Television Today

Ch. 3—WBBM-TV—Chicago **Ch. 7—WBKB—Chicago**
Ch. 6—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

1:45 p. m.—Football: Alabama vs. Tennessee—WTMJ-TV (4). and WNBQ (5).

3 p. m.—Teen Time: Collin Webster, Josie Mayer, Pat Johnson, Frances Hand, Barbara Nemetz, Nancy Schuele, Dan Matson, Peggy Dickson, John Culbertson—WMTV (33).

5:45 p. m.—Luella's Guests: Mrs. Philip La Follette—WKOW-TV (27).

7 p. m.—Football: Eagles vs. Steelers—WMTV (33) and WGN-TV (9).

8 p. m.—Show of Shows: Billy Williams quartet, Marguerite Piazza, Eddie Albert, others—WTMJ-TV (4) and WNBQ (5).

9 p. m.—Medallion Theater: Victor Moore in "A Time for Heroes"—WKOW-TV (27) and WBBM-TV (2).

SATURDAY MORNING

9:00
4—Smilin' Ed
7—Roundup Time
9:30
4—Capt. Midnight
5—Youth Would Know
7—Hippodrome
9:45
5—Magic Carpet
10:00
4—Space Patrol
5—Creative Cookery
7—Space Patrol
9—Blinkey
10:30
2—Rocket Ranger
4—Movies for Kids
7—Better Living
9—Capt. Video
11:00
2—The Big Top
4—What's New
5—Looking at You
7—Pioneer Playhouse
9—Saddle and Stage
11:30
5—American Inventory
7—Story Time
11:45
4—News
9—Junior Crossroads

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SATURDAY AFTERNOON

12:00
2—Lone Ranger
4—Wild Bill Hickok
5—Industry on Parade
7—Quiz Down
9—Outstanding Drama
12:15
5—What's Your Trouble
12:30
2—Ray Rayner
4—Gene Autry
5—Big Picture
1:00
4—Lone Ranger
9—Western Film
1:30
2—Movie Time
4—Inside Football
5—Press Box
7—Shoppers Bazaar
9—TV Matinee
33—Matinee Theater
1:45
4—Football
5—Football
2:30
7—Family Movie
9—TV Showcase
2:45
33—Ship's Reporter
3:00
2—Racing
33—Teen Time
3:30
2—Choose Your Career
33—Beauty Clinic
3:45
33—Funny Bunnies
4:00
2—New Horizons
9—Frontier Playhouse
33—Wild Bill Hickok
4:15
5—Scoreboard
4:30
4—Kit Carson
7—Cartoons
33—Space Patrol
4:45
5—Hobby Time
7—Capt. Hart
5:00
2—Farmtown U.S.A.
4—Cisco Kid
5—Mr. Wizard
7—Superman
27—Comedy Time
33—Bouncy Bunny
5:15
27—Jack Clauss
5:30
5—Jet Pilot
7—Smilin' Ed
27—Paradise Island
33—Tune Parade: Sport
5:45
2—Red Barber
4—News: Weather
27—Luella's Guests
33—News: Weather

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SATURDAY EVENING

6:00
2—Inside Football
4—This Is Your Life
5—Abbott and Costello
7—TV Teen Club
9—Six-Shooter Theater
27—News
33—Lone Ranger
6:15
27—Weather: Sports
6:30
2—Beat the Clock
4—Ethel and Albert
5—Ethel and Albert
7—Leave to the Girls
27—Western Playhouse
33—Life in Your Hands
6:45
33—Grid Preview
7:00
2—Jackie Gleason
4—Bonino
5—Bonino
7—Wrestling
9—Football
27—Hollywood ½-Hour
33—Football
7:30
4—Amateur Hour
5—Amateur Hour
7—Boxing
27—Orient Express
8:00
2—Two for the Money
4—Show of Shows
5—Show of Shows
27—Two for the Money
8:30
2—Favorite Husband
27—Triangle Theater
8:45
7—Big Playback
9:00
2—Medallion Theater
7—Paul Harvey
27—Medallion Theater
9:30
2—Mirror Theater
4—Saturday Theater
5—Your Hit Parade
7—Warehouse TV
9—Wrestling
27—What in the World
33—Football Review
9:45
33—Sports Shorts
10:00
2—Hollywood Premiere
5—Grand Marquee
7—Feature Theater
27—News
33—News; Weather
10:15
27—Weather: Sports
33—The Clue
10:30
27—Club 27
33—Fight of the Week
11:00
4—Boston Blackie
9—Movie Date
27—Feature Film
33—Star Theater
11:30
2—China Smith
4—Comeback Story
7—Tri-Star Theater
12:00
2—Midnight Theater
4—News: Movies
12:15
7—Night Owl Movie

