

Radio Program Schedules by the Clock

SATURDAY							
WIBA 1310 kc	WISC 1480 kc	WKOW 1070 kc	WBU 1240 kc	WBBM 780 kc	WENR-WLS 590 kc	WGN 720 kc	WMAQ 670 kc
6:00-6:15 6:15-6:30 6:30-6:45	Surprise Frolic Musical Clock	Top of the Morning News	Farm Hour	News Roundup	Paul Gibson	Farm Bulletin	Phillip Hoy and Farm News
6:45-7:00 7:00-7:15 7:15-7:30 7:30-7:45	News: Clock Musical Clock	Top of Mornin' News	State: Coffee Club	News: Farm	News Roundup	The Bill Evans Show	Norman Ross
7:45-8:00 8:00-8:15 8:15-8:30 8:30-8:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
8:45-9:00 9:00-9:15 9:15-9:30 9:30-9:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
9:45-10:00 10:00-10:15 10:15-10:30 10:30-10:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
10:45-11:00 11:00-11:15 11:15-11:30 11:30-11:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
11:45-12:00 12:00-12:15 12:15-12:30 12:30-12:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
12:45-1:00 1:00-1:15 1:15-1:30 1:30-1:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
1:45-2:00 2:00-2:15 2:15-2:30 2:30-2:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
2:45-3:00 3:00-3:15 3:15-3:30 3:30-3:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
3:45-4:00 4:00-4:15 4:15-4:30 4:30-4:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
4:45-5:00 5:00-5:15 5:15-5:30 5:30-5:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
5:45-6:00 6:00-6:15 6:15-6:30 6:30-6:45	Chaplin and Guest Star	No School Today	Coffee Club	News: Musical	News: The John Harrington Show	News of Life	Tunes and Tips
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* Starred programs are also carried on corresponding FM stations. FM channels: WIBA-FM 101.5 M. WWCF (WIBU) 94.9 M. WISC-FM 98.1 M.

Today's Radio Highlights

Special Events
3 p.m.—Boy Scout Jamboree (WIBA): Bob Hope, James Stewart, Roy Rogers, Dale Evans, Mitchell Chorus.

Sports
5:30 p.m.—Turf (WISC): The McLenan.
8 p.m.—Basketball (WIBA-FM, WISC, WISC-FM, WWCF, WMAQ): Wisconsin vs. Illinois.
Basketball (WFOV): Madison East vs. Beloit.
8:30 p.m.—Basketball (WFOV): Wisconsin-Illinois rebroadcast.

Drama
8:30 a.m.—Guest Star (WIBA): Shelley Winters.
10:30 a.m.—Maugham Theater (WKO): Jean Bennett in "The Constant Wife."
12 m.—Stars Over Hollywood (WBBM): Robert Hutton in "Room for Rent."
7:30 p.m.—Man Called X (WIBA): Ruh coal-mine plot.
8:30 p.m.—Dennis Day (WIBA): follows love-lover's suggestions... My Favorite Husband (WBBM): Liz's black eye causes neighborhood fury.

Documentary
1 p.m.—Battleground for Peace (WIBA): Marshall plan at work.
2 p.m.—If Fight We Must (WIBA): "Land of the Free" Bing Crosby, narrator.
3:30 p.m.—The Ordeal of Sgt. Dunbar (WIBA): Negro soldiers' part in U.S. History.
4:30 p.m.—Living 1951 (WIBA): "The City That Refused to Die" David E. Lillenthal, guest speaker.

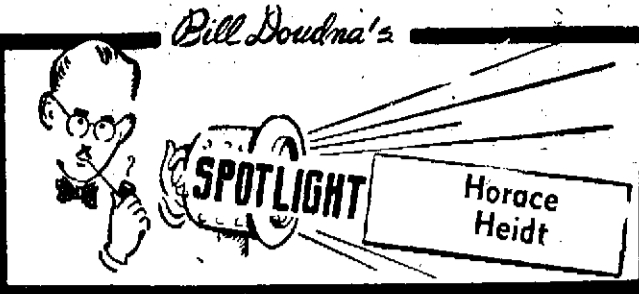
Discussion
8:45 a.m.—March of Medicine (WIBA): "Hare Lip and Cleft Palate," Dr. Robert C. Parkin.
10 a.m.—Opinion-Are (WGN): "Are Today's Parents Equipping their Children for Today's World?" Dorothy Thompson, Dr. Harold Taylor.
1:30 p.m.—Mrs. Mildred Horton (WIBA): former Waves commander on "Drafting Women in the Armed Services" Conference.
2:15 p.m.—Adventures in Science (WKOW): "Heart Disease, America's No. 1 Health Problem."
3 p.m.—Eugene Klempner (WHA): "Education in the Present Crisis."
8:30 p.m.—Sen. Robert Taft (WGN): Ohio Republican at Lincoln Day dinner in Chicago.

