Television Today

Ch. 2-WBBM-TV-Chicago Ch. 7-WBKB-Chicago Ch. 4-WTMJ-TV-Milwaukee Ch. 9-WGN-TV-Chicago Ch. 27-WKOW-TV-Madison Ch. 5-WNBQ-Chicago

Ch. 33-WMTV-Madison-

	#:00	
_	Today 7:30 +	
a —	Your Day	
-	8:09 Arthur Godfrey	
ī	Ding Dong School	

4— Ding Done School
Ding Done School
Vour Figure, Ladies
8:30
Glamour Girl
Glamour Girl
Emmy Sheehy

9→ Conkery A to Z 2- Conkery a to a
2- Strike It Rich
3- The Bennetts
9:30
2- Strike It Rich
3- Steps to Henven
1- Let's Exercise
9:43
5- Follow Your Heart
10:10
2- Bride and Groom
4- Time Out
5- Creative Cookery
7- Danny O'Neil
9- First Curiain
10:15
2- Love of Life Vacation Serial
9:00

Arthur Godfray
Hawkins Falls

Beutah Karney

THURSDAY MURNING 10:30

2— Search for Tomore
10:45

2— Guiding Light
4— Bride and Groom mice

4 Bride and Groom
p Earl Ninktingale
2 Lunch with Billy
4 What's New?
5 Noontime Coming
Happy Prates
9 Hi. Ladies
11:30
2 Garry Moore
5 Animal Playtime
7 Time for Fun
11:45
News 4- News 9- Jack Brickhouse



Zenith Television (WKOW): Ann. — Time for Love (WKOW): Marlene Dietrich in ad-

priced from \$199.95. See them at

Suburban Furniture Co.

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12:00

2— I'll Huy That

4— I'll Buy That

5— Bob and Kay

7— All About Baby

9— Second Curtain

2— Art Linklettor

4— Wentherman

7— The Dowds

4— Man Next Door

12:00

2— Big Payoff

1:90
2— Big Fayoff
5— Break the Bank
7— Movin Quick Quiz
9— Paul Dixon
1:30
Afternoon

2- Mavie Time

4- Ladies Choice
5- Ladies Choice
3:00
4- Woman's World
5- Atom Squad
7- Family Movio
33-Matinee Theater
3:15 3:15 5— Gabby Hayes 3:30 Howdy Doody Howdy Doody Trail Blazers

4:00

Garffeld Goose

Little Amatours

Elmer the Eleph

Laugh Time

4:15 Calnik go—Roady Mac
4:30
2— Geno Autry
9— Foreman Tom
5— Karnival Kwiz
1— Advanture Time
4:45
6— Curbstono Cut-up
53—News; Wanther 5:00
4— Sports Picture
5— Weather; News
9— Capt Video
27—Comedy Time
33—Way Out West 5:15
4— News; Woathers
5-- Dorsey Conners
27--Mr. Jimmy
5:20 5— Town Crier 27—Our Town

27.—Our Town
5:10
2— OBS News
4— Blue Boom
5— Eddy Arnold
7— Long Ransor
27—Crusader Rabbit
33—Music: Sports
5:135
27—For Willing
5:45
2— Jane Froman
4— News Guravan
5— Nows Caravan
6— Nowsreel
33—News; Weather

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ARYHUR GODFREY LUCILLE BALL & DESI ARNEZ WEDNESDAY NIGHT FIGHTS HERB SHRINER

WKOW-TV MADISON. WIS.

CHANNEL 27

THURSDAY EVENING

5:00
Take a Guess
Grouche Marx
Grouche Marx
Grouche Marx
Quick as a Flash
Adventure Theater
News
Bulketa Board
5:15

5:15 27- Weather: Sports 23-Plash Gordon - Fugar Cordon
6:30
- 4-Star Playhouse
- Triangle Theater
- Treasury Men
- Door to Dailsor
- Western Playhouse

27 Western Playlo
8:45
33—News: Weather
7:400
7:400 Theate:
4- Video Theate:
5- Oragnet
7- Playlouse
9- Stock Car Races
27- Rocket Ranger
32- Cape Auliv