WEEKEND HIGHLIGHTS: Channel 33

WMTV "Tops in Television"

SATURDAY
5:00 P.M. Bouncy Bunny
7:00 P.M. Pro Football (Steelers vs. Eagles)
10:30 P.M. Fight of the Week

SUNDAY
12:45 P.M. Bill Stern
1:00 P.M. Pro Football 49ers vs. Chicago Bears
5:30 P.M. Geo. Jessel
7:30 P.M. Gillespie-Blumer presents DOUGLAS FAIRBANKS
8:00 P.M. Casey & O'Brien Playhouse
9:00 P.M. Goodman's Jewelers Hollywood Theatre

WMFM

SATURDAY
A. M.
104.1 Mcs.

6:00 Early Risers; Farm Feature
6:30 News; Jelly Elliott
6:50 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
8:26 Weatherman; News
8:30 Clockwatchers
8:45 Wheel of Fortune
9:00 Stars Sing
9:30 Dance Band
10:00 Kiddie Jamboree
11:30 Navy Band
11:45 Sacred Heart Program

P. M.

12:00 News
12:15 Noontime Frolics
12:55 News
1:00 Big Ten Football Parade
1:15 Football
3:45 Football Scoreboard
3:55 News
4:00 Juke Box Jamboree
4:15 Tiny Hill
4:30 Radio Birthday Party
4:45 Easy Listening; News
5:00 Bible Fellowship
5:15 Program Previe
5:30 International Federation
5:45 Off the Record; News
6:00 Musical Menu; New Records
6:45 Football Scoreboard
7:00 Front Page Drama
7:15 Big Eight Sports Parade
7:25 Football
9:30 Americans Speak Up; News
10:00 Dance Bands; News
10:00 Dance Bands; News
11:00 One Oh Four & One Club
11:55 News
12:00 Nite Owl Request Show (to 1)

WHA and WHA-FM

970 Kc.—88.7 Mcs.
SATURDAY
A. M.

7:15 Weather Roundup/State Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
9:15 Stories n' Stuff; Music
9:55 News; Homemakers Program
10:30 March of Medicine
10:45 Editor's Views
11:00 Dear Sirs
11:15 UW Show
11:30 Social Security Program
11:45 Campus News

P. M.

12:00 Noon Musicale
12:20 News; Farm Program
1:00 Wisconsin Government
1:00 March Music (FM Only)
1:15 Musical Moments
1:15 Football (FM Only)
1:30 Steuben Music
2:00 Short Story Time
2:30 Operetta Favorites
2:45 Adventures in Research
3:00 Afternoon Concert
3:30 Alpine Melodies
4:00 Music of the Masters
5:00 Music for Fun

FM ONLY

5:15 UN Story
5:30 Music Album
5:45 News; Weather
6:00 Dinner Musicale
7:00 Editor's Views
7:15 Concert Airs
7:30 Voices of Europe
8:00 World Theater
8:00 FM Concert
10:50 News (to 11)

SCORES!
HIGHLIGHTS!
INTERVIEWS!
All on ABC's
Bob Finnegan Sports
PRESENTED BY
Red Owen Sales Corp.
5:30 P.M.
SATURDAY
WISC
1480 AM 98.1 FM

Today's Radio Highlights

Special Program

6 p. m.—President Eisenhower (WIBA): foreign trade address in New Orleans (on WKOW at 9:45 p. m.).

Football

12:55 p. m. — Michigan vs. Northwestern (WIND).

