Moving

### Official State and City Paper 9

# Radio Program Schedules by the Clock

				TONIG	нт		•	
	WIBA 1310 kc.	WKOW -	WMAQ 670 kc.	WBBM 780 kc.	WENR-WLS	WGN 720 kc.	<b>WHA</b> 970 kc.	WIBU 1240 kc.
5:00 5:15 5:30 5:45	. Story Corner	Treasure Chest Superman	Jimmy Blade News of World	Beulah News	News: Mkts. Air Edition Green Hornet Green Hornet	Johnny Betts	<ul> <li>Music You Want</li> <li>Music You Want</li> <li>Book Trails</li> <li>News: Sports</li> </ul>	St. Interview
6:00 6:15 6:30 6:45	<ul> <li>Supper Club</li> <li>News of World</li> <li>Report to P'ple</li> <li>Dinner Melody</li> </ul>	Weather; News News; Sports Albert Warner Inside of Sports	Call for Music Call for Music C. Cavallaro C. Cavallaro	Mystery Theater Mystery Theater The Norths Norths; News	News Town Meeting	Mystery Traveler	<ul> <li>Dinner Music</li> <li>Dinner Music</li> <li>FM only</li> <li>After 7 p. m</li> </ul>	Sports Time Screnade News Bing Sings
7:00 7:15 7:30 7:45	Call for Music     C. Cavallaro     C. Cavallaro	Mystery Traveler Mystery Traveler Detective Detective; Rose	Thin Man Thin Man Call the Police Call the Police	Melody Lane Hit the Jackpot	Town Meeting Town Meeting Boston Orch. Boston Orch.	G Heatter Speak Your Mind Lone Wolf Lone Wolf: News	Masters Music	Serenade Serenade: News H. Edwards H. Edwards
8:00 8:15 8:30 8:45		G Heatter News: Rents Lone Wolf Lone Wolf	Corliss Archer Corliss Archer Sigm'nd Romberg Sigm'nd Romberg	Studio One Studio One	Boston Orch. Boston Orch. Freedom Ring It's the Family	Chi Philharmonic Chi Philharmonic Chi Philharmonic Chi Philharmonic	Max Lerner Max Lerner	Old Timers Old Timers Old Timers Old Timers
9:00 9:15 9:30 9:45	*Corliss Archer	Public Defender Public Defender Special Event Special Event	Morton Downey Symphonette	Jack Smith Billy Leach	News Herbie Mintz Pops Concert Edwin C. Hill	John Nesbitt Calling Detectives News; Music Fulton Lewis	Chamber Music Chamber Music News Night Music	U. W. Farm Hour 'U. W. Farm Hour News; Music Request Music
0:00 0:15 0:30 0:45	* Morton Downey • Concert Master	News Spelling Bee Madison Musicale Madison Musicale		Race: Science Science: Music Marty Gould Bill Walker	Linn Burton Eddie Oliver Philh, Jazz Lou Brownie	George Winslow	Silent	Request Music Request Music Request Music Request Music
1:00 1:15 1:30 1:45	1310 Club 1310 Club	Serenade Serenade	Dave Garroway Dave Garroway	Mat. at Midnite Danny Casella	Dirk Courtenay	Bill Walker Sherman Hayes	Silent	Silent Silent Silent Silent

