

Television Today

Ch. 2—WBBM-TV—Chicago Ch. 7—WBBK—Chicago
Ch. 4—WTMJ-TV—Milwaukee Ch. 9—WGN-TV—Chicago
Ch. 5—WNBQ—Chicago Ch. 37—WKOW-TV—Madison
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

11:45 a. m.—World Series—WTMJ-TV, WNBQ, and WGN-TV.
6 p. m.—Bulletin Board: Prof. Arthur Code with African, astronomy pictures—WMTV.
7 p. m.—On the Highway: "Fall Fun in Wisconsin"—WKOW-TV.
7 p. m.—Dave Garroway: Wally Cox, guest—WTMJ-TV and WNBQ.
7:30 p. m.—Playhouse: new series; Arlene Dahl, hostess—WMTV and WBK.
8 p. m.—Playhouse of Stars: new to Madison; Ann Sheridan in "The Prince"—WKOW-TV and WBBM-TV.
8:30 p. m.—Comeback: new dramatic series with George Jessel—WMTV and WBK.
9 p. m.—Big 10 Highlights: Tom Harmon—WKOW-TV and WNBQ.
9 p. m.—Boxing: Martinez vs. D'Andrea—WTMJ-TV and WNBQ.

FRIDAY MORNING

| | | |
|------|------------------------|-------|
| 7:00 | 9—Serial Special | 11:00 |
| 7:00 | 10—Till Bus Toad | 11:00 |
| 7:00 | 11—Howling Falls | 11:00 |
| 7:00 | 12—Hawkins Falls | 11:00 |
| 7:00 | 13—Beulah Karney | 11:00 |
| 7:00 | 14—A to Z Cookery | 11:00 |
| 7:00 | 15—Love of Life | 11:00 |
| 7:00 | 16—Search for Tomorrow | 11:00 |
| 7:00 | 17—4 Series Preview | 11:00 |
| 7:00 | 18—The Benjamins | 11:00 |
| 7:00 | 19—Strike It Rich | 11:00 |
| 7:00 | 20—3 Steps to Heaven | 11:00 |
| 7:00 | 21—Outgoing Light | 11:00 |
| 7:00 | 22—World Series | 11:00 |
| 7:00 | 23—World Series | 11:00 |

Today's Radio Highlights

Music

7:45 a. m.—George Morgan (WIBA): "Echoes from the Hills," "Mexico Joe," "It's a Blue World."
11:25 a. m.—Jack Berch (WISC): "Exactly Like You."
5:30 p. m.—Curt Massey (WBBM): "Beer Barrel Polka," "Come Back to Sorrento," "Two Guitars."
7:15 p. m.—Sammy Kaye (WISC) with Mindy Carson.
8:30 p. m.—New Dimensions (WMAQ): "I Guarany" overture, "In the Garden."
9:45 p. m.—Hymns of the World (WIBA): "Come, Thou Almighty King," "Love Divine, All Love Excelling," "Ho Leadeth Me," "In the Hour of Trial."

Sports

7:15 a. m.—World Series (WISC).
7:25 p. m.—Football (WMEF): East vs. Central.
7:30 p. m.—Football (WIBA-FM, WISC, and WISC-FM): East vs. Central.
9 p. m.—Boxing (WENR): Vinnie D'Andrea vs. Vincent Martinez (on WISC at 10 p. m.).

Religion

10:15 p. m.—Your Pastor Speaks (WIBA): the Rev. F. I. Schmidt, Bethel Lutheran church.

