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

6 p. m.—Bulletin Board: Wisconsin Telephone Co. representatives show how network interconnection works—WMTV (33).

8 p. m.—Boxing—WBBM-TV (2) and WTMJ-TV (4).

8 p. m.—This Is Your Life: story of Hanna Kohner—WNBQ (5).

8:30 p. m.—Liberace: "12th St. Rag," "September Song," "Liebestraum"—WKOW-TV (27).

8:30 p. m.—Games of the Past: Wisconsin vs. Ohio State in 1950—WMTV (33).

9 p. m.—Game of the Week: Missouri vs. Maryland—WMTV (33).

9:30 p. m.—U. W. Sports: Coach Ivy Williamson and Art Lentz—WMTV (33).

WEDNESDAY MORNING

8:00
5— Today
8:00
2— Arthur Godfrey
4— Ding Dong School
5— Ding Dong School
7— Pied Piper
8:30
4— Glamour Girl
5— Glamour Girl
7— Emmy Sheehy
9— Serial Special
9:00
4— Garry Moore
5— Hawkins Falls
7— Beulah Karney
9— Cookery A to Z
9:15
5— The Bennetts
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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ON STATE AT GILMAN
AMERICAN
TELEVISION • APPLIANCES
ON STATE AT GILMAN

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— Kate Smith
5— Kate Smith
7— Movie Quick Quiz
1:30
2— Bob Crosby
7— Shopper Matinee
2:00
2— Petticoat Party
4— Welcome Travelers
5— Welcome Travelers
2:30
4— On Your Account
5— On Your Account
2:45
2— UN Assembly
3:00
2— Movie Time
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
9— Marge and Jeff
27—Mr. Jimmy
5:30
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

THE WHOLE FAMILY ENJOYS TELEVISION AND
NON-CARBONATED, FRUIT-FLAVORED
• Orange • Grape
Bire-ley's
• Tomato • Grapefruit

WEDNESDAY EVENING

6:00
2— 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 Cass
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— Do It Yourself
8:00
2— Boxing
4— Boxing
5— This Is Your Life
7— Wrestling
9— Playhouse
27—Strike It Rich
33—Minitheater
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
9— Request Theater
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—U. W. Sports
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
10:45
9— Snooze Time
11:00
2— Midnight Theater
4— Arthur Murray
7— Night Owl Movie
27—Feature Film
11:30
4— Tom Mercolin
12:00
4— News; Movies

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Brodhead Pastor Heads Ministerial Group

BRODHEAD — The Rev. Clarence Warfel, pastor of the Grace Lutheran church, Monroe, was recently elected president of the Green County Ministerial Association.

Others elected were the Rev. Lynn Tschudy, New Glarus, vice-president, and the Rev. Paul Gibson, secretary-treasurer.

Today's Radio Highlights

Drama

7 p.m.—My Son Jeep (WIBA): Jeffrey Lynn takes over role of Doc, with Martin Huston continuing as Jeep . . . **FBI in Peace and War** (WKOW): tape-recorded blackmail.

7:30 p.m. — Dr. Christian (WKOW): racketeers force physician to treat "mystery man."

8 p.m. — The Lewises Onstage (WKOW): young couple finds $1, gambles it to $250,000.

8:30 p.m. — Big Story (WIBA): returns to the air with drama of newspaperwoman's reuniting of long-separated family.

✦ ✦ ✦

Music

7:45 a.m. — George Morgan (WIBA): "Night Train to Memphis," "Perdido," "No One Will Ever Know."

11:25 a.m. Jack Berch (WISC): "All-American Girl."

4 p.m. — Music of the Masters (WHA): "Syhphony No. 2," Beethoven.

4:30 p.m. — Curt Massey (WBBM): "Tenderfoot," "You, You, You."

8:15 p.m. — Serenade in Blue (WMFM): "You," "I Surrender, Dear."

9 p.m. —F M Concert (WHA-FM): "L'Heure Espagnole," Ravel.

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Religion

10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Raymond Klaas, St. Raphael's cathedral.

✦ ✦ ✦

Sports

12:25 p.m. — Baseball (WISC): White Sox vs. Indians.

12:55 p.m.—Baseball (WMFM): Cubs vs. Reds.

6:55 p.m. — Baseball (WISC): Braves vs. Cardinals.

7:30 p.m. — Roundy (WIBA): State Journal sports columnist starts new season of football predictions.