WENNESDAY

	W E D N E S D A Y							
	WIBA 1310 kc.	WKOW 1070 kc.	670 kc.	WBBM 789 kc.	WENR-WLS	WGN 720 k.c.	WHA 970 kc	WIBU 1248 kc.
6:00 6:15 6:30 6:45	Farm Frolic Frolic: Bulletin Jimmy & Rangers Jimmy & Rangers	Chore Time Chore Time News: Music Chore Time	Norman Ross Norman Ross Norman Ross Ross; Clift. Utley	News of World News Listen to Cliff Listen to Cliff	Mac and Bob Rex Allen Karl and Harty News	Record Reveille News: Reveille Record Reveille Record Reveille	Silent Silent Silent Silent	Silent Silent Rural Roundup Rural Roundup
7:00 7:15 7:30 7:45	News: Clock Musical Clock Journal News Musical Clock	Cowboy Carson Coffee Club News Coffee Club	Your Neighbor Your Neighbor Norman Ross News	News Gold Coast Paul Gibson Shopping	Breakfast Club Breakfast Club Breakfast Club Breakfast Club	News Two-Ton Baker Breakfast Quiz Wishing Well	Silent Silent Band Wagon News	News Farm Service News: Weather Farm Views
8:00 8:15 8:30 8:45	Musical Clock Bulletin Board Trading Post News	Coffee Club Coffee Club Coffee Club Rev. O'Hair	Fred Waring Fred Waring Road of Life Joyce Jordan	News Flynn Reports To Be Announced To Be Announced	True Story True Story Betty Crocker Listening Post	News Milady Melody Say It With Mus Spots of Music	Classroom	News: Clock Musical Clock Musical Clock Musical Clock News; Pioneers
9:00 9:15 9:30 9:45	Fred Waring Fred Waring Road of Life Joyce Jordan	Cccil Brown Jim and Judy Jerry Blake News: Music	Nora Drake Love and Learn Jack Berch Lora Lawton	Arthur Godfrey Arthur Godfrey Grand Slam Rosemary	Garry Moore Garry Moore Galen Drake News	June Baker Dr. G. W Crane Hcart's Desire Heart's Desire	Classroom     Classroom     Classroom     Classrooin     Fun Time     Homemakers	HebChr'n Hour Sweet Muisic Sweet Muisic Women's News
10:00 10:15 10:30 10:45	Nora Draks Love and Learn Jack Berch Lora Lawton	Woman's World Woman's World Heart's Desire Heart's Desire	Food Magician Tropic Echoes Elizabeth Hart Tunes & Tips	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Welcome Travilers Welcome Travilers Time for Tuncs Notes for Today	Kate Smith Victor Lindlahr News Claudia	<ul> <li>Homemakers</li> <li>Women Voters</li> <li>Music</li> </ul>	Job Service Melodies Melodies News; Tunes'hs
11:00 11:15 11:30 11:45	Linda's 1st Love Mary Foster * Farm Roundup * Farm Roundup	Pat Sings Man on Street Markets; Music Polka Party	News Freedom Train Carolyn Gilbert Robt. L. Ripley	Big Sister Ma Perkins News Guiding Light	Farm World Farm World Dinner Bell Dinner Bell	Let's Have Fun Let's Have Fun Markets News	<ul> <li>Classroom</li> <li>Classroom</li> <li>Classroom</li> <li>Classroom</li> </ul>	News: Tunes Is Highlights News Farm: Front March Time
12:00 12:15 12:30 12:45	<ul> <li>News</li> <li>Farm Service</li> <li>News</li> <li>March Time</li> </ul>	Canadi'n Cowgirl News Dinner Bell Song to Rem'ber	Double or Nothing Today's Children Light of World	Mrs. Burton Perry Mason Nora Drake Evelyn Winters	News Doc B.: Markets Bride & Groom Bride & Groom	Queen for a Day Queen for a Day Turner and Otto News	<ul> <li>Noon Musicale</li> <li>Music: News</li> <li>Farm Program</li> <li>Farm Program</li> </ul>	News: Markets Farm and Home
1:00 1:15 1:30 1:45	<ul> <li>Double or Nothing</li> <li>Today's Ch'ren</li> <li>Red Feather</li> </ul>	Queen for a Day Queen for a Day Martin Block Martin Block	Life Beautiful Ma Perkins Pepper Young Right to Hap'ness	David Harum Hilltop House House Party Party: News	Ladies Be Seated Ladies Be Seated Honeymoon Honeymoon	Holland Engle Holland Engle Jay Walker Betts and Otto	<ul> <li>Chapter &amp; Day</li> <li>Chapter a Day</li> <li>Music Apprec.</li> <li>Music Apprec.</li> </ul>	Farm Service Si Hays Si Hays Hit Tunes P. M. Church
2:00 2:15 2:30 2:45	<ul> <li>Life Beautiful</li> <li>Ma Perkins</li> <li>Pepper Young</li> <li>Pisht to Hap'ss</li> </ul>	Kitchen Magic Kitchen Magic Red Hook, 31 Studio Roundup	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	Gold Coast News Paul Gibson Paul Gibson	Music Music Ted Malons Mac and Bob	Quiz Melody Memos Art Baker Art Baker	<ul> <li>Music Apprec.</li> <li>Short Story</li> <li>Masters' Music</li> <li>Masters' Music</li> </ul>	P. M. Church P. M. Church U. W. Band Eyes on Ball Bible Fellowship
