

### CH-2 WWBM Chicago

CH-4 WTMJ Milwaukee  
CH-48 WFBY Rock Island  
CH-5 WISN Madison  
CH-9 WKLB Chicago  
CH-9 WGN Chicago  
CH-27 WKOW Madison  
CH-33 WSTV Madison

## TV HIGHLIGHTS

#### TUESDAY MORNING

8:00 Today	8:15 The Bonnetts	10:45 Guiding Light
8:30 Arthur Godfrey	8:30 Strike It Rich	11:00 Bride and Groom
9:00 Dink Donk School	9:30 Follow Y' Heart	11:00 Earl Nightingale
9:30 Your Figure Ladies	9:30 Steps to Heaven	11:30 Lunch with Billy
10:00 Glamour Girl	10:00 Let's Exercise	11:30 Nourishing Comics
10:30 Vacation Serial	10:30 Weather News	11:30 Happy Pirates
11:00 Beach Karney	11:00 Bride and Groom	11:30 Bl. Ladies
11:30 Arthur Godfrey	11:30 Time Out	12:00 Garry Moore
12:00 Breakfast News	12:00 Danny O'Neil	12:00 Animal Playtime
12:30 Cookery A to Z	12:30 First Curtain	12:30 Time for Fun
1:00 I'll Buy That	1:00 Love of Life	1:00 News
	1:30 Search for Tomorrow	1:30 With the Girls

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#### TUESDAY AFTERNOON

12:00 Freedom Rides	1:30 VFW Parade	2:00 Sports
1:00 Freedom School	2:00 Atom Squad	2:30 Sports Picture
1:30 Hoop and Kay	2:30 Family Movie	3:00 Weather News
2:00 Movie Quiz	3:00 Television Machine	3:30 News: Sports
2:30 Saturday Practice	3:30 Gaby Hayes	4:00 Eddy Arnold
3:00 Mattinee Movie	4:00 Howdy Doody	4:30 Western Theater
3:30 Art Linkletter	4:30 Time for Beauty	5:00 News: Weather
4:00 Weather	5:00 Garland Goose	5:30 Dorsey Johnson
4:30 Baseball	5:30 Elmer the Elephant	6:00 Miss Audrey
5:00 Man Next Door	6:00 Laugh Time	6:30 Going Places
5:30 Big Payoff	6:30 Watch to Win	7:00 CBS News
6:00 Woman's World	7:00 Grechen Colnik	7:30 Blue Room
6:30 Break the Bank	7:30 Foreman Tom	8:00 Eddy Arnold
7:00 Action in Afternoon	8:00 Foreman Tom	8:30 Western Theater
7:30 Welcome Travelers	8:30 Foreman Tom	9:00 News: Weather
8:00 On Your Account	9:00 Foreman Tom	
8:30 On Your Account	9:30 Foreman Tom	
9:00 Shoppers' Minutes	10:00 News: Weather	
9:30 VFW Parade		

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#### TUESDAY EVENING

8:00 Gene Autry	8:15 This is Your Life	10:30 You Should Know
8:30 Mirror Theater	8:30 Where Was I?	11:00 Where Am I Going?
9:00 Theater	9:00 Hollywood 12-Hour	11:30 Herbie
9:30 Billie Dale	9:30 Danger	12:00 Sports Pict.
10:00 Bulletin Board	10:00 Two for the Money	12:30 Douglas Fairbanks
10:30 Weather Sports	10:30 Two for the Money	1:00 News: Sports
11:00 Captain Video	11:00 Anyone Can Win	1:30 News: Weather
11:30 Wheel of Fortune	11:30 The Unexplained	2:00 Murder Before 12
12:00 Break the Bank	12:00 Triangle Theater	2:30 Weather: Sports
12:30 The Music Show	12:30 Ron Considine	3:00 News: Sports
1:00 Western Playhouse	1:00 Nam's the Same	3:30 Star Theater
1:30 News: Weather	1:30 Louis Ferdinand	4:00 Chance of Lifetime
2:00 Follow the Leader	2:00 Golf Champions	4:30 News
2:30 Nothing But Best	2:30 Libera	5:00 Night Owl Theater
3:00 Nothing But Best	3:00 Libera: Theater	5:30 Price the Pace
3:30 Stock Car Races	3:30 Theater	6:00 Night Owl Movie
4:00 Golf Lesson	4:00 Bank on the Stars	6:30 Feature Film
4:30 Jackson and Jill	4:30 Life Begins at 33	7:00 Tom Merwin
5:00 Blind Date	5:00 News: Weather	7:30 News
5:30 Suspense	5:30 Jerry Blake	
6:00 This is Your Life		