✦ ✦ ✦

Discussion

9 p.m. — Dr. William E. Clark (WIBA): addressing Rotary club on United Givers fund.

10:30 p.m.—White House Report (WIBA): Washington reporters analyze news developments.

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Farm Programs

7:22 a.m. — Farm Feature (WHA): "September Crop Report," Walter Ebling.

12:15 p.m. — Farm Service (WIBA): "Feeding and Care of Bred Sows," Robert Gummer and Frank Mayfield.

12:30 p.m. — Farm Hour (WHA): "Getting the Sheep Flock Ready for Breeding," Art Pope; "General Pest Problems," T. C. Allen.

✦ ✦ ✦

For Children

9:30 a.m. — School of the Air (WHA): "Let's Write," new series.

1:30 p.m.—School of the Air (WHA): "Journeys in Musicland."

✦ ✦ ✦

Miscellaneous

10 a.m.—Homemakers (WHA): "The Home Agent and Her Work in Mississippi," Mrs. Lillian Palmer; "Plain and Party Apples," Joan Hood.

2 p.m. — The Sample (WHA): Caldwell's "The Windfall."

2:15 p.m. — House Party (WKOW): Hal Derwin, guest.

LYNN ROUNDY

Tryouts Set Today for Minnesingers

Tryouts for the Minnesingers, student group appearing on "Journeys in Musicland" over WHA and the state network, will be held at 12:45 p.m. today in Radio Hall.

Prof. E. B. Gordon, who conducts the program, said that University of Wisconsin students who like to sing and who are free from classes from 1 to 2 p.m. Wednesdays may audition.

The half-hour program will begin its new season today.

Books New This Week at Madison Free Library

Paton—TOO LATE THE PHALAROPE
Ullman—SANDS OF KARAKORUM
Walsh—CAMPUS GODS ON TRIAL
Roosevelt—INDIA AND THE AWAKENING EAST
Rounds — WINDOW ON RED SQUARE
Chalmers—HISTORIC RESEARCHES
Davis—HEARING AND DEAFNESS
Elliott—GONE FISHIN'
Hunt—INDIAN AND CAMP HANDICRAFT
Inglis—WILD FLOWERS STUDIES
Jacobs — HISTORY OF DOLL HOUSES
MacFarlan — NEW GAMES FOR 'TWEEN-AGERS
McShane — PORTABLE ELECTRIC TOOLS AND HOW TO USE THEM
Ostlere—DOCTOR IN THE HOUSE
Reynolds—AMAZING MR. DOOLITTLE
Schulz—GLOXINIAS AND HOW TO GROW THEM
Suggs—PAR GOLF FOR WOMEN
Barker—BEATTY'S CABIN
BEST SPORTS STORIES 1953

WMFM

104.1 Mcgs.
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
7:57 Weatherman
8:02 News; Clockwatchers
8:27 Weatherman
8:30 News; Clockwatchers
9:00 Stars Sing
9:30 Kay Kyser
9:45 Alvino Rey; 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; Noontime Frolics
12:45 Pro Game Sports Show
12:55 Baseball
3:00 Musical Matinee; News
4:00 Music; 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 from Hollywood
8:15 Serenade in Blue
8:30 Package of New Records; Sports
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)

WHA and WHA-FM

970 Kc.—88.7 Mcgs.
WEDNESDAY
A. M.
7:15 Weather; Farm Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
8:55 News for Children
9:00 American Composers
9:30 Let's Write
9:50 Markets; News
10:00 Homemakers Program
10:30 Organ Melodies
10:45 Views of the News
11:00 College of the Air
P. M.
11:50 Noon Musicale
12:20 News; Farm Program
1:00 Chapter a Day
1:30 Journeys in Musicland
2:00 The Sampler
3:00 Afternoon Concert
3:30 Northwestern Reviewing Stand
4:00 Music of the Masters
5:00 French Program
5:15 Music Album
5:45 News; Weather
6:00 Dinner Musicale
FM ONLY
6:15 Dinner Musicale
7:30 Aging Successfully
8:00 Literature of New Zealand
8:50 News of Wisconsin
9:00 FM Concert
10:50 News (to 11)

