

# Radio News and Programs

## U. W. Symphony to Air Concert from Union on WHA at 4:15

The University of Wisconsin Symphony orchestra's concert in the Wisconsin Union theater this afternoon will be broadcast by Station WHA at 4:15. Prof. Carl Bricken will conduct the orchestra. The program: Symphony No. 1 by Bricken, Violin Concerto by Brahms, Basso Concerto by Mozart, and Symphony No. 7 by Beethoven.

Other outstanding programs for today follow, classified:

**Music**  
10:30 a. m.—Music and American Youth (WMAQ): students from Milwaukee high schools featured.  
11 a. m.—Radio City Music Hall (WCFB): Verdi's "Rigoletto" heads first of a new series of broadcasts.  
1 p. m.—String Orchestra (WIBA): Beethoven's Piano Sonata, Opus 10, No. 1, highlighted.  
2 p. m.—N. Y. Philharmonic (WBEM): Rosalyn Turek, young concert pianist, and Simeon Bolleson, clarinetist, guest soloists. Orchestral presentations are a suite from the first and second "L'Arlesienne" suites of Bizet and Vivaldi's Concerto in A Minor. Miss Turek is soloist in Beethoven's "Emperor" Concerto and Bolleson plays his own setting of Mozart's Concerto Rondo in D for piano and orchestra.  
4:30 p. m.—Metropolitan Opera Auditions (WENR): the semi-finalists.  
8 p. m.—Sunday Evening Hour (WBEM): Lawrence Tibbett sings "Ballad for Americans" as highlight number. Also "O Thou Sublime, Sweet Evening Star" from "Tannhauser" and "Ride on! Ride on in Majesty" by Dykes. The orchestra: Glinka's "Russian and Ludmilla," "Dance of the Hours" by Ponchielli, "Shepherd's Dance" by German, "The Irish Washerwoman," by Sowerby, and Overture to "Die Meistersinger" by Wagner.



ROBERT FLANAGAN

Robert Flanagan, concert master, will play one movement of Brahms' violin concerto during the University of Wisconsin Symphony orchestra broadcast this afternoon over station WHA, starting at 4:15.

ing "Johnny Appleseed" and Danny Kaye in a play about a 2-cent-a-word magazine writer head program.  
4:30 p. m.—Ben Bernie (WBEM): Lew Lehr and the Blarney Stone.  
6 p. m.—Jack Benny (WIBA, WMAQ): Orson Welles, guest.  
7 p. m.—Charlie McCarthy (WIBA, WMAQ): Lou Gehrig, guest.

**Religious**  
8:30 p. m.—Wings Over Jordan (WBEM): Merle R. Epps, Tennessee educator, guest.  
9 a. m.—Radio Pulpit (WMAQ): "Lords of Life" by Dr. Ralph W. Sockman... Church of Air (WBBM): The Rev. A. J. MacKenzie on "He Still Rides On."  
11 a. m.—First Congregational church (WIBA): sermon by the Rev. Alfred W. Swan.  
12 m.—Church of Air (WCCO): the Rev. James R. Cox of Old St. Patrick's church, Pittsburgh, speaks on "Ireland—Land of Saints and Scholars."  
3:30 p. m.—National Vespers (WENR): with Dr. Harry Emerson Fosdick.  
5 p. m.—Catholic Hour (WIBA, WMAQ): "The Fifth Word: Temperance."  
8:15 p. m.—Sunday Evening Club (WIND): Dr. H. W. Ruopp on "A Strategy for Life."

**Discussion**  
10:15 a. m.—Reviewing Stand (WGN): Northwestern university professors on the proposed labor act changes.  
1:30 p. m.—Round Table (WIBA, WMAQ): "World Union After Peace" with emphasis on America's role in determining the nature of the new commonwealth.  
2:15 p. m.—Foreign Policy (WENR): "Europe After Moscow Peace."  
5:30 p. m.—Changing Scene (WIND): "The Russo-Finnish Negotiations and Aftermath" and "Changes in the Wagner Act."

