

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. 37—WKOW-TV—Madison
 Ch. 33—WMTV—Madison

TODAY'S BEST BETS

3:30 p. m.—Carson Gully: "Soups"—WMTV (33).
 5:45 p. m.—Americans on the Highways: Stuart B. Wright and Glenn Pattee of Jefferson county police on "Radar Speed Control"—WKOW-TV (27).
 6 p. m.—Bulletin Board: Fred Roeth, theater manager, guest—WMTV (33).
 7:15 p. m.—Piano Parade: new program—WKOW-TV (27).
 7:30 p. m.—Arlene Dahl: "The Ragged Stranger"—WMTV (33) and WNBQ (7).
 8 p. m.—Playhouse of Stars: Skip Homeier in "The Sol"—WKOW-TV (27) and WBBM-TV (2).

FRIDAY MORNING		
7:00	10:00	11:00
1—Today	2—Jill Bur	3—Valentin
2—Rover's Shine	3—Hawkins Falls	4—Breakin' Out
3—Wheel of Fortune	4—Hawkins Falls	5—Creative Cookery
4—Dink Donk School	5—Hawkins Falls	6—Danny O'Neil
5—Dink Donk School	6—A to Z of Conkey	7—Mira's Curtain
6—Your Future, Ladies	7—Time Out	8—Love of Life
7—Chamber Girl	8—Strike It Rich	9—Search for Tomorrow
8—Tommy Sherry	9—3 Steps to Heaven	10—Earl Nightingale
9—Time for Stories	10—Lark	11—Charlie Liant
	12—Follow Your Heart	1—News

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• TV repair specialists
 • Zenith TV sets

Madison's Oldest
 Zenith TV and Radio Dealer

ZENITH HOME APPLIANCE

DIAL 6-8151

604 University Ave.

FRIDAY AFTERNOON		
12:30	1:30	4:30
1—Lunch with Billy	2—Movie Quick Quiz	3—Howard
2—Man Next Door	3—Carson Gully	4—Howdy Doody
3—Happy Pirates	4—Petticoat Party	5—News
4—Hi Ladies	5—Welcome Travelers	6—Roddy
5—Garry Moore	6—Welcome Travelers	7—Garfield
6—Admiral Flamingo	7—Turn to a Friend	8—Carmen
7—Time for Fun	8—Turn to a Friend	9—Enter the Elephant
8—Magic Carpet	9—On Your Account	10—Laugh Time
9—Behind the Scenes	10—On Your Account	11—Junior Crossroads
10—Rob and Kay	11—This is the Life	12—Time Out for Fun
11—Art Acote Baby	12—UN Assembly	1—Gene Autry
12—Star Line	1—UN Assembly	2—Adventures in Time
1—Art Acote Baby	2—Movie Time	3—Gene Autry
2—Art Acote Baby	3—Gene Autry	4—Adventures in Time
3—The Dowds	4—Gene Autry	5—Cruiser Rabbit
4—Madeline Theater	5—Cruiser Rabbit	6—Music Sports
5—The Big Beaver	6—Music Sports	7—Fox Willing
6—Kate Smith	7—Fox Willing	8—News
7—Claudia Richner	8—News	9—Gaby Hayes
8—Paul Dixon	9—Gaby Hayes	10—Trail Blazers
9—Bob Crosby	10—Trail Blazers	11—On the Highway
	11—On the Highway	12—News

You'll Notice the Difference

in FLAVOR and QUALITY

Over 100 Years of Quality Brewing Experience

Anchor Beer

6:00
 1—Doin' the Town
 2—Capt. Video
 3—News
 4—Bulletin Board
 5—Dorsey Connors
 6—John Daily
 7—Number, Please
 8—Weather, Sports
 9—The Tyler
 10—Eddie Fisher
 11—Lark
 12—Lark
 13—Wanda Playhouse
 14—Camou Newsroom
 15—Perry Como
 16—News Caravan
 17—News Caravan
 18—Weather
 19—Mama
 20—Dave Garraway
 21—Dave Garraway
 22—Ozzie and Harriet
 23—Suzanne
 24—Pub. Prosecutor
 25—Superman
 26—Piano Parade

7:30
 1—Topper
 2—Playhouse of Stars
 3—Paul Hartman
 4—Life Begins at 80
 5—Playhouse of Stars
 6—Douglas Fairbanks
 7—Our Miss Brooks
 8—TV Soundstage
 9—TV Soundstage
 10—Comback Story
 11—Week in Review
 12—Football This Week
 13—Comback Story
 14—Perina Chick Talk
 15—My Friend Irma
 16—Dorothy Arzner
 17—Dorothy Arzner
 18—Chance of Lifetime
 19—Big 10 Highlights
 20—U. V. Games of Past
 21—Person to Person

8:00
 1—Dick Tracy
 2—Drawn You Go
 3—The Sketchbook
 4—Newscast
 5—Greatest Moments
 6—Lark
 7—Greatest Moments
 8—Lark
 9—Greatest Moments
 10—Lark
 11—Greatest Moments
 12—Lark
 13—Greatest Moments
 14—Lark
 15—Greatest Moments
 16—Lark
 17—Greatest Moments
 18—Lark
 19—Greatest Moments
 20—Lark
 21—Greatest Moments
 22—Lark
 23—Greatest Moments
 24—Lark
 25—Greatest Moments
 26—Lark
 27—Greatest Moments
 28—Lark
 29—Greatest Moments
 30—Lark

Raytheon

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 • NO "converters"
 • NO "extras to buy"

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 TELEVISION SALES & SERVICE
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Penn Railroad Profits 40% Over Last Year

PHILADELPHIA (AP)—The Pennsylvania Railroad, America's largest, has reported that profits for the first nine months of 1953 are nearly 40 per cent more than last year.