EAT ANYTHING WITH FALSE TEETH!
If you have trouble with plates that slip and rock and cause sore gums—try Brimms Plasti-Liner. One application makes plates fit snugly and stay that way, because Brimms Plasti-Liner is a permanent reliner. It relines and refits loose plates in a way no powder or paste can do. Even on old rubber plates you get good results six months to a year or longer. YOU CAN EAT ANYTHING! Simply lay soft strip of Plasti-Liner on troublesome upper or lower. Bite and it molds perfectly. Easy to use, tasteless, odorless, harmless to you and your plates. Removable if desired. Money back if not completely satisfied. Ask your druggist!
BRIMMS PLASTI-LINER
THE PERMANENT DENTURE RELINER

Radio Timetable

WEDNESDAY

	WIBA 1310 kc.	WISC 1480 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 Drier	• Top o' Morning	Coffee Club	• News; Farm
7:15	Musical Clock	• News	News	Service
7:30	Journal News	• Top o'Morning	We'ther; 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 Fare	• 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	• Baseball	Mkts.; Weather	Markets
12:45	• Polka Party	• Baseball	Report; Parade	Farm and Home
1:00	• Trading Post	• Baseball	Show Time	Farm Service
1:15	• P. Frederick	• Baseball	Jockey's Choice	Si Bayes and
1:30	• Dave Garroway	• Baseball	Nora Drake	Daughter
1:45	• Melody Parade	• Baseball	Jockey's Choice	• Variety
2:00	• Life Beautiful	• Baseball	Current Quest'ns	• Afternoon
2:15	• Road of Life	• Baseball	House	Variety
2:30	• Pepper Young	• Baseball	Party	• U. W. Band
2:45	• R'ht to H'p'n's	• Baseball; Scores	Wizard of Odds	• Chapel in Sky
3:00	• Backstage Wife	• Mister	News; Luella	• Chapel in
3:15	• Stella Dallas	Music; Betty	Mortenson	the Sky
3:30	• Widder Brown	• Mister	Show; Easy	• Melody
3:45	• Wom'n in H'se	Music	Listen'g; News	Hour
4:00	• Just Plain Bill	• Music; Betty	The	News
4:15	• F. P. Farrell	• Big Jon	Showcase	Band Parade
4:30	• Lorenzo Jones	and Sparkle	Harmony House	Hour
4:45	• Madison Hour	• Birthday Club	Top Tunes	• Melody
5:00	Madison	• Mister	Allan Jackson	Fiesta Time
5:15	Hour	Music	Top Tunes	• The
5:30	• News	• Wild Bill	All Hits	University
5:45	• Sports; News	Hickok	Lowell Thomas	Special
6:00	• Alex Drier	• News; Music	Family Skeleton	• News
6:15	• Mel. Moments	• Fulton Lewis	Weather; News	Tips Tunes
6:30	• News of World	• Lone	Dinner Music	Sports Time
6:45	• I Man's Family	Ranger	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	• Roundy	• 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	• The Big	• Baseball	21st	Old Timers
8:45	Story	• Baseball	Precinct	Jamboree
9:00	• Dr. William	• Baseball	Strawhat	• Wisconsin
9:15	E. Clark	• Baseball	Concert	Farm Hour
9:30	• Music; Sports	• Baseball	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; Dead-	Some of	• At Your
10:45	Report	line	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

Starred programs are also carried on coresponding FM station
FM channels: WIBA-FM, 101.5 M. WWCF (WIBU), 94.9 M.
WISC-FM, 98.1

Library Display Marks National Dog Week

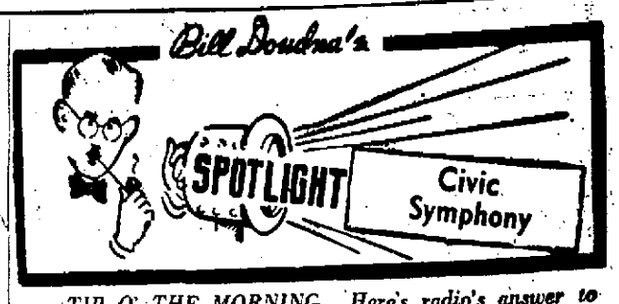
The Madison Free Library is cooperating with the Badger Kennel Club, a group of Madison area dog lovers, in the observance of National Dog Week from Sept. 20 to 26.

The library has arranged a display of books on the care of pets in the home, including many books on the selection of a dog, on training him to be a well-mannered member of the household, and on helping the dog to be healthy and happy.