3:00 3:15 3:30 3:45	<ul> <li>Backstage Wife</li> <li>Stella Dallas</li> <li>Lorenzo Jones</li> <li>Widder Brown</li> </ul>	Studio Roundup News: Music Story Time Story Time	A Girl Marries Portia Just Plain Bill Fr't Page Farrell	Hint Hunt Hint Hunt Editor's Daughter Linda's 1st Love	Feature Foods Feature Foods News Beulah Karney	News Marshall Kens Spotlight Tendler Orch.	<ul> <li>Masters' Music</li> <li>Masters' Music</li> <li>Radio Journal</li> <li>Classroom</li> </ul>	Bible Fellowship Melody Hour Melody Hour
4:00 4:15 4:30 4:45	<ul> <li>News; Mad. Hr.</li> <li>Madison Hour</li> <li>Madison Hour</li> <li>Madison Hour</li> </ul>	Harmony House Harmony House Harmony House Harmony House	News Dave Garroway Dave Garroway News	News News Lum & Abner Lowell Thomas	Dick Tracy Terry & Pirates Sky King Sky King	Treasure Chest Superman Adventure Parade Tom Mix	<ul> <li>Classroom</li> <li>Classroom</li> <li>Don Voageli</li> <li>Australia</li> </ul>	Melody Hour Melody Hour Band Parade Serenade Street Interview
5:00 5:15 5:30 5:45	<ul> <li>Story Corner</li> <li>Flesta Time</li> <li>News</li> <li>Sports: News</li> </ul>	Treasure Chest Superman Adventure Parade Tom Mix	Jimmy Blade News of World Carolyn Gilbert H. V. Kaltenborn	Beulah News Animal Court Ned Calmer	News Air Edition Lone Ranger Lone Ranger	Johnny Betts Phone Quiz News Inside of Sports	<ul> <li>M'sic Y'u Want</li> <li>M'sic Y'u Want</li> <li>Book Trails</li> <li>News: Sports</li> <li>Dinner Music</li> </ul>	U. W. Special U. W. Special U. W. Special Sports Time
6:00 6:15 6:30 6:45	<ul> <li>Supper Club</li> <li>News of World</li> <li>Dinner Melody</li> <li>Music</li> </ul>	News: Weather News: Sports News Comment Inside of Sports	Dennis Day Dennis Day Jack Pearl Jack Pearl	Melody Hour Melody Hour Dr. Christian Dr. Christian	Mayor of Town Mayor of Town On StageAmerica On StageAmerica	Special Agent Special Agent High Adventure . Adventure: Rose	<ul> <li>Dinner Music</li> <li>Dinner Music</li> <li>FM Only After 7</li> </ul>	Tips and Tunes News Bing Sings Music
7:00 7:15 7:30 7:45	<ul> <li>Dennis Day</li> <li>Dennis Day</li> <li>Frank Parker</li> <li>Frank Parker</li> </ul>	Special Agent Special Agent High Adventure Adventure: Rose	Tex and Jinx Tex and Jinx Mr. Dist. Atty. Mr. Dist. Atty.	Your Song, Mine Your Song, Mine James Melton James Melton	Abbott & Costello Abbott & Costello Go for the House Go for the House	Gabriel Heatter Speak Your Mind Lionel Hampton Hampton: News	Masters' Music Masters' Music Masters' Music Masters' Music Request Music	Music: News Showcase Showcase Old Timers
8:00 8:15 8:30 8:45	• Tex & Jinx • Tex & Jinx • Mr. Dist. Atty • Mr. Dist. Atty	Gabriel Heatter News; Music Lionel Hampton Lionel Hampton	The Big Story The Big Story Music App't Music App't	The Whistler The Whistler Cloakroom Cloakroom	Star Theater Star Theater Maupin Music Maupin Music	Roger Kilgore Roger Kilgore Bulldog Drum'd Bulldog Drum'd	Request Music Request Music Short Story Chamber Music	Old Timers Old Timers Old Timers Old Timers
9:00 9:15 - 9:30 9:45	<ul> <li>Big Story</li> <li>Big Story</li> <li>Music App't</li> <li>Music App't</li> </ul>	Opinion-Aire Opinion-Aire Madison Forum Madison Forum	Supper Club News Frank Parker Mr. Lincoln	News Jack Smith Billy Leach News	News Herbie Mintz Bob Elson Edwin C. Hill	Answer Man Detectives Call News: Music Fulton Lewis	Chamber Music News Night Music	U, W. Farm Hour News; Music Request Music Recuest Music
10:00 10:15 10:30 10:45	<ul> <li>Music</li> <li>Concert Master</li> </ul>	Trio Time	News Final Sports Music C. Cavallaro		Jerry Glidden	Henry King Will Back	Silent Silent Silent Silent	Request Music Request Music Request Music Silent
11:00 11:15 11:30 11:45	1310 Club 1310 Club	Serenade	Dave Garroway Dave Garroway Dave Garroway Dave Garroway	Mat, at Midnite Mat, at Midnito Mat, at Midnite Mat, at Midnite	Dirk Courtenay Dirk Courtenay Dirk Courtenay Dirk Courtenay	News; D.LeWinter George Winslow Sherman Hayes Sherman Hayes	Silent Silent Silent Silent	Silent Silent Silent