27 Hocket Han 23—Gene Autry 7:30 2— Big Town BUY YOUR RCA VICTOR

2308 University Ave.

WMFM

THURSDAY

Burns and Allen Theater Roman of Jungle The Big Picture

27—The Big Picture
32—Lone Rankor
8:90
2 - Pentagon U.S.A.
4—Martin Kane
5—Martin Kane
27—Story Theater
33—Peature Theater
23—Piace the Pace
4—Porcian Intricae
5—Porcian Intricae
5—Poston Blackie
27—Boston Blackie
27—Boston Blackie

2— News; Miss Lee 4— This is Your Life 7— Playhouse

Playhouse
Premiere Theater
Square Dance Par
Ship's Reporter
2:16 5— Dorsey Conners 9:15 9:15 33—Alrhead 9:30 4— Nows: Weather

Television Now

C. C. Collins

& Son, Inc.

\$:00 Bible Fellowship
\$:15 Meet the Artist
\$:20 Off the Record: News
\$:00 Musical Menu News
\$:00 Avenuy or Frank Race
\$:100 Let's Go To Town
\$:15 Guest Star Sports
\$:20 New Records: News
\$:100 Chance Bunda: News
\$:100 Chance Bunda: News
\$:100 Chance Bunda: News
\$:100 Chance Sunda: One Club
\$:1155 News (to 12)

WORKER LOSES ARM:

NING

17—This is the Life
33—Dangerous Assign.
3445
2— Kup's Column
4—Thursday Theater
5— Herbie Mintz
2—Theater
6— Hind Date
5— Harness Racins
1—Playhouse
27—Sports Album
31—News: Weather
110:05
27—Weather: Sports
27—News: 10:15

10:15
27-News
33-Star Theater
(10:30
44-Big Town
27-Club 27
11:00
25-Midnight Theater
4-Private Secretary
7-Night Owi Movis
27-Feature Film
11:30
4-Tom Mercein

WHA and WHA-FM 4— Tom Mercoin 12:00 4— News: Movies 970 Kc .-- 88.7 Megs. THURSDAY

THURSDAY

A.M.

7:35 Weather Roundup: I

7:36 Band Wagon

7:35 News: Weather

7:36 Sand Wagon

7:35 News: Weather

7:30 Ratio Journal

9:30 Musteni Varieties

9:30 Markets: News

9:30 Organ Melodies

10:30 Organ Melodies

10:30 Organ Melodies

10:30 Worth Repetitire

11:50 Noon Musicale

12:20 News of the News

11:50 Noon Musicale

12:20 News

11:50 Noon Musicale
12:20 News
12:30 Farm Program
12:30 Farm Program
1:30 Chapter a Day
1:30 Mattines Musicale
2:00 The Sample;
3:00 Afternoon Concert
3:30 Volces of Europe
4:00 Music of the Masters
5:00 Over the Back Fence
5:15 Music Album
5:30 Marazine Rock
5:45 News: Weather
6:00 Dinner Musicale
FM only
6:15 Dinner Musicale
7:00 Vlew of the News
7:30 American Composers
8:00 Cooper Union Forum
9:00 FM Concert
10:50 News 1to 11)





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Radio Timetable

WKOW WISC

1480 - KP

Breakfast Club Breakfast Club

1070 kc

Oncie Julius News: Farm Hr Chapel of Air Weather: Mkts.

Aunt Jenny Helen Trent Our Gal Sunday

Chels Julius News Farm Parade

Chow Time Jockey's Choice Nota Drake Jockey's Choice

House Party Wizurd of Odds

News: Lucila Mortenson Show: Music Music; News

Allan Jackson Top Tunes Scores: Hits Lowell Thomas

Family Skeleton Weather: News Dinner Music E. R. Murrow

The American Good News Variety Time

WIBU

1240 Ko

Music: News Farm Reported Rural Roundup

News: Parm

News: Morning Matinee News: Farm ps

News: Farm -Front

Music; Markets News and Markets Farm & Home

Farm Service St Hays and Daughter • Variety

* Chape: in the Sky * Melody Hour

Melody Hour Band Parade News

Picata 'Time

Special Univ. Special

News Old Time Band

Sports Time Bing Sings

Markets: Cottee Prayer league

Club: News Musical
Kitchen Club Clock
Coffe club: News Musical clock

Arthur Godfres
Time
Arthur Godfres
Arthur Godfres
Time

Arthur Godfres
Arthur God

Arthur Godfrey
Time
Music Speaks
Morning Music
Matthee

Cur'ent Quest'ns ' Afternoon House Variety Party ' Health Talk Wizard of Odds 'Chapel in Sky