Music

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Radio Timetable

FRIDAY

| WIBA | WISC | WKOW | WIBU |
|-----------------------|------------------------------------|----------------------|-------------------------|
| 1310 kc. | 1490 kc. | 1070 kc. | 1240 kc. |
| 8:00 Sunrise | 8:00 Farm Hour | 8:00 Uncle Julius | 8:00 Music News |
| 8:15 Frolic | 8:15 Top in Sports | 8:15 News; Farm Hr. | 8:15 Farm Reporter |
| 8:30 Sons of Pioneers | 8:30 News; Top in Sports | 8:30 Chapel of Air | 8:30 Rural Roundup |
| 8:45 Clock: News | 8:45 News; Top in Sports | 8:45 Weather: Mks | 8:45 Roundup |
| 9:00 Alex Dreier | 9:00 Top of Morn'g | 9:00 Sports: Music | 9:00 News: Farm Service |
| 9:15 Musical Clock | 9:15 News | 9:15 Weather: Coffee | 9:15 News: Weather |
| 9:30 News | 9:30 Top of Morn'g | 9:30 Club: News | 9:30 News: Weather |
| 9:45 George Morgan | 9:45 John McVane | 9:45 Markets: Coffee | 9:45 Musical Clock |
| 10:00 Musical | 10:00 Breakfast Club | 10:00 Arthur Godfrey | 10:00 Accordion Center |
| 10:15 News | 10:15 Musical Clock | 10:15 Arthur Godfrey | 10:15 Accordion Center |
| 10:30 Musical | 10:30 Musical Clock | 10:30 Arthur Godfrey | 10:30 Accordion Center |
| 10:45 News | 10:45 News | 10:45 Arthur Godfrey | 10:45 Accordion Center |
| 11:00 Welcome | 11:00 My True Story: Whirlp Street | 11:00 Arthur Godfrey | 11:00 Accordion Center |
| 11:15 Travelers | 11:15 Street | 11:15 Arthur Godfrey | 11:15 Accordion Center |
| 11:30 Bob Hope | 11:30 Break the Bank | 11:30 Arthur Godfrey | 11:30 Accordion Center |
| 11:45 Break the Bank | 11:45 News | 11:45 Arthur Godfrey | 11:45 Accordion Center |
| 12:00 Strike It Rich | 12:00 Calendar: B. Eberly: News | 12:00 Arthur Godfrey | 12:00 Accordion Center |
| 12:15 Ritz | 12:15 Eberly: News | 12:15 Arthur Godfrey | 12:15 Accordion Center |
| 12:30 Pharis Para | 12:30 Queen for a Day | 12:30 Arthur Godfrey | 12:30 Accordion Center |
| 12:45 Mel. Parade | 12:45 News | 12:45 Arthur Godfrey | 12:45 Accordion Center |
| 1:00 Betty Case | 1:00 Double or Nothing | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 1:15 Column | 1:15 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 1:30 Farm | 1:30 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 1:45 Roundup | 1:45 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 2:00 News: Roundup | 2:00 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 2:15 Farm Service | 2:00 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 2:30 World Series | 2:00 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 2:45 Polka Party | 2:00 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 3:00 News: Roundup | 3:00 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
| 3:15 Farm Service | 3:00 World Series | 1:00 Arthur Godfrey | 1:00 Accordion Center |
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JACOBY ON BRIDGE

By Oswald Jacoby

Followers of tournament bridge were not surprised when Bill Root and Harold Harkavy, both of Miami Beach, won the Men's Pair Championship a few weeks ago in the national tournament in St. Louis, but they may have been a bit startled by the margin of victory—fifteen hundredths of a match point. This weird fraction was produced by the fact that scores made in the two qualifying sessions were reduced (according to a formula) before the final session began.

This may seem highly complicated and mathematical, but don't let that scare you away from tournament bridge. Bill Root, one of the winners, demonstrated with the hand shown today that mathematics is far from everything.

Bill didn't have a "book" bid of one no-trump with the South hand. The count was only 15 points, and practically all experts in the country require 16 to 18 points for an opening bid of one no-trump.

The strong diamond suit might have made up for the missing point, but the weak doubleton in short, nobody but Bill Root opened that hand with a bid of one no-trump.

As it happened, the no-trump bid worked out very well. Bill was allowed to play the hand, while at most other tables East and West were playing the hand at spades and making ten tricks.

West opened the deuce of spades, and Root won in his hand with the king. Declarer hoped to get five diamonds, the ace of hearts, and a spade, so he immediately went after the diamonds.

Two rounds of diamonds told the story—the suit was going to block. If South continued with a third top diamond, dummy would be left with the highest diamond, and there would be no way for South to get back to his own hand for the fifth diamond trick.

What to do?

Root found a solution. After two rounds of diamonds he abandoned the suit in order to lead a spade right into the teeth of the enemy! This looked like a nice portion of duck soup to the defenders, so they cheerfully rattled off their three spade tricks.

CLOSED CASE

OMAHA, Neb. (AP)—A worried couple reported to police Thursday that their 6-year-old daughter had been missing for four hours. Detectives found the girl underneath her bed.

