

**WEDNESDAY'S TV HIGHLIGHTS**

**MORNING**

7:00 - Today

8:00 - Today

9:30 - Ding Dong School

10:00 - Arthur Godfrey

10:30 - Ding Dong School

11:00 - Ding Dong School

**AFTERNOON**

12:30 - Holy Week

1:00 - Noontime Comics

1:30 - Stars at Noon

2:00 - Happy Hires

2:30 - Lil Hales

3:00 - Max West Door

3:30 - Weatherman

4:00 - Garry Moore

4:30 - Art Van Damme

5:00 - Rural Roundup

5:30 - Nippy and Bobo

6:00 - News

6:30 - Double or Nothing

7:00 - Double or Nothing

7:30 - Film

8:00 - Channel 5 Theater

8:30 - Wonderful World

9:00 - Volunteering Party

9:30 - Movie

10:00 - Tomorrow's World

10:30 - Art Linkletter

11:00 - Today's Cooking

**EVENING**

7:30 - Cavalry of America

8:00 - Stu Erwin

8:30 - Television Theater

9:00 - Strike It Rich

9:30 - Television Theater

10:00 - Front Page Detective

10:30 - Man Against Crime

11:00 - Man Against Crime

11:30 - Chicago Symphony

12:00 - Bowling

12:30 - Bowling

1:00 - This Is Your Life

1:30 - This Is Your Life

2:00 - Barn Dance

2:30 - Curtain Time

3:00 - Film

3:30 - News

4:00 - News

4:30 - News

5:00 - News

5:30 - News

6:00 - News

6:30 - News

7:00 - News

7:30 - News

8:00 - News

8:30 - News

9:00 - News

9:30 - News

10:00 - News

10:30 - News

11:00 - News

11:30 - News

**Today's Radio Highlights**

**Drama**

7 p. m. - FBI in Peace and War (WOKW); agents end career of international swindler.

7:30 p. m. - Dr. Christian (WOKW); elderly woman pickets meat market.

8 p. m. - Crime Fighters (WGN); "Policewoman."

8:30 p. m. - Playhouse on Broadway (WOKW); Eddie Bracken in "Miss Tatlock's Millions".

9 p. m. - Mr. President (WISC); surgery in secret.

9:30 p. m. - Big Story (WIBA); Jan Miner as New Jersey news-woman who carried on "Save a Child" campaign.

10:35 p. m. - Crime Files (WISC); Flomond studies a mechanical man.

**Music**

7:45 a. m. - George Morgan (WIBA); "It May Be Silly," "Red River Valley," "That Old Texas Trail."

9 p. m. - Music of the Masters (WIBA); "Quintet in G Major," Dvorak.

9:30 p. m. - Curt Massey (WBBM); "April Showers."

9:45 p. m. - FM Concert (WHA-FM); "I. Truovatore."

9:55 p. m. - Highway Harmonies (WMAQ); "St. Louis Blues," "Pretzels."

11:30 p. m. - Music for Moderns (WIBA); Stan Kenton orchestra.

**Religion**

1:45 p. m. - Holy Week (WIBA); Methodist Bishop C. W. Brashares of Chicago.

7:30 p. m. - Calvary Lutheran Church (WISC); Lenten music and meditation; "Christ, the Life of All the Living," "O Sacred Head Now Wounded," "Lead Me, Lord," "Go to Dark Getsemane."

10:15 p. m. - Your Pastor Speaks (WIBA); the Rev. Alfred W. Swan, First Congregational church.

**Sports**

7:45 p. m. - Sports Record (WMFM); "Rube Waddell's Revenge."

**Variety**

9 p. m. - Bob Hope (WHA); and Anne Baxter.

**Discussion**

9 a. m. - Broadcast on Broadcasts (WHA); "A Question of Judgment," Mrs. Ralph McCance and Leslie Spence.

9:30 p. m. - Legislative Forum (WHA); "The 'No' Vote on April 7," Assemblyman Howard E. Pellant (D-Milwaukee).

