Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch. 5—WNBQ—Chicago
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 27—WKOW-TV—Madison
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

12:30 p. m.—Baseball: Cubs vs. Phils—WGN-TV (9).

6 p. m.—Bulletin Board: with Joseph H. Klein, Al Barraclough, and Jeanne Neher of Madison Theater Guild—WMTV (33).

7 p. m.—Television Theater: "Her Father's Butler"—WTMJ-TV (4) and WNBQ (5).

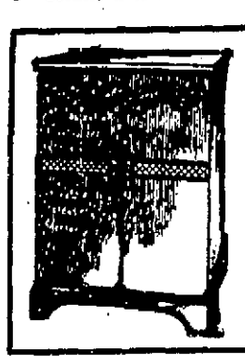
8 p. m.—This Is Your Life: story of Fran Allison—WMBQ (5).

8:30 p. m.—Games of the Past: new football series from University of Wisconsin film files—WMTV (33).

9 p. m.—Game of the Week: new series; highlights of 1952 Big 10 football season—WMTV (33).

WEDNESDAY MORNING

6:00
3— Today
6:00
2— Arthur Godfrey
4— Ding Dong School
5— Ding Dong School
7— Pied Piper
6:30
4— Glamour Girl
5— Glamour Girl
7— Emmy Sheehy
9— Vacation Serial
9:00
4— Garry Moore
5— Hawkins Falls
7— Beulah Karney
9— Cookery A to Z
9:15
5— The Brunetts
9:30
2— Strike It Rich
4— Strike It Rich
5— 3 Steps to Heaven
7— Let's Exercise
9:45
5— Follow Your Heart
10:00
2— Bride and Groom
4— Time Out
5— Creative Cookery
7— Danny O'Neill
9— First Curtain
10:15
2— Love of Life
10:30
2— Search for Tomorrow
10:45
2— Guiding Light
4— Bride and Groom
11:00
2— Lunch with Billy
4— What's New?
5— Noontime Comics
7— Happy Pirates
9— Hi Ladies
11:30
2— Garry Moore
5— Animal Playtime
7— Time for Fun
11:45
4— News
9— Jack Brickhouse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WEDNESDAY AFTERNOON

12:00
2— Double or Nothing
4— Double or Nothing
5— Bob and Kay
7— All About Baby
9— Batting Practice
12:15
7— Stewart Brent
12:30
2— Art Linkletter
4— Weatherman
7—The Dowds
9— Baseball
12:35
4— Man Next Door
1:00
2— Big Payoff
4— Big Payoff
5— Break the Bank
7— Movie Quick Quiz
1:30
2— Rob Crosby
4— Welcome Travelers
5— Welcome Travelers
7— Shopper Matinee
2:00
2— Petticoat Party
4— On Your Account
5— On Your Account
2:30
4— Ladies Choice
5— Ladies Choice
2:45
2— Movie Time
3:00
4— Woman's World
5— Atom Squad
7— Family Movie
9— Television Matinee
33—Matinee Theater
3:15
5— Gabby Hayes
3:30
4— Howdy Doody
5— Howdy Doody
9— Trail Blazers
4:00
2— Garfield Goose
4— Library Story
5— Elmer the Elephant
7— Laugh Time
4:15
4— Plato the Parrot
7— Rootie Kazootie
33—Roddy Mac
4:30
2— Gene Autry
4— Foreman Tom
5— Karnival Kwiz
7— Adventure Time
4:45
33—News; Weather
5:00
4— Sports Picture
5— Weather; News
7— News; Sports
9— Capt. Video
27—Comedy Time
33—Way Out West
5:15
4— News; Weather
5— Dorsey Connors
27—Mr. Jimmy
5:20
5— Town Crier
5:30
2— CBS News
4— Blue Room
5— Eddie Fisher
7— Date with Judy
27—Crusader Rabbit
33—Music; Sports
5:35
27—Foy Willing
5:45
2— Perry Como
4— News Caravan
5— News Caravan
9— Newsreel
33—News; Weather