**Drama**  
12:35 p. m.—Grand Hotel (WBEM): "Fashions in Love," a decision between clothes and marriage.  
1 p. m.—Great Plays (WENR): Ian Martin in Edmond Rostand's "L'Aiglon." Democracy in Action (WIND): final episode of the census drama.  
2 p. m.—I Want a Divorce (WIBA, WMAQ): a neglected wife, a friend—and a husband.  
5 p. m.—Silver Theater (WBEM): Ida Lupino and Louis Hayward, in a romantic comedy.  
7 p. m.—Ellery Queen (WBEM): "The Silver Ball."  
9 p. m.—Playhouse (WBEM): Jackie Cooper in title role of "Huckleberry Finn."

**Variety**  
3:30 p. m.—Pursuit of Happiness (WBEM): Walter Huston narrates.  
8:30—Trent Rich WENR WLW WMT KSO  
11:15—Johnny Messner OCB—WMAQ  
8:45—Bill Stern—WENR WMT WLW  
8:45—The Answer Man—WGN  
9:00—Mystery—WENR  
9:00—Walter Playhouse—WBEM WCCO  
9:00—Revival Hour—WIND, WCFB  
9:00—Hour of Charm—WMAQ WTMJ  
12:30—Good Will Hour—WGN  
9:30—Richard Himber Orch.—WMTJ  
9:30—Home Town—WMAQ  
10:30—Chicago—WENR  
10:30—Richard Himber Orch.—WMAQ  
10:30—Hockey Game—WGN  
10:30—Les Brown Orch.—WENR  
10:30—Johnny Messner OCB—WMAQ  
10:30—Pursuit of Happiness—WBEM  
10:30—World in News—WMAQ WTMJ  
10:30—Chicago—WENR  
10:30—Mystery—WENR  
10:30—Walter Playhouse—WBEM WCCO  
10:30—Hobby Lobby—WBEM WCCO KMOX  
10:30—Swedish Glee Club—WMAQ  
10:30—Bob Beckers—WGN  
10:30—New Orleans—WMAQ  
10:30—Tava Forum—WMTJ  
10:30—Ben Bernie—WBEM WCCO KMOX  
10:30—Opera Auditions—WENR WEM  
10:30—The Shadow—WGN  
10:30—Crossroads—WMAQ  
10:30—Sunday Evening Hour—WBEM WCCO  
10:30—Amateur Hour—WENR  
10:30—Pinto Row Center—WGN  
10:30—Cathode Rays—WENR  
10:30—Changing Scene—WIND  
10:30—Show of the Week—WGN  
10:30—Beat the Band—WMAQ WLW  
10:30—Gene Autry—WBEM WCCO KMOX  
10:30—World This Week—WBEM WCCO  
10:30—Jack Benny—WMAQ WTMJ  
10:30—Dick Jurgens Orch.—WGN  
10:30—M. D. Dietrich—WENR WLW  
10:30—Bandwagon—WMAQ WTMJ  
10:30—Library in the Making—WBEM  
10:30—Old Fashioned Revival—WLS  
10:30—Ellery Queen—WBEM WCCO KMOX  
10:30—Fidelity Hour—WMAQ WLW WMT  
10:30—Orin Tucker Orch.—WGN  
10:30—You Know Music—WBEM WCCO  
10:30—Oas Man's Family—WMAQ WTMJ  
10:30—The Angels Sing—WGN  
10:30—Dick Jurgens Orch.—WGN  
10:30—Walter Winchell—WENR WLW  
10:30—Merry-Go-Round—WMAQ WTMJ  
10:30—Parker Family—WENR WLW  
10:30—Sunday Evening Club—WIND

