

Radio Program Schedules by the Clock

MONDAY							
WIBA 1310 kc	WISC 1480 kc	WKOW 1070 kc	WIBU 1240 kc	WBBM 780 kc	WENR-WLS 890 kc	WGN 720 kc	WMAQ 670 kc
6:00 Sunrise 6:15 Frodo 6:30 Musical 6:45 Clock	• Top of the Morning • Top of the Morning: News • Pauline Fredrick	Uncle Julius News: Farm Hour Weather: Markets	• Silent • Rural Roundup	Paul Gibson News: Paul Gibson: News	Farm Bulletin Devotions • Dick Blanchard News	Farm Hour On the Farm News	Ed and Dolores Town and Farm Alvin Dreier
7:00 News: Musical 7:15 Clock 7:30 News 7:45 Eddy Arnold	• Top of Morning • Top of Morning • Pauline Fredrick	Coffee Club News • Coffee Club News	• News: Farm • Service • News: Weather • Farm News	News Roundup News • News: Conway Lucky Ladies	Capt. Stubby Bob Archer • News: Frank News	The Bill Evans Show The Bill Evans Show	Norman Ross Norman Ross: News
8:00 Musical 8:15 Clock 8:30 Musical 8:45 News	• Breakfast • Breakfast • Breakfast	Coffee Club News • Coffee Club News	• News: Pioneer • News: Pioneer • News: Pioneer	News Patrick O'Reilly • News: Coast • News: Coast	Breakfast Breakfast • News: Coast	News Cliff Johnson Family	You Neighbor Norman Ross
9:00 Welcome 9:15 Traverses 9:30 Carson Gulley 9:45 Traylor: News	• My True Story: Betty Crocker • Victor Lindlahr	Arthur Godfrey Arthur Godfrey	• News: Pioneer • News: Pioneer • News: Pioneer	Arthur Godfrey Arthur Godfrey	My Story My Story • News: Pioneer	News Margaret McBride	Welcome Travelers Double Nothing
10:00 Break 10:15 The Hank 10:30 Jack Berch 10:45 Dave Garroway	• Romances • Lady of House • Queen for a Day	Arthur Godfrey Music Speaks Betty Case	Women's News • E. S. Navy Mid-Morning Matinee	Arthur Godfrey Grand Slam Rosemary	Romance Buccaneers Buccaneers Kitchen Club	M. M. McBride Answer Man Quest for a Day	Break the Bank Jack Berch Dave Garroway
11:00 Share the Wealth 11:15 Pickens Party 11:30 Farm Roundup 11:45 Beach Hands	• Johnny Olsen • Lady of House • The Affection • News: Song	News of America • News: Olsen • News: Olsen	News: Matinee • News: Matinee • News: Matinee	Aunt Jenny • News: Olsen • News: Olsen	Johnny Olsen • News: Olsen • News: Olsen	News Virginia Gale Tello-Test	Mrs. Roosevelt Pickens Party O. P. Stearns • News: Olsen
12:00 • News: Roundup 12:15 • Farm News 12:30 • News 12:45 • March Time	• Elnor • News • News	Uncle Julius News • News: Mack and Sandy	• Music: Markets • News • News	Big Sister Ma Perkins • News: Mack and Sandy	Dinner Bell • News: Mack and Sandy	News: Mack and Sandy Market Reporter Norman Ross	News: Mack and Sandy Market Reporter Norman Ross
1:00 • Double or 1:15 • Nothing 1:30 • Love and Learn 1:45 • Music in Music	• Bob Swanson • News • News	Shopping • News: Mack and Sandy	Farm Service • News: Mack and Sandy	2nd Mrs. Burton • News: Mack and Sandy	Dolph Hewitt • News: Mack and Sandy	Ladies • News: Mack and Sandy	Double or Nothing Live Like a Millionaire
2:00 • Life Beautiful 2:15 • Road of Life 2:30 • Pepper Young 2:45 • Right to Have	• Bob Swanson: News • Bob Swanson	Lucia Mortenson Houseparty and Cedric Adams	• Music • News: Mack and Sandy	Hilltop House • News: Mack and Sandy	The Bob Atcher Show • News: Mack and Sandy	Time • News: Mack and Sandy	Life Beautiful Road of Life Pepper Young Right to Have
3:00 • Backstage Wife 3:15 Stella Dallas 3:30 Lorenzo Jones 3:45 Widder Brown	• Bob Swanson: News • Bob Swanson	Strike It Rich • News: Mack and Sandy	Chapel in the Sky • News: Mack and Sandy	Strike It Rich • News: Mack and Sandy	Nancy Craig David Amity • News: Mack and Sandy	Radio Quiz • News: Mack and Sandy	Backstage Wife Stella Dallas Lorenzo Jones Widder Brown
4:00 • News: Madison 4:15 Hour 4:30 Hour 4:45 Front P. Farrell	• Uncle Dick's • News: Mack and Sandy	Mary Carey's Showcase • News: Mack and Sandy	• Melody Hour • News: Mack and Sandy	Paul Gibson • News: Mack and Sandy	News To Be Ann'd • News: Mack and Sandy	Jane Mason Marshall Kent Spotlight Sinclair Story	A Girl Marries Portia Faces Life Just Plain Bill Front P. Farrell
5:00 • Fiesta 5:15 • Playtime 5:30 • News 5:45 Sports: News	• Mark • News • News	News • News: Mack and Sandy	Fiesta Time • News: Mack and Sandy	News • News: Mack and Sandy	Clara • News: Mack and Sandy	Clara • News: Mack and Sandy	News • News: Mack and Sandy
6:00 • Dinner 6:15 • Melodrama 6:30 • News of World 6:45 • 1 Man's Family	• News: Mack and Sandy • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy
7:00 • Show 7:15 Train 7:30 Concert 7:45 Hour	• Inner Sanctum • News: Mack and Sandy	Hollywood Star • News: Mack and Sandy	Serenade • News: Mack and Sandy	Hollywood Star • News: Mack and Sandy	Inner Sanctum • News: Mack and Sandy	News • News: Mack and Sandy	Show Train Concert Hour
8:00 • Great 8:15 Artists 8:30 Band of America 8:45 America	• Basketball • Basketball • Basketball	Billboard • News: Mack and Sandy	Old Times • News: Mack and Sandy	Theater • News: Mack and Sandy	I Fly • News: Mack and Sandy	News • News: Mack and Sandy	Great Artists Band of America America
9:00 • Boston 9:15 Pops 9:30 Orchestra 9:45 Philip Murray	• Ralph Flanagan • News: Mack and Sandy	Music by Maudie • News: Mack and Sandy	• University • News: Mack and Sandy	My Friend • News: Mack and Sandy	Ralph Flanagan • News: Mack and Sandy	News • News: Mack and Sandy	Boston Pops Orchestra Philip Murray
10:00 • News 10:15 • News 10:30 • News 10:45 • News	• News: Mack and Sandy • News: Mack and Sandy	News • News: Mack and Sandy	• News: Mack and Sandy • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy
11:00 • News: 1310 11:15 Club 11:30 The 1310 11:45 Club: News	• News: Mack and Sandy • News: Mack and Sandy	News • News: Mack and Sandy	• News: Mack and Sandy • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy	News • News: Mack and Sandy

