



Kate Smith beams happily as Max Wylie, CBS director of scripts and continuity, shows her his latest book, "Best Broadcasts of 1938-39," in which a Kate Smith hour was chosen as the best variety show of the year.

Station WENR Features Discussions on Housing, Labor, Security Tonight

Housing, labor, and security discussions headline the air tonight, Station WENR will air the following programs:

- 8:30 p.m.—James B. Carey, United Electrical Radio and Machine Workers union president, on "What the Congress of Industrial Organizations Means to Business."

- 9 p.m.—Rep. Joseph W. Martin, minority leader of the house, on "America's Home Problems Must Come First."

- 9:30 p.m.—John Jay, member of the Social Security board, and director of the old age and survivors insurance division, discusses "Your Family and Social Security"

- 10:30 p.m.—Margaret Speaks (WIBA, WMAQ), with Alfred Wallenstein and the Symphonic orchestra.

- 11:30 p.m.—Tune-Up Time (WBBM): music of the west and a Victor Herbert medley.

- 12:30 p.m.—Music You Want (WENR): Arturo Toscanini and the New York Philharmonic symphony playing Mozart's "Symphony in D Major."

- 1:30 p.m.—Author, Author (WGN): Helena Huntington, novelist, Edna Lee Becker, correspondent, and Maurice de Kobra, author, in a literary roundtable.

- 2:30 p.m.—Scho. of Air (WBBM): folk music.

- 4:15 p.m.—Irene Wicker (WIBA) tells the story of Walter Damosch, music appreciation conductor.

- 5:15 p.m.—Winter Carnival (WIBA): coronation of the queen at St. Paul.

News Broadcasts

MONDAY NIGHT
8:00—WCFB
8:30—WGN WCFB
9:15—WCFB
9:30—WGN

TUESDAY
8:45—WMA
9:15—WMA
9:30—WMA
9:45—WMA

SPORTS
MONDAY NIGHT
8:15—WLV
8:45—WMA
9:00—WCFB

MARKETS
TUESDAY
8:45—WGN
9:15—WGN
9:30—WGN

OTHER STATIONS TUESDAY
8:30—KMOX
8:45—WMA
9:00—WMA

MUSICAL
7:30 p.m.—Margaret Speaks (WIBA, WMAQ), with Alfred Wallenstein and the Symphonic orchestra.

VARIETY
7 p.m.—Tune-Up Time (WBBM): music of the west and a Victor Herbert medley.

MISCELLANEOUS
7 p.m.—Author, Author (WGN): Helena Huntington, novelist, Edna Lee Becker, correspondent, and Maurice de Kobra, author, in a literary roundtable.

TUESDAYTIME
11:30 p.m.—National Farm and Home Hour (WIBA, WMAQ): "Using Lime and Phosphates to Improve Pastures."

WIBA TUESDAY
7:00—NBC War News
7:10—Musical Clock

SHORT WAVE TONIGHT
8:30—Meet Miss Julia—WTMJ
8:45—Meet Miss Julia—WBBM

OTHER STATIONS TONIGHT
8:00—Meet Miss Julia—WTMJ
8:15—Meet Miss Julia—WBBM

WHA TONIGHT
8:15—NBC Margaret Speaks
8:30—NBC Margaret Speaks

WIBI TONIGHT
8:15—NBC Margaret Speaks
8:30—NBC Margaret Speaks

WIBI TONIGHT
8:15—NBC Margaret Speaks
8:30—NBC Margaret Speaks

Dozens of Serials Listed Here's Daily Schedule for Air Drama Fans

The State Journal today presents a revised list of serial dramas now being broadcast Mondays through Fridays. Here they are, arranged alphabetically:

WHA Tuesday
8:15—Breakfast Forecast—U. S. Weather Bureau
9:00—Morning Melodies

SHORT WAVE TUESDAY
8:15—WLV
8:45—WMA
9:00—WCFB

FREDHEIM SETS NEW SKI MARK
NEW LONDON, Wis.—(U.P.)—Sverre Fredheim of the Gateway Ski Club, Laird O' Lakes, set a new hill record and captured first place in Class A Sunday at the sixth annual New London Ski Club tournament.

TRANCEDO WINS MOTORCYCLE TITLE
DANTONA BEACH, Fla.—(U.P.)—Arthur Trancedo, 28, Woonsocket, R. I., today held the national motorcycle championship after winning the 200-mile championship race at an average speed of 75.03 miles an hour.

NEW TEACHER HIRED
REDESBURG, Ind.—Egnythe Barton, Milwaukee, has been engaged to teach physical education in the Redeburg public schools. She replaces Evelyn Randall, who has resigned to take a similar position in the Oshkosh schools.

GOOD LISTENING...
(Prepared by the radio committee of the Madison branch, American Association of University Women.)