Music
9:15 a.m.—Stars on Parade (WIBA): Elliot Lawrence orchestra.
9:30 a.m.—Morton Downey (WKO): and Fran Warren.
10:15 a.m.—Accordiana (WIBA): Joyce Holmes, Montfort, Sydney, Elaine, and Dennis Thomas, Dodgeville.
1 p.m.—Metropolitan Opera (WISC): "Siegfried," with Helen Traubel, Set Svanholm, Ferdinand Frantz.
5:30 p.m.—NBC Symphony (WMAQ): on WIBA at 6 Arturo Toscanini, conductor; "A Midsummer Night's Dream" overture, Brahms' second symphony.
9 p.m.—Classical Hour (WKOW): "Lincoln Portrait," Copland; "New World" symphony, Dvorak; Dorothy Maynor sings spirituals... Theater of the Air (WGN): "Faust."
10:30 p.m.—Dress Rehearsal (WIBA): Boston Symphony.

Variety
5 p.m.—National Guard (WIBA): Bill Stern on "Track" songs by Mindy Carson.
9:30 p.m.—Grand Ole Opry (WIBA): Carl Smith, guest singer.

Quiz
7 p.m.—20 Questions (WISC): Jean Parker, guest.

Farm Programs
11 a.m.—Wisconsin Farm and Home (WIBA): Verne Varney and two youth leaders from Germany.



TIP O' THE MORNING: Discount rumors that Guy Lombardo's orchestra will play here. Latest dope is that it will have only one Wisconsin date on its tour — the Milwaukee Arena.

Horace Heidt brought a fast-moving stage show replete with youthful talent to the Parkway-theater for two performances Friday night. The two-hour program included Madison, Watertown, and Belleville performers as well as the troupe members.

But if I had paid \$3.60 for a seat, I would have felt that a re-fund was due—not from the theater, but from Heidt's radio sponsor, who rated a mild "plug" during the show and a heavy one, complete with animated trademark, at the finish.

There's quite a difference between listening to commercials on the radio and paying out good money for a theater seat to hear them. (This department has objected in the past to excessive "plugging" of records, books, and other products in stage shows, and plans to continue.)

Anyway, the show brought some fresh performers as well as familiar ones as Ralph Sigwalt and Jesse Owens, singers; Pierce Knox, blind marimba artist; Rudy and Lee, harmonica duo; Richard Malar, impressionist; Ernie Camarata, 6-year-old singer, and Jerry Singer, who does acrobatic tap dancing with one real and one false leg.

Newcomers were Sari Barabas, Hungarian soprano, who doesn't need a microphone for her good coloratura singing; Ed Neely, another impressionist; Jack Rowley, a terrific baton twirler; Jackie Joslin, one of the Peppertones who now sings alone with Heidt; Lou DiMaggio, accordionist, and Russ Budd, tap dancer.

Miss Barabas, Singer, and Ernie were the audience's favorites at the first show. The Camarata youngster has added accordion playing to his act, and he did "Lady of Spain" with all the flourishes of an old-timer.

There was comedy, too, in Heidt's homey, friendly remarks, in Rudy and Lee's antics and in a few other spots.

In comparison with last year's show, the Heidt Steppers' dancing was vastly improved and the fun was less forced. But the sound engineer insisted upon blasting the whole thing at us with more force than necessary.

Ford Goodlette, Watertown soprano and University of Wisconsin sophomore, won the right to compete in the second show by besting the Belleville Dixie Cups, four-piece girls' band. Other second show contestants were Leroy Gilbertson, steel guitarist, and the Low Notes, girls' barbershop quartet.

East High Pupil's Dog Tops Kennel Club Training Class

A German shepherd owned by Jackie Simpson, 14-year-old East High school pupil, was awarded the highest score in the advanced class of the Badger Kennel club's recently concluded 3-month obedience training course.