Today's Radio Highlights

Basketball
7:30 p. m. — Wisconsin vs. Indiana—WIBA-FM, WWC, WFOV, WISC, WISC-FM, WHA-FM.

Music
7:45 a. m.—Eddy Arnold (WIBA): "Tear Stains on Your Letter," "Driftwood on the River," "Born to Lose," "It's a Sin."
8:30 p. m.—Jack Berch (WIBA): "Sioux City Sue," "Abide With Me," "You Love Me."
8:30 p. m.—Curt Massey (WBBM): and Martha Tilton: "Would I Love You," "Lullaby of Broadway," "Penny a Kiss," "Mood Indigo."
6:15 p. m.—Jack Smith (WBBM): and Margaret Whiting: "You and Your Beautiful Eyes," "Be My Love," "The Moon Was Yellow," "Sing, You Sinners."
6:30 p. m.—Club 15 (WBBM): Bob Crosby, Andrews sisters: "Sparrow in the Treetop," "Apologies," "Tennessee Waltz," "Easter Parade."
7 p. m.—Show Train (WIBA): Gordon MacRae, Ira Petina in "The Vagabond King."
7:30 p. m.—Concert Hour (WIBA): Rise Stevens, Howard Barlow orchestra; "Can't Help Singing," "Alice Blue Gown," "Chopin's 'Polonaise in A Flat Major,'" "Che Faro" from "Orpheus and Eurydice," "The Night Was Made for Love," "Hungarian Dance No. 6," "Great Roundelay."
8 p. m.—Great Artists (WIBA): Nelson Eddy, Donald Voorhees orchestra: "Great Day," "Flow Gently, Sweet Afton," "Angelina Baker," "The Hills of Home," "To the Sea," "Sarasate's 'Introduction and Tarantelle,'" Walter Hampden in narration on diamond jubilee of telephone's invention.
8:30 p. m.—Band of America (WIBA): "Marche Lorraine," "New Ashokan," "Marching Society," "Oklahoma!" selections.
9 p. m.—Boston Pops Orchestra (WIBA): "Entrance of the Boyards," "Fingals' Cave" overture, "Jealousy," "Warsaw Concerto," Prokofiev's "Classical Symphony," "Pop Goes the Weasel," "Emperor Waltz."

