Faculty Guest Speakers

to Appear on WHA

Today's Radio Highlights

Music

(WHA); Boston Pops concert. 5 p.m.—Music of the Masters (WHA): "Barber of Seville" ex-

5:30 p.m. — Curt Massey (WBBM): "[Wanna Love You," "Estrellita." 8:15 p.m.—Jack Smith (WBBM); and Dinah Shore; "S'Wonderful," "Bermuda."

"Bermuda."

6:30 p.m.—Club 15 (WBBM):
"Silver and Gold," "Wishing."

8 p.m. — Mario Lanza (WISA):
"Wonder Wby," "Flower Song"
from "Carmen." "Day In. Day,
out." "Yesterdays" ... Musicland,
U. S. A. (WKOW): Graciela Rivera,
soprano, and Otto Barbach, lyricsoprano, and Otto Harbach, lyricist, guests.
9 p.m.—FM Concert (WHA-FM):

Pro Arte quartet in Milhaud's "Eighth String Quartet."

-Business and the munity (WHA): "Industrial Loca-7 p. m.—Graham Hovey (WHA-

FMI: "Western Defense-1952."

12:30 p. m.-Farm Program (WHA): "Quality Chicks for the '52 Flock." Howard King: Pine for Farm Woods," F. B.

For Children 9:30 a. m.—Rhythm and Games

(WHA): "Family Relax."

1:30 p. m.—Book Trails (WHA): 1:30 p. m.—Hook Trails (WHA):

"With Rhyme and Reason."
4:45 p. m.—Uncle Dick (WISC):
Easter songs.

Miscellaneous
10 a. m.—Homemakers (WHA):
"Devotional Reading for Lent."

Mrs. Loren Cockrell.

12:20 News

Mrs. Loren Cockrell.

11 a. m.—Chef Carson Gulley (WIAA): canned sea foods. 2:15 p. m. — House Party (WKOW): Danny Thomas, guest.

WFOW-FM

103.1 Mers. FRIDAY A. M.

101.1 Mers.
FRIPAY
A. M.

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7:00 Naws: Yawn Patrol
7:18 Weather Renort
7:18 Yawn Fatrol
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7:18 Yawn Fatrol
7:19 Yawn Fatrol
7:10 Checkwitchers
7:10 Checkwit

"Oldat 40, 50, 60? - Man. You're Crazy

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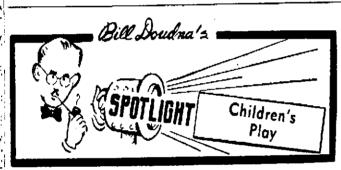
Radio Jimetable