Cliff L. Darling, club president and director of the class, Friday announced the two highest scores in each class. Miss Simpson's dog, Queenie, won top honors in the advanced class over Goldie, a red cocker spaniel owned by Mr. and Mrs. George Fitzgerald, Madison.

First place in the intermediate class went to Fritz, a German short-haired pointer owned by Dick Reiter, McFarland. Second place was won by Patsy, a fox terrier owned by Dr. and Mrs. O. Sidney Orth, Madison.

Peggy, a collie owned by Mrs. Jack B. McManus, Oregon, won first in the novice class. Second place was won by Schmo, a cocker spaniel owned by Mrs. Darwin Waters, Madison.

Darling said that the new classes will start Wednesday at 7 p.m. in the Lapham school. He urged all dog owners to bring their dogs and enter the class. He pointed out that children should be accompanied by their parents or some other adult.

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4-H Leaders Give Fairgrounds Plan

Would Limit Repair to 11 Buildings

With their "improvement fund" now limited to \$43,114 for the Dane county fairgrounds, the county board fairgrounds committee listened with approval Friday afternoon to 4-H club leaders present recommendations for repairs of 11 buildings that would stay within the limited figure.

The cost of repairing and remodeling the fairgrounds is limited by state law to about \$168,000 on the basis of the 1950 census.

Since about \$123,000 has already been spent rejuvenating the grounds and buildings, County Auditor George Reinke informed the committee that their improvement fund is now limited to \$43,114.

Plans Told
Mrs. Russell McCarthy and Emil Zentner, county 4-H club leaders, made the recommendations which they and 16 other club leaders decided would be necessary for the holding of the "junior" county fair there July 27, 28, and 29.

The remodeling according to their plans would be on two dormitories, two dairy calf barns, a beef barn, a garden and handcraft building, an educational building, recreation and dining hall, canning and baking building, a horse barn, and a hog and sheep barn.

Although the cost of their suggested improvements was not accurately known, Matt Berschens, chairman of the fairgrounds committee, said he believed they could be completed with the limited funds.

Other Plan Out
In contrast, the improvements as recommended last summer by an advisory committee of educational, civic, club, and farm leaders, would cost "far in excess" of the available funds, Berschens said.

For example, the architectural firm of John J. Flad and Associates estimated that the improvement plans for only four buildings, as suggested by the advisory committee, would cost about \$50,000.

"Those improvements are what we would like to do, but they are more than are absolutely necessary now," Berschens said.

Heckler, Hitting 'Em on Funny Bone, Puts Lecture Point Over

Poor Herred hardly got a chance.

His tape recorder stood on the stage beside him, and when he rose to read his speech, it butted in, interrupting, arguing, heckling, and shouting him down.

And in his own voice, too! Herred tried to tell how he had used tape recordings in class—for speech work and propaganda analysis, for example. His recorder ordered him to shut up while it proved how a teacher could record a transcribed radio play and bring his pupils John Barrymore as "Hamlet."

Herred undertook to discuss teaching high school youngsters about 18th century satirists. The tape cut him off short and presented a 4-minute recording of Herred's Morgan broadcast to "bring the lesson to a point" with a demonstration of modern satire.

"But I'm an educator, not an entertainer," Herred protested. "As an educator, you can make the best use of entertaining materials," the recorder told him firmly.

"If the headline is too solid, hit 'em on the funny bone," Herred told the teachers his experience had convinced him that pupils "definitely" learn some things better through tape recordings than through books.

Edgewood Names 82 to Honor Roll

Eighty-two pupils have been named on the Edgewood high school honor roll for the first semester, it was announced Friday night.

Seniors on the honor roll are Jo Ann Hand, Rosemary Rocca, Marie Anthony, Yvonne Eckstein, Joan Farrell, Judy Ponti, Edward Arnold, Madeline Farrell, Edith Gassner, Dorothy Lacey, Lawrence McCormick, Patrick McCormick, and Dornen Stricker.

Juniors are Peggy Cafferty, Elizabeth Denu, George Jacobs, Elsa Esser, Mary Ewens, Fred Festge, Virginia Ripp, Beatrice Sachs, James Benzmiller, Peggy Bystrom, Mary Lou Clements, John Maurer, James Scott, William Welch, Mary Ann Coyle, Rose Goodenough, and Nancy Ott.