WIBA farm Bour Tops in Sports News; Tops in Sports: News 5:50 Sunrice 5:15 Frolic 8:39 Musical 6:45 Clock Top o Morning Sports. Coffee News Club: News Top o Morning Weather Coffee John McVane Club: News

Much."

8 p.m. — Let's Go to Town
(WMFM): Margaret Whiting,
Billy May, Martin Block.

8:15 p. m. — Guest Star
(WMFM): Margaret Whiting.

9 p.m. — FM Concert (WHA-FM): "Musical Offering," Bach. 7:30 7:45 8:00 Musical 8:15 Clock 8:30 Musical Glock 8:45 News

Today's Radio

4 p.m. — Music of the Masters (WHA): "Waldstein" sonsts.
4:30 p.m. — Curt Massey (WBBM): "Choo Choo Train."
"Hali as Much," "Twice as Much."

venture of stolen emeruld.

10:35 p.m. — Detective Story
(WISC): juvenile gang war.

10:15 p.m.—Your Pastor Speaks (WJBA): the Rev. C. A. Becker, St. John's American Lutheran

12 m.—Baseball (WISC): White lox vs. Yankees.
1:15 p.m.—Baseball (WMFM):

Dodgers vs. Reds. 7 p.m. — Touchdown Tips (WIBA): Elroy Hirsch, Mike Kiz-

8:45 p.m. — Sports of the Day (WMFM1: Football Coach Earl Wilke of Edgewood high school.

7:30 p.m. — Kemedy Kapers (WMFM): new series with Bob Burns, Elvia Allman, Three Cheers, others.

9 p.m. — A merican Way (WKOW): Horace Heidt in Korea.

3:30 p.m. — Voices of Europe (WHA): "Adult Education in Sweden and Vienna." 8 p.m.—America's Town Meet-

7:22 a.m. - Farm Feature

(WHA): Dwight Forsyth on seed

labeling 11:30 a.m. — Farm Roundup

(WIBA): at lowa county contour

loving contest

12:15 p.m. — Farm Service
(WIBA): Ted Arneson, Jerry
Williams, Raymond Thompson.

Archie Campbell, Everett Olsen, Cleli Torrance, Orin Bergeorrin, Frank Mayfield at Iowa county

12:30 p.m. - Farm Hour

Discussion

Farm Programs

Religion

Sports

Music of the Masters

Highlights

Music

My True Story: Whisp's 6 p.m.—Roy Rogers (WMAQ): 9:15 Travolers 9:15 Travo 9:110 Welcome 9:15 Travolers 9:38 Bob Rope 1:45 Thurs Melody Streets : Beity News Calendar, B. doublecross.
7:30 p.m. — Theater Time 11:30 Betty Cass
(WKOW): Ann Blythe in 'State 11:35 Farm
11:45 Roundup

Eberly
Queen for
a Day Nothing
Bing Sings
Mag. Margues 13:00 News: Roundup Baseball 12:15 Farm Service Baseball 12:00 News Baseball 12:05 Polks Party Baseball

* Life Beautifu * Baseball * Road of Life * Raseball * Raseball * Scores; News * Mr. Music Backstage Wife
Stella Dallas
Widder Brown
Woman in Hae. 4:00 * Just Plain Bill 4:15 * Er't R. Fairell 4:30 * Lorenzo Jones 4:45 * Mudison Hour