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WEDNESDAY EVENING

6:00
3— Arthur Godfrey
4— I Married Joan
5— I Married Joan
7— Hour of Mystery
9— Theater of Romance
27—News
33—Bulletin Board
6:15
27—Weather; Sports
33—Flash Gordon
6:30
4— Arthur Godfrey
5— My Little Margie
27—Western Playhouse
6:45
33—News; Weather
7:00
2— Strike It Rich
4— Television Theater
5— Television Theater
7— Charlie Chase
9— Barn Dance
27—I'll Buy That
33—Talent Patrol
7:30
2— I've Got a Secret
7— Invitation Playh'se
9—On Your Way
27—Triangle Theater
33—Date With Judy
7:45
7— Wrestling
8:00
2— Boxing
4— Boxing
5— This Is Your Life
9— Press Conference
27—Strike It Rich
33—Ship's Reporter
8:15
33—Sea Lamprey
8:30
5— TV Playhouse
9— Liberace
27—Liberace
33—Games of Past
8:45
4— Newsreel
9:00
2— News; Miss Lee
4— Strike It Rich
5— Weatherman
7— Movie Date
27—Wrestling
33—Game of Week
9:10
5— Dorsey Connors
9:15
5— News
33—On Broadway
9:30
4— News; Weather
5— Sports
33—Minitheater
9:45
2— Kup's Column
4— Sports Adventure
5— Herbie Mintz
10:00
2— Hollywood Theater
4— Say It with Music
5— 11th Hour Feature
5— TV Playhouse
27—Weather; Sports
33—News; Weather
10:15
27—News
33—Star Theater
10:30
4— Dragnet
27—Club 27
11:00
2— Midnight Theater
4— Arthur Murray
7— Night Owl Movie
27—Feature Film
11:30
4— Tom Mercein
12:00
4— News; Movies

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• Tomato • Grapefruit

WMFM

104.1 Mcs.
WEDNESDAY
A. M.
6:00 Early Risers: Farm Feature
6:30 News; Early Risers
6:55 Layman's Call to Prayer
7:00 News; Yawn Patrol
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:37 Weatherman
8:01 News; Clockwatchers
8:27 Weatherman
8:30 News; Clockwatchers
9:00 Stars Sing
9:30 Shep Fields
9:45 Horace Heidt; News
10:00 Morning Musical Variety
10:30 Songs of Yesterday
11:00 Old Timers Hall
11:30 Navy Band
11:45 Sacred Heart Program
12:00 News; Sports Show
12:25 Baseball; News
3:00 Discs with Davis; News
4:00 Juke Box Jamboree
4:15 Jerry Shard
4:30 Easy Listening; News
5:00 Bible Fellowship
5:15 Meet the Artist
5:30 Esperanto Now
5:45 Off the Record; News
6:00 Musical Menu; News
7:00 Sports Record; Marine Show
7:30 Old Timers Party; News
8:00 Tune Time
8:15 Serenade in Blue
8:30 New Records; Sports of the Day
9:00 Sharpen Your Wits
9:30 John T. Flynn; News
10:00 Dance Bands; News
11:00 One Oh Four & One Club
11:55 News (to 12)

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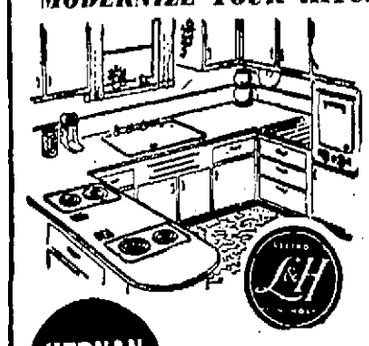
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Today's Radio Highlights

Special Program

7:30 p. m. Conelrad (WIBA): report on Madison radio's civil defense test; Gov. Walter J. Kohler, Maj. Gen. Ralph Olson, L. G. Trowbridge, samples of transmissions.

+ + +

Drama

6:30 p. m.—Great Gildersleeve (WMAQ): Birdie has cake troubles.

C. LEWIS

7 p. m. — My Son Jeep (WIBA): Doc and Jeep unmask a phony . . . **FBI in Peace and War** (WKOW): racketeers pose as baronet and lady.

