.4 m.

Moscow—2 a. m.—English Period. RV96, 15.24 meg., 19.7 m.

Other Stations Tonight

5:00—Meet Miss Julia—WTMJ
5:00—Luther Layman Singers—WMAQ
5:00—Billy & Betty—WCCO WBBM
5:15—Malcolm Claire—WENR
5:15—Hedda Hopper—WBBM WCCO
5:30—Story of Bud Barton—WENR
5:30—Jack Armstrong—WMAQ WTMJ
5:30—H. V. Kaltenborn—WBBM WCCO
5:45—Little Orphan Annie—WGN
5:45—Lowell Thomas—WLW
5:45—Tom Mix Adventure—WENR
5:45—Li'l Abner—WMAQ
6:00—Fred Waring—WTMJ WMAQ WLW
6:00—Amos 'n' Andy—WCCO KMOX
6:00—Captain Midnight—WGN
6:00—Easy Aces—WENR WMT
6:15—Mr. Keen—WENR WMT KSO
6:15—I Love A Mystery—WTMJ WMAQ
6:15—Lum and Abner—WBBM WCCO
6:30—Burns & Allen—WCCO WBBM
6:30—Easy Aces—WTMJ
6:45—Inside of Sports—WLW WGN
7:00—Cash on Delivery—WGN
7:00—Playhouse—WTMJ WLW WMAQ
7:00—Traffic Court—WIND
7:00—Al Pearce—WBBM WCCO KMOX
7:00—Breezing Along—WLS
7:30—Quicksilver—WLS
7:30—Dr. Christian—WBBM WCCO
7:30—Cliff Arquette—WTMJ WMAQ
7:30—The Lone Ranger—WGN
8:00—Fred Allen—WMAQ WTMJ WLW
8:00—Star Theater—WBBM WCCO
9:00—Glenn Miller Orch.—WBBM WCCO
9:00—Kay Kyser—WTMJ WMAQ WLW
9:15—Public Affairs—WBBM WCCO
9:30—Mel Cole Orch.—WBBM
9:30—Indianapolis Symphony—WIND

News Broadcasts

WEDNESDAY NIGHT

5:00—WCFL	8:30—WGN WCFL
5:10—WLW	10:00—WIBA WLW
5:25—WENR	10:00—KMOX WTMJ
5:30—WIBA WIND	10:15—WBBM
5:45—WBBM WLW	11:00—WMAQ
5:45—KMOX WCCO	11:00—WCCO KMOX
6:00—WBBM	11:00—WGN WBBM
6:15—WLW	11:30—WIND
6:30—WLS	11:45—WCFL
6:30—WGN WMAQ	12:00—KMOX WBBM
7:00—WCFL	12:25—WLW
7:45—WIND	12:35—KMOX
7:55—KMOX WBBM	1:30—WBBM
8:00—WGN	

THURSDAY

A. M.	2:30—WBBM
6:15—WLW WJJD	2:45—WLS
6:45—WMAQ	3:00—WGN
6:55—KMOX	3:55—WENR
7:00—WIBA KMOX	4:15—WJJD
7:00—WLS WBBM	5:00—WCFL WLW
7:15—WBBM WJJD	5:25—WENR
7:15—WCCO WLW	5:30—WIBA WCCO
7:30—WIBA WTMJ	5:45—WCCO KMOX
7:45—KMOX	5:45—WLW WBBM
7:55—WJJD	6:00—WBBM
8:00—WGN	6:30—WGN WMAQ
8:15—WLS	7:00—WCFL
8:25—WTMJ	7:45—WIND
8:40—WMAQ	7:55—WBBM KMOX
8:45—WLW WIND	8:00—WGN
10:00—WJJD	8:30—WGN WCFL
10:30—WIND	8:15—WGN
10:50—WLS	9:45—WBBM
11:15—WGN	10:00—KMOX WIBA
11:30—WLW WCFL	10:00—WTMJ WLW
11:45—WLS	11:00—WMAQ
P. M.	11:00—WCCO KMOX
12:00—WCCO WCFL	11:00—WGN WBBM
12:00—WIND WJJD	11:30—WIND
12:30—WIBA	11:45—WCFL
12:45—WMAQ WIND	12:00—WBBM KMOX
2:00—WCFL	12:25—WLW
2:15—KMOX WJJD	12:55—KMOX
	1:30—WBBM

