

# Radio News and Programs



Jean Hersholt, who is identified in the minds of millions as "Dr. Christian," is shown here with his two beautiful "Judies." They are Rosemary DeCamp, left, heard with him every Wednesday night in "Dr. Christian" dramas, as Judy Price, his secretary, and at right, Dorothy Lovett, who is seen as Judy Price in the film version.

## Three Congressmen to Air Views Tonight on Poll Tax, Money

Three members of the house of representatives will air their views tonight between 9 and 9:30. Rep. Leo E. Geyer (D., Calif.) will speak on "The Poll Tax as a Prerequisite for Voting" at 9 through WIBA and WENR. Rep. Emanuel Celler (D., N. Y.) and John W. McCormack (D., Mass.) will talk on "Other People's Money" through WBBM at 9:15. Other attractions tonight:

**WIBA Tonight**  
5:15-NBC Malcom Claire  
5:25-Burdick Club  
5:30-News Edition  
5:45-The Sports Parade  
6:00-Dinner Melodies  
6:15-The Census Program  
6:25-Madison School Music  
7:00-News for President Club  
7:15-The Workers Forum  
8:00-NBC The Green Hornet  
8:30-Land of Our Fathers  
8:45-The Folk Song  
9:15-Club Chanticleer Orchestra  
9:30-NBC Prairie Folks  
9:45-Night News Edition  
10:00-NBC The Next Step Forward  
10:20-NBC Glen Gray Orchestra  
10:30-NBC The Marriage Club  
11:00-NBC Erskine Hawkins Orchestra

**Short Wave Tonight**  
Budapest-5 p. m.—"Old Hungarian Dance" HAT4, 9.12 meg., 32.8 m.  
Moscow-5 p. m.—Broadcast in English. RV96, 15.24 meg., 19.7 m.; RNE, 12 meg., 25.4 m.  
London-6:30 p. m.—Full News Bulletin, GSD, 11.75 meg., 25.5 m.; GSC, 9.58 meg., 31.2 m.  
Paris-6:30 p. m.—News in English. Light Music; Tourist Notes, 2RO, 11.81 meg., 25.4 m.; IFF, 9.83 meg., 30.5 m.  
Tokyo-10:30 p. m.—News in English. JZK, 15.16 meg., 19.7 m.  
Madrid-7:25 p. m.—News in English. EAQ, 9.86 meg., 30.4 m.  
Berlin-8:15 p. m.—Radio Sketches. TPB1, 11.88 meg., 25.2 m.; TPA4, 11.71 meg., 25.6 m.  
Berlin-9:50 p. m.—News in English. GEB, 9.61 meg., 31.2 m.; DJC, 6.02 meg., 49.8 m.  
London-10:30 p. m.—Talk: "Matters of Moment." GSC, 9.84 meg., 31.2 m.  
Paris-10:30 p. m.—News in English. TPB1, 11.88 meg., 25.2 m.; TPA4, 11.71 meg., 25.6 m.  
Berlin-11 p. m.—News in English. DKB, 9.61 meg., 31.2 m.; DJC, 6.02 meg., 49.8 m.  
Moscow-2 a. m.—English Period. RV96, 15.24 meg., 19.7 m.

**Other Stations Tonight**  
5:00-Met Miss Julia-WTMJ  
5:00-Bed & Betty-WBMM WBBM  
5:15-Malcolm Claire-WENR  
5:15-Beddy Hopper-WBMM WCCO  
5:30-Story of Bud Barton-WENR  
5:30-Back Against-WMAQ WTMJ  
5:30-Little Orphan Annie-WGN  
5:45-Lowell Thomas-WLW  
5:45-Tom Mix Adventures-WENR  
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-WBMM WCCO  
6:25-Burns & Allen-WBMM WBBM  
6:30-Playhouse-WTMJ WLW WMAQ  
7:00-Traffic Court-WMAQ WTMJ  
7:00-Al Pearce-WBMM WCCO KMOX  
7:30-Breeding Along-WLS  
7:30-Quicksilver-WBMM WCCO  
7:30-Christie-WBMM WCCO  
7:30-CHI Archetype-WTMJ WMAQ  
7:30-The Lone Ranger-WGN  
8:00-Fred Allen-WMAQ WTMJ WLW

