Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Miwaukee
Ch. 5—WNBQ—Chicago
Ch. 33—WMTV—Madison

## TODAY'S BEST BETS

4:15 p. m.—Can We Help?: Fred Delliquadri, the Rev. Richard.

### Bi30 p. m. — Corliss Archer

### WENRI:

### Dexter's forgetfulness

#### December 1.5 p. m.—Corliss Archer

#### Dexter's forgetfulness 7:30 p. m.—Ariene Dahl: "Death Has a System"—WMTV (33) and WBKB (7).
8 p. m.—Playhouse of Stars: Pat O'Brien in "Second Sight"—
WKOW-TV (27) and WBBM-TV (2)
8:30 p. m.—Comeback: story of Harold Russell—WMTV (33) and WBKB (7).
9 p. m.—Cames of Past: Wisconsin vs. Ohio State 1952. 9 p. m.—Games of Past: Wisconsin vs. Ohio State, 1952—WILLY (33).

9 p. m.—Big 10 Highlights: Purdue-Wisconsin, Illinois-Minne-1. Michigan-Northwestern—WKOW-TV (27). 9:30 p. m.—Jerry Blake: UN songs—WKOW-TV (27).

1:00

Today

Ring

Anyner Shibe

2-Rayner Shibe

2-Wheel of Friction

4-Ding Dong School

5-Ding Dong School

7-Died Piner

9-Your Flaure, Ladies

9-Sill

4-Glamor Cirl

7-Emmy Sheehy

-Time for Storles 10:45 5-Follow Your Hears

FRIDAY MORNING
10:00
2—171 Buy That
4—Hawkins Falls
5—Hawkins Falls
5—Hawkins Falls
5—Hawkins Falls
6—10:15
4—Time Out
5—The Bennetts
10:15
2—Stelle It Rich
5—3 Steps to Heaven
7—Let's Exercise
10:45
4—Fire

11:00
2—Vainht Lady
4—Brean Grigm
5—Creative Cookery
7—Danny O'Neill
11:10
9—First Curtain
11:35
2—Love of Life
11:35
3—Search for Tomorro
11:45
2—Guiding Light
4—News

SERVICE

DIAL

. . SALES AND

 TV repair specialists · Zenith TV sets Madison's Oldest Zenith TV and Rudio Dealer

ZENITH поме

**APPLIANCE** 

604 University Ave.

12:00
2—Lunch with Billy
4—Man Next Doot
5—Noon Time Comics
7—Hinpay Pixtes
9—III Lucies
5—Animal Playtime
7—Time for Fun
12:45
8—Masic Carps
1:20
2—Double or Nothing
4—Behind the Screens
5—Bob and Kay
7—All About Baby
9—Watch to Win
1:30
2—Art Linkletter
4—Woman's World
7—The Dowds
33—Mailner Theater
2:00
2—The Bix Payoff
4—Kath Smith
5—Kath Smith
7—Claudo Kirchner
9—Paul Dixon
2:50
2—Bob Crosby

FRIDAY AFTERNOON
T—Movie Quilck Quis
33—Carson Guiley
2—Petticoat Party
4—Welcome Travelers
5—Welcome Travelers
7—Turn to a Friend
9—TV Matinee
33—TV Matinee
33—This Is the Life
33—Ern Westmore
4—0n Your Account
7—Framily
4—105
3—Westmore
4—3uper Circus
5—Atom Squad
33—Word to the Wise
4—53—Word to the
4—515
5—Gabby Hayes
9—Trail Bluzers

FRIDAY AFTERNOON 4:30 4--Howdy Doody 5--Howdy Doody 33--News 5-Howdy Doody
33-News
4:45
33-Roddy Mac
5:20
2-Garfield Goose
4-Foreman Tom
5-Eimer the Elephant
7-Laugh Time
9-Junior Edition
27-Comedy Time
9-Junior Crossronds
27-Time Out for Fun
5:30
2-Gene Autry
7-Adventure Time
27-Crusader Rabbit
33-Music: Sports
35:45
4-Nowe: Weather
9-Erue Sinnon
28-Erue Sinnon
28

2:30 3—Bob Crosby SYLVANIA --- for '54 Complete with UHF



America's finest television set backed by experienced service personnel. Actual 29 tube chassis performance gives finest octure possible in any location. Convenient Payment Plan OPEN MONDAY AND FRIDAY EVENINGS