Sports

WEDNESDAY NIGHT

5:15—WLW	9:00—WCFL
5:45—WTMJ WIBA	9:15—KMOX
6:00—WCFL	10:15—KMOX
6:15—WGN	10:30—WTMJ

THURSDAY

P. M.	9:00—WCFL
1:45—WIND (to 5)	9:15—KMOX
5:15—WLW	9:30—WBBM
5:45—WIBA WTMJ	10:15—KMOX
6:00—WCFL	10:30—WTMJ
6:15—WGN	

Markets

THURSDAY

A. M.	P. M.
8:20—KMOX	12:05—WLW
8:55—WLW	12:45—WLS WIND
10:45—WIND WLS	12:55—WIBA
10:50—WLS	1:00—WJJD
11:45—WLS	1:15—WLS

12:00—Fabian Andre Orch.—WMAQ
12:00—Nick Stuart Orch.—WGN
12:00—Music You Want—WENR
12:00—Night Watch (to 4)—WIND
12:15—Mark Fisher Orch.—WBBM
12:30—Xavier Cugat Orch.—WBBM
12:30—Skinnay Ennis Orch.—WGN
12:30—Woody Herman Orch.—WENR
1:00—Mel Cole Orch.—WBBM
1:00—Ozzie Nelson Orch.—WGN

WIBA Thursday

A. M.
7:00—NBC War News.
7:10—NBC National News.
7:15—Musical Clock.
7:30—State Journal News.
7:50—School Music.
8:00—Musical Clock.
8:50—Betty's Fashion Chat.
9:00—Dorothy Potter.
9:30—NBC Story of Mary Marlin.
9:45—NBC The Novelettes.
10:00—NBC Viennese Ensemble.
10:15—Your Family and Mine.
10:30—Homemakers' Musicale.
11:00—Linda's First Love.
11:15—The Editor's Daughter.
11:30—NBC Farm and Home Hour.
P. M.
12:00—Time Melody Men.
12:15—The Farm Review.
12:30—Noon News Edition.
12:35—Market Reports.
1:00—Melody Moments.
1:30—NBC U. S. Marine Band.
2:00—Church of the Air.
2:15—Chapter of Song.
2:30—D. A. R. Program.
3:00—NBC Backstage Wife.
3:15—NBC Stella Dallas.
3:30—NBC Lorenzo Jones.
3:45—NBC Young Widder Brown.
4:00—NBC Premier Daladier.
4:30—Organ Reveries.
4:45—Campus Jamboree.
5:15—NBC Malcolm Claire.
5:25—Birthday Club.
5:30—News Edition.
5:45—The Sports Parade.
6:00—Dinner Melodies.
6:45—NBC Paul Pandarvis Orchestra.
7:00—Pleasantdale Folks.
7:15—Interlude.
7:30—Madison Schools Forum.
8:00—NBC Good News of 1940.
9:00—NBC Music Hall.
10:00—Night News Edition.
10:15—Club Chanticleer Orch.
10:30—NBC Charles Barnett Orch.
11:00—NBC Woody Herman Orchestra.
11:30—NBC Chuck Foster Orch.

WHA Thursday

8:00—Band Wagon.
8:15—Breakfast Forecast—U. S. Weather Bureau.
8:17—Morning Melodies.
9:15—News and Views.
9:30—School of the Air: Music Enjoyment.
9:50—U. S. Weather Bureau.
10:00—Homemakers' Program: Ten Minutes for Trim Figures, Mrs. F. Steve; Gials for the Garden, Edith Barnham.
10:45—School of the Air: Picture Studies, "Washington" (Houdon).
11:00—Chapter a Day: So Big.
11:30—Organ Gems.
12:00—Noon Musicale.
12:30—Farm Program: Wisconsin's New S. C. Demonstration Project, L. B. Cummings, M. F. Schweers. "Washington's Farm Problems and Ours" Milo Swanton.
1:00—University of Wisconsin Band.
1:30—College of the Air: We the Government "Democracy as a Way of Living."
2:00—School of the Air: This Land of Ours, "Miles of Wheat".
2:30—Music of the Masters: Tschaikowsky: Aurora's Wedding Ballet.
3:00—College of the Air: Contemporary Economics, "Wis. Labor Relations."
3:30—Music Album.
3:30—Music Album.
3:45—Foreign Trade Forum: Why Foreign Trade?
3:55—U. S. Weather Bureau.
4:00—Modern Short Stories: WHA Players, "Out of Defeat".