**News Broadcasts**  
**WEDNESDAY NIGHT**  
5:10-WLW 8:30-WGN WCFL  
5:25-WENR 9:15-WIND  
5:30-WBMM 10:00-WBMM WLW  
5:45-WBMM 10:00-WBMM WTMJ  
6:45-KMOX WCCO 10:15-WBMM  
6:00-WBMM 11:00-WGN WCCO  
6:30-WLS 11:00-WGN WBBM  
6:30-WGN WMAQ 11:00-WIND  
7:00-WCFL 11:45-WCFL  
7:45-WTND 12:00-KMOX WBBM  
7:45-KMOX WBBM 12:25-WLW  
8:00-WGN 12:55-KMOX  
1:30-WBMM  
**THURSDAY**  
A. M.  
6:15-KMOX WJJD 2:45-WLS  
6:45-WMAQ 3:00-WGN  
6:45-KMOX 3:55-WENR  
7:00-WBMM KMOX 4:15-WJJD  
7:00-WLS WBBM 5:00-WLW  
7:15-WBMM WJJD 5:30-WENR  
7:15-WCCO WLW 5:30-WBMM WCCO  
7:30-WBMM WTMJ 5:45-WCCO KMOX  
7:45-KMOX 5:45-WLW WBBM  
7:50-WJJD 6:30-WGN WBBM  
8:15-WLS 7:00-WCFL  
8:25-WTMJ 7:45-WGN  
8:40-WMAQ 8:30-WGN KMOX  
8:45-WLW WIND 8:00-WGN  
10:00-WJJD 8:30-WGN WCFL  
10:10-WTND 10:00-WGN  
10:50-WLS 9:45-WBMM  
11:15-WGN 10:00-KMOX WBA  
11:30-WGN WCFL 10:30-WTMJ WLW  
11:45-WLW 11:00-WGN WCCO  
P. M.  
12:00-WCCO WCFL 11:30-WIND  
12:00-WGN WJJD 11:45-WGN  
12:30-WBBA 12:00-WBMM KMOX  
12:45-WMAQ WIND 12:25-WLW  
2:00-WCFL 12:55-KMOX WBBM  
2:15-KMOX

**WBA Thursday**  
A. M.  
6:30-The Morning Parade  
7:00-NBC War News  
7:10-NBC National News  
7:15-Musical Clock  
7:30-NBC National News  
7:50-School Music  
8:00-Musical Clock  
8:30-Betty's Chat  
9:00-Dorothy Potter  
9:30-NBC Story of Mary Martin  
9:45-NBC The Novelists  
10:00-NBC Variety  
10:15-Your Family and Mine  
10:30-Homenaker's Musical  
10:45-Linda's First Love  
11:15-The Editor's Daughter  
11:30-NBC Farm and Home Hour  
P. M.  
12:00-The Melody Maker  
12:15-The Farm Review  
12:30-Neon News Edition  
1:00-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 Lovell Thomas  
3:45-NBC Young Widder Brown  
4:00-NBC Tommy Dorsey Orchestra  
4:15-NBC Irene Warner  
4:30-NBC The Rival  
4:45-Campus Jamboree  
4:55-NBC Malcolm Claire  
5:00-NBC The Rival  
5:30-News Edition  
5:45-The Sports Parade  
6:00-Dinner Melodies  
6:15-NBC Paul Penzance's Orchestra  
7:00-Pleasantville Folks  
7:15-Introduce  
7:30-Madison Schools Forum  
8:00-NBC Good News of 1940  
9:00-NBC Music Hall  
10:00-NBC News Edition  
10:15-NBC Blue Barron Orch.  
10:30-Club Chanticleer Orch.  
10:45-NBC Charles Barnet Orch.  
11:00-NBC Larry Clinton Orchestra  
11:30-NBC Chuck Fener Orchestra