5:90 * Madison 5:15 * Hour 5:30 * News 5:45 * Sports: News Music Mister Music: Sports 6:00 * Alex Dreier 6:15 Melody: News 6:30 News of World 6:45 1 Man's F-mily Captain Starr 7:86 * T'chd'wn Tips 7:15 * The 7:36 Top Como and Crosby
J. Vandercook
Off the Record America's Town Meeting
 G Heatter

ing (WISC): "Report on India" and the East;" Mrs. Eleanor Roosevelt, James A. Michener, 10345
S. J. J. Singh. The Club

F Edwards E.C. Hill: Det. Story Detective: News News: Ed Report; Sports Silvera Snow Easy Street Silvera Snow 11:15 Club 11:15 Club 11:30 The 1310 11:45 Club, News JACOBY

News Off the Reco Titus Moody Elmer Davis

_By Oswald Jacoby-If I hadn't seen it done I prob-12:39 p.m. — Farm Hour (WHA): "What Weight to Market hogs." Bob Grummer, "Flies Can Be Controlled Yet," E. H. Fisher. and he had all of his wits about him, but he still found a way to do down at the ice-cold contract of four hearts. If this can happen to a good players, maybe there's a lesson in it.

(WBBM): Dorothy Sarnott, Ruests 10 a.m.—Homemakers (WHA):

"Apples for Good Nutrition and Good Eating." Mrs. Margery enough to suit anybody's taste. East had practically no high cards, but he hated to keep companies. Borton Clarissa Porter.

2:15 p.m. — House Party pletely silent about his rather (W KOW): Edmund O'Brien. West no mind reader, assumed

good spade suit.

West, no mind reader, assumed his partner had a trick or two dummy's last trump. There and therefore doubled the final contract of four hearts.

would then be no way to lose more than one trump trick and the two law cards.

"Carnival of Flanders," musical scomedy which opened Tucsday night in the two law cards.

and therefore doubled the final contract of four hearts.

South won the opening diamond lead with the ace, cashed the ace of spades, and ruffed a low spade in dummy. He should have tried to cash the king of spades. South cided to draw tumps. He led thave tried to cash the king of spades also before beginning to ruff any spades, but there was nothing fatally wrong with his play up to this moment.

Declarer returned to his hand by ruffing a diamond and next trieffed his second low spade with dummy's eight of hearts.

The continuation should have been child's play. South should have lowly four of hearts.

child's play. South should have lowly four of hearts.

NORTH **♠**6 ♥985 10 9 8.4 🐥 🔾 9 6 5 3

EAST WEST QJ 10 9 5 2 #83 ∀ K 43 ♦ K Q J 763 ... ♦ 52 # K 10 7 2 ... SOUTH (D)

AK74 VAQJ1072 **♦**Α **♣**J8 Both sides vul.

West North East South Pass 2 🍁 Double Pass 3 ♥
4 ♥ Double Pass

Opening lead- K.

Moseley's again



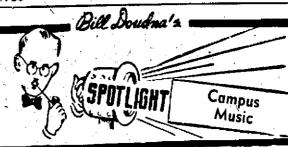
GO BACK TO WORK . . .

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TIP O' THE MORNING: After Sept. 20, NBC Symphony will move to Saturdays . . . but WIBA will continue to carry it Sundays IF enough listeners request that day, or will broadcast it Saturday nights. Write to WIBA and tell your preference.

A FESTIVAL OF music by Ernest Krenek, contemporary sponsible for choral music at composer, will be one of the highlights of the programs Lawrence since 1910. He foundto be presented during the 1953-54 school year by the Uni- cd the choir in 1930. His official versity of Wisconsin School of music.

The Krenek concerts will be at 8 p.m. Sunday through that he was retained in an emertius of the Wisconsin Union's Sunday Music Hours last college year. It was the will be presented in cooperation with the school of music, first retirement set aside by the The quartet and Prof. Gunnar Johansen, planist, will appear at board of trustees at Lawrence in 4:15 p.m. Sunday, Oct. 11. The University Concert band will play more than a century.