Other Stations Thursday

A. M.
5:30—Smile a While—WLS
6:00—Top o' the Morning—WTMJ
6:30—Dawn Salute—WBBM
6:30—Family Bible League—WJJD
6:45—Morning Devotions—WLS
7:00—Suburban Hour—WMAQ
7:00—Good Morning—WGN
7:30—Musical Clock—WBBM
7:45—Jolly Joe—WLS
8:00—Your Neighbor—WMAQ
8:15—Red River Dave—WGN
8:30—Hollywood 10-000—WBBM
8:45—Career of Alice Blair—WLS
9:00—Meet Miss Julia—WLS
9:00—Pretty Kitty Kelly—WBBM WCCO
9:30—Photo Adventures—WENR
9:30—Pageant of Melody—WGN
10:00—Dr. Preston Bradley—WMAQ
10:00—Amos 'n' Andy—WBBM
10:00—Ten O'Clock Final—WENR
10:30—Dick Jurgens Orch.—WGN
10:30—Master Works—WBBM
11:00—Lou Breeze Orch.—WMAQ
11:00—Marriage Club—WTMJ WENR
11:05—Woody Herman Orch.—WMAQ
11:15—George Duffy Orch.—WBBM
11:15—Master Works—WCCO KMOX
11:15—Everett Hoaglund Orch.—WGN
11:30—Gene Krupa Orch.—WENR
11:30—Duke Daly Orch.—WMAQ
11:30—Jan Garber Orch.—WBBM
11:30—Orrin Tucker Orch.—WGN
11:30—Moon River—WLW