"Red" Goodrich

TELEVISION SALES & SERVICE 2620 University Ave. 5-0831

4—Dotn' the Town 9—Capt Video 27—News 33—Bulletin Board SHAMERIA BOOTS
6:15
5—Dorsey Connors
9—Number, Please
27—Weather, Shorts
13—Tim Tyler
6:30
4—Eddie Fisher
7—Stu Erwin
17—Western Playhouse
6:35

53—Campus Newsroom
6:45
2—Perry Como
4—News Caravan
5—News Caravan
5—Newsteel
33—News: Weather
7:00 7:00

2—Mama
4—Davo Garroway
5—Dave Garroway
7—Ozele and Harriet
9—Showcase 9-Showcase 27-On the Highway 33-Superman 7:15 87-Puh. Prosecutor 7:30 2-Topper

FRIDAY EVENING
4—Piayhouse of Stars 27—Jerry Blake 9:45
5—Walt's Workshop 9:45
7—Arione Dahl 5—Greatest Fights 33—Lilli Palmer 10:90
4—Piayhouse of Stars 4—Greatest Fights 7—Courtesy Flour 7—Paul Hartman 9—Lite Boylins at 80 9—Lite Boylins 33—Ariene Dahl
3:106
2—Playhouse of Stars
4—Liberace
5—Bix Story
7—Paul Hertman
9—Life Boglins at 80
27—Playhouse of Stars
33—Stu Erwin
3:30
2—Our Miss Brooks
4—TV Soundstars
5—TV Soundstars
7—Comeback Story
8—World Is Yours
27—Football This Week
33—Comeback Story
27—Perina Chalk Taik
9:00
2—My Friend Irma
4—Boxing
5—Boxing
5 5.—Life Boyling at 192
27—Playhouse of Stars 33—News: 33—News: 32—Stu Erwin 3:30—Stu Erwin 3:30—

Brewed and Aged for FINE **FLAVOR** 

Over 100 Years of Quality Brewing Experience



WHA and WHA-FM 970 Rc.-88.1 Mers. FRIDAY

A. M. Weather Roundup: Farm Feat A. Al.
7:15 Weather Roundup: Fa
7:30 Eand Wason
7:45 News: Weuther
8:00 Mornins Melodies
8:55 Nows for Children
9:00 Badser Wockly
9:00 Rhythm and Games
9:50 Markets; News
10:00 Homomakers Program
10:30 Musical Moments
10:45 Views of the News
11:00 Special Lecture
11:50 Noon Musicale
11:00 Special Lecture
11:00 Chapter is Day
1:00 Rook Trails
2:00 Our Mutual Friend
3:00 Afternoon Concert
4:00 Music of the Masters
5:00 Music for Fun

5:15 UNESCO Program 5:30 Music Album

TV NEWS TIME -TONIGHT WMTV - 10 P. M. Channel 33 MICHAEL GRIFFIN

presented by

CAVES BUICK CO.

5:45 News: Weather 6:60 Dinner Musicals 6:00 Dinner Musiche 7:00 Views of the News 7:35 Concert Airs 7:30 Rooks of Today 3:30 News of Wisconsin 9:00 FM Concert 10:50 News (to 11) 8:00 Freshman Forum

> NOW AT A **NEW TIME!** "CHEF CARSON **GULLEY AND** His Kitchen Magic"

2:30 P.M.

Today and Every Friday Thereafter presented by CENTURY FOODS



## Today's Radio Highlights

Drama 2 p. m.—Our Mutual Friend (WHA): "The Old Curiosity

Shop."

B p. m.—Phil Harris-Alice Faye (WIBA): repairing the kitchen floor. Ozie and Harriet WENR): angel food vs. chocolate cake.

7:45 a. m. — George Morgan (WIBA): "That's How Much I Love You," "Farewell Blues," "Most of All."

11:25 a. m. — Jack Berch
(WISC): "Choo Choo Train."
4 p. m.—Music of the Masters
(WHA): "Quintet in F Major."

Brahms.
5:30 p. m. — Curt Massey
(WBBM): "The Very Thought of
You," "Paper Doil," "Three Lit-7 p. m.—Perry Como (WISC):
"Song from 'Moulin Rouge'," "1
Love Paris."

Kish, Salvation Army. Vareity 7:30 p. m.—Bob Hope (WIBA)

and Jane Russell. Sports

Notre Dame."