7:15 p. m. - The Musician Com-

**Radio Timetable**

**WEDNESDAY**

| WIBA                       | WISC                            | WKOW                             | WIBU                             |
|----------------------------|---------------------------------|----------------------------------|----------------------------------|
| 1310 kc                    | 1490 kc                         | 1070 kc                          | 1240 kc                          |
| 6:00 Frolie: Farmers Forum | 6:00 Wisconsin Farm Hour        | 6:00 Uncle Julius Farm Hr. Mkts  | 6:00 Farm Reporter Rural Roundup |
| 6:15 Musical Clock         | 6:15 News: Top of Morn; Hearst  | 6:15 Chapel of Air Weather: Mkts | 6:15 News: Farm Service          |
| 7:00 Alvin Drexler         | 7:00 Top O'Morning News         | 7:00 Coffee Club                 | 7:00 News: Farm Service          |
| 7:15 Musical Clock         | 7:15 News: Top of Morn; Hearst  | 7:15 Weather: Coffee Club        | 7:15 News: Farm Service          |
| 7:30 Journal News          | 7:30 News: Top of Morn; Hearst  | 7:30 Weather: Coffee Club        | 7:30 News: Farm Service          |
| 7:45 George Moran          | 7:45 News: Top of Morn; Hearst  | 7:45 Weather: Coffee Club        | 7:45 News: Farm Service          |
| 8:00 Musical Clock         | 8:00 News: Top of Morn; Hearst  | 8:00 Coffee Club                 | 8:00 News: Farm Service          |
| 8:15 Musical Clock         | 8:15 News: Top of Morn; Hearst  | 8:15 Coffee Club                 | 8:15 News: Farm Service          |
| 8:30 Musical Clock         | 8:30 News: Top of Morn; Hearst  | 8:30 Coffee Club                 | 8:30 News: Farm Service          |
| 8:45 News                  | 8:45 News: Top of Morn; Hearst  | 8:45 Coffee Club                 | 8:45 News: Farm Service          |
| 9:00 Welcome               | 9:00 News: Top of Morn; Hearst  | 9:00 Coffee Club                 | 9:00 News: Farm Service          |
| 9:15 Travelers             | 9:15 News: Top of Morn; Hearst  | 9:15 Coffee Club                 | 9:15 News: Farm Service          |
| 9:30 Double                | 9:30 News: Top of Morn; Hearst  | 9:30 Coffee Club                 | 9:30 News: Farm Service          |
| 9:45 Nothing               | 9:45 News: Top of Morn; Hearst  | 9:45 Coffee Club                 | 9:45 News: Farm Service          |
| 10:00 Strike It Rich       | 10:00 News: Top of Morn; Hearst | 10:00 Coffee Club                | 10:00 News: Farm Service         |
| 10:15 Rich                 | 10:15 News: Top of Morn; Hearst | 10:15 Coffee Club                | 10:15 News: Farm Service         |
| 10:30 Chase Pays           | 10:30 News: Top of Morn; Hearst | 10:30 Coffee Club                | 10:30 News: Farm Service         |
| 10:45 Bob Hope             | 10:45 News: Top of Morn; Hearst | 10:45 Coffee Club                | 10:45 News: Farm Service         |
| 11:00 Betty Cass           | 11:00 News: Top of Morn; Hearst | 11:00 Coffee Club                | 11:00 News: Farm Service         |
| 11:15 Column               | 11:15 News: Top of Morn; Hearst | 11:15 Coffee Club                | 11:15 News: Farm Service         |
| 11:30 Farm                 | 11:30 News: Top of Morn; Hearst | 11:30 Coffee Club                | 11:30 News: Farm Service         |
| 11:45 Roundup              | 11:45 News: Top of Morn; Hearst | 11:45 Coffee Club                | 11:45 News: Farm Service         |
| 12:00 News: Roundup        | 12:00 News: Top of Morn; Hearst | 12:00 Coffee Club                | 12:00 News: Farm Service         |
| 12:15 Farm Service         | 12:15 News: Top of Morn; Hearst | 12:15 Coffee Club                | 12:15 News: Farm Service         |
| 12:30 News                 | 12:30 News: Top of Morn; Hearst | 12:30 Coffee Club                | 12:30 News: Farm Service         |
| 12:45 Folks Party          | 12:45 News: Top of Morn; Hearst | 12:45 Coffee Club                | 12:45 News: Farm Service         |
| 1:00 Trading Post          | 1:00 News: Top of Morn; Hearst  | 1:00 Coffee Club                 | 1:00 News: Farm Service          |
| 1:15 Melody Moments        | 1:15 News: Top of Morn; Hearst  | 1:15 Coffee Club                 | 1:15 News: Farm Service          |
| 1:30 Dave Garraway         | 1:30 News: Top of Morn; Hearst  | 1:30 Coffee Club                 | 1:30 News: Farm Service          |
| 1:45 Holy Week             | 1:45 News: Top of Morn; Hearst  | 1:45 Coffee Club                 | 1:45 News: Farm Service          |
| 2:00 Life Beautiful        | 2:00 News: Top of Morn; Hearst  | 2:00 Coffee Club                 | 2:00 News: Farm Service          |
| 2:15 Road of Life          | 2:15 News: Top of Morn; Hearst  | 2:15 Coffee Club                 | 2:15 News: Farm Service          |