• Starred programs are also carried on corresponding FM stations ... FM channels: WJBA-FM . . 101.5 M. WHA-FM . . 88.7 M. WWCF (WIBU . . 94.9 M.

# Flo Marley May Cake Leady and Control of the follow by EDITH GWYNN MolL YWOOD — Florence Stable," the original story that Stable," the o

pecting another little "king of western swing" in the late fall. Jose Ferrer and Mary Ander-son will do "Romeo and Juliet" on the strawhat circuit, with plans to take it to Broadway in the fall. ...Pay no attention to those stories elsewhere the Ferrer (destined for big things in the movies too) is going to wed Buff Cobb. Jose just married Phyllis Hill! Rudy Vallee returns to Fox to play the lead

Organizations

YMCA

т.; р. т.

Sports

TUESDAY, JUNE 29 Philharmonic chorus: 8 p. m., City

MCA. WEDNESDAY, JUNE 30 Real Estate board: 12 m., Hofbrau. Rotary club: 12:15 p. m., Park hotel.

Community Center

TUESDAY, JUNE 29

FM): Crisis."

"Our Social and Moral

Quiz 7:30 p. m. — Hit the Jackpot (WBBM): "Catch Me-If You Can" gets new name, new time.

Wednesdaytime 8 a. m. — Fred Waring (WMAQ): "Onward, Christian Soldiers," "In Luxemburg Gar-dens," "Penny Parade," Uncle Lumpy tells of "Orley and the Comics" (on WIBA at 9) . . . Morning Melodies (WHA): "Scot-tish Fantasy," Brusch. 10 a. m.—Homemakers (WHA): "Summer Reading for Children— Paul Bunyan"; "Can Food Costs Be Cut?" . . . Welcome Travelers (WLS): Tommy Bartlett begins second year as host.

10:30 a. m. — Women Voters (WHA): "Program for Action, 1948-49," Mrs. George Chatterton

12:25 p. m.—Baseball (WIND): Cardinals at Chicago.

12:30 p. m. — Farm Program (WHA): highlights of Farmers

12:45 p. m. - Baseball (WJJD) Boston Red Sox vs. Yankees. 1:30 p. m. — Second Honeymoon (WENR): Johnny Olsen's new

audience participation show. 2:30 p. m. — Music of the Mas-ters (WHA): "Symphony 1933,"

Queen's Arrival

MADELEINE CARROLL

Wearing an attractive off-the-face hat, screen star Madeleine Carroll poses for

the cameraman aboard the Queen Mary in New York.

The end of the trip marked her 50th crossing of the At-

lantic.

Wednesdaytime

second year as host.

Field day.

and Mrs. Thomas Doran.

BILL CULLEN

"Hit the Jackpot," CBS" new brain-game emceed by Bill Cullen and offering prizes to both studio guests and listeners at home, moves to Tuesday nights. "Hit the Jackpot" is a new title for the ouiz chow formerly called quiz show, formerly called "Catch Me If You Can."

# Tonight's Radio **Highlights**

## Music

6 p. m.—Supper Club (WIBA): "When Day Is Done," "Love of My Life," "Dream Peddler."

6:30 p. m.—Carmen Cavallaro (WMAQ): and his orchestra re-place "A Date With Judy" (on WIBA at 7:30).

7 p. m. — Melody Lane (WBBM): Georgia Gibbs, guest; "I Went Down to Virginia," "It's You or No One," "Oklahoma!" medley.