**Short Wave Sunday**  
Paris—11 a. m.—News in English. 11.84 meg. 33.3 m.  
Budapest—8 p. m.—"Tartok" — re-l. H. 7.4 meg. 32.3 m.  
London—5 p. m.—Broadcast in English. 12.24 meg. 16.7 m. RNE, 12 meg. 27 m.  
Rome—8:30 p. m.—Musical Program: News in English. 2.0. 11.81 meg. 35.4 m. IRE. 8.33 meg. 30.5 m.  
London—6:30 p. m.—Full News Bulletin. GSD, 11.75 meg. 25.5 m. GSC, 9.58 meg. 30.8 m.  
London—7:25 p. m.—News in English. EAQ, 9.38 meg. 30.4 m.  
City—7:30 p. m.—News Broadcast and Comment. 0.5 meg. 31.06 m.  
Paris—8:15 p. m.—French Drama: Introduction in English. CPB1, 11.88 meg. 25.5 m. TP4, 11.71 meg. 25.5 m.  
Berlin—8:30 p. m.—Military Concert. DXB, 9.81 meg. 31.2 m.; DJC, 6.92 meg. 49.8 m.  
London—9 p. m.—Religious Service. GSC, 9.58 meg. 31.3 m.  
Paris—10:30 p. m.—News in English. TRUK, 11.58 meg. 25.2 m.; TPA4, 11.71 meg. 25.5 m.  
Berlin—11 p. m.—News in English. DXB, 9.81 meg. 31.2 m.; DJC, 6.92 meg. 49.8 m.  
Tokyo—11:40 p. m.—Children's Hour. J2J, 11.80 meg. 25.4 m.  
London—12:30 p. m.—English Period. RY98, 15.24 meg. 18.7 m.

**WHA Monday**  
9:00—Band Wagon.  
8:15—Breakfast Forecast—U. S. Weather Bureau.  
9:30—Morning Melodies.  
8:15—News and Views.  
9:30—School of the Air: Field with Hanger Mac Jr. First Paper Maker.  
9:30—U. S. Weather Bureau.  
9:35—World Bookman.  
10:00—Homemakers' Program: The Basement Turn Game Room—Winogene Lyman: Questions and Answers.  
10:45—Musical Notebook—Frederick Fuller.  
11:00—Chapter a Day.  
11:30—Organ Gems.  
12:00—Noon Music.  
12:30—Farm Program: What Fertilizers for Small Grains?—C. J. Chapman: What's New in Farm Science?—Nieman Howland.  
1:00—Let Us Forget "Westward Expansion."  
1:15—Federal Music Group.  
1:30—College of the Air: Sols and Mon. "The Soil Test."  
2:00—School of the Air: Living History.  
2:15—Speaking of Poetry, Mabel Louise Cook.  
2:30—Music of the Masters: Dvorak: New World Symphony—1st half.  
3:00—College of the Air: Your Job Outlook—Glenroy Joch.  
3:30—Parent Teacher Program.  
3:45—Campus Forum.  
4:00—U. S. Weather Bureau.  
4:00—Madison WPA orchestra, Glenn White, director.  
4:30—WPA Chorus: "Progress of the WPA," Melvin Nelson, Milo Swanson.

### News Broadcasts

**MONDAY**

9:15—WLV WJFD	2:15—KMOX
9:45—WMAQ	2:45—WLS
9:55—WBEM KMOX	3:00—WGN
10:00—WBEM KMOX	3:45—WENR
10:00—WBA WLS	4:15—WJFD
10:15—WLV	5:00—WLV WCFB
10:15—WCO WJFD	5:25—WENR
10:30—WBA WTMJ	5:30—WBA KMOX
10:45—WMAQ	5:45—WCO KMOX
10:55—WLS	6:00—WBEM
11:00—WLV	6:30—WGN WMAQ
11:05—WJFD	7:00—WCFB
11:15—WMAQ	7:45—WIND
11:20—WLV WIND	7:55—WBEM KMOX
11:30—WIND	8:00—WGN
11:35—WLS	8:30—WLV WCFB
11:40—WMAQ	9:15—WENR
11:45—WLS	10:00—WBA KMOX
11:55—WCFB	10:00—WMAQ WLW
12:00—WCO WCFB	11:00—WGN WMAQ
12:00—WCO WCFB	11:30—WIND
12:15—WMAQ	11:45—WCFB
12:30—WBA	12:00—WBEM KMOX
12:45—WMAQ WIND	12:00—WBEM KMOX
1:15—WLS	12:25—WLV
2:00—WCFB	12:35—WBEM KMOX

