

DIAL 6-3111

Television Today

Ch. 2—WBBM-TV—Chicago Ch. 7—WBKE—Chicago
Ch. 4—WTMJ-TV—Milwaukee Ch. 9—WGN-TV—Chicago
Ch. 5—WNBQ—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: Lowell Garretson, Grant Kittle, Harold Bewick, Clarence Wildenberg, and Harry Moe of Madison Builders' Assn.—WMTV (33).

THURSDAY MORNING

- 8:00 Today
8:30 Arthur Godfrey
9:00 Dick Donaghy School
9:30 Dink Donaghy School
10:00 Pled Piper
10:30 Your Favorite Ladies
11:00 Glamour Girl
11:30 U.S. Army
12:00 Varsity Series
12:30 Arthur Godfrey
1:00 Hawkeye Falls
1:30 Bessie Karney
2:00 Cookery A to Z
2:15 The Bennetts
2:30 Strike It Rich
2:45 Let's Exercise
3:00 Follow Your Heart
3:15 Bride and Groom
3:30 Creative Cookery
3:45 Danny O'Neil
4:00 First Curtain
4:15 News
4:30 Jack Brickhouse

SEE THEM ALL

on CBS, the Stars' Address
ARTHUR GODFREY BURNS & ALLEN
JACK BENNY RED BUTTONS
LUCILLE BALL & DESI ARNEZ
WEDNESDAY NIGHT FIGHTS
HERB SHRINER

WKOW-TV

CHANNEL 27 MADISON, WIS.

THURSDAY AFTERNOON

- 12:00 The Big Show
12:30 Bob and Kay
1:00 All About Baby
1:30 Art Linkletter
1:45 Weatherman
2:00 The Dowds
2:15 Baseball
2:30 Man Next Door
2:45 Big Payoff
3:00 Break the Bank
3:15 Movie Quick Quiz
3:30 Bob Crosby
3:45 Welcome Travelers
4:00 Shoppers' Matinee
4:15 Postoffice Party
4:30 C. Your Accounts
4:45 C. Your Accounts
5:00 Ladies Choice
5:15 Ladies Choice
5:30 News: Weather
5:45 Bob Elton
5:55 Sports Picture
6:00 Family Movie
6:15 Television Matinee
6:30 Matinee Theater
6:45 Gaby Hayes
7:00 Howdy Doody
7:15 Howdy Doody
7:30 Town Hall
7:45 CBS News
7:55 Blue Room
8:00 Edgy Arnold
8:15 Lone Ranger
8:30 Crusader Rabbit
8:45 Musical Sports
8:55 Foy Willing
9:00 Jane Froman
9:15 News Caravan
9:30 News: Weather

THURSDAY EVENING

- 6:00 Mr. McNulty
6:15 Groucho Marx
6:30 Groucho Marx
6:45 Quick as a Flash
7:00 Adventure Theater
7:15 News
7:30 Bulletin Board
7:45 Weather: Sports
7:55 Flash Gordon
8:00 Hecht Theater
8:15 Tildie Theater
8:30 Treasury Men
8:45 Door to Door
8:55 Western Playhouse
9:00 News: Weather
9:15 Video Theater
9:30 Video Theater
9:45 Dickster
9:55 Flaxhouse
10:00 News: Clockwatchers
10:15 Rocket Racer
10:30 Gene Autry
10:45 Big Town
10:55 Burns and Allen
11:00 Theater
11:30 Navy Band
11:45 Sacred Heart Program
12:00 News: Sport Show
12:15 Baseball: News
12:30 Discs with Davis: News
12:45 Music: News
1:00 Bible Fellowship
1:15 Meet the Artist
1:30 John T. Pardon: News
1:45 Musical Menu: News
2:00 Adventure of Frank Race
2:15 Comedy Kapors
2:30 Let's Go to Town
2:45 Great Star
2:55 New Records: Sports of Day
3:00 Sharpen Your Wits
3:15 John T. Pardon: News
3:30 Dance Bands: News
3:45 One Oh Four & One Club
3:55 News (to 12)

Zenith Television priced from \$199.95! See them at: SUBURBAN RADIO AND TELEVISION 3160 E. Washington Ave. Ph. 4-6495

WMFM 1041 Bleeck THURSDAY A. M. 6:00 Early Risers: Farm Feature 6:30 News: Early Risers 6:55 Yaman's Oull to Prayer 7:00 News: Youth Patrol 7:15 Weatherman: Youth Patrol 7:30 News: Youth Patrol 7:57 Weatherman 8:01 News: Clockwatchers 8:27 Weatherman 8:30 News: Clockwatchers 8:45 State Line 9:30 Blue Burron 9:45 Buddy Morrow: News 10:00 Morning Music Variety 10:30 Sober of Yesterday 10:45 News: Old Timers Hall

A PATTI ACCORDIONIST Carol Wessenberg, 12 years old, daughter of Mr. and Mrs. Elmer Wessenberg of Verona. Carol is already a very fine accordionist and an active member of The Senior Pace Accordion Band. Make arrangements for a free talent test now! Accordion furnished free for beginner's course. THE PATTI MUSIC CO. 414 State St. 6-3717

Today's Radio Highlights

Special Program 9:45 a.m.—Americanism (WIBA): Mrs. E. H. Rothe of Madison Woman's club. Drama 6 p.m.—Roy Rogers (WMAQ): "king of cowboys" finds himself in middle of bank robbery.