| 2:30 Right to Happiness    | 2:30 News: Top of Morn; Hearst  | 2:30 Coffee Club                 | 2:30 News: Farm Service          |
| 3:00 Backstage Wife        | 3:00 News: Top of Morn; Hearst  | 3:00 Coffee Club                 | 3:00 News: Farm Service          |
| 3:15 Stella Dallas         | 3:15 News: Top of Morn; Hearst  | 3:15 Coffee Club                 | 3:15 News: Farm Service          |
| 3:30 Widder Brown          | 3:30 News: Top of Morn; Hearst  | 3:30 Coffee Club                 | 3:30 News: Farm Service          |
| 3:45 Woman in House        | 3:45 News: Top of Morn; Hearst  | 3:45 Coffee Club                 | 3:45 News: Farm Service          |
| 4:00 Just Plain Bill       | 4:00 News: Top of Morn; Hearst  | 4:00 Coffee Club                 | 4:00 News: Farm Service          |
| 4:15 Mr. Peabody           | 4:15 News: Top of Morn; Hearst  | 4:15 Coffee Club                 | 4:15 News: Farm Service          |
| 4:30 Madson                | 4:30 News: Top of Morn; Hearst  | 4:30 Coffee Club                 | 4:30 News: Farm Service          |
| 5:00 News                  | 5:00 News: Top of Morn; Hearst  | 5:00 Coffee Club                 | 5:00 News: Farm Service          |
| 5:15 News                  | 5:15 News: Top of Morn; Hearst  | 5:15 Coffee Club                 | 5:15 News: Farm Service          |
| 5:30 News                  | 5:30 News: Top of Morn; Hearst  | 5:30 Coffee Club                 | 5:30 News: Farm Service          |
| 5:45 News                  | 5:45 News: Top of Morn; Hearst  | 5:45 Coffee Club                 | 5:45 News: Farm Service          |
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| 6:15 News                  | 6:15 News: Top of Morn; Hearst  | 6:15 Coffee Club                 | 6:15 News: Farm Service          |
| 6:30 News                  | 6:30 News: Top of Morn; Hearst  | 6:30 Coffee Club                 | 6:30 News: Farm Service          |
| 6:45 News                  | 6:45 News: Top of Morn; Hearst  | 6:45 Coffee Club                 | 6:45 News: Farm Service          |
| 7:00 News                  | 7:00 News: Top of Morn; Hearst  | 7:00 Coffee Club                 | 7:00 News: Farm Service          |
| 7:15 News                  | 7:15 News: Top of Morn; Hearst  | 7:15 Coffee Club                 | 7:15 News: Farm Service          |
| 7:30 News                  | 7:30 News: Top of Morn; Hearst  | 7:30 Coffee Club                 | 7:30 News: Farm Service          |
| 7:45 News                  | 7:45 News: Top of Morn; Hearst  | 7:45 Coffee Club                 | 7:45 News: Farm Service          |
| 8:00 News                  | 8:00 News: Top of Morn; Hearst  | 8:00 Coffee Club                 | 8:00 News: Farm Service          |
| 8:15 News                  | 8:15 News: Top of Morn; Hearst  | 8:15 Coffee Club                 | 8:15 News: Farm Service          |
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| 8:45 News                  | 8:45 News: Top of Morn; Hearst  | 8:45 Coffee Club                 | 8:45 News: Farm Service          |
| 9:00 News                  | 9:00 News: Top of Morn; Hearst  | 9:00 Coffee Club                 | 9:00 News: Farm Service          |
| 9:15 News                  | 9:15 News: Top of Morn; Hearst  | 9:15 Coffee Club                 | 9:15 News: Farm Service          |
| 9:30 News                  | 9:30 News: Top of Morn; Hearst  | 9:30 Coffee Club                 | 9:30 News: Farm Service          |
| 9:45 News                  | 9:45 News: Top of Morn; Hearst  | 9:45 Coffee Club                 | 9:45 News: Farm Service          |
| 10:00 News                 | 10:00 News: Top of Morn; Hearst | 10:00 Coffee Club                | 10:00 News: Farm Service         |
| 10:15 News                 | 10:15 News: Top of Morn; Hearst | 10:15 Coffee Club                | 10:15 News: Farm Service         |
| 10:30 News                 | 10:30 News: Top of Morn; Hearst | 10:30 Coffee Club                | 10:30 News: Farm Service         |
| 10:45 News                 | 10:45 News: Top of Morn; Hearst | 10:45 Coffee Club                | 10:45 News: Farm Service         |
| 11:00 News                 | 11:00 News: Top of Morn; Hearst | 11:00 Coffee Club                | 11:00 News: Farm Service         |
| 11:15 News                 | 11:15 News: Top of Morn; Hearst | 11:15 Coffee Club                | 11:15 News: Farm Service         |
| 11:30 News                 | 11:30 News: Top of Morn; Hearst | 11:30 Coffee Club                | 11:30 News: Farm Service         |
| 11:45 News                 | 11:45 News: Top of Morn; Hearst | 11:45 Coffee Club                | 11:45 News: Farm Service         |
| 12:00 News                 | 12:00 News: Top of Morn; Hearst | 12:00 Coffee Club                | 12:00 News: Farm Service         |