**WHA Thursday**  
8:00-Bandwagon  
8:15-Breakfast Forecast—U. S. Weather Bureau  
8:17-Morning Melodies  
9:15-News and View  
9:30-School of the Air: Music Enjoyment  
9:30-U. S. Weather Bureau  
9:30-Manufacturers' Program: Accessories for Spring—Jean Lucia Findlay; From One House to Another—Mrs. Mae Folsom  
10:45-School of the Air: Picture Studies "Santa Fe Trail"  
11:00-Chapter a Day: Let the People Sing  
11:30-Organ Gems  
12:30-Neon Music  
12:30-Farm Program: Rural Rehabilitation News—Roy Ormond; Farmers Union Program—Claude Lyons  
1:40-University of Wisconsin Band  
1:50-Village of the Government "Our Village"—College of the Air  
2:00-School of the Air: This Land of Ours, "Mines and Forests"  
2:30-Music of the Masters: Dvorak; Quintet A Major, 3rd and 4th movements  
3:00-College of the Air: Contemporary Economics "Personnel Management and Control" every 6 months  
3:30-Music Album  
3:45-Foreign Trade Forum: Farmers and Manufacturers in Foreign Trade  
3:54-U. S. Weather Bureau  
4:00-Modern Short Stories: WHA Players "A Handful of Dust"  
4:30-Magazine Rack

### THE ASSOCIATION OF RADIO TECHNICIANS

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Lang Radio Shop 1929 Winnebago St. F. 3349	Steele Radio Service 1301 Williamson St. B. 1232
Madison Radio Shop 1210 Regent St. B. 2444	Wingra Radio Service 1843 Monroe St. F. 2170
Metro Radio Service 757 University Ave. B. 938	Zimmerer Sales & Service Co. 724 University Ave. F. 467
Schultz Tire & Battery Service 1336 Regent St. Badger 2063	Brockman Radio Service 831 Williamson St. F. 8430
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Zenith Radio & Appliance Co. 602 University Ave. F. 6315	H & S Radio Service 308 E. Wilson St. B. 6287

Do you need tubes? We stock ARCTURUS, NATIONAL UNION, R.C.A. VICTOR and SYLVANIA Radio Tubes

**News Broadcasts**  
**WEDNESDAY NIGHT**  
5:10-WLW 8:30-WGN WCFL  
5:25-WENR 9:15-WIND  
5:30-WBMM 10:00-WBMM WLW  
5:45-WBMM 10:00-WBMM WTMJ  
6:45-KMOX WCCO 10:15-WBMM  
6:00-WBMM 11:00-WGN WCCO  
6:30-WLS 11:00-WGN WBBM  
6:30-WGN WMAQ 11:00-WIND  
7:00-WCFL 11:45-WCFL  
7:45-WTND 12:00-KMOX WBBM  
7:45-KMOX WBBM 12:25-WLW  
8:00-WGN 12:55-KMOX  
1:30-WBMM  
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6:15-KMOX WJJD 2:45-WLS  
6:45-WMAQ 3:00-WGN  
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7:00-WBMM KMOX 4:15-WJJD  
7:00-WLS WBBM 5:00-WLW  
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7:15-WCCO WLW 5:30-WBMM WCCO  
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7:50-WJJD 6:30-WGN WBBM  
8:15-WLS 7:00-WCFL  
8:25-WTMJ 7:45-WGN  
8:40-WMAQ 8:30-WGN KMOX  
8:45-WLW WIND 8:00-WGN  
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12:30-WBBA 12:00-WBMM KMOX  
12:45-WMAQ WIND 12:25-WLW  
2:00-WCFL 12:55-KMOX WBBM  
2:15-KMOX

**Sports**  
**WEDNESDAY NIGHT**  
5:15-WLW 8:00-WCFL  
5:45-WTMJ WBA 8:15-WTMJ  
6:00-WCFL 10:15-KMOX  
6:15-WGN 10:30-WTMJ  
6:35-WMAQ  
**THURSDAY**  
P. M.  
1:45-WIND (to 5) 9:00-WCFL  
1:45-WBMM 9:15-WGN  
5:45-WBMM WTMJ 9:30-WBMM  
6:00-WCFL 10:15-KMOX  
6:15-WGN 10:30-WTMJ

**Markets**  
**THURSDAY**  
A. M.  
6:20-KMOX 12:30-WLS WIND  
10:45-WIND WLS 12:55-WBA  
10:50-WLS 1:00-WJJD  
11:45-WLS 1:15-WLS  
P. M.  
12:05-WLW

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2:30-Music of the Masters: Dvorak; Quintet A Major, 3rd and 4th movements  
3:00-College of the Air: Contemporary Economics "Personnel Management and Control" every 6 months  
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3:45-Foreign Trade Forum: Farmers and Manufacturers in Foreign Trade  
3:54-U. S. Weather Bureau  
4:00-Modern Short Stories: WHA Players "A Handful of Dust"  
4:30-Magazine Rack

**Other Stations Thursday**  
5:30-Smita & Wals-WLS  
6:00-Top of the Morning-WTMJ

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## Daily Lenten Devotional Fellowship of Prayer

by Dr. Gaius Glenn Atkins

**SIXTH WEEK**  
**Burdens and Loads**

Wednesday, March 13. Bear ye one another's burdens . . . For every man shall bear his own burden. (Carry his own load—Goodspeed.) Read Galatians 6:1-5.