Dick Landman reports on year in Israel.

8:15 a.m.—Guest Star (WMPM): Eye Arden. 8:30 p.m.—Time for Love (WKOW): Marlene Dietrich in "The Maharajah." 10:35 p.m.—Detective Story (WISC): mobster's new car blows up.

Music 4 p.m.—Music of the Masters (WHA): "Othello" excerpts. 9 p.m.—FM Concert (WHA-FM): "Piano Concerto." Bliss.

Religion 10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. H. A. Mueller, St. John's American Lutheran church.

Baseball 12 m.—Brown vs. Yankees (WISC). 12:25 p.m.—Cubs vs. Phils (WMPM). 6:30 p.m.—White Sox vs. Senators (WISC).

Discussion 9 a.m.—Radio Journal (WHA). 2:15 p.m.—House Party (WKOW): with Merv Griffin.

Spotlight Play Reading TIP OF THE MORNING: Watch for radical changes in radio schedules in the next couple of weeks—besides those occasioned by the end of daylight time Sept. 27. NBC is plotting a major shakeup, especially for weekends.

THE practice of play reading popularized nationally by the First Drama Quartet and in Madison by Phi Beta will be put on a statewide basis under plans being formulated by the bureau of lectures and concerts, University of Wisconsin extension division, and the Wisconsin Idea theater.

These two units will sponsor a "pilot" company this season, presenting capsule versions of modern and classical plays in about a dozen communities. The group will appear before club and school audiences in a series of school exhibits was arranged through the courtesy of Prof. Alexander Kroff, department of French, and the Services Culturels du Ministere des Affaires Etrangeres, Paris.

Both exhibits will be open until Oct. 1.

NEW PROGRAM: A series of 15-minute programs illustrating the power of prayer will begin Sunday on WIBA and Tuesday on WIBU. Each program, presented by the Christian Science church, will present a first-hand, documentary narrative in which a guest tells of his own religious experience—how his problem was solved or how he experienced physical healing through prayer.

ON THE AIR: President Eisenhower's address in Boston on Sept. 21 will be broadcast at 10:30 p. m. by WIBA and WIBA-FM.

POSTER SHOW: Representative French and American theater posters are being shown in the Memorial Union galleries. Twenty-one French posters are in the main gallery. They are by Christian Berard, Jean Cocteau, Paul Colin, Jean-Denis Malele, Jean-Denis Maillart, Douking, and J. A. Carolliti.

The American poster exhibit in the theater gallery includes posters advertising various types of programs, including movies. The exhibit also includes several posters from Wisconsin Union theater programs.

Both shows are sponsored by the Wisconsin Union Gallery.

Rita, Haymes Plan Wedding for Sept. 24 LAS VEGAS, Nev. (AP)—Rita Hayworth and Dick Haymes have set Sept. 24 as their tentative wedding date, a spokesman for the couple said Wednesday. Following the hearing of Haymes wife's divorce suit in Los Angeles this Friday, the crooner plans to obtain a Nevada divorce here Sept. 23, paving the way to marry Rita the next day. Haymes has asked his attorney to try to obtain a continuance of his Sept. 28 immigration hearing, the spokesman said. A native of Argentina, Haymes was accused of illegal re-entry into this country after he followed Rita to Hawaii recently.

Back on Radio. EDDIE CANTOR SHOW TONIGHT 8:30 WIBA DIAL 1310

Radio Timetable

Table with columns for stations (WIBA, WISC, WKOW, WIBU) and time slots (6:00, 6:30, 7:00, etc.) listing various radio programs.

WHA and WHA-FM 970 Mc.—88.7 Meck. THURSDAY A. M. 7:15 Weather Roundup: Farm Pen-ure 7:30 Bund Waron 7:45 News: Weather 8:00 Morning Melodies 8:00 Radio Journal 8:08 Musical Varieties 8:20 Markets: News 8:30 Homemakers Program 8:45 Views of the News 11:00 Sports Roundup 11:20 Noon Musicale

Anthony, Stavrum Get Givers Posts



Robert M. Anthony Jr., assistant merchandise manager of Harry S. Manchester, Inc., has been appointed chairman of the United Givers' Fund Industrial Employees division, it was announced Wednesday.