1 p. m. — Navy vs. Princeton (WLS).

1:15 p. m.—Wisconsin vs. Purdue (WIBA, WMFM, WHA-FM); also on WKOW, WISC, WIBU at 1:25 p. m.

1:15 p. m.—Minnesota vs. Illinois (WGN); also on WMAQ at 1:30 p. m.

1:25 p. m.—Madison East vs. Beloit (WMFM); also on WIBA at 7:30 p. m.

8:45 p. m.—Marquette vs. Arizona (WTMJ).

Drama

11:05 a. m.—Theater of Today (WKOW): Patricia Wheel in "The Genie."

COREY

11:30 a. m.—You Were There (WIBA): Ted DeCorsia in "It's an Ill Wind" . . . **Stars Over Hollywood** (WKOW): Wendell Corey in "Bus Driver's Holiday."

7:30 p. m.—Ozzie and Harriet (WISC): David hears ill-timed lecture on politics.

8 p. m.—World Theater (WHA-FM): "Buried Alive."

9:45 p. m.—Guest Star (WIBA): Vincent Price in "Holiday for Crime."

Music

1:45 a.m. — Here's to Veterans (WIBA): music from "The Quiet Man."

4. p.m. — Music of the Masters (WHA): "Istar Variations."

5:30 p.m. — NBC Symphony (WMAQ): "Serenade in B Flat for 13 Wind Instruments," Mozart; Symphony No. 1," Krennikov.

THOMAS

6:30 p. m. — Oregon Girls (WIBA): chorus of Wisconsin School for Girls, directed by Julia Landmark; "Trees," "You'll Never Walk Alone," "An American Prayer" . . . **Music with the Girls** (WKOW): "Peter Pan" medley.

9 p.m. — Classical Hour (WKOW): "Donna Diana" overture, Enesco's "Romanian Rhapsody No. 1," Mendelssohn's fourth symphony . . . **FM Concert** (WHA-FM): Haydn's "The Seasons."

9:05 p.m.—Theater of the Air (WISC): Nancy Carr, Thomas L. Thomas in "Music in the Air."

Variety

10:15 p.m. — U. W. Music (WISC): University Men's chorus.

Quiz

8:30 p.m. — Country Style (WKOW): "Big D Jamboree."

7 p.m. — College Quiz Bowl (WHA): Northwestern vs. Connecticut Wesleyan . . . **20 Questions** (WISC): with Earl Wilson.

Discussion

6:30 p.m. Lecture Hall (WIBA): "American Music Now and in the Future," Leopold Stokowski.

7:50 p. m. — Juvenile Delinquency (WKOW): Ray Streeter interviews Fred Delliquadri of state department of public welfare.

9:30 p.m. — Americans Speak Up (WMFM): "Modern Day Trojan Horse."

Farm Program

12 m. — Farm and Home Hour (WIBA): highlights of Future Farmers of America convention.

For Children

8:45 a.m. — Carnival of Books (WMAQ): "Mr. T. Anthony Woo."

9 a.m. — Uncle Ned (WMAQ): review of flying facts.

10:35 a.m. — Cap'n Jolly (WISC): "Winnie the Pooh and Eeyore."

4 p.m.—Let's Pretend (WKOW): "Sleeping Beauty."

Miscellaneous

9:15 a.m. — Robert Q. Lewis (WKOW): and the Chordettes start new season.

10:a.m. —Homemakers (WHA): "Those Who Help with the Crops," Door county residents.

4:30 p.m. — Birthday Party (WMFM): for Teresa Theisen.