### Sports Reviews

**MONDAY**

1:45—WIND (to 5)	6:15—WMAQ
8:15—WJFD	8:15—WCFB
8:45—WBA WTMJ	10:15—KMOX
8:00—WCFB	10:30—WMTJ

### Markets

**MONDAY**

11:30—WGN
12:45—WIND WLS
12:50—KMOX
12:50—WBA
12:50—WCFB
1:15—WLS
2:15—WCO

### Good Listening: Serials

By AAUW Radio Committee  
Radio dialogue serials are under fire.  
The chorus raised against them swells month by month, not against the few natural amusing sketches, like the Aldrich Family, Tuesday, 7 p. m., but against the common run of them.  
Edgar A. Grunwald, trade journalist, who has recently toured the country to study the question, reports that unless the dialogue is changed or greatly restricted in the time allotted to it, it will die. In defense of the serials, an article last week concluded lightly advertisers sponsoring them have found an audience that will continue to buy box-tops.  
Which judgment is correct? As to box-tops, one wonders how much they signify. One lady caught at the beginning of a sentimental sketch, the announcement of something to be given away. She wanted it. As the product it and the sketch advertised was inexpensive, she got the required wrappers—and the gift she coveted. Since this transaction she has not used the product advertised or listened to the sketch.  
A neighbor of one Madison family whose appetite for serial dialogue is enormous, sits on her porch in the summer. She cannot hear the words of the succession of sketches that reaches her ears, only the pattern of sound, which, she says, is the same for most of them.  
As there is the same place for so, for feeling sorry for oneself, for breathlessness, for final suspense, she can tell whether the sketch has reached the point, without knowing characters, situation or subject matter. Heard thus, serials are ludicrous.  
This monotony of the serial dialogue and its usurpation of time has made it unpopular in Madison. A member of this committee has recently in two rather large social gatherings. The conversation turned to radio. The predominating interest was: What can be done about these awful radio serials?  
Yet these programs, which almost monopolize radio time from 8 a. m. to 3 p. m., are designed for women.  
Two years ago, this committee conducted an investigation, by means of a questionnaire which the Madison Parent-Teacher association co-operated in filling out, of what kind of program women preferred. Their first choice was almost unanimous. They preferred music—not crooning of syrup-soaked verse, but semi-classical or classical music.  
It is unfortunate that during the hours when the housewife is at home alone and does not have to defer to the wishes of the rest of the family, the radio provides so little of what she wants.  
We wonder whether sponsors responsible for sketches have sought women's reactions to having the day broken into 15-minute periods by the radio, and whether

### 'A Climax on Easter'

## Radio Plans Special Holy Week Broadcasts

Radio will observe holy week with many special programs—religious, musical, and dramatic—during the next seven days, climaxing the period with Easter services from coast to coast.  
The week's outstanding programs, arranged chronologically:  
**MONDAY**  
1 p. m., Light of the World, new series based on the Bible, WMAQ.  
7 p. m., Tommy Riggs, Betty Lou, and Joan Edwards, WMAQ.  
8:15 p. m., Richard Crooks, WMAQ.  
8 p. m., "The Rain Came," with George Brent, Kay Francis, Jean Parker, and Jim Amey, WBEM.  
10:15 p. m., New York Golden Gloves bouts, WGN.