7:30 p. m.—Dr. Christian (WKOW): horse and owner turn young farmer's head.

8 p. m. — Onstage (WKOW): Cathy and Elliott Lewis in "The Crustacean," story of dishwasher and waitress.

9 p. m. — Scarlet Pimpernel (WIBA): Sir Percy undergoes torture; refuses to betray friends.

+ + +

Music

7:45 a. m.—George Morgan (WIBA): "Kaw-Liga," "Tiger Rag," "My Faith Looks Up to Thee."

4 p. m.—Music of the Masters (WHA): "Symphony No. 6," Tschaikowsky.

8:15 p. m.—Serenade in Blue (WMFM): "Everywhere You Go," "Summertime," "American Patrol."

9 p. m.—Perry Como (WISC): "Would You Like to Take a Walk?" . . . **FM Concert** (WHA-FM): "Thomas and Sally," Arne.

+ + +

Religion

10:15 p. m. — Your Pastor Speaks (WIBA): the Rev. James Kramer, Madison Catholic diocese.

+ + +

Discussion

11 a. m.—Stars in the Making (WHA): "The Evolution of Galaxies."

7:30 p. m.—Aging Successfully (WHA-FM): "Living Arrangements and Community Planning."

+ + +

Baseball

12:25 p. m.—Cubs vs. Phils (WMFM).

1:25 p. m.—Braves vs. Pirates (WISC).

6:30 p. m.—White Sox vs. Senators (WISC).

+ + +

Quiz

8 p.m.—Groucho Marx (WIBA): fall series begins.

+ + +

Farm Programs

7:22 a. m. — Farm Feature (WHA): "Fall Dairying Plans," Harvey Weavers.

12:15 p.m. — Farm Service (WIBA): "Results of Heavy Application of Commercial Fertilizer;" Bill Clark, C. J. Chapman, Frank Mayfield.

12:30 p.m.—Farm Hour (WHA): "Market Outlook for Timber Prices," F. B. Trenk; report from Northeast Junior Live Stock show.

+ + +

Miscellaneous

10 a.m.—Homemakers (WHA): "Honey Cookies for School," Mrs. Harriet Grace; "The Art of Painting on Wood," Jean Thompson.

Rumors That Mrs. Luce Will Resign Denounced

WASHINGTON (UP) — Rep. Albert P. Morano (R-Conn.) denounced as "Hogwash" Tuesday rumors that Mrs. Clare Boothe Luce plans to resign as U. S. ambassador to Italy.

Morano, who was Mrs. Luce's secretary when she was a congresswoman from Connecticut, said the rumors have been spread in private conversations and in "so-called gossip columns" in recent weeks.

WHA and WHA-FM

970 Kc.—88.7 Mcs.
WEDNESDAY
A. M.
7:15 Weather; Farm Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
9:00 American Composers
9:30 Musical Varieties
9:50 Markets; News
10:00 Homemakers Program
10:30 Organ Melodies
10:45 Views of the News
11:00 Stars in the Making
11:55 Noon Musicale
12:20 News; Farm Program
1:00 Chapter a Day
1:30 Matinee Musicale
2:00 The Sampler
3:00 Afternoon Concert
3:30 Northwestern Reviewing Stand
4:00 Music of the Masters
5:00 Vistas of Israel
5:15 Music Album
5:30 Magazine Rack
5:45 News; Weather
6:00 Dinner Musicale
FM ONLY
6:15 Dinner Musicale
7:00 Views of the News
7:15 Concert Airs
7:30 Aging Successfully
8:00 History of Russia
8:50 News of Wisconsin
9:00 FM Concert
10:50 News (to 11)