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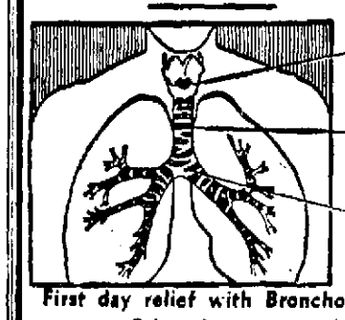
THE 3-WAY COUGH SYRUP



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Radio Timetable

SATURDAY

	WIBA 1310 kc	WISC 1480 kc	WKOW 1070 kc	WIBU 1240 Kc.
6:00	Sunrise Frolic	• Farm Hour	Farm Hour	Music; News
6:15		• Top o'Morn	Chapel of Air	Farm Reporter
6:30	Musical	• News; Top o'	Weather Mkts.	Rural
6:45	Clock: *News*	Morn; Heatter		Roundup
7:00	*Farming Bus.*	• News; Music	Sports; Club	• News; Farm
7:15	Musical Clock	• News	News	Service
7:30	News	• Top o' the	Coffee	8 News; Weather
7:45	Musical Clock	Morn; News	Club; Mys'ry	*Farm Frolic*
8:00	Musical	• News; No	Stoughton	• News; Musical
8:15	Clock	School Today	Music; News	Clock
8:30	*My Secret*	• No School	Music; Good	• Musical
8:45	Story	Today	Morning; News	Clock
9:00	Mich ol Medicine	• No School	Galen Drake	Lodi on
9:15	Forward March	Today	Robt. Q. Lewis	the Air
9:30	Mary Lee	• Space	*Tops*	• Res. for You
	Taylor	Patrol	in Pops	• Sweet Music
10:00	The Biz	• News; Calendar	Romance,	• News, Organ
10:15	*Preview*	• Welcome News	Romance; News	• Weedbenders
10:30	The Biz	• News; Cap'n	Love and	• *Melody Lane*
10:45	Preview	Jolly	Take	• Church of Air
11:00	You Were There	• News; House	News; Theater	• News, Sons of
11:15	Heroes to Vets	Party	of Today	*Pioneers*
11:30	Community	• Man on	Stars over	• News
11:45	Calendar	*the Farm*	Hollywood	• Farm Front
12:00	• Farm and	• News; Fanfare	Fun for	Music; News
12:15	Home Hour	• News	All	News and
12:30	• News	• Art Lentz	News	Markets
12:45	• Polka Party	• Grid Preview	Curr. Questions	Farm & Home
1:00	• Grid Parade	• Grid Preview	Curr. Questions	Farm Service
1:15	• Football	• Football	Badger Echoes	• To Be Ann'd
1:30	• Football	• Football	Football	• Variety
1:45	• Football	• Football	Football	Time
2:00	• Football	• Football	Football	• Variety
2:15	• Football	• Football	Football	Time
2:30	• Football	• Football	Football	• Go to Town
2:45	• Football	• Football	Football	• Organ Melody
3:00	• Football	• Football	Football	• Chapel in
3:15	• Football	• Football	Football	the Sky
3:30	• Football	• Football	Football	• Meeting
3:45	• Football	• Football	Football	House
4:00	• Football	• Football	Scores; Foll'g	• Meeting
4:15	• Football	• Scoreboard	Football	House
4:30	• Scoreboard	• Pigskin	Flashbacks	• Defense Stars
4:45	• Broadway	Parade	Season Serenade	• Organ Music
5:00	• Madison	• Scoreboard	Let's	• University
5:15	Hour	• Grid Parade	Pretend	Special
5:30	• News	• Bob Finnegan	All Hits	• Music in
5:45	• Sports; News	• Take Ten	News	*Modern Mood*
6:00	• *President*	• *News; Music*	News	• News
6:15	Eisenhower	• News	Football Finals	• Pioneers
6:30	• *Oregon Girls*	• Where in	Music with	• *Music*
6:45	• Scoreboard	World; News	the Girls	• Music
7:00	• College	• Twenty	Gun	Bing Sings
7:15	Quiz Bowl	Questions	Smoke; Sports	Farm Front
7:30	• Football	• Ozzie and	Blue	Serenade
7:45	• Football	Harriet	Barron	News
8:00	• Football	• News; Dance	Two for	Old Timers
8:15	• Football	Party	the Money	Jamboree
8:30	• Football	• Lombardoland	Country	Old Timers
8:45	• Football	U.S.A.	Style	Jamboree
9:00	• Football	• News; Chicago	The	• Wisconsin
9:15	• Football	Theater	Classical	*Farm Hour*
9:30	• Natl. Guard	of the	Hour	• News; Music
9:45	• Guest Star	Air	Pres. Eisenhower	For Listening
10:00	• News	• News	News	Music for
10:15	• Commentary	• U. W. Music	Sports	Listening
10:30	• The 1310	• Dancing	Some of	• National
10:45	Club	Party	the Best	Guard
11:00	• News; 1310	• Dancing	News; The	• Silent
11:15	Club	Party	Promised Land	• Silent
11:30	The 1310	• Dancing	The Promised	• Silent
11:45	Club; News	Party	Land	• Silent

