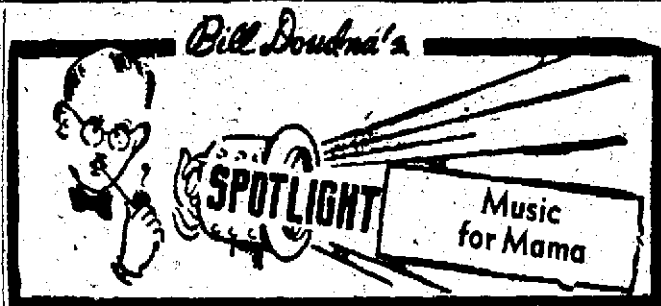


Radio Program Schedules by the Clock

THURSDAY

Table with columns for radio stations: WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ. Rows list program times and titles for each station.

Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM 101.5 M. WVCV (WIBU) 94.9 M. WISC-FM 98.3 M.



TIP O' THE MORNING: Ruth Hussey is set to star in a CBS dramatic series hitting the airways in June.

Madison musical talent will be a feature of "Mama, the Unsung Heroine," a fashion production to be presented Friday night in the Crystal ballroom of Hotel Loraine.



BOB HARKS

Bob Harks, 314 N. Lake st., will sing "The Wedding of the Painted Doll" to introduce young models, and "Thou Swell" in a glamor scene featuring a \$15,000 mink wrap and a \$35,000 diamond necklace.

Larry Kelliker, 110 N. Lake st., will be organizer for the show. A freshman in the University of Wisconsin music school, Larry is organizer at Luther Memorial church and pianist for the Optimist club.

The Minorettes, a quartet from the "Sweet Adelines" organization, will sing two numbers.

BAND: Faye Webster, 602 Langdon st., has been chosen as a member of the Canadian-American schoolgirls' band, which will train in Brandon, Manitoba, starting July 3.

AT THE UNION: "Idiot's De..."

WFOV-FM

Table with columns for WFOV-FM programs: 104.5 Mhz THURSDAY, 8:00 News, 8:30 News, etc.

WHA and WHA-FM

Table with columns for WHA and WHA-FM programs: 970 Kc.-88.1 Mhz. THURSDAY, 7:00 Morning Farm Program, 7:30 Bandwagon, etc.

Table with columns for various radio programs: 8:30 Nursery School of the Air, 9:30 Music Enjoyment, 10:00 Clockwatchers, etc.

West Dane Pupils Entertain at Mendota

West Dane county school children, under the direction of Mrs. Frances P. Kimmey, supervising teacher, entertained 250 Mendota State hospital patients this week.

ADVERTISEMENTS



SPARKLES FOR NEW CITY CLUB BEER—Whoopee John Junior, fun-loving drummer in Pop's famous recording band, sits one out with a bottle of Mellow-dry City Club, Sava Whoopee. "Polkas are mad with hope too!" City Club is a product of Jacob Schmidt Brewing Co., St. Paul, Minn.

TRY CITY CLUB TOPS IN ANY TOWN

Today's Radio Highlights

Special Events: 9:45 p. m.—Peabody Awards (WISC); radio "Pulitzer prizes." Drama: 6 p. m.—FBI in Peace and War (WBBM); businessman goes for false-investment sleighride. 6:30 p. m.—Counterspy (WISC); jungle trail leads to missing prince. 7 p. m.—Aldrich Family (WIBA); Homer and Henry trapped in the attic. Suspense (WBBM); Jean Bennett as girl framed for murder by brilliant scientist. 7:30 p. m.—Father Knows Best (WIBA); Kathy adopts a dog. 8 p. m.—Screen Guild Theater (WIBA); Charles Boyer, Olivia de Havilland in "Hold Back the Dawn." Ronald Colman (WGN); "A Doll's House." Playhouse (WBBM); Joan Fontaine in "Victoria Regina." 8:30 p. m.—Hollywood Theater (WBBM); "Show Business," musical comedy starring Gale Robbins, Bill Shirley.

Music

4:30 p. m.—Curt Massey (WBBM); and Martha Tilton; "Candy and Cake," "Confessin'." "It's Almost Like Being in Love." 6:30 p. m.—Hymns of the World (WIBA); "A Warden, Christian Soldiers," "Almost Persuaded," "Day is Dying in the West," "Jesus, Savior, Pilot Me." 8:15 p. m.—Guest Star (WFOV); Gordon MacRae and Madeline Conner in musical comedy hits. 8:30 p. m.—Songs We Sing (WGN); with 50-voice Park Ridge chorus. 10:30 p. m.—Concert Master (WIBA); Waring's "Nutmacker Suite," "In the Garden," "The Maid With the Flaxen Hair," first movement of Beethoven's eighth symphony.

Variety

8:30 p. m.—Duffy's Tavern (WIBA); Joan Davis, guest. 9 p. m.—Supper Club (WIBA); Jack Carson visits Perry Como.

Sports

12:25 p. m.—Baseball WIBA-FM; Dodgers at Chicago. 12:45 p. m.—Baseball (WJJD); White Sox at New York. 7:30 p. m.—Sports for All (WKOW); Sidney Wood, guest.