## BUY YOUR RCA VICTOR Television Now

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## JACOBY ON BRIDGE

By Oswald Jacoby

The national contract bridge championships are in full swing now in St. Louis, and today the Men's Pair Championship and the Women's Pair Championship are scheduled to end. While I play through the hands of this year's contest, I recall with pleasure some of the interesting hands of former national championship tournaments.

Today's hand for example was played in last year's tournament. I remember it clearly because it shows a comparative rarity—a safety play executed—a safety play.

In a total point contest (such as ordinary rubber bridge or a team match) an expert is always on the lookout for a chance to make a safety play since he must try not only for his contract but also for all possible overtricks.

When Bill Root of Miami played the hand shown today he could feel pretty sure that the safety play was called for. As the result showed, he was perfectly right.

West opened the five of diamonds, and dummy won with the ace. Root drew two rounds of trumps with the ace and king, discovering that West still had feebly right.

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NORTH (♠)				
♠ 754				
♥ 954				
♦ A 4				
♣ A Q 10 9 3				
WEST				
♠ Q 9 8				
♥ A Q 7 6				
♦ K 8 7 5 3				
♣ K				
EAST				
♠ J 10 8 2				
♥ Q J 10 8 6				
♦ J 5 2				
SOUTH				
♠ A K 10 6 3 2				
♥ K 3				
♦ 2				
♣ 8 7 6 4				
Neither side vul.				
♠ North	East	South	West	
1 ♠	Pass	1 ♠	Double.	
2 ♠	Pass	3 ♠	4 ♠	
4 ♠	Pass	Pass	Pass	
Opening lead—♠ 5				

## Good Companions!

# TV and

## 60

Got in the Spirit! Try 76 Lemon-Lime Drink Today!

Buy it at your favorite Drug or Food Store

Bottled and Distributed by Coca-Cola Bottling Co. of Madison

## Today's Radio Highlights

### Special Programs

7:15 p.m.—Dr. Milton Eisenhower (WIBA): first report on trip to South America.

9:45 p.m.—Bernard M. Baruch (WKOW): addressing Milwaukee convention of Veterans of Foreign Wars.

### Drama

6 p.m.—That Hammer Guy (WGN): narcotics and murder bring intrigue and action.

7:30 p.m.—First Nighter (WIBA): Olan Soule, Barbara Luddy in "Two Loves Had She," story of girl's problem in romance.

8:35 p.m.—Stan Kenton Concert (WMAQ): at Atlantic City Steel Pier.

### Music

11:15 a.m.—Jack Berch (WISC): Say Si Si. "The Sweetest Story Ever Told."

4 p.m.—Music of the Masters (WHA): "Symphonic Dances," Grieg.

4:30 p.m.—Curt Massey (WBBM): "In the Cool, Cool, Cool of the Evening," "Many Are the Times," "Keep It Gay."

### Religion

10:15 p.m.—Your Pastor Speaks (WIBA): Major Alex Stenhouse, Salvation Army.

### Baseball

12:15 p.m.—Cubs vs. Giants (WFMF).

7:55 p.m.—Braves vs. Dodgers (WISC).