9:00—Man I Married-WTMJ WMAQ WLW
9:15—This Day Is Ours—WLS
9:15—Myrt and Marge—WBBM WCCO
9:15—John's Other Wife—WMAQ WTMJ
9:30—Story of Mary Marlin—WLS
9:30—Hilltop House—WBBM WCCO
9:30—Keep Fit to Music—WGN
9:30—Just Plain Bill—WTMJ WMAQ
9:45—Stepmother—WBBM WCCO KMOX
9:45—Midstream—WLS
9:45—Woman in White—WMAQ WTMJ
10:00—Pepper Young's Family—WLS
10:00—David Harum—WMAQ WTMJ
10:00—Mary Lee Taylor—WBBM KMOX
10:05—Traffic Court—WIND
10:15—Life Begins—WBBM WCCO KMOX
10:15—Young Dr. Malone—WLS
10:15—Road of Life—WMAQ WTMJ WLW
10:15—Bachelor's Children—WGN
10:30—Jane Alden—WLS
10:30—Against the Storm—WMAQ WTMJ
10:30—The Big Sister—WBBM WCCO
10:45—Guiding Light, WMAQ WTMJ WLW
10:45—Aunt Jenny's Stories—WBBM.
11:00—Kate Smith—WCCO KMOX WBBM
11:00—Helen Joyce, Martha Crane—WLS
11:00—Hymns of All Churches—WTMJ
11:00—Life of Mary Sothern—WGN
11:15—The O'Neills—WMAQ WLW
11:15—Betty and Bob—WTMJ
11:15—When a Girl Marries—WBBM
11:30—Painted Dreams—WGN
11:30—Romance of Helen Trent—WBBM
11:30—Farm and Home Hour—WMAQ
11:45—Reinie's Grenadiers—WTMJ
11:45—Carters of Elm St.—WGN
11:45—Our Gal, Sunday—WBBM KMOX
P. M.
12:00—The Goldbergs—WBBM KMOX
12:00—Dinnerbell Program—WLS
12:15—Lenten Services—WIND
12:15—Ellen Randolph—WMAQ WLW
12:15—Life Can Be Beautiful—WBBM
12:30—Right to Happiness—WBBM WCCO
12:30—Midday Service—WGN
12:30—Tony Wons—WMAQ
12:30—Loop Noonday Service—WJJD
12:45—Road of Life—WCCO WBBM
1:00—Lanny Ross—WBBM WCCO KMOX
1:00—School Time—WLS
1:00—Betty and Bob—WMAQ WLW
1:15—Joyce Jordan—WBBM WCCO
1:15—The Gospel Singer—WTMJ
1:15—Grimm's Daughter—WLW WMAQ
1:30—Right to Happiness—WTMJ
1:30—Valiant Lady WMAQ WLW
1:30—Your Family and Mine—WBBM
1:45—My Son & I—WCCO WBBM KMOX
1:45—Hollywood 10-000—WTMJ
1:45—Hymns of All Churches—WMAQ
2:00—Society Girl-WBBM WCCO KMOX
2:00—Orphans of Divorce—WLS
2:00—Mary Marlin—WMAQ WTMJ WLW
2:15—Ma Perkins—WTMJ WLW WMAQ
2:15—Amanda of Honeymoon Hill—WLS
2:30—Homemakers' Program—WLS
2:30—Pepper Young-WMAQ WLW WTMJ
2:45—Vic & Sade—WMAQ WTMJ WLW
3:00—Rainbow Division—WENR
3:00—The Editor's Daughter—WBBM
3:00—Backstage Wife—WMAQ WTMJ
3:15—Stella Dallas—WTMJ WMAQ WLW
3:15—Hialeah Park—WGN
3:30—Manhattan Mother—WBBM
3:30—Medicine in the News—WENR
3:30—Lorenzo Jones—WMAQ WTMJ
3:45—A Book a Week—WGN
3:45—Widder Brown—WMAQ WTMJ
3:45—Linda's First Love—WBBM
4:00—Premier Daladier—WCFL
4:00—Radio Neighbors—WENR
4:00—By Kathleen Norris WBBM WCCO
4:00—Girl Alone—WMAQ WTMJ
4:15—Midstream—WMAQ WTMJ WLW
4:15—Caroline's Store—WBBM WCCO
4:30—Affairs of Anthony—WENR
4:30—Kitty Keene—WMAQ WTMJ
4:30—It Happened in Hollywood—WBBM
4:45—Scattergood Baines—WBBM WCCO
4:45—The O'Neills—WMAQ WTMJ
5:00—The Guest Book—WMAQ
5:00—Meet Miss Julia—WTMJ
5:00—Billy & Betty—WCCO WBBM
5:15—Cheshire Hillbillies—WBBM
5:15—Malcolm Claire—WENR
5:30—Story of Bud Barton—WENR
5:30—Jack Armstrong—WMAQ WTMJ
5:45—Little Orphan Annie—WGN
5:45—Lowell Thomas—WLW
5:45—Tom Mix Adventure—WENR
5:45—Li'l Abner—WMAQ
6:00—Easy Aces—WENR
6:00—Fred Waring—WTMJ WLW
6:00—Amos 'n' Andy—WCCO KMOX
6:15—Heart of Julia Blake—WBBM
6:15—Mr. Keen—WENR WMT KSO
6:15—I Love a Mystery—WMAQ WTMJ
6:30—One of the Finest—WLS
6:30—Vox Pop—WBBM WCCO KMOX
6:45—Inside of Sports—WGN WLW
7:00—Ask-It-Basket—WBBM WCCO
7:00—George Jessel—WMAQ WTMJ
7:00—Leonard Keller Orch.—WGN
7:00—Musical Americana—WLS
7:30—Orrin Tucker Orch.—WGN
7:30—Those We Love—WMAQ WTMJ
7:30—Joe Penner—WLS
7:30—Strange As It Seems—WBBM
8:00—Major Bowes Amateurs—WBBM
8:00—Good News—WTMJ WMAQ WLW
8:55—America's Town Meeting—WENR
9:00—Ozzie Nelson Orch.—WGN
9:00—Glenn Miller Orch.—WBBM WCCO
9:00—Music Hall—WTMJ WLW WMAQ
9:15—Xavier Cugat Orch.—WBBM
9:15—CBS Workshop—WIND
9:30—Concert Revue—WGN
10:00—Hockey Game—WGN
10:00—Fred Waring Orch.—WMAQ
10:00—Ten O'clock Final—WENR
10:00—Amos 'n' Andy—WBBM
10:15—Mitchell Ayers Orch.—WBBM
10:15—Preston Bradley—WMAQ
10:30—Lou Breeze Orch.—WMAQ
10:30—Jack McLean Orch.—WGN
10:40—Dance Music (to 12)—WTMJ
10:45—Bob Crosby Orch.—WBBM
11:00—Teddy Powell Orch.—WENR
11:05—Woody Herman Orch.—WMAQ
11:15—Dick Stabile Orch.—WBBM
11:15—Master Works—WCCO KMOX
11:15—Frankie Masters Orch.—WGN
11:30—Howard McGreery Orch.—WGN
11:30—Johnny Long Orch.—WBBM
11:30—Chuck Foster Orch.—WENR
11:30—Ace Brigode Orch.—WMAQ
11:30—Moon River—WLW
12:00—Fabian Andre Orch.—WMAQ
12:00—Night Watch (to 4 a. m.)—WIND
12:00—Mickey Alpert Orch.—WGN
12:00—Music You Want—WENR
12:15—Mark Fisher Orch.—WBBM
12:30—Ace Brigode Orch.—WMAQ
12:30—Erwin Kent Orch.—WGN
12:30—Woody Herman Orch.—WENR
12:30—Xavier Cugat Orch.—WBBM
1:00—Ozzie Nelson Orch.—WGN
1:00—Mel Cole Orch.—WBBM

Short Wave Thursday

Opera Selections; Rosita Jemma Wade. 2RO, 11.81 meg., 25.4 m.; IRF, 9.83 meg., 30.5 m.