The usual translation does not indicate the shades of meaning in these two "burdens." The first "burden" is anxious weariness; the second "burden" is one's own personal task and responsibility. (Literally, a ship's cargo.)

One's appointed task rarely breaks him, but to bear one's cares and anxieties without sustaining sympathy is dreadfully hard. The whole business of life is changed when our mutual cares become our common concern. A world in which everybody cared and shared would be our Father's house of many mansions here on earth.

For all that, says St. Paul, don't shift your pack to your neighbor's back. The brave discharge of one's own duty lightens the cares of others and enables life to bow down; their responsibilities are not weights to hold us up. St. Paul's in-ter-pretation is that we should be strong supports to hold us up. St. Paul's in-ter-pretation is that we should be strong supports to hold us up. St. Paul's in-ter-pretation is that we should be strong supports to hold us up.

Prayer: O, Thou Who has appointed us to labor and charged us with duty, deliver us from complaint and establish us in strength for our own burdens, and so help those connected with us in their trouble or adversity, that they may possess their souls in patience and through our sharing find a happy issue out of trouble. Amen.

## Delivery Man Best Salesman Dairy Men Hear of New Methods

Scientific merchandising in the dairy industry was discussed by speakers in today's sessions of the annual dairy manufacturers' conference, sponsored by the University of Wisconsin dairy industry department on the college of agriculture campus.

The conference closes Thursday.

T. C. Gundelfinger, Jr., St. Louis, who spoke on "Finding New Sales Talks and Making Them Work," declared "the best salesman in any dairy is the regular delivery man on his dairy delivery route."

"He is the only dairy representative the housewife knows. His actions set the dairy standards in the consumer's mind. He has a sales background in his territory, and as he plies his trade, his activities are observed and thoroughly circulated through the surrounding neighborhood via back fence chats.

"Chances are that he is a welcome guest in every home on his route. He has a ready-made entree, and we do not have to build him up to the housewife."

Edward F. Brown, of the New York City milk research council, explained "What We Know About Milk Consumption."

"We know that high retail prices are a result, not a cause of diminishing milk consumption," he asserted. "There are a great many more important obstacles in the way of greater milk consumption than its present price—there is the matter of a declining birth rate gradually depriving the industry of its surest group of consumers."

A study of 1,800 typical adolescents revealed the following results, Brown said:

**ONE. Boys drink more milk than girls.**

**TWO. Ninety-one per cent of the boys and about 80 per cent of the girls said they liked milk.**

**THREE. The amount of milk consumed decreased somewhat with the age of girls but remained practically the same for boys.**

**FOUR. The "after taste" of milk is a determining factor in likes and dislikes.**

The attitude of the housewife toward science, and especially scientific dairying, was outlined by Mrs. Margaret H. Irwin, Shorewood Hills.

"Most applications of science have been made for us and all we have done is earn enough money to buy them," she charged. "But money alone will not buy the benefits of scientific research in nutrition. Here the individual must apply such knowledge himself—we do not have mass production of adequate diets as we have mass production of adequate automobiles."

## 36 Jurors Called for Court Term in Dodgeville

DODGEVILLE — Circuit court officials have called 36 jurors for the March term, to report at 2 p. m., March 25, Ina M. Potterton, clerk of court, announced.

The panel includes Mrs. Henry Quick, Peter Ley, Will Rother, Mrs. Robert Gant, Mineral Pot, Roy O. Jewell, Mrs. Oscar Gilbertson, Harry Watkins, Will Osborne, Will Reddell, all of Linden;

Oswald Massey, Albert Kittleston, Will Lauper, Moscow town; John R. Biddick, Herman Trankle, Eden town; Mrs. Ed Kramer, Jake Chubb, Sherman Cody, Gertrude Washa, Frank Shaffra, Highland;

Bert Huggill, Floyd Dolphin, Frank Jones, Mifflin; John Kelley, Mrs. Clarence Ferrell, Waldwick; Stewart Watson, Barneveld; George Hickock, Arthur Lampman, Wyoming town; James Ryan, Ridgeway;

Mrs. Gordon Chipman, Matt Brennan, Ben Webster, Arch Glanville, Fred Stratman, Dodgeville; Peter Paulson, Ed Selling, Pulaski town; Mrs. William Massey, Brigham.