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

SUNDAY

	WIBA 1310 Kc	WISC 1480 Kc	WKOW 1070 kc	WIBU 1240 kc
1:00	News; Organist	• News; Music	News	News Marches
1:15	Sacred Heart	• Ave Maria	Religion in News	Farm Service
1:30	Egbert	Hour	Rentro Valley	Farm
1:45	and Emily	• Organ; News	Gathering	Frolic
8:00	Church of	• Wings of	Rentro Valley	• Mus. Clock
8:15	Christ	Healing	Rev. Bawden	•Gospel Farm.
8:30	Capital Cathe'ral	• Old Time	Old Fashioned	• Organ Music
8:45	Christian Science	Religion	Revival Hour	• Bandstand.
9:00	Bethel Lutheran	• Radio Bible	Old Fashioned	• Mid-Morning
9:15	Church	Institute	Revival Hour	Melodies
9:30	Sunday Devotion	• Voice of	The Rev.	• Mid-Morning
9:45	*(ct. Corne)*	Prophecy	Mr Bodamer	Melodies
10:00	Unitarian Soc.	• Frank, Ernest	Healing	• Sunday
10:15	Viewpoint	• Let Be Light	Waters	Serenade
10:30	UN Is My Beat	• News; Voice	Madison	1st Lutheran
10:45	Book Carnival	of Israel	Catholic Hr.	Church
11:00	News	• First-Univ.	Christ	Bible
11:15	First	Meth. Church	Presby-	Fellowship
11:30	*Congregational)*	• News; Melody	terian	Musicale
11:45	Church	Highway	Church	• Old Timers
12:00	• Joey Tantillo	• News	News	• News
12:15	• News	• Grid Fanfare	Social Security	• Farm Hour
12:30	• Hello Wisconsin	• Football	Christian	• Trio
12:45	• Waltz Time	Fanfare	Brotherhood	Time
1:00	• Catholic	• Sizing Sports	Symphonette	• Trio
1:15	Hour	Earl Gillespie	Symphonette	Time
1:30	• U. W. Music	• Football	New York	• Football
1:45	• Report on U.S.	• Football	Philharmonic	• Football
2:00	• Football	• Football	New York	• Football
2:15	• Football	• Football	Philharmonic	• Football
2:30	• Football	• Football	New York	• Football
2:45	• Football	• Football	Philharmonic	• Football
3:00	• Football	• Football	The World	• Football
3:15	• Football	• Football	Today	• Football
3:30	• Football	• Football	News; Music	• Football
3:45	• Football	• Football	Mobilization	• Football
4:00	• Weekend	• Football	Godfrey	• Melody
4:15	• Weekend	• Scoreboard	Digest	Hour
4:30	• Weekend	• Pigskin	Quiz	• Melody Hour
4:45	• Weekend	Parade	Kids	• Sunday Songs
5:00	• Bob Considine	• Headlines	Gabe	Sun Prairie
5:15	• News	• Three Suns	Busters	Program
5:30	• NBC Symphony	• Lanny Ross	Our Miss	• Sunday Songs
5:45	Orchestra	• Scoreboard	Brooks	• Jamboree
6:00	• NBC Symphony	• Bulldog	Jack	• Andre
6:15	Orchestra	Drummond	Benny	Kostelanetz
6:30	• The	• Squad	Amos 'n'	• Chapel in
6:45	Marriage	Room	Andy	the Sky
7:00	• Hollywood	• Drew Pearson	Bing	• Old Timers'
7:15	Story; News	• Ray Bloch	Crosby	Jamboree
7:30	• Six	• Rosary	My Little	• Old Timers
7:45	Shooter	Hour	Margie	Jamboree
8:00	• Theater	• Walt. Winchell	Hall of	• Old Timers
8:15	Royal	• Taylor Grant	Fame	Jamboree
8:30	• UN Week	• Corliss	Charlie	• Old Timers
8:45	• Labor Speaks	Archer	McCarthy	Jamboree
9:00	• American	• Paul Harvey	Week in	• Proudly We
9:15	Forum	• News	Wisconsin	*Hail*
9:30	• Meet the	• Club Time	Cavalcade	• Fiesta
9:45	Press	• News; Music	of Music	Time
10:00	• News	• News; Easy	News; This Is	• Silent
10:15	• Commentary	Street	the Hour	• Silent
10:30	• *Badger*	• Club	This Is	• Silent
10:45	Weekly	Badger	the Hour	• Silent
11:00	• News; Music	• Club	Dance	• Silent
11:15	for Moderns	Badger	Music	• Silent
11:30	Dance	• Back	Dance	• Silent
11:45	Orch.; News	to God	Music	• Silent