**Starred programs are also carried on corresponding FM stations.**

FM channels: WIBA-FM, 101.5 M. WWCW (WIBU), 94.9 WISC-FM, 98.1

**ments (WHA-FM):** "Cuera Is Here to Stay."

**6 p. m. - Humanities Lecture (WHA-FM):** "Emerson and American Democracy."

**Farm Programs**

7:22 a. m. - Farm Feature (WHA); "Future Farmer News."

12:15 p. m. - Farm Service (WIBA); "Grass Makes Good Pasture," Willie Thomas, Dodgeville.

8:30 a. m. - Young Experimenters (WHA); "Your Body in Flight."

4:30 p. m. - Uncle Bill (WMFM); "Sluger at the Bat."

**Miscellaneous**

10 a. m. - Homemakers (WHA); "Money Management for the Small Fry," Mrs. Kathryn Beach; "The Early Easter Breakfast," Mrs. Lora Schaefer.

1 p. m. - Second Mrs. Burton (WBBM); with Boys Town choir and the Rt. Rev. Nicholas Wegner.

Everett Olsen, Iowa county agent; Frank Mayfield.

12:30 p. m. - Farm Program (WHA); "Crop Report from Around the State."

**For Children**

8:30 a. m. - Young Experimenters (WHA); "Your Body in Flight."

4:30 p. m. - Uncle Bill (WMFM); "Sluger at the Bat."