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Radio Timetable

WEDNESDAY

	WIBA 1310 kc.	WISC 1430 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00	Sunrise	• Farm Hour	Uncle Julius	Farm Reporter
6:15	Frolic	• Tops in Sports	Farm Hr; Mkts	Rural
6:30	Sons of Pioneers	• News; Tops in	Chapel of Air	Roundup
6:45	Clock; News	Sports; Heatter	Weather; Mkts	Music; News
7:00	Alex Dreier	• Top o' Morning	Coffee Club	• News; Farm
7:15	Musical Clock	• News	News	Service
7:30	Journal News	• Top o'Morning	Weather; Coffee	• News; Weather
7:45	George Morgan	• John McVane	Club; News	• Farm News
8:00	Musical	• Breakfast	Markets; Coffee	• Prayer League
8:15	Clock	Club	Club; News	• Musical Clock
8:30	Musical Clock	• Breakfast	Kitchen Club	• Musical
8:45	News	Club	Music; News	Clock
9:00	Welcome	• My True	Arthur Godfrey	• Rio on
9:15	Travelers	Story; Whisp'g	Time	the Air
9:30	Bob Hope	Streets	Arthur Godfrey	• Music in Air
9:45	Wed. Melody	• Betty News	Time	• Sweet Music
10:00	Strike It	• Calendar; Bob	Arthur Godfrey	News
10:15	Rich	Eberly; News	Time	• Job Service
10:30	Phrase Pays	• Queen for	Music Speaks	Mid-Morning
10:45	Second Chance	a Day	Morning Music	Matinee
11:00	Betty Cass	• Double or	News; Band	News, Morning
11:15	Column	Nothing	Aunt Jenny	Matinee
11:30	Farm	• Bill Ring	Helen Trent	News
11:45	Roundup	• Mag. Marquee	Our Gal Sunday	Farm News
12:00	• News; Roundup	• Secret Song	Uncle Julius	Music; Markets
12:15	• Farm Service	• News	News	News and
12:30	• News	• Mister	Mkts.; Weather	Markets
12:45	• Polka Party	Music	Report; Parade	Farm and Home
1:00	• Trading Post	• Mr. Music	Chow Time	Farm Service
1:15	• P. Frederick	• Baseball	Jockey's Choice	Si Hayes and
1:30	• Dave Garroway	• Baseball	Nora Drake	Daughter
1:45	• Melody Parade	• Baseball	Parade of Homes	• Variety
2:00	• Life Beautiful	• Baseball	Cur'nt Quest'ns	• Afternoon
2:15	• Road of Life	• Baseball	House	Variety
2:30	• Pepper Young	• Baseball	Party	• U. W. Band
2:45	• R'bt to H'p'n's	• Baseball	Wizard of Odds	• Chapel in Sky
3:00	• Backstage Wife	• Baseball	News; Lucille	• Chapel in
3:15	• Stella Dallas	• Baseball	Mortenson	the Sky
3:30	• Widder Brown	• Baseball	Show; Easy	• Melody
3:45	• Wom'n in H'se	• Baseball	Listen'g; News	Hour
4:00	• Just Plain Bill	• Scores; Betty	The	News
4:15	• F. P. Farrell	• Big Jon	Showcase	Band Parade
4:30	• Lorenzo Jones	and Sparkie	Harmony House	Hour
4:45	• Madison Hour	• Birthday Club	Top Tunes	• Melody
5:15	Madison Hour	• Mister Music	Allan Jackson Top Tunes	Fiesta Time • The
5:30	• News	• Wild Bill	All Hits	University
5:45	• Sports; News	Hickok	Lowell Thomas	Special
6:00	• Alex Dreier	• News; Music	Family Skeleton	• News
6:15	• Mel. Moments	• Fulton-Lewis	Weather; News	Tips, Tunes
6:30	• News of World	• Baseball	Dinner Music	Sports Time
6:45	• I Man's Family	• Baseball	Edw. R. Murrow	Bing Sings
7:00	• My Son,	• Baseball	FBI in Peace	Bing Sings
7:15	Jeep	• Baseball	and War	Farm Front
7:30	• Conelrad	• Baseball	Doctor	• Old Timers
7:45	• Serenade	• Baseball	Christian	Jamboree
8:00	• Groucho	• Baseball	The Lewises	Old Timers
8:15	Marx	• Baseball	On Stage	Jamboree
8:30	• Truth or	• Baseball	21st	Old Timers
8:45	Consequences	• Baseball	Precinct	Jamboree
9:00	• Scarlet	• Perry Como	Johnny Mercer	• Wisconsin
9:15	Pimpernel	• Lone	Serenade	Farm Hour
9:30	• Music; Sports	Ranger	News; Hits	• At Your
9:45	Singing Stars	• Elmer Davis	of the Day	Request
10:00	• News	• News	News	• News; At
10:15	• Your Pastor	• Frank Edwards	Sports	Your request,
10:30	• White House	• E. Hill; Deadline	Some of	• At Your
10:45	Report		the Best	Request
11:00	• News 1310	• Deadline; News	News; The	• Silent
11:15	Club	Report; Sports	Ed	• Silent
11:30	The 1310	• Easy	Silvers	• Silent
11:45	Club News	Street	Show	• Silent