Thomson to Address State NAACP Meeting

Atty. Gen. Vernon W. Thomson will be the speaker today at the National Association for the Advancement of Colored People (NAACP).

He will address the group's 1:30 p.m. meeting at the Unitarian church, University Bay dr., on "Enforcement of Wisconsin Laws Against Discrimination in Public Accomodations."

The group also will hold a 3 p.m. meeting Sunday at the church.

There's only one 7up . . . . and it is sold in this 7 ounce bottle only!

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Chicago Stations Programs

FREQUENCIES

WIND ..... 560 kc WGN ..... 720 kc WENR and WLS 890 kc
WMAQ ..... 670 kc WBBM ..... 780 kc WJJD 1160 kc

This table is published only on Saturdays: Clip and save for reference during the week. Programs are subject to change of course, at discretion of stations and networks.

MONDAY THROUGH FRIDAY REGULAR PROGRAMS

A. M.

6:00 Farm Bulletin WLS
6:00 Paul Gibson WBBM
6:05 Farm Hour WGN
6:30 Bill Evans WGN
7:00 Red Blanchard WLS
7:00 World News Roundup WBBM
7:30 Pat Gallivchip WMAQ
8:15 Cliff Johnson Family WGN
10:00 Kitchen Club WLS
10:30 Make Up Your Mind WBBM
10:45 Rosemary WBBM
10:45 Second Chance WMAQ
11:00 Wendy Warren WBBM
11:00 Curt Massey Time WGN
11:00 Lulu Bell and Scotty

P. M.

12:00 Road of Life WBBM
12:00 Cedric Foster WGN
12:15 Ma Perkins WBBM
12:30 Tony and Dorothy WMAQ
12:30 Dinner Bell Time WLS
12:45 Guiding Light WBBM
1:00 Second Mrs. Burton WBBM
1:15 Perry Mason WBBM
1:15 School Time WLS
1:30 Wonderful City WGN
1:45 Brighter Day WBBM
1:45 Pryn to Be Married WMAQ
2:00 Hilltop House WBBM
2:05 Saxie Dowell WGN
2:30 Martha Crane WLS
3:00 Paul Harvey WENR
3:05 Earl Nightingale WGN
3:30 Beulah Karney WENR
4:00 Paul Gibson WBBM
4:05 Ernie Simon WGN
5:30 Curt Massey Time WBBM
5:45 Bill Stern WENR
6:15 Symphonette WMAQ
7:30 Haven of Rest WLS
6:05 The 720 Club WGN
9:05 Saxie Dowell WGN
9:30 Rhythm Roundup WENR
10:15 Tom Duggan WENR
10:35 Sound of the City WENR
11:00 Murrow and Flynn WBBM
11:15 This I Believe WBBM
11:30 Chicago at Night WGN
12:00 Music Til Dawn WBBM
12:00 Call Dr. Hildebrand WENR