**TUESDAY**  
7:30 p. m., Information Please, with John Rensselaer Chamberlain, Oscar Levant, John Kieran, Franklin P. Adams, Clifton Fadiman, WLS.  
8 p. m., Cavalcade of America, with Sam Davis in story of young Confederate spy, WBA, WENR.  
9 p. m., Northwestern university choir in Easter music, probably WENR.  
**WEDNESDAY**  
7 p. m., East high school choir, WBA, WMAQ.  
7 p. m., Charles Boyer in "The Passing of the Third Floor Back," WMAQ.  
8:15 p. m., Nancy Carroll and Stanley Ridges in "Colling Zero," WBEM.  
9 p. m., boxing: Duddy Basar vs. Valentin Campolo, WENR.  
9:15 p. m., Mrs. Franklin D. Roosevelt, WBEM.  
9:30 p. m., Indianapolis Symphony orchestra, WIND.  
**THURSDAY**  
2:35 p. m., Juilliard institute chorus in Easter music, probably WBEM.  
3:30 p. m., Musical Americana, WLS.  
7 p. m., Madison schools forum: "School Finance," WBA.  
8 p. m., Good News, with Fanny Brice, WBA, WMAQ.  
8:30 p. m., Rudy Vallee and Martha Raye, WBA, WMAQ.  
9 p. m., Bing Crosby, Virginia Bruce, Humphrey Bogart, WBA, WMAQ.  
9:15 p. m., Burgess Meredith in "The Taming of the Shrew," WIND.  
**FRIDAY**  
1:30 p. m., Roberto Alagna Cantele choir in "The Seven Last Words," WBA, WMAQ.  
7 p. m., Concert hour, WBA, WMAQ.  
7:30 p. m., Col. Stoenaga and Ezra Stone, WBA.  
9 p. m., Good Friday service, WBA, WMAQ.  
10:30 p. m., excerpts from Brahms' "Requiem," WBA.  
**SATURDAY**  
12:15 p. m., Fashion academy award, WBEM.  
12:30 p. m., "Tristan and Isolde," with Lauritz Melchior, Kirsten Flagstad, WBA, WMAQ.  
2 p. m., League of Composers, WBEM.  
3 p. m., Slovenian choir of New York, probably WENR.  
7 p. m., M. B. Nazimova in Arch Oboler play, WBA.  
9 p. m., NBC Symphony, WCFB (on WBA at 8:30).  
9:15 p. m., Rep. E. W. Garbarth (R. Calif.) on Reciprocal Trade Agreements, WBEM.  
10:15 p. m., "The Bankers' Mile," WBEM.  
10:30 p. m., MARCH 24 (Restative Schedules).  
5 a. m., Pope Plus' benediction, WBEM.  
5 a. m., Temple university stadium service, WBEM.  
6:30 a. m., St. Louis stadium service, WBEM.  
7 a. m., Hollywood bowl service, WGN.  
7 a. m., Highgate young university service, WBEM.  
7 a. m., Garden of the Gods service, WBA.  
7 a. m., Radio City Music hall service, WENR or WMAQ.  
7:30 a. m., Glendale, Calif., service, WGN.  
7:30 a. m., Mt. Davidson service, WENR or WMAQ.  
8 a. m., Mt. Rainier service, WGN.  
8:30 a. m., Olympia, Wash., service, WGN.  
10:30 and 11:30 a. m., first television Easter service, WMAQ.  
11 a. m., St. Francis of Chicago chapel, WGN.  
11 a. m., First Congregational church.

### WIBA Monday

**WIBA Monday**

6:30—The Morning Parade.
7:00—NBC National News.
7:15—Musical Clock.
7:30—State Journal News.
7:30—School Music.
7:45—Musical Clock.
8:00—Betty's Fashion Chat.
8:00—NBC Story of Mary Martin.
8:45—NBC The Novelists.
9:00—NBC Viennese Ensemble.
10:00—NBC The Novelists.
10:30—Homemakers' Musicale.
11:00—Linda's First Love.
11:15—The Editor's Daughter.
11:30—NBC Farm and Home Hour.
12:00—The Melody Men.
12:30—Noon News Edition.
12:30—Market Reports.
1:00—NBC Moments.
1:30—NBC U. S. Navy Band.
2:00—Church of the Air.
2:15—Concert Hour.
2:30—NBC Backstage Wife.
3:15—NBC Stella Dallas.
3:30—NBC Lorenzo one.
4:45—NBC Young Widder Brown.
4:45—NBC Irene Wicker.
5:25—Outdoor Wisconsin.
5:30—New Edition.
5:30—NBC Sports Parade.
6:00—Dinner Melody.
6:15—NBC Youth in the Tolls.
6:30—NBC Dream.
6:45—Dinner Melody.
7:00—The Amazing America.
7:30—Pleasantville Folks.
7:30—Printed Dreams.
8:00—NBC Doctor Q.
8:00—NBC Alice Templeton Time.
8:00—NBC Contended Hour.
8:00—NBC Radio Kays Orchestra.
10:00—Night News Edition.
10:15—NBC Wally Steffler Orchestra.
10:30—NBC Eddie Lehman Orchestra.
11:00—NBC Clyde Lucas Orchestra.
11:30—NBC Erskine Hawkins Orchestra.