### Farm Programs

12:15 p.m.—Farm Service (WIBA): "Barnyard Improvement Program," Mort Huber, Vovora, Bernard Connors, associate Dane county agent; Bill Roper; Frank Mayfield.

12:30 p.m.—Farm Program (WHA): "Earl Fall Tips on Garden and Lawn Care," G. A. Ziegler; "Vocational Agriculture at County and State Fairs," N. N. Rowe.

### Miscellaneous

10 a.m.—Homemakers (WHA): "In English and Welsh Gardens," Mrs. Ida Peterson; "Program Helps for Homemakers," Mrs. Grace Duffice.

1 p.m.—Chapter a Day (WHA): "The Fourth Musketeer."

2:15 p.m.—House Party (WKOW): with Russ Morgan.

7 p.m.—People Are Funny (WKOW): contestant becomes panhandler.

8 p.m.—The Baron and the Bee (WIBA): two groups of grocery chain employees.

8:15 p.m.—Excursions in Science (WFMF): "Developments of Agriculture Research."

### Community Center

TUESDAY, AUG. 4

Lois, 7 p.m. with dance at 8:15; Newspaper Guild, 7:30 p.m.

### Municipal Affairs

TUESDAY, AUG. 4

County civil defense committee: 7:30 p.m., Eagles club.

### A Fascinating Tour

Two free daily tours conducted Mon thru Fri, beginning promptly at 10 a.m. and 2 p.m.

Ceramic Arts Studio

See how Figurines & North Blount St. are made

### SEE IT

On Our Giant... Wide Vision Cinemascope Screen

## HELD OVER!

Thru Thurs. — Just 3 Days More to See It

EVERYONE TALKS ABOUT THIS ONE—SEE IT TODAY

## SHANE

Alan LADD  
Van HEFLIN  
Jean ARTHUR

TOGETHER THEY WERE A MATCH FOR ANYTHING THE WEST COULD THROW AT THEM!

Altogether they were a match for anything the west could throw at them!

## Radio Timetable

### TUESDAY

WIBA 1310 Kc.	WISC 1480 Kc.	WKOW 1070 Kc.	WIBU 1240 Kc.
6:00 Frolic: Farmers	6:00 Farm Hour	6:00 Uncle Julius	6:00 Music: News
6:15 Musical: News	6:15 Top in Sports	6:15 Farm Hr. Mkte	6:15 News: Weather
6:45 Clock: News	6:45 Sports: Heater	6:45 Chapel of Air	6:45 News: Roundup
7:00 Alex Dreier	7:00 Top O'Morn	7:00 Mkt.: Coffee	7:00 News: Farm
7:15 Musical: Clock	7:15 Top O'Morn	7:15 Club: News	7:15 News: Weather
7:30 Clock: Sports	7:30 John McVane	7:30 Kloben Club	7:30 Farm Frolic
8:00 Musical	8:00 Breakfast Club	8:00 Markets: Coffee	8:00 Prayer League
8:15 Musical: Clock	8:15 Breakfast Club	8:15 Edith Hanson	8:15 Musical: Clock
8:30 News	8:30 My True Story: Whisp	8:30 Arthur Godfrey	8:30 Musical: Clock
8:45 Welcome Travelers	8:45 News: News	8:45 Time	8:45 News: Farm
9:15 Top in Sports	9:15 Calendar: D. Hays	9:15 Arthur Godfrey	9:15 News: Musical Variety
9:30 Musical: News	9:30 Hays: News	9:30 Time	9:30 News: Mid-Morning
10:00 Strike It Rich	10:00 Hays: News	10:00 Time	10:00 News: Matinee
10:15 Mr. Pharaos	10:15 Hays: News	10:15 Time	10:15 News: Farm
10:30 Second Chance	10:30 Hays: News	10:30 Time	10:30 News: Farm
11:00 Betty Cass	11:00 Double or Nothing	11:00 Time	11:00 News: Matinee
11:15 Colburn	11:15 News: Party	11:15 Time	11:15 News: Farm
11:30 Morning Bulletin	11:30 Max Marucci	11:30 Time	11:30 News: Farm
11:45 Farm Roundup	11:45 Top Tunes	11:45 Time	11:45 News: Farm
12:00 News: Roundup	12:00 Farm Service	12:00 Time	12:00 News: Farm
12:15 Farm Service	12:15 Music: Market	12:15 Time	12:15 News: Farm
12:30 News	12:30 Folk Parts	12:30 Time	12:30 News: Farm
12:45 Folk Parts	12:45 Truancy Post	12:45 Time	12:45 News: Farm
1:00 P. Frederick	1:00 P. Frederick	1:00 Time	1:00 News: Farm
1:15 P. Garroway	1:15 P. Garroway	1:15 Time	1:15 News: Farm
1:30 Melody Parade	1:30 Melody Parade	1:30 Time	1:30 News: Farm
1:45 News: Roundup	1:45 News: Roundup	1:45 Time	1:45 News: Farm
2:00 News: Roundup	2:00 News: Roundup	2:00 Time	2:00 News: Farm
2:15 News: Roundup	2:15 News: Roundup	2:15 Time	2:15 News: Farm
2:30 News: Roundup	2:30 News: Roundup	2:30 Time	2:30 News: Farm
2:45 News: Roundup	2:45 News: Roundup	2:45 Time	2:45 News: Farm