SUNDAY

A. M.

8:00 World News Roundup WMAQ
8:15 Youth Brings You Music
9:00 National Radio Pulpit WMAQ
9:00 Church of the Air WBBM
9:15 Little Brown Church WLS
9:30 Art of Living WMAQ
9:30 Josh Brady Show WBBM
10:00 Sunday Supplement WMAQ
10:35 Christian in Action WLS

P. M.

12:00 Storm Warning WENR
12:00 *Eternal Light* WMAQ
12:15 Foreign Affairs WBBM
12:30 Chicago Round Table WMAQ
12:30 Amateur Hour WENR
12:30 Invitation to Learning WBBM
1:00 Football WGN
1:30 American Forum WMAQ
2:00 Golden Voices WMAQ
2:00 Your Worship Hour WENR
2:30 Golden Treasury WMAQ
3:00 Weekend WMAQ
4:00 Light and Life Hour WENR
4:30 The Greatest Story WENR
4:30 I Was a Communist WGN
5:00 Gene Autry WBBM
5:15 Ask Hollywood WMAQ
5:30 Billy Graham WENR
5:30 NBC Star Playhouse WMAQ
6:00 Lutheran Hour WGN
6:00 Church in the Home WENR
6:30 National Vespers WENR
7:00 Life at Its Best WENR
8:00 News; Forum of Air WIND
8:30 Reviewing Stand WGN
8:30 Sunday Evening Club WIND
9:00 Last Man Out WMAQ
9:15 Facts Forum WGN
9:30 Revival Time WENR
9:30 Enchanted Hour WGN
10:00 On Wings of Song WGN
10:15 It's a Small World WMAQ
10:30 Man of the Week WBBM
10:45 Lutheran Vespers WGN
11:00 Youth on the March WENR
11:15 The Chez Show WMAQ
11:30 As I See It WENR
11:45 Voice of Business WENR
12:00 Just After Midnight WGN
12:00 *This I Believe* WBBM

MONDAY NIGHT

7:00 Suspense WBBM
7:15 The Buccaneers WLS
7:30 Talent Scouts WBBM
7:30 Frank Kirkpatrick WGN
8:00 Radio Theater WBBM
8:00 Celebrity Table WENR
8:00 Vaughn Monroe WBBM
9:00 The Northerners WMAQ
11:15 Promenade Concert WMAQ
1:00 Faces in the Window WMAQ

TUESDAY NIGHT

7:30 Cisco Kid WGN
8:00 Johnny Dollar WBBM
8:35 Rocky Fortune WMAQ
9:00 The Empty Chair WENR
9:30 GI Joe WMAQ
11:15 The Chez Show WMAQ

WEDNESDAY NIGHT

7:30 Great Gildersleeve WMAQ
9:30 Americana WMAQ
11:15 The Chez Show WMAQ

THURSDAY NIGHT

7:00 Bing Crosby WLS
7:00 Roy Rogers WMAQ
7:30 Father Knows Best WMAQ
7:30 Cisco Kid WGN
8:00 George Jessel Salutes WENR
11:15 The Chez Show WMAQ

FRIDAY NIGHT

7:00 Lulu Belle and Scotty WLS
8:30 New Dimensions WMAQ
9:45 Frank Leahy WMAQ
11:15 The Chez Show WMAQ

NEXT SATURDAY

A. M.

6:00 Paul Gibson WBBM
6:00 Farm Bulletin Board WLS
6:05 Farm Hour WGN
6:30 Bill Evans WGN
7:00 World News Roundup WBBM
7:30 John Harrington WBBM
7:30 Dolph Hewitt WLS
8:00 Barn Dance Preview WLS
8:45 Carnival of Books WMAQ
9:00 Uncle Ned's Squadron WMAQ
10:15 Agriculture U.S.A. WGN
10:30 Martha Crane WLS
11:15 Agriculture U.S.A. WLS
11:30 Fifth Army Band WGN