7:25 p. m.—Football (WMFM: Stratton, speaker.

7:30 p. m.—Football (WIBA-FM: Central vs. West.

7:45 p. m.—Football (WISC): East vs. Janesville.

9 p. m.—Boxing (WENR): Pierre Langlois vs. Garth Panter (on WISC at 10 p. m.)

Discussion of the strain of t

Discussion 9 p. m. — Capital Cloakroom (WKOW): Douglas McKay, secretary of the interior.



JANE RUSSELL Bob Hope's Guest

Love Paris."
7:15 p. m. — Sammy Kaye
(WISC): and Richard Hayes.
9 p. m. — FM Concert (WHA-)
FM): "Sonata No. 7." Beethoven.
9:45 p. m. — Hymns of the
World (WIBA): "Onward, Christtian Soldiers," "Almost Persuaded," "Day Is Dying in the West,"
"Jesus, Savior, Pilot Me."

Religion

10:15 p. m. — Your Pastor
Speaks (WIBA): Capt. "William
Kish, Salvation Army.

Farm Programs
7:22 a. m. — Farm Feature | 12:15 p. mr. — Farm Service | 12:15 p. mr. — Farm Service | 12:15 p. mr. — Farm Service | 1:00 Prederick | 1:00 Prederick | 1:00 Dave Garroway | 1:00

ket," Art Pope.

2:05 p. m. — Saxie Dowell (WGN): at Illinois corn picking contest; Illinois Wesleyan Concert band, Prairie Pioneers, guests.

Sports
7 p. m.—Sports Record test (WGN): announcement of Il(WMFM): "A Field Goal Stopped lines winners: Gov. William G.

"Time and Time Again," Hazel S. Stafford.



TIP O' THE MORNING: Liberace has a sure-fire Christmas record in his pairing of a medley, based on "White Christmas," with Schubert's "Ave Maria."

WISCONSIN NAMES in the news . . .

Frank Lloyd Wright will speak on "Today" via NBC television today and on "Omnibus" on CBS television Sunday, "Omnibus" will be on WBBM-TV at 4 p. m.

Rep. Glenn Davis (R-Wis.) will be interviewed by Caryl Regan Madison, on the "Women Voters" program on WKOW Monday night. Morris Rubin, editor of the Progressive, will be guest Mrs. John F. Sweeney, and its on the organization's Wednesmembership was made up of day program over WHA and the women interested in that instru-

state network.

Blossom Seeley and Benny After Mrs. Sweeney returned from studying with Edward Macdel disc jockey show on WMGM.
New York.

ment.

After Mrs. Sweeney returned from studying with Edward Macdel disc jockey show on WMGM.
The club's name was changed to honor the composer.

Thirting to 20 members for

New York.

Liberace is expected to gross more than \$400,000 from 30 concert dates by the end of the year, the Billboard says, calling the billboard says, calling the sum "a total which may well Mrs. Lloyd Burcroff is presiconstitute the highest grosses dent; Mrs. John W. Gross, viceever attained by a pop concert president; Mrs. Garnett Nobienartist." The Billboard adds that
Liberace is grossing another W. Larson, treasurer.

\$40,000 weekly from his televiliber show.

\$40,000 weekly from his televi
\$40,000 weekly from his televi
\$40,000 weekly from his televi-

Tones, male quartet, will appear on the Amateur Hour over WENR and WBKB. Chicago.

SANTA'S MAIL: Today's kids sion show.

Les Paul and Mary Ford are expected, to have another hit disc in "Don'tcha Hear Them Beils?" and "Kangaroo."

Joe Gumin's orchestra (Mil-Waukee) has cut four Dixie sides for Demo records.

ON THE AIR: The Velvu Tones, male quartet, will approximate the service of the state of th

youngsters reveal an overwhelming trend to realism.
With the boys, Edwards reports, models of cars, airplanes, and trains and junior versions of

WENR and WBKB, Chicago, at 12:30 p. m. Sunday. Members are Al Bernander, Rio; Bud Karls, Dane: Iver Leatherberry, Lodi, and Louis Quant, Dane.

AT MONROE: The Monroe Lions club and Park band will present a minstrel show Nov. 10 in the Monroe high school. Proceeds will go to the Lions club's bandshell fund.

The three-part show has been.