"Dog World," and "All Pets Magazine" are also available at the library.

Louis Bromfield, well-known author, is general chairman of Dog Week as sponsored throughout the country by the National Dog Welfare Guild.

The guild points out seven objectives for all dog lovers to work toward: A good home for every dog; elimination of stray dogs from the streets; better dog owners; teaching consideration for dogs and all animals; emphasizing the dog's use as a companion, helper, and home protector; enacting of fair laws for dogs and their owners, and teaching respect for the rights of non dog-owners.



TIP O' THE MORNING. Here's radio's answer to television: More than 30 new shows will hit the networks in the next two or three weeks.

✦ ✦ ✦

THE MADISON CIVIC Symphony orchestra moved into its new home—the remodeled auditorium of Central high school—Tuesday night. It was the organization's first rehearsal in the room in which it will open the 1953-54 season of civic music, Nov. 1.

About 60 of the 75 members, including several newcomers, were there to rehearse two of the first concert's works under the direction of Walter Heermann. They were Beethoven's "Dedication of the House" overture and Rachmaninoff's second symphony.

That program also will include Lalo's "Symphonie Espagnole," with Henri Aubert, French violinist, as soloist.

Two rows of seats have been removed from the front of the auditorium to make way for expansion of the stage, now about eight feet deeper than before. Even with this alteration, the seating capacity is about 1,100.

Lighting has been improved, too, although all the equipment had not been installed by Tuesday night. The changes include a catwalk above the rear balcony on which spotlights and floodlights will be placed.

Acoustically, the new home of the orchestra and of the Madison Civic chorus appeared to be wholly satisfactory, allowing for the absence of an audience—an important part of acoustical considerations.

Removal of the front seats was intended partly to make room for the orchestra on the main floor when the stage is occupied by the chorus. At any rate, there will be sufficient room for the condensed orchestra which usually appears for "The Messiah."

As in the past, when concerts were held in the Masonic Auditorium, parking of patrons' cars will be a problem. But since all the concerts will be free, the payment of a parking fee will be a small price for the music.

Of course, one can share more in the civic music program by joining the Madison Civic Music Association as well as attending the programs.

✦ ✦ ✦

FOOTBALL ON THE AIR: High school, college, and professional football games are the fall schedule of WISC and WISC-FM, which started a couple of weeks ago with Green Bay Packers exhibition games.

In addition, the stations will broadcast the World Series baseball games starting at 11:45 a. m. Wednesday, Sept. 30. Al Helfer, Gene Kelly, and Bill Corum will be the announcers.

College coverage will begin Saturday with the Wisconsin-Penn State game at 1:25 p. m. Ed Hansen will call the plays on all the Badger battles, including the UCLA game at 10:30 p. m., Friday, Oct. 9.

The Packers' regular season will begin Sunday, with the broadcast scheduled at 1:25 p.m.

WISC and WISC-FM began their high school coverage last week with the Edgewood-Wisconsin Dells game. Coming up are Central-Beloit, Central-East, Wisconsin high-Milton, West-Beloit, West-Horlick, East-Janesville, Wisconsin high-Stoughton, Edgewood-St. Mary's of Menasha, and East-West.

on your Radio
The Big Story
Bob Sloane narrates a true, exciting headline story
TONIGHT 8:30
WIBA DIAL 1310

TONIGHT ON WMTV
"Your Station of Sports Stars"
8:30 P.M.
BADGER PACKARD presents
"Badger Football"
See the Badgers and Buckeyes in one of their great games.
ALSO FRIDAY AT
8:00 P.M.
"Highlights of the Wisconsin Rose Bowl Season"
9:00 P.M.
"ALL-AMERICAN GRID GAME OF THE WEEK"
Last Saturday
Missouri vs. Maryland
9:30 P.M.
"U. W. Sport Show"
IVY WILLIAMSON
previews this week's Wisconsin-Pennsylvania State game with
ART LENTZ
33

ANNOUNCEMENT!
NOW OPEN FOR BUSINESS
THE NEW
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formerly CAMPUS SODA GRILL
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Under New Management
Now Owned and Operated by JACK MEIER and SONS
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• Popular Domestic Beers
• Fountain Service
SERVING 10 A.M. TO 1 A.M.
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110 South Murray St.
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Kennedy-Mansfield Division
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Cirves Electric Co.
2406 E. Washington Ave.
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