7:30 p. m. — Boston Pops (WENR): Arthur Fiedler, conduc-tor; Bernhard Weiser, pianist; "The Frincess Elizabeth" march,

"The Princess Elizabeth" march, Coates; "Rhapsody on a Theme of Paganini," Rachmaninoff. 8 p. m.—Chicago Philharmonic (WGN): Henry Weber, conduc-tor; "Ten Variations," Beethoven; "Seine at Night," Thomson; "Symphony No. 2," Hanson.

"Symphony No. 2," Hanson. 8:30 p. m.—Sigmund Romberg (WMAQ): Vienna waltz medley, "Gypsy Love Song," "The Little Church Around the Corner," "The Fireman's Bride," "Auf Wieder-schen," "Saturday Night in Cen-tral Park" (on WIBA at 9:30). 9:15 p. m.—Mortor. Downey (WMAQ): "It's a Most Unusual Day," "Encore, Cherie," "I Kiss Your Hand, Madame," "I'll For-get You," "Paradise" (on WIBA at. 10:15). ... Jack Smith (WBBM): and Meredith Willson; "Just Because," "Them There Eyes," "I Went Down to Vriginia."

# Drama

Discussion

St. John. author.

GIVE

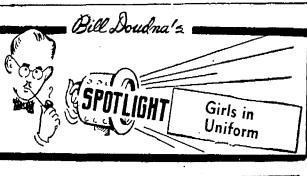
6 p. m. — Mystery Theater (WBBM): moves to CBS network; story of a boy with a time bomb ... Mysterious Traveler (WGN):

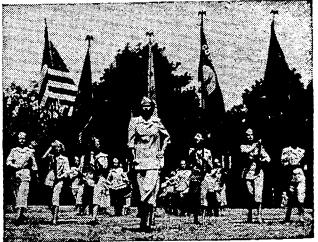
murders find out they aren't (on WKOW at 7).
6:30 p. m.—Mr. and Mrs. North (WBBM): with a bridegroom who isn't sure which of the two sisters is the bride.
The mathematical mathmatical ma

6:30 p. m.—America's Town Meeting (WENR): major issues

of presidential campaign; Will Rogers, Jr., former congressman; Robert Kenney, former California adjutant general; Adela Rogers

8 p. m.-Max Lerner (WHA-





### The Girls on Parade

ters (WHA): Symposite Harris. 4:45 p. m.—A Look at Australia (WHA): "Aboriginal Art." 5:30 p. m. — Lone Ranger (WLS): 15th anniversary; re-enactment of first script in series. South Wisconsin cities. The post is at Austin, Minn. Parades and concerts are on Parades and concerts are on Couple of

1

Cy Howard's new situation

Muwood

BREAD

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Bread

NO

is at Austin, Minn. Parades and concerts are on the schedule, as are a couple of nationwide broadcasts. The first of the radio shows will be aired Saturday from the Ft. Atkinson Municipal auditorium over the area for the cast of Municipal auditorium over the Mutual network; the second prob-ably will come from Stoughton on July 10. Mutual network in e construction work She will be starred with the Jubi-leers in an all-Negro show to be

July 10. The girls arrived in Madison on Sunday and went to Janesville for a parade Monday. Today they users to a parade Monday. Today they hattonal release. were to visit Delavan, Elkhorn, and Whitewater.

show, "Little Immigrant," created a big splash in Hollywood radio Whether they'll put on a show in Madison is still probematical. circles at its audition performance Besides being a parade unit, the late last week and Radio Row troupe becomes—for broadcasts predicts it not only will be sold and concerts—a 44-voice chorus to a sponsor but will hit the top predicts it not only will be sold to a sponsor but will hit the top 15 in its first season.

and 2 20-piece orchestra. All the members are veterans of World War II. Some were WAVES, some WACs, some Spars, some Marines. The summer season will be cli-

maxed by an appearance at the national American Legion convention. The group was organized only last year, but ranked 13th LIGHTING



- Ventilating Fans
- Crystal Chandeliers

JACOBS BROS.