## WHA Thursday

8:00-Bandwagon  
8:15-Breakfast Forecast—U. S. Weather Bureau  
8:17-Morning Melodies  
9:15-News and View  
9:30-School of the Air: Music Enjoyment  
9:30-U. S. Weather Bureau  
9:30-Manufacturers' Program: Accessories for Spring—Jean Lucia Findlay; From One House to Another—Mrs. Mae Folsom  
10:45-School of the Air: Picture Studies "Santa Fe Trail"  
11:00-Chapter a Day: Let the People Sing  
11:30-Organ Gems  
12:30-Neon Music  
12:30-Farm Program: Rural Rehabilitation News—Roy Ormond; Farmers Union Program—Claude Lyons  
1:40-University of Wisconsin Band  
1:50-Village of the Government "Our Village"—College of the Air  
2:00-School of the Air: This Land of Ours, "Mines and Forests"  
2:30-Music of the Masters: Dvorak; Quintet A Major, 3rd and 4th movements  
3:00-College of the Air: Contemporary Economics "Personnel Management and Control" every 6 months  
3:30-Music Album  
3:45-Foreign Trade Forum: Farmers and Manufacturers in Foreign Trade  
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4:00-Modern Short Stories: WHA Players "A Handful of Dust"  
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3:00-College of the Air: Contemporary Economics "Personnel Management and Control" every 6 months  
3:30-Music Album  
3:45-Foreign Trade Forum: Farmers and Manufacturers in Foreign Trade  
3:54-U. S. Weather Bureau  
4:00-Modern Short Stories: WHA Players "A Handful of Dust"  
4:30-Magazine Rack

## WHA Thursday

8:00-Bandwagon  
8:15-Breakfast Forecast—U. S. Weather Bureau  
8:17-Morning Melodies  
9:15-News and View  
9:30-School of the Air: Music Enjoyment  
9:30-U. S. Weather Bureau  
9:30-Manufacturers' Program: Accessories for Spring—Jean Lucia Findlay; From One House to Another—Mrs. Mae Folsom  
10:45-School of the Air: Picture Studies "Santa Fe Trail"  
11:00-Chapter a Day: Let the People Sing  
11:30-Organ Gems  
12:30-Neon Music  
12:30-Farm Program: Rural Rehabilitation News—Roy Ormond; Farmers Union Program—Claude Lyons  
1:40-University of Wisconsin Band  
1:50-Village of the Government "Our Village"—College of the Air  
2:00-School of the Air: This Land of Ours, "Mines and Forests"  
2:30-Music of the Masters: Dvorak; Quintet A Major, 3rd and 4th movements  
3:00-College of the Air: Contemporary Economics "Personnel Management and Control" every 6 months  
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## Police Engage 3 Orchestras for Ball March 30

Three orchestras, playing in separate ball rooms, will supply music for the 12th annual Policemen's ball which will be held in the Hotel Lorraine Saturday night, March 30, from 9 to 12. Old time and modern music will be featured. Tickets may be obtained from any policeman or at the police station at \$1 a couple.

## Tonight at 8:15 Second Floor Spring Fashion Show

of Carole King Dresses in Sizes 11 to 17 from the House and Town Frocks Section

Third Floor

## Harry S. Manchester, Inc.

From THRIFT CENTER



There's Something Crisp and Fresh and Becoming about a Striped Chambray Dress

Left above . . . No. 923 . . . candy striped cotton dress buttoned down the front. Green, rose or blue, sizes 14 to 44. \$1.95.

Right above . . . No. 920 . . . Double white stripes on blue, green or rose ground in a dress with three cash and carry pockets. Size 14 to 20. \$1.95

## Shoe Styles that MAKE Your Easter Costume

And they make your dollars go farther!

Styled by Dorothy Lee

**\$2.99** and \$3.98

A NEW LIPSTICK SHADE MILITARY RED

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- New elastic styles
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- New sandal successes

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