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with HALOLIGHT

FRIDAY AFTERNOON

| | | |
|-------|--------------------|------|
| 12:00 | 7—Shopper Matinee | 5:00 |
| 12:00 | 8—TV Matinee | 5:00 |
| 12:00 | 9—Carson Quilty | 5:00 |
| 12:00 | 10—On Your Account | 5:00 |
| 12:00 | 11—On Your Account | 5:00 |
| 12:00 | 12—Highways U.S.A. | 5:00 |
| 1:00 | 1—UN Assembly | 7:00 |
| 1:00 | 2—Movie Time | 7:00 |
| 1:00 | 3—Super Circus | 7:00 |
| 1:00 | 4—Art Linkletter | 7:00 |
| 1:00 | 5—The Big Payoff | 7:00 |
| 1:00 | 6—Claude Rains | 7:00 |
| 1:00 | 7—The Big Payoff | 7:00 |
| 1:00 | 8—Claude Rains | 7:00 |
| 1:00 | 9—Claude Rains | 7:00 |
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| 1:00 | 30—Claude Rains | 7:00 |

Bill Douma's SPOTLIGHT

News in Brief

TIP OF THE MORNING: Judy Holliday's first musical picture will be "My Sister Eileen"

ZOR SHRINE temple's 50-piece concert band will give a program at 7:45 p. m. Saturday, Oct. 10, in the Janesville high school auditorium. The concert will be sponsored by the Southern Wisconsin Shrine club to raise money for its eighth annual Christmas party for crippled children. William Johnson, Spring Green, conducts the band, which has its headquarters in Madison but which draws its membership from many miles around.

Mrs. Bettie Ripley has resigned as script editor at WHA and the Wisconsin State Broadcasting service to join United Nations Radio in New York City. She will be script editor for a new series, "Crisis," a weekly half-hour program to be carried by the ABC network. Her "Toll Young Man" won first award in the 1953 educational radio competition at Ohio State university.

Fewer than 300 season books for Wisconsin Players shows remained late Thursday. Prof. John Dietrich, associate director of the campus group, reported. The sale of 5,600 books to date exceeds last year's record. The season will open Oct. 20-24 with "Bell, Book, and Candle."

James Whitmore and James Arness will have two of the top roles in "Them," science fiction movie to be made by Warners.

Ballet Theater, coming to Madison in April, returned Wednesday from a five-month European tour. The company presented 25 ballets in 18 cities of seven countries. After a vacation, Ballet Theater will begin its 15th successive year with performances in Philadelphia Dec. 28 and 29.

Ursula Thiess and Robert Stack will co-star in "The Kiss and the Sword" for Columbia pictures.

Dr. Edith Sitwell's "Fantasy for Elizabeth" will be filmed by Columbia. It's about Anne Boleyn.

Jean Crawford's first Western, "Johnny Guitar," started production this week at Republic. It will be in color.

WRITERS' CONFERENCE: Four University of Wisconsin staff members and Emeritus Professor Wakelin McNeel will be among the speakers at the fifth annual conference of the Wisconsin Rural Writers Assn. Oct. 8-11 at Green Lake.

The conference was organized in 1948 in cooperation with the Wisconsin Idea Theater (WIT). Besides McNeel, the speakers from the university will be Prof. Helen C. White, English; Prof. Robert E. Gard, WIT director; Prof. Edward L. Kamarek, WIT, and Louise W. Hanley, Wausau extension center.

Also scheduled to speak are Prof. Warren Beck, Lawrence College; Betty Finnan, fiction editor for Woman's Day; August Derleth, poet, novelist, and editor, Sauk City; Prof. Chad Walsh, Beloit college; Emory G. Greger, Reedsville; Mrs. Louis Zimmerman, Milwaukee; Fidelia Van Antwerp, president of the association, Wisconsin Dells, and Mrs. Louise Leighton and Mrs. Edna Meuld, founders of the Wisconsin Fellowship of Poets.

During the conference the winners of this year's literary contests will be awarded jade rings. To be honored are Mrs. Clara Eder Berdan, Whitehall, for her short story, "A Woman in the House"; Lee Douglas, Wood, for his poem, "The Grand Terminal"; and Hans Morken, Taylor, for his article, "When Farmers Retire."

Books New This Week

At Madison Free Library

Approved: SEVEN YEARS ITCH
MAYORAL: BEST SHORT PLAYS
1952-53
BROWN: TWO AGAINST THE AMAZONS
CLARK: LADY WITH A SPEAR
KIM: I MARRIED A KOREAN
KLEIN: OUR APPOINTMENT WITH KISLINGS
KROGER: RALPH J. BUNCHE
SCHAEFER: THE SODAT
THOMAS: THE GREAT GLENN
ZIMMER: ANGRY ANGEL
MARTIN DU CHATEL: RECOLLECTIONS
OF A WINTER OF YESTERDAY
NASH: PRIVATE DINING ROOM
CURTIS: CAREERS IN THE WORLD
OF FASHION
GORDON: ANTIQUES
HAMILTON: POWER TOOLS FOR THE HOME
THOMAS HARDY
KAWRICE