With the boys, Edwards reports, models of cars, airplanes, and trains and junior versions of adult tool chests are in high demand. The girls are interested in variations of such real things as buking sets, cosmetics and permanent wave kits, and household appliances.

Santa is going to pack his bag with many of these items when he takes to the air in his helicopter in the 10 days before Christians the visit the overhangers.

bandshell fund.

The three-part show has been written by Mrs. Allan F. Barnard, wife of the director of the Park and high school bands.

GOLDEN ANNIVERSARY: The MacDowell Music club of Janesville this year is observing its 50th anniversary. The club was founded as the Planists club by

Tonight, 9:45 P. M.



enchanting

**FIFFI** 

PALMER of theatre royalty is

hostess to you . . . and her fabulous guests from the theatre.

movies, and entar-

tainment world.

TONIGHT, 9:45 P. M. WMTV CHANNEL 33

SPONSORED BY GATELY'S

WKOW

1070 to

Sports: Music

News Weather; Coffee Chilb: News

Arthur Godfrey Time Arthur Godfrey Time

Arthur Godfrey

Time Music Speaks Morning Music

News: Band Aunt tenny

Aunt tenny Relen Trent Our Gal Sunday

nneje Juli**us** News Farin Parada

Current Quest's House Party Wizard of Odds

News: Lucila Mortenson Show: Music Sunshine Suc Lucila

Allan Jackson Top Tunca Scores; Music Lowell Thomas

Family Skeleton Weather: News

Music: Scorts E R Murrow

21st Precinct

Capitol Cloaktoom News; Adams Beulah

Coffee Praver Leak
Club: News
Ritchen Club
Coffe club: News
Coffe club: News
Clock
Musical Clock
Musical Clock

WISC WIBA 1316 ka. 1480 kg 6:00 Sunrise 6:15 Froild 6:36 Sons of Pioneers 6:45 Clock: News \* Top o' Morning \* News \* Top o' Morning \* John McVan\* Alex Dreier Musical Clock 7:15 Musical Clock 7:30 News 7:45 George Morgan \* Breakfast Club \* Breakfast Club 8:00 - Americal 8:15 Clock 8:30 Musical Clock 8:45 News 9:96 Welcome 9:15 Travelers 9:30 Bdb Hope 9:45 Break the Bank My Prus Story: Whisp's Streets Calendar: News 10:00 Strike It 10:15 Rich 10:30 Phrase Pays 10:45 Erikson Day • Ladies
Fair: News
• Oneen for
a Day

H:00 Setty Cast 11:15 Column H:30 Farm H:45 Roundup Scoret Song

3:00 Backstage Wife Mister 3:45 Stella Dallas Music 3:30 Widder Brown Romances 3:45 Wom. in House Mr. Music Henry
Jon & Sparkle
Birthday Club Mister Music Wild Bill Hickok: Sports Madison

Hour News Sports: News News; Milalo Fulton Lewis Lone Ranger: News 7:00 • Modde Flaher 7:15 • Dinah Shore 7:30 Bob 7:45 Hope Perry Como Sammy Kaye
 J. Vandercook
 Pootball Football Football Football Football

8:80 Harris 8:15 and Paye 8:30 News; Friday 8:45 Serenade 9:00 Fibber & Molly 9:15 Can You Top? 9:30 \* Serenada 9:45 \* Hymna

10:d0 · News Boxing News At Your Plaster Portam

10:15 · Your Plaster Boxing Sports Reduct Power P. M.

10:15 · Your Plaster Boxing Rhithm At Your Rhithm P. M. Sports Reduct Rhithm P. M. Sports Reduct Power Promised Silent Sil

JACOBY ON BRIDGE By Oswald Jacoby

"Please settle an argument on the play of the accompanying hand," requests a Birmingham correspondent. "West opened the five of spades, and the question was whether declarer should play a low card or the jack from the dummy. he dummy. "When the hand was actually

WIBU

1240 KE

Music: News Farm Reporter Rural Roundup

News Trip Mid Morning Matings

News Farm Front

Afternoon Variety Organ Music Science Exc'u

Chapel to the Sky Melody Hour

Firsts Time
• University
Special
• Cniv Sne

News Old Time Band T. D. Tips Bing Sings

Bing Sings
Farm Front
Old
Timers

Old Pimers Old Timers Jambores

• Wisconsin Farm Hous

Farm Hour News: At Your Reques

**Bnecial** 

played, South put up dummy's jack of spades in the hope that West was leading from the king queen. East covered with the king of spades, and South won at once with the control of the con at once with the ace.