### School Forum

## to Talk Finances on Air Thursday

"Financing the Schools" is the subject of the school radio forum broadcast from WIBA Thursday at 7:30 p. m.  
This will be the last forum in a series of eight sponsored by the Madison Education ass'n.  
Earl D. Brown, secretary of the board of education, will act as chairman. Other participants include Mrs. John Wise, Arthur F. Trebilcock, and Roy Ragatz, editor of the Wisconsin Journal of Education.  
The cost of running the schools, the budget, sources of revenue, and method of purchasing supplies will be included in the discussion. School economies in recent years and trends in enrollment will also be discussed.  
The student musical program for the week will be the presentation of the East high school choir, under direction of Cecile Vogelbaugh, at 7 p. m. Wednesday.  
Since the musical programs extend over a longer period of time than the forums, the West high school band will broadcast the following Wednesday. Richard Church will direct.

**Other Stations Monday**

6:30—Top of the Morning—WMTJ
6:30—Down Salute—WBEM WCCO
6:45—Morning Devotions—WLS
6:45—Good Morning—WGN
6:50—Suburban Hour—WMAQ
7:30—Miss Day in Court—WBEM
7:45—Jolly Joe and Pat Fair—WLS
8:00—Your Neighbor—WMAQ
8:00—Miss Day in Court—WBEM
8:45—Career of Alice Blair—WLS
9:00—Miss Julia—WLS
9:00—Kitty Kelly—WBEM WCCO KMOX
9:00—Organ Melody—WGN
9:15—Myri and Marge—WBEM WCCO
9:15—John's Other Wife—WBEM WCCO
9:30—Organ Melody—WGN
9:30—Story of Mary Martin—WLS
9:30—Ellip House—WBEM WCCO
9:30—Just Plain Bill—WBEM WMAQ
9:45—Organ Melody—WGN
9:45—Stepmother—WBEM WCCO KMOX
9:45—Woman in White—WMAQ WTMJ
9:45—Midwest—WLS
10:00—Short Story—WBEM WCCO
10:00—Peppe Young's Family—WLS
10:00—David Harum—WMAQ KSTP WTMJ
10:15—Life Begins—WBEM WCCO KMOX
10:15—Young Dr. Malone—WLS WMT KSG
10:15—Our Gal Sunday—WBEM WMAQ
10:15—Loop of Life—WMAQ WLW
10:15—Bachelor's Children—WGN
10:30—Against the Storm—WMAQ WMAQ

**HEAR**  
"In the Gloaming"  
—Simultaneous—  
Broadcast & Recording  
5 p. m. Sunday  
WIBU Dial  
1210  
SPONSORED BY  
Madison's Only Certified  
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**THE BLOCK SYSTEM**  
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**It's Small World**  
ALDERSHOT, Eng.—(U.P.)  
—Two Canadian brothers, who had not seen or heard of each other in eight years, have met as soldiers at Aldershot, after traveling to England with the first Canadian contingent. They are George Fritzeley and William D. Fritzeley, both privates.

## Easter USED CAR Sales All This Week

**Buy Your Used Car NOW! SAVE MONEY!**

### The Early Bird Gets the Best Buy!

This is the week local dealers "SHOOT THE WORKS" on their more than 600 USED CARS. They've bombed prices to a new Low Level. They want to clear their stock before the Spring Trade-in Rush. So "Sway in" to Madison with your old bus and "Swing out" with a newer one.

### 600 Cars on the "Bargain Block"

1939 Plymouth DeLuxe coupe, radio, heater	\$595	1938 Packard 6 4-door touring sedan—Only 18,000 miles	\$685	1938 Chevrolet DeLuxe 2-door sedan	\$450
1938 Chrysler Royal sedan, radio, heater	\$675	1938 Dodge 4-door touring sedan	\$565	1939 Nash Ambassador "S" 4-door sedan, over-drive, radio	\$900
1937 Packard DeLuxe "B" sedan	\$489	1937 Pontiac DeLuxe "6" 4-door sedan	\$450	1936 Cadillac 60 4-door touring sedan	\$465
1938 Lincoln Zephyr 4-door sedan	\$795	1936 Ford DeLuxe tudor sedan	\$260	1938 Oldsmobile "6" 4-door touring sedan	\$585
1938 Chrysler Royal convertible coupe—Over-drive, radio	\$645	1937 Plymouth touring sedan	\$375	1937 Dodge 4-door touring sedan	\$395

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