U. S. Retailers Take New Jab at PX Prices

WASHINGTON (AP) — The American Retail Federation took a new jab at the military's low-price Post Exchange system Monday.

Declaring that men in uniform should pay the same prices as civilians for the things they buy, the federation said it would have "no objection" to a pay raise for servicemen if that is necessary.

But the federation, representing 58 national and state groups of retail merchants, reiterated its demand that the PX stores be barred from selling jewelry and semi-luxury items in competition with commercial retailers.

Rowland Jones Jr., president of the federation, made public a letter to Chairman Dewey Short (R-Mo.) of the House Armed Services Committee sharply criticizing a sub-committee report which said the exchanges are being "properly run."

The subcommittee, in a report last Aug. 11, rejected the federation's demand that the exchanges stop selling watches, compacts, washing machines and a host of other items.

The report said the federation was seeking to "destroy" the PX system and declared that servicemen would need a pay boost "if they are expected to pay the same prices as civilians for everything they require."

In his letter to Chairman Short, Jones said the federation's proposed trimmed-down list of items the exchanges could sell "merely eliminates luxury and semi-luxury merchandise."

Wife Gets Probation in Jail Break Try

WAUKESHA (AP) — Mrs. Mary Leight, 21, Milwaukee, was put on a year's probation Monday after she pleaded guilty to attempting to help her husband and another man escape from Waukesha county jail.

She testified the jail break was planned by Arnold Schmear, 18, Waukesha, held on charges of contributing to the delinquency of a minor.

Mrs. Leight admitted giving four wrenches to a trusty, who was to give them to Schmear but instead gave them to the sheriff. Norman Leight, 22, is in jail on breaking and entering charges.

Books New This Week at Madison Free Library

Crosby — CALL ME LUCKY
Fontaine — MY UNCLE LOUIS
Bedell — HOW TO WRITE ADVERTISING THAT SELLS
Bocca — ELIZABETH AND PHILIP
Cobb — HOME OWNER'S COMPLETE GUIDE TO REMODELING
Edmonds — THE BOYDS OF BLACK RIVER
Haan — POPULAR MECHANICS HOME PLUMBING GUIDE
Handel — CANOE CAMPING
Heth — MY LIFE ON EARTH
Littrell — HOME, HAM AND HOMINY
Michener — THE BRIDGES AT TOKI-RI
Pettit—BLOCK PRINTING ON FABRICS
Santayana—MY HOST THE WORLD
Viereck—THE SHAME AND GLORY OF THE INTELLECTUAL
Beitman — MOST-OFTEN-NEEDED TELEVISION SERVICING INFORMATION

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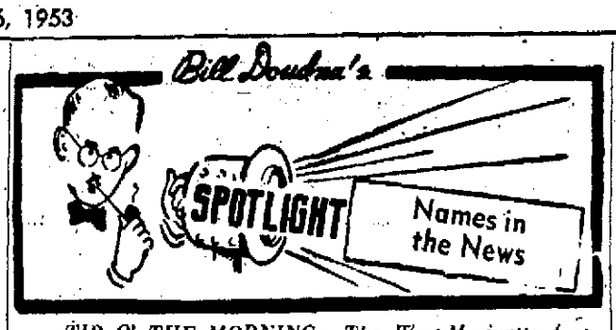

TIP O' THE MORNING: The West-Marinette football game will be broadcast at 7:30 p. m. Friday by WIBA-FM . . . The Missouri-Maryland game Saturday will be carried by WIBA and WIBA-FM.