## Bill Doudna's SPOTLIGHT

### Names in the News

TIP O' THE MORNING: You'll hear more complete operas on radio now. Broadcast Music, Inc., has received from G. Ricordi Co. of Milan the right to broadcast complete recorded operas from its catalog, which includes Puccini works.

### CHANCES ARE

that Madison's Kitty Clarke will not be performing with the Ringling-Barnum circus here Wednesday. She entered a Rochester, Minn., hospital last week for a checkup, as did Antonietta Conello, another aerial star of the big show.

Ulysses Kay's "A Lincoln Letter," choral work, will have its first performance Sept. 1 at Lincoln college, Lincoln, Ill. and on CBS Radio. The composition by the Prix de Rome winner is based on the famous Mrs. Bixby letter.

### June Christy will

rejoin Stan Kenton's orchestra for its concert tour of Europe, which will start Aug. 22 in Stockholm and end Sept. 20 in Dublin. The route will include besides Sweden and Ireland, dates in Denmark, Germany, Holland, Belgium, France, Italy, and Switzerland.

Ernest Borgnine, who left Broadway for Hollywood to play in "From Here to Eternity," has been signed for a featured role in "The Bounty Hunter" at Warner's. His last New York show was "Mrs. McThing," starring Helen Hayes.

Everett Mitchell, commentator on "National Farm and Home Hour" and WNBQ's "Town and Farm," is vacationing with Mrs. Mitchell in northern Wisconsin. Milton Bliss is substituting on WNBQ.

Clifton Uley, NBC news commentator, has returned to his Chicago home from St. Luke's hospital, where he was taken after he collapsed at his desk June 8. Date of his return to radio hasn't been set.

### DISC OF THE DAY: MGM

has combined two earlier collections of Strauss and Offenbach music on a single 12-inch LP, "Orchestral Favorites." The performances by Fritz Lauer and the Strauss orchestra are bright and sparkling. Selections are "Die Fledermaus" and "Orpheus in the Underworld" overtures; "Voices of Spring," "Emperor," "Blue Danube," and "Tales from the

### WMAQ

1041 Arces. TUESDAY

6:00 Early Rise: News	6:00 News: Sports
6:30 News: Farm Patrol	6:30 News: Sports
7:00 Weather: Yawn Patrol	6:45 News: Sports
7:30 News: Farm Patrol	7:00 News: Sports
8:00 News: Farm Patrol	7:15 News: Sports
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