ON MAY 17, 1938, Dan Golenpaul, a radio producer, gained permission of the National Broadcasting Co. to try out an idea—an idea conceived because he felt that people were losing their interest in the familiar cut-and-dried quiz programs, and he wanted to prove to advertisers that they were wrong in their claim: "You can't raise any program above the 12-year-old intelligence level of the radio audience and get away with it."

HIS idea was to reverse the ordinary quiz program. Instead of patronizing and mortifying people by posing questions they could not answer, he proposed to have a board of experts to baffle with interesting questions. It was to be a program designed to challenge the special knowledge of an expert and to explore the uttermost boundaries of his information—yet remain within reach of the intelligent listener's interest.

THE program, "Information, Please," has been judged "never merely academic," a quiz in which "every question carries its own sauce."

IN A few weeks the program had earned its way to a sustaining program. Six months later, Nov. 15, 1938, it had obtained a sponsor, and has this same sponsor today. It is heard over 60 stations of the NBC Blue Network, and has

an estimated audience of 12,000,000. It is heard in Madison over WLS (870) and WMT at 7:30 p. m. Tuesdays.

THE success of this program is due to several factors. But two will be mentioned. It is spontaneous. The whole program is unhearsed except for a 10-minute period, called "a warm-up-time," when typical questions are given to the group of experts and guests. This period is designed to make the guests feel entirely comfortable by the time they go on the air. The high quality of the board of experts and the guests is a second factor in the success of the program.

THE three members of the board of experts are John Kieran, sports columnist for the New York Times; Franklin Piers, Adams, columnist for the New York Post, and Oscar Levant, composer and pianist. The master of ceremonies is Clifton Fadiman. Among the guests have been Alice Roosevelt Longworth, Deems Taylor, John Gunther, Stuart Chase, George Kaufman, John Erskine, Hendrik Willem Van Loon, and Moe Berg.

Valentin Campolo Makes American Debut Tonight

NEWARK, N. J.—(U.P.)—Valentin Campolo, Argentine "white hope," launches his United States heavyweight campaign tonight at Laurel Gardens where the great Luis Angel Firpo was unveiled 18 years ago.

Campolo, aiming at Joe Louis' crown, will tee off against Jim Robinson of Philadelphia in a scheduled 10-rounder. In Robinson's last start, he was stopped in three rounds by Lee Savold, the Des Moines dynamiter, because of a badly swollen left eye.

A large representation of the fight mob from New York and other eastern cities is expected to be at the ringside to see if Campolo has any chance of being another "Wild Bull of the Pampas," like Firpo.

Valentin, a big, tough-looking black-haired chap of 27, was impressive while training at New York's Poliner gymnasium, under the watchful eye of Manager Jimmy Johnston.

He's a huge fellow, packing about 224 pounds on a six-foot-four-inch beam. He has a smashing left hook to the body and a fair right. He seems to take a punch well, and displays a yeap for battle. In the gymnasium, he seemed a slow starter who doesn't get warmed to his work until the third or fourth round. Joe Louis loves slow starters.

Valentin's opponent tonight also is a big man. Robinson stands six feet three inches, and he scaled 216½ pounds when stopped by the 181-pound Savold.

Campolo arrived in New York in late December with a record of 16 knockouts in 22 professional bouts. Because of lack of opposition, heavyweights in Latin America do not fight as often as those in the United States.

The Argentine invader decided to make his debut at Laurel Gardens instead of Madison Square in New York because Firpo told him he was sure the Newark club would be lucky. It was lucky for Firpo 18 years ago when the "Wild Bull" stopped Sator Maxted there and got \$26,000 for the Latin American movie rights, although his purse for the bout was only \$125.

RIGGS WINS FIRST WINTER LOOP TITLE
WEST PALM BEACH, Fla.—(U.P.)—National Champion Bobby Riggs, Chicago, defeated Henry Prusoff, Seattle, 6-1, 7-5, 6-2, to win the title.

OTHER WINNERS INCLUDED Ray Zoberiski, Ironwood, Class B; Ralph Biella, Ishpeming, Mich., Class C, and Leo Anderson, Gogebic Range, Ironwood, Mich., senior.

WILSON SETS SKI RECORD AT WHITEHALL
WHITEHALL, Wis.—(U.P.)—Eugene Wilson, Auburn, Calif., posted a new hill record when he leaped 187 and 185 feet Sunday to win the Whitehall ski jumping tournament. A crowd of 3,500 watched the meet. Class B honorees went to James Running, Eau Claire, while Harold Mjolsness, Coleraine, Minn., led in Class C. George Gunderson, Chicago, won the senior event. Sixty riders participated.

ORPHEUM TODAY & TOMORROW
LUSCIOUS LAFFS... LIVES OF A BENGAL LANCER

PARKWAY NOW A NEW HIGH FOR DOUBLE FEATURE PROGRAMS!
EVERYTHING HAPPENS

STRAND TODAY THRU WEDNESDAY
POWELL LOYD

MADISON NOW A SENSATIONAL NEW POLICY
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