Sophomores are Elaine Anthony, Betty Lou Ferguson, Nancy Lesser, Donald Ritter, Margaret Sauer, William Bates, Peter Beyer, Grace Breitenbach, Gerald Donovan, Joseph Haack, Shirley Orvold, Charlotte Paul, Nancy Quinn, and Laura Scott.

U.W. Social Science Group Hears Plea for More Research

A strong plea for increased research on pressing social problems was made Friday by Donald Marquis, head of the psychology department of the University of Wisconsin social scientists in Pres. Fred's office.

Marquis has been president of the American Psychological Assn. and served with the advisory committee which drafted the program of the Ford Foundation. He is also chairman of the committee on human resources of the research and development board, national military establishment.

The really difficult problems facing mankind today are not technical, but human, Marquis emphasized.

World War II made this difference clear, he said. He told the group that the social sciences are rapidly moving away from the day when an individual, working by himself and from documentary sources, can make great contributions. Gathering of data is taking on increased importance, he declared. This stresses the need for new types of training for social scientists.

Inter-departmental teamwork in the social sciences at Wisconsin brought warm praise from the Michigan research man.

He commented on such teaching and research activities as the Scandinavian area studies, the regional planning program, and other courses in which several departments share teaching and research leadership.

True social science is marked by a steady increase in the fund of knowledge, Marquis said.

Madison Man Named to State Vet Board

George Stahl, Madison, was named Friday as a member of the advisory committee to the state veterans affairs board, replacing Marcus Hansen, Marshfield, who resigned recently.

Stahl will represent the United Spanish War veterans on the committee. The board named him to fill the vacancy at its meeting Friday.

Advertisement for Chest Colds: No Other Rub Acts Faster in Chest Colds. Musterole not only brings fast relief but its great pain-relieving medication breaks up congestion in upper bronchial tubes. Musterole offers ALL the benefits of a mustard plaster without the bother of making one. Just rub it on chest, throat and back.

WHA and WHA-FM

7:00 Farm Program
7:30 Bandwagon
7:55 Morning Melodies
8:00 News Roundup
8:15 Song Favorites
8:30 Weather Report
8:45 Home-Makers Program
9:00 March of Medicine
9:15 News and Views
9:30 Dear Sir
9:45 News and Views
10:00 Social Security Report
10:15 Noon Musicale
12:20 News
12:30 Farm Program
12:45 Wisconsin Government
1:15 Labor Speaks
1:30 Steuben Music
1:45 Short Story Time
2:30 Music You Want
4:30 Music of the Masters
5:30 Music Album
5:45 News
6:00 Program Preview
6:01 Dinner Musicale
6:05 Opera Favorites
7:15 News and Views
7:30 Canadian Concert
8:30 Basketball
8:35 U.S. Concert
10:55 Night News (to 11)

WFOV-FM
A. M.
8:00 Yawn Patrol
8:20 Yawn Patrol
8:30 Clockwatchers
8:45 Ben Lights
9:00 Ben Lights
9:15 Herb Kern
9:30 Dance Band
10:00 News
10:55 Kiddle Jamboree
11:05 News
11:05 Polka Time
11:15 Sacred Hand
11:45 Sacred Hand Program
P. M.
12:00 News
12:05 Waiting on Air
12:15 Memory Waltzes
12:45 Paul Weston
1:00 News
1:15 Anne Shelton
1:30 Johnny Mercer
1:45 Rex Allen
1:00 News
2:00 Music To Listen To
2:30 Sat. Variety
2:45 Top Tunes
3:25 News
4:00 Top Tunes
4:15 Frank Carle
4:55 News
5:00 Ken Griffin
5:15 Program Preview
5:30 Weight of the Record
5:55 News
6:00 Musical Menu
6:05 Take a Pair of New Records
6:30 Social Security
6:45 Musical Menu
7:00 News
7:05 Request Show
7:15 Myvieland
7:30 Old Time
7:45 Request Show
7:55 News
8:00 East vs. Beloit
8:35 Half-Time News
8:45 East vs. Beloit
9:30 Wisconsin vs. Illinois
9:45 Benny Strons
11:00 WVA
11:05 Claude Thornhill
11:15 Freddy Martin
11:25 News
12:00 Madison at Midnight
12:15 News
12:25 News
12:35 Site Owl Request Show
12:45 News (full 2:00)

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STORE HOURS: Mon.-Fri.—10 a.m.—9 p.m. Sat. 10 a.m.—5:30 p.m.



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