Sports 5:36 p.m. — One for the Book	W19A	WISC 140 ke	WKOW 1878 Rg.	WIBU 1240 Ko.
(WKOW): "Streator Wins." 5:45 p. m. — Sports Parade: (WIBA): Harry Combes, Illinois	6:00 Sunrise 6:15 Frolio	Top a' the Morning Top o' the Morning: News	Breakfast Symph. News: Farm Hour Chapel of Air Weather: Mkts	* Silent * Silent Rural Roundup
hasketball coach, previews game with Wisconsin.	8:45 Cinck: News 1:00 Alex Dreigr 7:15 Musical Cinck 1:30 News 7:45 George Morgan	It Top o' Morning		News: Farm Service News Farm Froits
(WIBA - FM and WISC-FM): Mid-	8:00 Musical 8:15 Clock 8:30 Musical Clock 8:45 Haws	Breakfast Club Breakfast Club	Markets: Coffee Club: News Edith Manera Coffee Club: News	Prayer League • Musical Clock • Musical Cloci
dicton consola- tion (mat Basketball (WFOW): East	9:00 Welcome 9:15 Travelers 9:30 Double of 9:45 Nothing	Story Whisp, Streets Against Storm	Arthur Godfrer Time Arthur Godfrer Time	News: Music Bob Crosby Meet Your Neighbor
champinship fin- al. 8:05 p.m.—Rox-	t6:00 Strike It 10:13 Rich t0:38 Bob and Ray 10:45 Dave Garroway	Fair: News Queen for a Day	Arthur Godfrey Time Music Speaks L Mortenson	News Variety Mid Morning Matines
ing (WGN): Chi- cago finals of Golden Gloves championship	11:00 Carson Gilley 11:15 Magic to Music 18:38 Farm 18:45 Roundup	Plack Berch Victor Lindiahr Rwaepatakes John Conte	News Aunt Jenns Helen Trent Our Gal Sundas	
matches. 9 p.m. Bas- hethall (WIBA- FM. WISC, and	12:85 News: Rounder 12:15 Farm Service 12:35 News 12:45 Polka Party	Curt Masser News Minter Music; News	Dinner Concers News Farm Parada	Music: Markets News and Markets Farm and Rome
WISC-FM: Middleton champion- ship final Baskethall (WFOW):	1:86 Resty Cass Col 1:15 Trading Post 1:38 Melody 1:45 Matinael News	· News: Betty	Jockey's Choice Jockey's Choice	Farm Service Si Hava and Daughter Hubba Hubba
10:30 p.m. — Boxing (WIBA): report on Badger - Minnesota bouts. 10:45 p.m. — Boxing (WISC):	2:00 Road of Life 2:15 Life Beautiful 2:30 R't to Hap'ness 2:45 Pepper Young	Mister Music Joyce Jordan Evelyn Winters	News of 1070 House Party: O. Adams O. Smith: Movies	*Hubbs Hubbs *Hubbs Hubbs *Star Parade *Science Exc'n
Chicago Golden Gloves finals.	3:30 Widder Brown 3:45 Wom, in House	Betty Crocker Bandstand To the	Luella Mortenson Forbidden Diary® Poetlo Monda	* Chapel in the Sky * Melody Hour
7 p.m. — Roy Rogers (WIBA): cowboy king saves girl from mur- der charge Richard Diamond	4:05 Just Plain Bil 4:15 Front P Ferret 4:30 Lorenzo Jones 4:45 Doctor's Wife	Jon and Sparker Cousin Henry Uncle Dick	Mary Cases's Showcase Harmony House	• Melody Hour News Band Parade
(WISC): Dick Powell finds link between foundling and mysterious girl. 7:30 p.m.—This is Your FRI	5:30 News	Rornet Wild Bill Hickok: Sports	Madison Top Tunes: Sports One for Book Allan Jackson	Piesta Time University Special Univ. Special
(WISC): burglers raid county fairs, 8 p.m. — Ozzle and Harriet (WISC): David volunteers for	8:06 Dinner 8:15 Melody: News	Tone Ranger	News Sports: Music Music: Sports E.R. Murrow	News Old Time Band Sports Time Bing Sings
haby-sitting 1:30 p.m.—Hollywood Playhouse (WIBA): Lurenc Tuttle in Good- bye My Love", Mr. District	7:30 Martin and 7:45 Lewis	Richard Diamond This Is Your FBI	Hellywood Open House The Bis Time	Serenade Farm Front Old Timers Jambores
Attorney (WISC): anonymous letter reveals construction racket Short Story (WMAQ): "The	#:00 Mario #:30 Lanza	Ozzie and Harriet Mr. District Attorney	Musicland U.S.A. Robert Q.'s Waxworks	Old Timers' Jambores Old Timers' Jambores
Apple Tree." 9 p.m.—Mr. Keen (WIPA): jilled girl suspected in bridegroom's murder.	9:80 Mister 9:15 Keen 9:30 News: Music 9:45 Roundy	* Basketball Tournament * Basketball Tournament	Sports: Capitol Cloakroom Paul Weston Show	University Farm flour News; At Your Request
Music George Marsan	10:00 News 10:15 News of World 10:30 Boxing Report 10:45 Sports Final	Basketball Tournament Frank Edwards Golden Gloves	News Sports Some of the Best	At Your Request At Your Request
(WIBA): "Margle," "Old Shep," "Red Sails in the Sunset." 11 a.m.—Jack Berch (WISC): "A Garden in the Rain," "Short'nin'	11:00 * News; 13:0 11:25 Club 11:30 Dance 11:45 Orch.; News	Golden Gloves Golden Gloves Golden Gloves Golden Gloves	News: Music Turn Table Time	Silent Silent Silent Silent
Bread."	**************************************	are also carried	on corresponding	ng CM stations LBU) 94.9 M

read."

2:30 p.m. — Music You Want ... F M charrels: WIBA-FM 101.5 M. WWCF (WIBU) ... 94.9 M VHA): Boston Pops concert.

WISC-FM 98.1 M.



TIP O' THE MORNING: On April 6, "Meet Corliss Archer" will move from Columbia to the ABC network, to be heard at 8:15 p. m. Sundays via WISC.

THE CLARE TREE MAJOR Players, long absent from Madison, will return Tuesday, Apr. 15, to present "The Major Ethel Levey.

Discussion.

The CLARE TREE MAJOR Players, long absent from Madison, will return Tuesday, Apr. 15, to present "The Major tree of the Capitol theater.

Curtain time will be 2 p.m.

The Major tree.

(WHA): "Science as a Social In-sponsored by a women's group with Mrs. E. R. Schmidt as thereor," Farrington Daniels. chairman. giving several plays a season at the Parkway theater. It was

TODAY'S QUOTE: "A sleeping pill will never take the place of a clear conscience."-Eddie Cantor.

MISCELLANY: Next Studio plays to be given by Wisconsin 12:15 p. m. — Farm Service Out There." The schedule is 8 p.m. Tuesday, Mar. 18, and 3:30 and (WIBA): "Fertilizers for Small Grains." C. J. Chapman and 8 p.m. Wednesday, Mar. 19, in the Play Circle.

Frank Mayfield.

Mrs. Bernard Sersch formenly of Value 1.

"People Are Funny" (CBS-WKOW) Tuesday night, As a contestant, she was allowed to speak only one word each day for a week.

WHA and WHA-FM FRIDAY

11:50 Noon Musicale
P. M.