Sunday, Jan. 10. and the University Concert band will play Like Waterman, Maesch is an

May 22. Other events on the school's calendar are:

University A Cappella choir, 8 p. m. Friday, Nov. 13, and Fri-

day. May 7;
Pro Arte quartet, Sunday. Nov.
15; Sunday, Dec. 13; Sunday,
Feb, 21; Friday, April 9, and Sunday,
May 9; University Symphony orchestra, Sunday, Nov. 22;

Sunday. Nov. 22;
Christmas choral concert, Sunday, Dec. 6;
Julie and Juliette Gerke, planists, Wednesday, Dec. 9;
University chorus, Tuesday, Dec. 15, and Sunday, May 2;
Leo Steffens, planist, Wednes-

day, Feb. 10: Ernst and Marie Friedlander, cellist and planist, Sunday, Feb. Sigma Alpha Iota concert, Sun-

day, Feb. 28; University Concert band, Sun-day, April 11, and Thursday, June University Men's chorus, Sunday, May 16.

DISC OF THE DAY: Becthoven's "Eroica" synaphory is played by the Royal Phillarpayed by the Kojal Findiar-monic orchestra under Sir Thomas Beecham with depth of sound as well as of feeling. This highly-recommended re-conding is a Columbia 12. cording is a Columbia LP.

CONCERT: The 32nd Division band will give a concert for pa-tients of the Wisconsin Neurological foundation and the put lie at 7:30 p. m. Thursday, Directed by Warrant Officer Fred. Mott, the band will play on the lawn of the E. Washington ave. hospital. THEATER GUH.D: Tryouts fo

the Madison Theater Guild first play of the season, "Lilion, will be scheduled at tonight's Guild meeting in the Madison Community Center. The meeting will start at 8. Pres. Joseph Klein also will announce plans for the year.

All persons interested in working with the Guild this seasor are welcome to attend the meet ruffed another diamond and ing and the social hour after-

each of the two acts.

"Raitt, a singer who can lift an audience right out of its chairs, doesn't really get a chance to cut loose until well in the second act, and then only once. Miss Gray has two songs you might care to remember. This, might care to remember. obviously, is not nough."

FOOTBALL: Station WMFM will broadcast the Edgewood-Middleton football game at 7:25 p. m. Friday, with Rudy Ploch at the microphone.

DIRECTOR: LaVahn Maesch has been named director of the Lawrence College choir to succeed Dr. Carl J. Waterman, who retired in June after being reretirement came in 1949, but

sity Men's and Women's choruses they get the chance, but both sing Sunday, March 21.

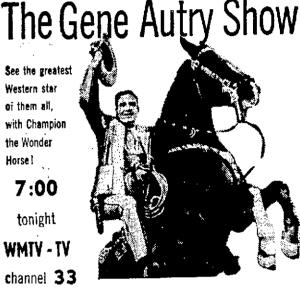
The Midwinter Music clinic will be held Jan. 7, 8, and 9, and the state solo and ensemble festival May 15.

"Matt Mailox, a startlingly dy-mish bis literature leaching to the college, with a master's degree from the Eastman School of Music, He has been on the staff since 1926 as professor of organ and music literature. Now he will reliminate the state of Song professor of organ and music literature. Tournament of Song professor of organ and music literature to the state of the college, with a master's degree from the Eastman May 15.

May 15.

Tournament of Song preliminaries are scheduled for May 10, namic dancer, is a standout and practically stopped the show in the Schola Cantorum.

May 22



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who made our recent 48-hour sales event such an outstanding one. ←AND HERE'S THE STORY BEHIND THIS GREAT EVENT:

When plans were made to sell 50 new Ford cars in 48 hours we all realized what a big goal this was. We were all pleasantly surprised-and very happywhen the final tally showed

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Yes, 58 brand new Fords . . . all of which were in our inventory, thanks to the cooperation of the Ford Motor Co., and all of which have now been delivered to their proud new owners. (In addition to the 58 sold we secured orders for several other models which were not on hand during the event). WE FEEL GREAT - and mightly grateful to all of you who helped us make this achievement possible.

IT'S A NEW RECORD — We are told that this is the most automobiles sold and delivered in the entire history of automobile retailing in the state of Wisconsin for a 48-hour period. Surely such a record is a fine tribute to every person in our organization and to a fine automobile-the new '53 Ford. Why don't you come in and drive the new Ford, at your earliest



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