P. M.

12:00 Man on the Farm WGN
12:30 Eddy Arnold WLS
1:00 Football WLS
1:15 Football WGN
1:25 Football WIND WBBM
1:30 Football WMAQ
4:00 Merry-Go-Round WLS
4:30 Rio Rhythms WMAQ
4:30 Collector's Corner WGN
5:30 American Farmer WLS
5:30 NBC Symphony WMAQ
6:15 Washington Report WGN
6:15 Jack Stilwill WLS
6:30 Lecture Hall WMAQ
7:00 Gunsmoke WBBM
7:30 Unshackled WGN
7:30 I Know Your NBC's WMAQ
8:00 Songs for You WGN
8:00 Baron and the Bee WMAQ
8:00 National Barn Dance WLS
8:30 Grand Ole Opry WMAQ
8:30 Hayloft Party WLS
9:00 *Barn Dance Party* WLS
9:30 House of Glass WMAQ
9:30 Capt. Stubby WLS
10:00 National Barn Dance WLS
11:15 The Chez Show WMAQ
11:30 Chicago at Night WGN
12:00 Music Til Dawn WBBM

DOCTORS' OUTLOOK BLEAK

CONCORD, N. H. (U.P.)—It's estimated that 174,300,000 apples will be picked in New Hampshire this season. The crop, of approximately 1,162,000 bushels, is the third largest in New Hampshire's history. The harvest will provide enough apples to allow 348 for every resident of the state.

Handmade Hooked Rugs
Woven by PRISCILLA TURNER Rug Guild
Deep-Piled 100% Virgin Wool with heavy cotton backing.
Select from countless patterns, colors and sizes.
Quality carpets keep their appearance brighter, last longer
Edward Gulesserian
Breese Terrace at Monroe 6-8000

Spotlight

Bill Doudna's

TIP O' THE MORNING: The University of Wisconsin will have a team on "College Quiz Bowl" Saturday, Nov. 14 (NBC-WIBA).

* * *

HIGH FIDELITY sound reproducing equipment, up to now a highly specialized trade with a limited market threatens to become the new big noise in the radio and TV field, Electrical Merchandising, McGraw - Hill publication, reports.

Both the public and set makers are beginning to rush in where heretofore only hi-fi addicts have dared to tread, the magazine says. Though still small by TV and appliance standards, the hi-fi industry has grown phenomenally in the past few years. One authority in the field claims the industry has doubled in size in each of the last two years and that 200,000 new hi-fi installations will be made this year.

The report adds:

"Until last year almost all hi-fi merchandise was sold in the form of parts (tuners, amplifiers, speakers) but one manufacturer after another has begun assembling packaged hi-fi sets. Whether these are true hi-fi or not has bothered many old timers in the trade.

"Hi-fi generally means reproduction of sound which is highly faithful to the original, but just how faithful it is, depends on individual opinion. The hi-fi addict will demand a great deal more than the average person. The industry itself is still attempting to draw up an acceptable set of technical standards, but when developed, these will probably mean more to the engineer than the consumer. In hi-fi, the average customer will be looking for 'better' reproduction than he has been getting with conventional phonographs.

"Some enthusiasts and many firms which provide hi-fi parts are skeptical over the appearance of packaged sets. One maker said that he knew of 40 to 60 manufacturers working on such sets and of this number only two were really wide-range reproducing equipment; some are designed only to capitalize hi-fi's new popularity.

"But most of the sets are somewhere between the two extremes, the magazine points out. If they are not true hi-fi, they do represent considerable improvement over previously available phonograph sets."

OFFICIAL CARELESSNESS

COLCHESTER, Conn. (UP)—*Directors of a bank had a few anxious moments during a meeting when state police converged upon the building after a burglar alarm went off.* But when it turned out to be a false alarm all were relieved—even the director who had accidentally touched it off.

University of Wisconsin
FOOTBALL TODAY
WIBU 1240 Kcyls.
and
WWCF 94.9 meg.
and the Wisconsin Network for CAMEL CIGARETTES

BETTER BUS SERVICE

New and Improved Schedules

The new bus routes and schedules as published in the buses will be put in operation Monday morning, October 19.

This change will provide better service to more people and attract new passengers. Please test our improved convenience.

There may be some confusion until all become familiar with the new routes, but a fair trial will prove the benefits derived from a COORDINATED BUS SYSTEM.

Get A Schedule From Your Driver

Go By Bus!

MADISON BUS CO.