"South then entered dummy with the queen of clubs to lead the nine of diamonds for a fi-nesse. West won with the king of diamonds and ran the spades. defeating the contract. "South said that he had made the right play, even though it

had turned out badly. Is this cor News: Morning Matines Music Markets News and Markets Farm and Home

Chow Pime Farm Service Sy Hava and Daughter Jockey's Choice Variety State Practical Nurse Exams Set for Feb. 27

WMFM

WMFM

104.1 Megs.
PRIDAY

6:00 Early Risers: Frindry
6:30 News; Early Risers
6:35 Lawman's Call to Frayer
7:00 News; Yawn Patrol
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:30 Weatherman
8:02 News; Clockwatchers
8:26 Weatherman; News
8:30 Clockwatchers, News
9:30 Clockwatchers, News
9:30 Dance Band
10:00 Morning Musical Variety
10:30 Songs of Yesterday
11:30 Navy Band
11:30 Navy Band
11:45 Sacred Heart Program
P. M.

Your Old Table Model Radio is Worth TRADE

on this 1954 All Channel-

CONTINUOUS TUNER

Majestic TV



**REG. PRICE** .\$32**9.9**5 Less Trade-in

You pay only ..... \$299.95

Compare these features

Lo Traditional Majestic Quality Twin Cascade 82 All Channel Tuner

Highly Effective Built-in Antenna Genuine Mahogany Cabinet

MERICAN OPEN EVENINGS

television and at GILMAN 466 STATE ST.

NORTH ♠ J 6 3 ♥ 8 4 2 ● @943 EAST WEST **AK9**♥QJ973
◆85 **A**J1095 Q 10752 SOUTH (D) ▲ A B 4 ₩ A K 6 ♠ A J 10 2 ♣ A K 6 North-South vol. West North East Pass 3 N.T. Pass South

Pass

Opening lead-47

Pass

No. The percentage play is a low spade, not the jack.

South has nothing to worry about if the spades are 4-3, or if the king of diamonds happens to be in the East hand. South must guard against a five-card suit with the king of diamonds

It is reasonable to assume that west would lead the king of spades if he had a suit headed by king-queen-nine). The jack will win the first trick only suit with the king of diamonds

The west hand.

It is reasonable to assume that we to king of assume that would lead the king of the king-queen-nine). The jack will win the first trick only suit with the king of diamonds

The west hand.

The west h 5 or K-Q-7-5 - only two cases. Now let's see when the play of a low spade from dummy will succeed. Since we are guarding against five spades in the West

The Wisconsin State Department of Nurses will hold an examination for licensing trained practical nurses on Feb. 27, 1954.

Applications must be filed with Adele G. Stahl, R. N., secretary for the committee of examiners, for the committee of examiners, for the committee of examiners, but have a singleton picture card to block a singleton picture card to block

the suit.

There are four cases in which the suit blocks and only two cases in which the play of the jack will win. Hence the odds favor the play of a low spade from dummy at the first trick.



Pennsylvania Oil Company Skelly Distributors Bring You

WISCONSIN OHIO STATE

1:15 P. M. TOMORROW

Fred Gage

**Most Complete Sports** Coverage All Week Long on WIBA

Williamson

Everybody follows the Badgers with Coach Ivy Williamson—8:30 p. m. Tuesdays through the courtesy of National Guardian Life Insurance Com-Roundy

Roundy picks 'em for the fol-lowing Saturday on Wadnes-days each week, 7:30 p. m., sponsored by C. C. Collins

Hirsch Elroy 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 Fins!" 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 Guard-ian Life Insurance Company. Pigskin Parade Lively college songs and music get you in the spirit of things at 1:00 p.m. Saturdays. Spon-sored by Blackhawk Mobile Homes Sales Co.

Scoreboards Big Ten and final acores of eight and their scores the nation, 4:30 p. m. and 6:45 p. m. Saturday. Sponsored by Fauerbach Brawing Co.

High School Football

You will get a big thrill out of WIBA broadcasts of Madison High School games—Friday nights on WIBA-FM, Saurday nights on WIBA-FM, Saurday nights on WIBA-AM and FM. courtesy of Wisconsin-Felton Sporting Goods and Wisconsin Foundry & Machine Company Games and broadcast times listed each week a new preparate radio page.