Leslie K. Pollard, chairman of the United Givers' campaign this year who announced the appointment of Anthony, said Stanton T. Stavrum, production superintendent at Oscar Mayer and Co., had been appointed assistant chairman of the Industrial Employees division.

A fund drive will be held this year in all plants and firms in Madison which have more than 10 employees.

Anthony's section chairman appointments were John Lunschloss, financial; John Mackin, food; Lynn Terry, manufacturing; William Johnson, public service; Wes Holmquist, retail sales; and Robert Holland, retail service.

The division will cover about 450 firms and 100 group chairmen will assist the chairman and assistant chairman.

Daily Cardinal Begins Publication as Tri-Weekly

A welcoming edition for students returning to the University of Wisconsin launched the Daily Cardinal, campus newspaper, on its 63rd year of publication Wednesday, but on a tri-weekly rather than a daily basis.

The editorial said the financial condition of the paper was improved but that three a week rather than the old five a week publishing was instituted "to insure future financial independence and the editorial freedom that accompanies it."

"Through the years we have become convinced that this campus wants an independent newspaper—one which is free to criticize and praise without fear of outside censorship," the editorial said.

The editors said they would attempt to keep up "daily type coverage" on a tri-weekly basis. The Cardinal will be printed on Tuesday, Thursday, and Friday.

Dodger Fan Makes His Luckiest Catch

NEW YORK (UP)—A Brooklyn Dodger fan made a lucky catch Wednesday.

A 2-year-old boy fell from a fourth floor apartment house window, right into the waiting arms of construction worker Louis Sarno, 42.

Sarno saw Francis La Madrid plunge from on his window sill, and he dashed to the building and slid to a halt just in time to catch the boy.

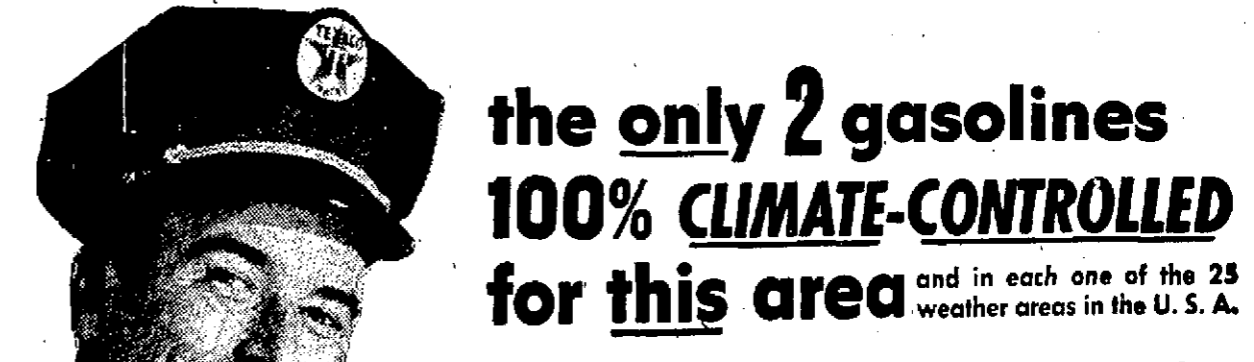
Francis was uninjured. His mother, Louisa, fainted.

The Gene Autry Show

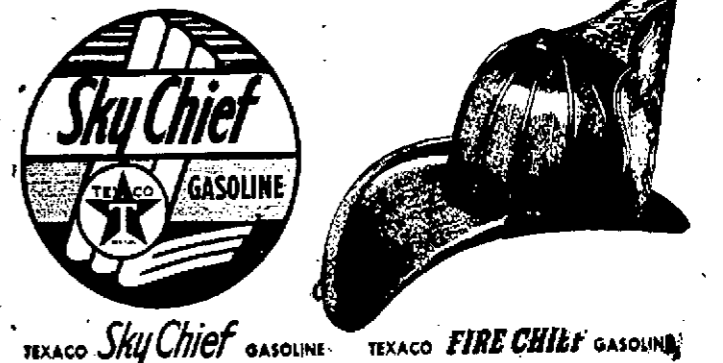


See the greatest Western star of them all, with Champion, the Wonder, Horse! 7:00 WMTV-TV tonight channel 33 BROUGHT TO YOU BY JAGER'S BUTTERNUT BREAD

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Remember—only Texaco Dealers offer these 100% Climate-Controlled gasolines in all 48 states!

WIBA DIAL 1310 EDDIE CANTOR SHOW TONIGHT 8:30

ASK HOME of TV about the exclusive CROSLLEY TV PICTURE SENTRY YOU CAN OWN A NEW BIG-SCREEN CROSLLEY FOR AS LOW AS \$2.85 A WEEK



Fill'er up at your TEXACO DEALER... the best friend your car has ever had!