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screen. Marly is the Viennese import who played opposite Ray Milland in "The Sealed Verdict" for Paramount, but she's freelancing now. Paulette Goddard has evi-dently bought into that Nico Charisse dance-

s c hool, because it is she who MARLY will talk to the

famed Nijinski about coming to ished, lovely Hollywood to be ballet-master at that emporium when she goes to

Royle has completed the first of Valli's is naturally very light the low-cost houses for veterans chestnut and her eyes are so in her long-range project. The blue in her long-range project. The blue. And darned if they didn't house cost only \$3,500 and is bet-ter built than many that cost five for her latest picture. times that much.

Darryl Zanuck has been trying to get Greer Garson for a great part in a big picture he has up his sleeve, but Metro won't okay the loanout. So Zanuck heaved a sigh and said, "Looks like I'll have to rewrite the part for Clifton Webb."

Once again Anne Baxter, that swelegant little actress, is going to step into movie shoes intended for Gene Tierney. Anne took Geene's role in "The Walls of Jerico" when Tierney turned it down (and got herself suspend-ed) and was so good in it that her studio bosses not only raved but tossed her right into "Yellow Sky" opposite Gregory Peck Anne's next break will be the starring role in a gay comedy, "The Gay Pursuit", which was on Gene Tierney's schedule until impending motherhood forced her into retirement. This one is all

about an American girl who rise into a very stuffy English family. A letter from one of our London spies is full of clippings (in-

cluding editorials) and reviews of Tony Martin's sensational success there. They obviously now idol-





last epic there was "Unfaithfully Yours"... As soon as "If This Be My Harvest" is fin-. 1 : 1 9 2 3

Vallee to emerge GIBBS as a top comedy star before 1948 Valli heads for Italy to bring her People is out. are raving about

his funny per-formance with Henry Morgan in "So This is Morga New York",

among other things. A producer told Sonny Tufts, "If you have twenty minutes to

in "Mother is a

can expect

—hi

VALLEE

Freshman''

The new title for that sequel to "Sitting Pretty" which of course, stars Chifton Webb, is "College Boy", but we think it'll be a shame if they don't iden-they don't iden-they don't iden-they don't iden-they don't idenspare we'll play some gin-rummy. they don't iden-itemed that O'Keefe would pro-tify "Mr. Belve-duce as his second independent

tify "Mr. Belve-dere" in the venture. Dennis also co-authored the titles of the se-ries which is

to follow. Current Exhibits sure June Allyson

Madison Free Library: Important Is-sues in a Campaign Year; What's New; Weekly Newsmap; Madison Art Guild Exhibit: Summer Pleasure in Madison. Our American Heritage: The Struggle for Freedon. State Elstorical Museum: A Centen-nial exhibition-Into a New Economy. has coined a cute word for freckles -the Honolulu variety: "Sawdust".

Typical Hollywood story: In "Take Me Out to the Ball Game" Gene Kelly the dene

ALLYSON

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OUALITY & SAVINGS

Kelly, the danc-Prescription Center er, sings four songs; Sinatra, the singer (you're

Sensitive Skin

**Cosmetics** 

AREX . ALMAY . MARCELLE

Complete make-up for women who cannot use regular cosmetics

ON THE SQUARE

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Every Tuesday Thursday • Saturday WIBA-10:15 P.M.



114 East Washington Ave.

and amount of meat you need because we have meat packing companies to turn livestock into meat and deliver it to retailers. You can buy what you want when you want it.

Next time you shop take a good look at all the different kinds of meat your retailer has for your selectiona great variety made available through efficient operation of the meat packing companies that serve you.

What do you think the meat packers earn for their services of converting meat animals into meat and by-products, and delivering meat to your retailer? Most people guess pretty high: Actually, the meat packers' profit (after paying all expenses) averages only a fraction of a cent a pound:

AMERICAN MEAT INSTITUTE Headquarters, Chicago . Members throughout the U.S.

For help on your meat problems —— listen to the Fred Waring Show --- NBC stations --- Tuesday and Thursday mornings Not all meat. Slightly more than half an animal is meat. The meat packer "dresses" it, processes a great variety of products, delivers meat, as needed, to your retailer.



Everything of value is saved and sold to make over 100 by-products. And the money received for these usually pays the expenses of preparing fresh meat.

For livestock, etc.	
	79½¢
For pay roll and other expenser	•
19¢	
Left for profit	,
11/24	

From the average dollar meat packers receive, they pay about 80¢ for livestock and livestock products. Out of this, farmers must meet their costs. Nearly half of what the packer has left goes for pay rolls. Profits average only about 11/2 cents on each dollar of sales.