London—6:30 p. m.—Full News Bulletin. GSD, 11.75 meg., 25.5 m.; GSC, 9.58 meg., 31.3 m.

Tokyo—7:05 p. m.—Light Music. JZK, 15.16 meg., 19.7 m.

Madrid—7:25 p. m.—News in English, EAQ, 9.86 meg., 30.4 m.

Berlin—7:45 p. m.—Up to the Minute Talks (English). DXB, 9.61 meg., 31.2 m.; DJC, 6.02 meg., 49.8 m.

Paris—8:15 p. m.—Light Music. TPB11, 11.88 meg., 25.2 m.; TPA4, 11.71 meg., 25.6 m.

London—8:45 p. m.—News Summary. GSC, 9.58 meg., 31.3 m.

Berlin—9:50 p. m.—News in English. DXB, 9.61 meg., 31.2 m.; DJC, 6.02 meg., 49.8 m.

Paris—10:30 p. m.—News in English. TPB11, 11.88 meg., 25.2 m.; TPA4, 11.71 meg., 25.6 m.

Moscow—2 a. m.—English Period. RV96, 15.24 meg., 19.7 m.

Now I know why the SPEED QUEEN salesman said— "Use RINSO in your washer"

New 1940 Rinso licks Wisconsin's hard water

SELLING YOUR FARM?

Offer It For Sale During the MADISON NEWSPAPERS' Annual Spring Farm Week

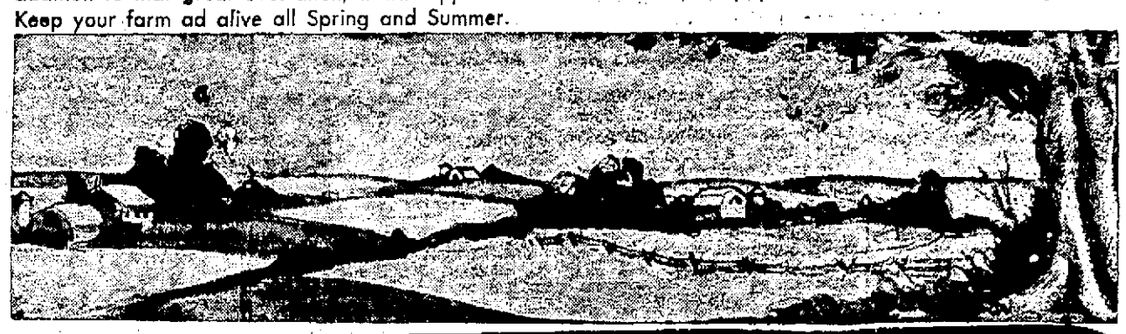
GUARANTEED RESULTS Any Farm Ad placed for seven consecutive days during Farm Week that doesn't bring results will be published for an additional seven days FREE.

SPECIAL FREE OFFER All "Farm for Sale" ads ordered to appear all seven days during Farm Week will be reproduced FREE OF CHARGE in the Madison Newspapers' Annual Spring

FARM CATALOG

Keep Your "Farm for Sale" Ad Alive All Spring and Summer

Your "Farm for Sale" ad will appear in 14 newspapers (7 editions of The Wisconsin State Journal and 7 editions of The Capital Times). It will reach many thousands of homes all over South, Central and Southwestern Wisconsin . . . more than double the farm homes of any newspaper in the State outside Milwaukee. And in addition to that great circulation, it will appear in The Madison Newspapers' Annual Farm Catalog FREE. Keep your farm ad alive all Spring and Summer.



What to Say in Your Farm Ad

1. Mention number of acres.
2. Number and kind of improvements.
3. Location, state nature of soil.
4. Price and reason for sale.
5. Equipment and machinery.
6. Nearness to town and schools.
7. On or near paved roads.
8. Terms or trade.

Make check or money order payable to Madison Newspapers and mail your ad today to 115 S. Carroll St., Madison, Wisconsin.

WANT AD RATES

Lines	Words	7 Times
3	15	$2.92
4	20	3.89
5	25	4.86
6	30	5.83
7	35	6.80
8	40	7.78
9	45	8.75
10	50	9.72

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