**Miscellaneous**

10 a. m. - Homemakers (WHA); "Money Management for the Small Fry," Mrs. Kathryn Beach; "The Early Easter Breakfast," Mrs. Lora Schaefer.

1 p. m. - Second Mrs. Burton (WBBM); with Boys Town choir and the Rt. Rev. Nicholas Wegner.

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**Bill Doudna's SPOTLIGHT Wisconsin Players**

**TIP O' THE MORNING:** Advance warning - daylight time goes into effect in major radio centers Sunday, April 26.

**ENGLISH COMEDIES** of the Restoration and the period immediately thereafter are so similar in style and content that it's a feat of production to make them appear dissimilar and, at the same time, enjoyable by a modern audience.

This Prof. Ronald Mitchell and the Wisconsin Players achieved Tuesday night in Sir John Vanbrugh's "The Provoked Wife." Imaginative direction, capable acting, and a distinguished mounting did the trick.

Language which the program euphemistically called "blunt" was a characteristic of the rowdy comedy, whose plot revolved around suspected but uncompleted infidelity.

It was about an unknighly knight whose wife falls in love with a foppish Mr. Constant, and whose niece bewitches a supposedly confirmed bachelor, who in turn is sought by the vain and affected Lady Fanciful. Plot and counterplot became as involved as an operatic libretto, so we'll let it go this way.

James Brandon headed the cast as the snuff-sniffing drunken husband, excelling in his buffoonery anything seen before this season in a Players production. One scene in which he disguises himself in his wife's dress to face a constable was riotously funny.

Arthur Dorlag played the cynical, impertinent, philosophizing bachelor with just the right shade of satire on this stock character (it dates back to Shakespeare, or earlier), and Donald Spencer was properly romantic as the wife's lover.

Arlyn Zeller, as the neglected wife; Diane Derus, as the niece; Helen Lauritzen, as Lady Fanciful, and Hedwig Schubert, as her ultra-French maid won honors, too, with fine characterizations.

George Bird was a standout in a minor role as the knight's butler, and James Ramsey and Vernon Bruette, as uniformed stagehands, won laughs and applause just by walking on and off stage.

Fredrick Buerki contributed another of his appropriately fanciful sets, which stood throughout the show except for changes in properties and sliding backgrounds to set the scenes.

**SUMMER BILL:** The Players announced that their summer playbill will consist of "Affairs of State," "Mrs. Warren's Profession," "The Playboy of the Western World," "Born Yesterday," and, in the Play Circle, "The Shadow of a Gunman."

**NAMES IN THE NEWS:** Contralto soloist in the "St. Matthew Passion" at Janesville on April 12 will be Lillian Chookasian, who during the past season has sung with symphony orchestras and choral societies in Boston, Chicago, St. Louis, New York, and Salt Lake City. The oratorio will be presented at 2:30 p. m. in the high school auditorium as a benefit for Milton college.

Madison names on the program for the 23rd Institute for Education by Radio-Television, to be held April 16-19 at Columbus, O., include H. B. McCarty, director of WHA; Mrs. Rudolph E. Langer, president, Wisconsin Assn. for Better Radio and Television, and Mrs. Fred Hissler, secretary, Wisconsin Citizens Committee for Educational Television.

Nancy Olson will move dietly from her co-starring part in "The Boy from Oklahoma" to a top spot with Jane Wyman and Sterling Hayden in "So Big."

The Rev. Edward Wessling will be narrator for a program by the mixed choir and male chorus of Calvary Lutheran University chapel over WISC and WISC-FM at 7:30 tonight. Edward Huggdahl will direct the singing, with Marilyn Rohde and Dorothy Hemp as soloists.

Mr. Wessling will give an informal talk on WTMM-TV at 2 p. m. Saturday. His subject will be "A Matter of Life and Death," a discussion of the meaning of the crucifixion and resurrection. The Calvary Male chorus will sing, Huggdahl conducting.

**YOUTHFUL PROMOTER**

BRATTLEBORO, Vt. (AP) - Fourteen-year-old Janice Wright served as a one-woman committee and ran a dance whose \$23.30 proceeds went to the local March of Dimes. Janice made posters to advertise the event, arranged for use of a hall, hired a janitor and bought refreshments for re-sale.