Variety
8 a. m.—Breakfast Club (WISC): back in Chicago.
7:30 p. m.—Talent Scouts (WBBM): songstress, trumpeter, impressionist, vocal-instrumental trio.

For Children
10:30 a. m.—Ranger Mac (WHA): "Pading Trails."
5 p. m.—Playtime (WIBA): "Watch Me."
5:30 p. m.—Big Jon and Sparky (WENR): new weekday series.

Miscellaneous
9:30 a. m.—Carson Gulley (WIBA): salmon croquette with pea sauce; Welsh rarebit on toast with bacon.
10 a. m.—Homemakers (WHA): "Make Good Use of Kitchen Storage," Mrs. Margaret McCordie: "Care of Atomic Casualties," Mrs. Maud Jensen.

WHA and WHA-FM
970 Kc.—82.7 Megs.
MONDAY
A. M.
7:00 Farm Program
7:30 Bandwagon
7:45 Morning News
7:57 Weather Report
8:00 Morning Melodies
8:30 English Literature
8:30 Nursery School of the Air
8:30 Round Report
8:30 Afield with Ranger Mac
8:55 Weather Report
9:00 Homemakers Program
9:30 Concert Airs
10:00 Views of the News
11:00 Human Adjustment
11:30 Noon Music
P. M.
12:00 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Radio Almanac
2:00 Roundup Spanish
2:30 Music You Want
3:00 Contemporary Trends
3:30 Oran Music
4:00 Radio Journal
4:30 Legislative Forum
4:30 Music of the Masters
5:30 News
6:00 Oran Music
6:30 Dinner Musicale
7:15 Views of the News
8:00 FM Concert
10:55 Night News (to 11)

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Co-Ops Advised to Curb Credit

Fluckiger Addresses Dane County Groups

Shortening the period of credit will be important, if cooperative organizations are to weather successfully unsettled times, John Fluckiger, Verona, president of the board of directors of the Dane County Services Co-op and the Dane County Co-op Farm Supply Co., said at the annual meeting of the two groups during the weekend.

Fluckiger said that banks, and other businesses are cutting down or are being forced to cut down the period on which credit can be extended as well as on the amount, and therefore co-op businesses would have to follow the same businesslike methods to continue successfully.

200 Attend

In his report to the more than 200 members present at the First Evangelical church, Fluckiger pointed to taxes which had been paid to city and state.

"Some people say that cooperatives don't pay taxes," he said, "but a glance at our records shows that these two organizations paid a total of more than \$16,000 in taxes, including real estate, unemployment, social security, railroad property taxes, and others."

Other Speakers

Other speakers include William F. Groves, Lodi, president of the Pure Milk Producers' Assn. of Wisconsin; and Paul A. Franke, manager of the two groups.

George T. Mitchell, secretary-treasurer, Cottage Grove; Frederick Heuser, Mt. Horeb and Leo Lacy, Madison, three directors whose terms expired this year, were re-elected. Other directors and officers include: John Fluckiger, Verona, president; Lee W. Zeller, Madison, vice-president; Otto Rhiner, Verona, director; and Alex Lunde, Stoughton, director.

WHA TO MAKE RECORDS

VIOLA — A representative of radio station WHA Madison will be in Viola for three days this week to make recordings of school programs for broadcast at a later date.

FAMILY NIGHT PLANNED

VIOLA — Family night will be held at the Viola Evangelical United Brethren church Wednesday. The Young Adult group will have charge of the program.

Cows Thrive on Sweet Talk, Study Reveals

MINNEAPOLIS (U.P.)—Cows are skittish creatures, like a lot of women, but you can keep them in line with sweet talk.

That was the word Saturday from an authority on neurotic cows. He is Dr. William E. Peterson, of the University of Minnesota. He has devoted years of study and experiment to the emotional problems of cows and how those problems affect milk production.

He has found that a frustrated cow won't produce milk. He and Ohio State university scientists are working on a cooperative pasture study in the hope of increasing milk production 15 per cent by calming the neurotic cows.

Peterson said you can't get milk from a bossy if you give her a hard time.

"You've got to treat cows with kid gloves," he said. "Use soothing words, pet them in the right places, and make out you love them."

He said that cows are social-conscious. Every herd has a queen cow and the unsuccessful social climbers become bitter and maladjusted.

"You've got to keep reassuring them," he said. "Keep them feeling at home. There's nothing more damaging to a cow's personality than a harsh grunt or an unfriendly gesture."

Peterson said that a farmer, or a milkmaid, could use harsh words while milking bossy, if it's done with a soft voice. It would be possible to use scorching language, if the words were crooned.

Peterson advised farmers to start off with a new cow on a friendly basis.

"Pet her on the stomach," he said, "and if she doesn't like that, try her head."