WMFM

1641 West
FRIDAY

| | |
|-------|-----------------------------|
| 6:30 | Early Rising: Farm Features |
| 6:45 | News: Early Rising |
| 6:55 | Layman's Call to Prayer |
| 7:00 | News: Yawn Patrol |
| 7:15 | Weatherman: Yawn Patrol |
| 7:30 | News: Yawn Patrol |
| 7:45 | Weatherman: Yawn Patrol |
| 8:00 | News: Clockwatchers |
| 8:15 | News: Clockwatchers |
| 8:30 | News: Clockwatchers |
| 8:45 | News: Clockwatchers |
| 9:00 | Dance Band: News |
| 9:15 | Morning: Musical Variety |
| 9:30 | John G. Yesterday |
| 11:00 | Old Timers Hall |
| 11:30 | Naval Band |
| 11:45 | Sacred Heart Program |
| 12:00 | News: Farm Features |
| 12:15 | News: Farm Features |
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| 11:45 | News: Farm Features |

SKELLY

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Pennsylvania Oil Company

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Bring You

WISCONSIN

VS.

MARQUETTE

1:15 P. M.

Tomorrow

WIBA

Fred Gage

at The "Mike"

Most Complete Sports Coverage All Week Long on WIBA

Williamson

Everybody follows the Badgers with Coach by Williamson—8:30 p. m. Tuesdays through the courtesy of National Guardian Life Insurance Company.

Roundy

Roundy picks 'em for the following Saturday on Wednesday each week at 7:30 p. m. sponsored by C. C. Collins & Son, Inc.

Hirsch

Eloy gives you his "Touch-down Tips" every Thursday, 7:00 p. m., courtesy Chevrolet Dealers Association.

Gage

Fred covers football and all sports on his "Sports Final" Monday through Friday at 9:35 p. m.

Newman

Jack's "Sports Parade" at 5:45 p. m. Monday through Saturday, has been a favorite of sport fans for many years—sponsored by National Guardian Life Insurance Company.

Pigskin Parade

Lively college songs and music get you in the spirit of things at 1 p. m. each Saturday. Sponsored by Blackhawk Construction Company.

Scoreboards

Big Ten and final scores of college games across the nation, 4:30 p. m. and 6:45 p. m. Saturday. Sponsored by Fauerbach Brewing Co.

High School Football

You will get a big thrill out of WIBA broadcasts of Madison High School games—Friday nights on WIBA-TV, Saturday nights on WIBA-AM and FM, courtesy of Wisconsin-Felton Sporting Goods and Wisconsin Furniture & Machine Company. Games and broadcast times listed each week on your newspaper's radio page.

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TV

DIAL 6-8151

604 University Ave.

FRIDAY EVENING

| | | |
|------|----------------|------|
| 7:00 | 7—Arlene Dahl | 9:45 |
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Miss Chadwick Set for Dardanelles Try

ISTANBUL, Turkey (AP)—Florence Chadwick arrived here Thursday to try to swim the Dardanelles and said she would retire from competitive swimming if she succeeds.

"But I'll never give up swimming as a sport," the former secretary from San Diego, Calif., said.

Miss Chadwick said earlier this year she would retire after conquering the "big four" of long distance swimming—Catalina, the English Channel, Gibraltar, and the Dardanelles.

She has achieved the first three goals.

The California swimmer said she will train here two or three days before making her first attempt to swim the Dardanelles, the tricky mile-wide strait between Europe and Asia.

Farm Prices Drop for Sixth Month

WASHINGTON (AP)—Farm prices declined four-fifths of one per cent during the month ended Sept. 15. The Agriculture Department reported Wednesday.

It was the sixth month this year farm prices have dropped. But the department said prices paid out by farmers as living and production costs also declined two-thirds of one per cent, leaving the average farm price level unchanged from last month at 92 per cent of parity.

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starring

GEORGE JESSEL

presented by

Sealy Mattress Co.

Channel 33 Friday 8:30 P. M.

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NEW, FINER VITALIS HAIR TONIC

No animal, mineral or vegetable oil in new Vitalis! Prevents dryness, keeps hair neat with V-7, new greaseless grooming discovery. Never a gummy film or "oily" look. Try new Vitalis!

WHA and WHA-FM

970 Kc.—87.7 Mhz.

FRIDAY A. M.

7:15 Weather Roundup; Farm Features

7:30 Band Wagon

7:45 News: Weather

8:00 Morning Melodies

8:35 News for Children

9:00 Badger Weekly

9:30 Rhythmic and Games

10:00 Markets: News

10:30 Homemakers Program

10:45 Musical Moments

11:00 American History

11:30 Noon Musical

12:20 News P. M.

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