* * *

THOR HEYERDAHL, leader of the Kon-Tiki expedition, has prospered from the book and movie about the voyage. He has bought a fine old house near Oslo, Norway, which formerly belonged to **Rameldus Nielsen**, Norwegian painter. The Kon-Tiki itself is now in the shipping museum of Bygdoe, on the edge of Oslofjord, a few miles from the center of Oslo.

Johnny Standley's "It's in the Book" has won a disc jockey poll as the top comedy platter of the last year. **Spike Jones'** "I Went to Your Wedding" finished second and **Homer and Jethro's** "Hound Dog in the Window" placed third.

The life story of **Capt. Joseph McConnell**, America's only triple jet ace, will be told in a Warner Brothers film.

Steve Forrest will share top billing with **Karl Malden** and **Claude Dauphin** in "The Phantom Ape," 3-D film based on "The Murders in the Rue Morgue."

CUMMINGS

Robert Cummings will co-star with **Doris Day** and **Phil Silvers** in "Lucky Me."

Guy Lombardo and his orchestra will give a one-hour concert before each World Series game played in Yankee Stadium. And it won't cost the Yanks a cent—Lombardo will work free and pay the musicians.

Gene Autry has returned from England, where he set new records at Empress hall, London. He'll headline the World's Championship Rodeo in Madison Square Garden, New York, Sept. 23-Oct. 18.

Agnes (ex-UW) Moorehead will receive a "Golden Mike" award for the best starring performance of the past year on "Suspense" when she appears on that CBS radio show Monday night.

Diana Herbert, daughter of playwright **F. Hugh Herbert**, has replaced **Michele Burke** in the cast of "Wonderful Town" on Broadway. Miss Burke left to join the **Kate Smith** television show.

The New Orleans tryout engagement of "Kind Sir," starring **Charles Boyer** and **Mary Martin**, has been sold out. It will run a week starting Sept. 26, opening in New York on Nov. 4. The Broadway run will be limited to seven months because the stars have said positively they will not remain beyond June 1.

Gene Rowlands, Cambria, 1950 graduate of the University of Wisconsin, will be in the cast of "The Seven Year Itch" when it opens Monday in Chicago.

+ + +

George O'Connell, former resident of Madison and former student at the University of Wisconsin, is exhibiting paintings in oil, casein, and encaustic at the Rotunda gallery, City of Paris, San Francisco. O'Connell is now instructor in painting and graphic arts at the California College of Arts and Crafts, Oakland. He has exhibited widely on the West Coast and in the Midwest. Permanent collections in which O'Connell's work is included are the Library of Congress, the Philadelphia museum, Gimbel Bros. Art Collection, and the Milwaukee Journal collection.

Mrs. Ruth Pilger Andrews, 425 Sterling ct., has been named by the Wisconsin chapter of the American Guild of Organists as information representative in the Madison area, it was announced by **Mrs. Alfred R. Cotton**, Milwaukee, dean of the chapter. Mrs. Andrews has been assisting in forming a chapter of the organization in Madison.

Madison members will attend a dinner meeting in Milwaukee Saturday night, when plans for the year will be announced.

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Take new, higher-potency Ostrex Tonic Tablets. Contain tonic, heinic stimulant often needed after 40—by bodies old just because lacking iron; plus supplement doses vitamins B_1 and B_2. A 78-year old doctor writes: "I took it myself. Results fine." 7-day trial size costs little. Also ask to see big money-saving Economy size. Start feeling younger, today.
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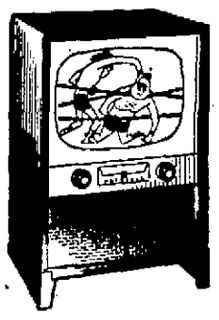
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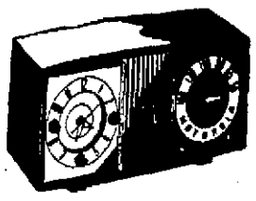
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The Beer that Made Milwaukee Famous