Discussion

9 p. m.—Author Meets Critic (WISC); "Rosevelt: from Munich to Pearl Harbor." 9:30 p. m.—Charles Sawyer (WISC); secretary of commerce on "Facts for Prosperity" report on census.

Child Health Day Gives Emphasis to Year-Round Plan

By DR. CARL N. NEUPERT (State Health Officer) Child Health Day, observed on May 1, served to give emphasis to the work that we are doing 365 days a year—protecting the health and welfare of our children. "The biggest business in the world, and the most important business that outweighs all other values in the world in the business of raising children," says Dr. Brook Chisholm, director-general of the World Health Organization. This business of raising healthy children is a responsible one. If we neglect our responsibility to our children it costs us heavily in delinquency, job misfits, victims of race prejudice and discrimination, and the mentally and physically ill. In the first place, in order to give children a chance to be born healthy, we have to guard the health of mothers. Secondly, children must be given a good early environment where they have a chance to get the cleanliness, fresh air, and good food which are the foundation for their well-being and growth. And we must protect them from disease. In the third place, there is the question of healthy mental growth. Children must be given the chance to develop their personalities in a favorable atmosphere—in a home background free from discord and strain so that they will be able to enter adulthood with sufficient mental and emotional stability to face a rapidly changing world without flinching. All these things we are attempting to do each day through parent education, child guidance centers, immunization programs, supervised playgrounds, better housing, health centers, hospitals, and better schools. We are obligated to give the children of tomorrow a better chance. The very fact that the problem is so complicated and needs so much effort, makes it vital that everyone should understand its importance and lend his active support.

Separate Labor Party Question to Be Debated

Irving Howe, author, and Prof. Carl A. Auerbach, of the University of Wisconsin law school, will discuss the pro and con of the question "Should Labor Form Its Own Party Now" in a program tonight at 8 in the university YMCA. Howe, who is author of the book, "CAW and Walter Reuther," will take the affirmative position and Prof. Auerbach, the negative. The program will be sponsored by the university Socialist club.

Republican Pupils Given Some Tips on Heading Class

WASHINGTON — (AP) — The Republicans are holding a vote-catching school, and Tuesday the scholars got advice on everything from William McKinley to ways of popping up droopy poster elephants. The idea behind the school is this: bring in some of the leaders and let them learn the latest details on vote trapping. Then let them go back and spread the news to the home folks. Guy George Gabrielson, GOP national chairman and hence a full professor in the school, told the 25 students that Republicans should be more honey in their approach. "Our great set of principles won't be effective unless they are sold," he said. Gabrielson said he had been in Chicago where he had heard Everett Dirksen, former Republican representative from Illinois who now is running for the senate. "Dirksen's good at giving illustrations," Gabrielson said. "He defrosted the great principles of Republicanism." Frederick Steuck, campaign manager for Sen. Forrest C. Donnell (R-Mo.), made most of his remarks off the record. That's because he outlined how the campaign would be carried on, and he didn't want the opposition to know about some nifty plays he has picked up. But he did toss out the general hint he's getting tired of a dispirited elephant representing the GOP. "I like 'em like this," Steuck said, and held up a picture of an elephant in full chase. "See?" Steuck said. "He's going some place. He's running hell bent for election."

Census Enumeration Complicates City's 1950 Reassessment

Madison's 195 census is complicating its coincident 1950 reassessment, Assessor Leonard Krueger disclosed Tuesday afternoon. His office has been kept busy answering telephone calls from property owners who confuse the census taker with the assessor's fieldmen, he reported. Frequently, while working alone in his office after hours, Krueger has been interrupted by calls from agitated males, all moaning the same story, such as this: "Say, my wife told your man our house is worth \$14,000. It isn't worth anywhere near that much." Inquiry usually develops the fact that the valuation figure was given weeks before the assessor's staff went into the field, Krueger said, proving quite conclusively that it was the census man who asked the value of the house. As further evidence, Krueger explained that the assessor's staff men never ask the home owner to state the value of his house, because they aren't likely, often, to receive the right answer. The assessor's records show the original cost of the house, and the office makes its own valuation from the data obtained by the fieldmen, he said. "See?" Steuck said. "He's going some place. He's running hell bent for election."

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Advertisement for Old Stagg Kentucky Bourbon. Features a large image of a bottle and a stag. Text: "OLD STAGG *Straight Kentucky Bourbon, in all its Glory! Naturally a finer drink. Naturally aged 4 years in wood. Naturally lighter in body. Naturally smoother in taste. And you'll like the Low Price. Never Sold until Four (4) Years Old!"

Large advertisement for WISC radio station. Text: "NOW WISC ANNOUNCES two national networks! TO BRING TO OUR LISTENERS EVEN GREATER PROGRAM SERVICE. Now, in addition to the finest ABC and local programs, WISC and WISC-FM is pleased to announce its new affiliation with the Mutual Broadcasting System. In the near future the tops in Mutual Programs will be added to our present broadcast schedule. You will hear both ABC and Mutual programs on WISC and WISC-FM. ★ ABC AMERICAN BROADCASTING CO. ★ MUTUAL BROADCASTING SYSTEM tune in AM 1480 KC FM---98.9 MC RADIO WISCONSIN, Inc., Commercial State Bank Bldg. MADISON, WISCONSIN"