12:20 News
12:30 Farm Program
1:00 Chaoter a Day
1:30 Book Trails
1:50 Music
2:00 Business and the Community
2:00 Business and the Community
3:00 Juvenite Delinquency
3:50 Music
4:00 Student Board Program
4:13 Just for Fun
4:00 Buch Becital—Gunnar Johansen
5:00 Music of the Masters
5:30 Atomic Age
5:30 Atomic Age
5:30 Atomic Age
5:30 Atomic Age
5:30 Ocean Malddise

5:03 News FM ONLY
5:01 Organ Malodies
6:00 Dinner Musicale
7:00 Graham Hovey
7:13 Views of the News
7:30 Books of Today
8:00 History of World War II
8:00 History of Wisconsin
9:00 FM Concert
10:50 News (to 11)



Eric Newton, art critic of the London Times, will tell "How to

Enjoy a Painting" at 8 p. m. Sun-day, Mar. 23, in the Wisconsin

Tudor Singers will give their

spring supper concert at 6 p. m. Sunday May 11, in Tripp common

jen, chairman of the State Board

of Circuit Judges, Thursday after-noon appointed Circuit Judge Ger-

ald J. Boileau, Wausau, and Circuit Judge Alfred L. Drury, Kenosha,

Union theater.

of the Memorial Union. HONORARY PALLBEARERS Circuit Judge Herman W. Sacht



City Newspapers **Advertising Official**

paper Publishe New York City.

surges on became a member of the Madison Advertising club, Burgeson was general chairman of the second annual Madison Sales Clinic sponsored Jointly by the University of Wisconsin and the Madison; A present, he is regional vice-president of the National Newspaper Promotion Association and a member of the research committee and the "More Profits from the Newspaper Advertising Examed and Adventism" of the Newspaper Advertising Examed the "More Profits from the Newspaper Advertising Examed the Could afford to carry on to slam.

West opened the three of clubs.

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He expected to draw trumps and the give up a club trick rather than risk a club tinease and a possible ruff.

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At present, he is regional vice-president, and a member of the National Newspaper Promotion Association and a member of the research committee and the "More Profits from Milton Junction.

Can Darry Association of Wisconsin and the second and a member of the research committee and the "More Profits from Mational Advertising" committee of the Newspaper Advertising Explanation of th

State Radio Network to Feature Charisters

Advertising Official

Takes N. Y. Post

Edward H. Burgeson, advertising sales manager of Madison Newspapers, Inc., has accepted a position as manager of the retail department of the Burcau of Advertising of the American Newspapers Publishers Association in New York City.

The Milwaukee A Cappella The Milwaukee A Cappella and The Milwaukee A Cappella The Milwaukee A Cappella and Sequence A Cappella The Milwaukee A Cappella and Sequence A Cappella The Milwaukee A Cappella and Sequence A Cappella at noon Sunday on the state state of the Sunday of Music in Wisconsin," Prof. Emmett Sarlg, music specialist of the University of Wisconsin extension division, announced Thursday. Soloists are Doris Lange; mezzonade by North in today's hand. South's jump takeout to three bass.

New York City.

When Burgeson joins the Bureau of Advertising on Apr. 1, he will continue to work on the sales and advertising planning program for retail stores which has been developed by the bureau in cooperation with the Madison Newspapers during the last six years.

Burgeson be greated and Donald Wappler, both and Donald Wappler, bass.

South's jump takeout to three diamonds was a force to game and a hint at slam.

His next bid, a jump to five diamonds, indicated that his suit needed no support from his partners.

Since South also declined to show support for either spades or hearts, North reasoned that South must have three or four clubs and that he needed reassurance about that suit before he could venture that suit before he could venture to slam.

Since North had the ace of clubs. he could afford to carry on to slam.

diamonds was a force to game and

JACOBY ON BRIDGE

- By Oswald Jacoby -

NORTH (D) AAQ983 VKQ52 ♣ A 8 5 EAST WEST ↑ 10 8 5 ♥ 10 8 4 ♦ 109876 ♣K6 SOUTH ♣ÃKQJ53 ♣QJ102 Both sides vul. East South Pass 3 4 Pass 3 • Pass Pass Pass

Opening lead-43

sible ruff.

Unfortunately, the second round of trumps revealed the bad news.

There had five of the missing six.

Faculty guest speakers from the University of Wisconsin will broadcast Saturdays at 10:45 a. m. and 7:30 p. m. on the "Views of the News" commentary program series. Roy Vogelman, news director of the state radio stations, announced Thursday. Prof. Leon Epstein of the politi-cal science department will open the series this week with "How Good an Ally is France?"

Good an Ally is France?"

Prof David Fellman, also of the nolitical science department, will discuss recent Supreme Court decisions in the field of loyalty on Saturday, Mar. 15.

Other speakers scheduled also will interpret current news trends according to their specialized fields of knowledge. fields of knowledge.
The morning broadcasts will be parried by WHA and the State

FM network. Evening rebroad-casts will be carried only by the FM network, including WHA-FM.

TIMES CHANGE

COLUMBUS, Miss.—(UP)—The livery stable here is being converted into a parking lot.

COLOR HOUSE of Used Around THE WORLD



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Victorian Green, Antique Gray, Coral Rose, Wedge- > wood Blue.

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