**NOW! ON WIBA**

Monday thru Friday 6 p. m. daily

**PURE OIL News Parade**

Fast 15-minute review of late news and authoritative comment by men who know the people, know the places, in today's headlines. Presented by... The Pure Oil Company.

Be sure with Pure!

**Introductory Offer**

**PLASTIC WALL TILE** FINAL WEEK

FOR BATHROOMS AND KITCHENS

**NOW 30¢** per sq. ft.

Reg. 47¢ per sq. ft.

**RUBBER TILE** 9 x 9 squares 13¢ per square

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**If you like beer... you'll love Schlitz**

No harsh bitterness... Just the kiss of the hops

This dry and mellow beer... this beer of matchless flavor... is the world's largest seller. Year after year more bottles and cans of Schlitz are bought—millions more—than any other beer. This popularity is the result of the most conclusive taste test in beer history.

Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle that holds just a glassful. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.

**The Beer that Made Milwaukee Famous**

© 1953 - Jos. Schlitz Brewing Company, Milwaukee, Wis.

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Orange • Tomato • Grape • Grapefruit

**WHA and WHA-FM**

91.5 Mc. - 3 Megs.

**WEDNESDAY**

7:15 Weather Roundup; Farm Feature

7:30 Band Wagon

7:45 News: Weather

8:00 Morning Melodies

8:20 Highway Report; Morn. Melodies

9:00 Broadcast on Broadcasts

9:20 Music

9:30 Markets; Weather

9:50 Homemakers Program

10:30 League of Women Voters

10:45 Views of the News

**Scientific Lecture to Be Given Tonight**

Dr. K. K. Chen, professor of pharmacology at the University of Indiana, will speak at 8 tonight in the auditorium of the Service Memorial building at the University of Wisconsin.

Dr. Chen, who also is director of pharmacological research of the Eli Lilly Laboratories, will appear as the annual Charles Russell Bardeen lecturer. He will speak on "The Racial and Special Differences of Drug Action."

The lecture is sponsored annually by the University of Wisconsin chapter of Phi Chi, professional medical fraternity, in memory of Dr. Bardeen, founder and first dean of the university medical school.

There will be a banquet at the Edgewater hotel preceding the lecture.

**Books New This Week at Madison Free Library**

Herman - ANAPURNA

Mott - NEWS IN LIBRARY

Beltman - 1952 MOST-OFTEN NEEDED RADIO DIAGNOSIS

Douglas - ETHICS IN GOVERNMENT

Everett - COMPLETE BOOK OF 20TH CENTURY MUSIC

Baker - SIGMUND FREUD

Seiberg - THE BRIDE

Wellman - COMANCHEROS

Jung - BOLAHUN

Malloy - GREAT LOVE STORIES

Partridge - FILL 'ER UP!

Fairley - BLOOD ROYAL

Randall - LINCOLN THE PRESIDENT

MIDSTREAM

ROGERS - MAN AND THE BIOLOGICAL WORLD

ROSTROM - DYNAMICS OF THE COUNSELING PROCESS

Sweezer - SCIENCE MAGIC

Chankouh - LAND AND PEOPLE OF GREECE

Hamburger - J. P. MARQUAND ESQUIRE

**WMFM**

104.1 Megs.

**WEDNESDAY**

6:00 Early Risers; News

6:30 Early Risers; News

6:55 Yawn Patrol

7:15 North Hall Weather Report

7:30 Yawn Patrol

7:45 Yawn Patrol

7:50 Yawn Patrol

8:00 Yawn Patrol

8:15 Yawn Patrol

8:30 North Hall Weather Report

8:45 Yawn Patrol

9:00 Yawn Patrol

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11:45 Yawn Patrol

12:00 Yawn Patrol

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Yes, scientific lab tests measured Rol-Rite's writing capacity, fade-resistance, ink-flow, writing ease - proved it's a perfect performer!

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