LOGANVILLE FARMER HURT

LOGANVILLE — Ervin Fromminger, worker on the Walter E. Meyer farm near here, was reported in "fair" condition in Municipal hospital, Reedsburg, where he was taken last week after he was struck by a falling tree in the woods.

CLOTHING DRIVE STARTS

ONTARIO — The Salvation army currently is conducting a clothing and fund drive in Ontario, it was announced by Howard Hiding and Otto Buhmann, chairman and treasurer of the Ontario group.

Calendar

MONDAY, MAR. 5

Wisconsin Union: "Mr. Roberts" (stage) at 8.

Eastwood: "Destination Moon" at 8:30; "Kansas Raiders" at 8:30 and 9:45.

Parkway: "Henry V" at 1:25, 4:05, 6:45, and 9:25.

Sirand: "The Windy Boy" at 1:20, 4:55, and 8:25; "Kind Hearts and Coronets" at 3:50, and 10:30.

Middletown: "Balls of Montezuma" at 7 and 9:30.

Majestic: "Blues Busters" at 2:35, 5:35, 7:35, and 10:35.

Terlitz: "At 1:35, 4:05, 6:35, and 9:05.

Orpheum: "The Climax of the Highest Mountain" at 8:15, 5:15, 7:45, and 9:15.

Madison: "Born Yesterday" at 1:20, 3:30, 5:45, 7:45, and 9:55.

Strand: "The Windy Boy" at 1:20, 3:30, 5:45, 7:45, and 9:55.

Capitol: "Sunkara" at 1:50, 3:50, 5:50, 7:50, and 9:50.

Community Center

MONDAY, MAR. 5

Shrine patrol, 6:00 p. m.; handicapped young adults, bridge instruction, 7:30 p. m.

Municipal Affairs

MONDAY, MAR. 5

City plan commission: 7:30 p. m., city hall.

Board of education: 7:45 p. m., 351 W. Wilson st.

Music

MONDAY, MAR. 5

American Music chorus: 8:15 p. m., East high school auditorium.

Organizations

MONDAY, MAR. 5

Madison Civic chorus: Rehearsal, 7:30 p. m., Vocational school.

Current Exhibits

State Historical museum: "Wisconsin Today"; "Missable"; portrait of James D. Butler.

Wisconsin Union Theater gallery: Drawings and gouaches by Josef Presch, (Closes Mar. 26.)

Memorial Union Main gallery: "Campaign Concepts," (Closes Mar. 26.)

Canadian hall: "Union Artists exhibition," (Closes Mar. 10.)

Legion Head Leaves for Trip 'Round World

SAN FRANCISCO (U.P.) — Earle Cooke, Jr., national commander of the American Legion, left San Francisco Saturday night on a "round-the-world trip and inspection tour of military installations and bases in Asia.

Commander Cooke, traveling in the capacity of a member of the Citizens Committee on National Defense, will make inspection tours in Japan, the Philippines, and Formosa and will visit battle zones in Korea.

The twenty-nine-year-old veteran of World War II said he also will talk with Gen. Douglas MacArthur while in Japan.

WFOV-FM

104.9 MEGS.
MONDAY
A. M.
8:00 Yawn Patrol
8:15 News
8:30 Yawn Patrol
8:45 Clockwatchers
8:55 News
9:00 Herb Kern
9:15 Ken Light
9:30 Dance Band
10:00 News
10:05 Morning Musical Variety
10:20 Show Tunes
10:30 Novelty Shop
10:45 News
11:05 Polka Time
11:30 Navy Band
11:45 Kated Heart Program
12:00 News
12:15 Cole Trio
12:30 V. J. Stafford
12:45 V. J. Russell
1:00 News
1:30 Songs to Remember
1:45 Sweetheart Music
1:55 Holiday in Hawaii
2:15 Art Van Damme
2:30 News
2:40 Audio Nash Show
2:50 Music to Listen to
3:05 News
3:30 Juke Box
4:15 Campus Club
4:35 News
4:50 Ken Griffin
5:15 Program Preview
5:30 Ted Weems
5:45 Off the Record
5:55 News
6:00 Musical Menu
6:15 Package of New Records
6:30 Musical Menu
6:45 Red Cross
6:55 News
7:05 Request Show
7:15 In Howland
7:30 Request Show
8:00 Wisconsin Indiana Game
8:15 Tim News
8:40 Wisconsin Indiana Game
9:30 Eddy Howard
9:45 Off the Record
10:00 Tex Williams
10:15 Lawrence Welk
10:30 News
11:00 Jan Garber
11:30 Sammy Kaye
11:55 News
12:00 Madison at Midnight
12:01 Pussies Rendezvous
12:55 News
1:00 Russell's Rendezvous
1:55 News till 2:00

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