The PRR financial statement shows that the railroad is earning about a million dollars more a month than in 1952.

For the first nine months of 1953, the railroad reported a net profit of \$28,690,518 compared to \$19,038,804 in 1952, or a net increase of \$9,751,714.

However, the net profit in September was only \$2,313,392, a 30 per cent drop over the same month last year when income was \$3,344,352.

Laugh! Cry! Thrill!

TO AMERICA'S MOST TALKED-ABOUT NEW TV SHOW!

"Comeback Story"
 starring **GEORGE JESSEL**

presented by **Sealy Mattress Co.**

WMTV CHANNEL 33
 FRIDAY 8:30 p. m.

enchanted

LILLI PALMER

of theatre royalty is hostess to you... and her fabulous guests from the theatre, movies, and entertainment world.

Tonight, 9:45 P. M.

WMTV CHANNEL 33
 SPONSORED BY GATELY'S

Today's Radio Highlights

Special Program
 10:30 n.m.—President Eisenhower (WIBA) launching 1953 campaign of "Religion in American Life" with Ethel Waters, Grace Kelly, Others. (also on WKOW at 11:05 p.m.)

Music
 7:45 a.m.—George Morgan (WIBA): "Bringin' Home the Bacon," "Take Me Back to Tulsa," "A Million Dreams Ago."



11:35 a.m.—Curt Massey (WGN): "Follow Me to the Stars," "Punky Punkin'."
 4 p.m.—Music of the Masters (WHA): "Sinfonia in C Major," K. P. E. Bach.
 5:30 p.m.—Curly Massey (WBBM): "Halloween" songs.

Religion
 10:15 p.m.—Your Pastor Speaks (WIBA): The Rev. Charles A. Puls, Luther Memorial church.

Sports
 5:45 p.m.—Sports Parade (WIBA): with Eric Wilson, sports publicity director, State University of Iowa.
 6:45 p.m.—Football (WMTV): Marquette vs. Boston university.
 7 p.m.—Sports Record (WMTV): "Upset by Little Centre College."
 7:35 p.m.—Football (WBBM): Madison West vs. Janesville (also on WIBA-FM and WISC at 7:30 p. m.)
 8 p.m.—Boxing (WENR): Teddy Davis vs. George Araujo (also on WISC at 10 p. m.)

Discussion
 8 p.m.—Freshman Forum (WHA-FM): "Contributions of the Classical World to Western Man." Prof. Paul L. Mackendrick.
 9 p.m.—Capitol Cloakroom (WKOW): Robert B. Anderson, secretary of the navy.

Drama
 2 p.m.—Our Mutual Friend (WHA): "Oliver Twist."
 8 p.m.—Ozzie and Harriet (WENR): cold war with ice cream man.
 8:30 p.m.—Corliss Archer (WENR): case of apples vanishes.

Variety
 7:30 p.m.—Bob Hope (WIBA): with William Holden.

Farm Programs
 7:22 a.m.—Farm Feature (WHA): "Alice in Dairyland" reports on her activities.
 12:15 p.m.—Farm Service (WIBA): "Cut Down on Rat Population," Dr. E. H. Fisher and Frank Mayfield.
 12:30 p.m.—Farm Hour (WHA): "Farm Insect Report," E. L. Chambers.

Miscellaneous
 10 a.m.—Homemakers (WHA): "Women in New Fields," Rebecca Barton.
 10:30 a.m.—Lawrence Tibbett (WBBM): with Coach Ed Danowski of Fordham university.
 11 a.m.—Betty Cass (WIBA): and Janice Smith Stewart, author of "The Folk Arts of Norway."

Accident Prevention for Child Gets 'Week'

Wisconsin residents were urged by Gov. Walter Kohler in Madison, Thursday, to participate in nationwide observance of Child Accident Prevention Week.

"This week," the governor said, "was set aside to focus public attention upon this serious problem, and for us to contribute to the purpose of accident prevention."

TEEN AGERS with Problem Skin

See how blackheads, extremely closed pores, whiteheads, pimples, and acne are removed with **CUTICUR** and **OLIGAMIN**.
 Buy today, save!

TONIGHT, 9:45 P. M.

HEY KIDDIES!

Stop in for your FREE Fun Month Halloween Package This Week

Child must be with parent.

GREATEST VALUE EVER

New ebony plastic table model. Big 17-inch life-time focus tube. Built-in channel UHF-VHF tuning. Reception proved for all 82 channels. Built-in antenna. New patented picture power unit. Soundest low price TV investment you can make.

MOTOROLA MODEL 17T13 \$199.95

Motorola Radio
 Enjoy the Beat

Table Radio. Extended tone speaker. 3 colors, contrasting grille. Ebony.

Model 53H \$24.95

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 720 University Avenue 5-7294

Radio Timetable

FRIDAY

WIBA 1210 kc.
 6:00 Sunrise
 6:15 Noon News
 6:30 Clock: News

WISC 1490 kc.
 6:00 Farm Hour
 6:30 Top of Morning
 7:00 Top of Morning
 7:15 Morn. Heatter

WKOW 1070 kc.
 6:00 Sunrise
 6:15 Noon News
 6:30 Clock: News

WIBU 1240 kc.
 6:00 Sunrise
 6:15 Noon News
 6:30 Clock: News

WIBA 1210 kc.
 7:00 Alex Dreier
 7:15 Musical Clinic
 7:30 News
 7:45 George Morgan

WISC 1490 kc.
 7:00 Top of Morning
 7:15 Musical Clinic
 7:30 News
 7:45 George Morgan

WKOW 1070 kc.
 7:00 Alex Dreier
 7:15 Musical Clinic
 7:30 News
 7:45 George Morgan

WIBU 1240 kc.
 7:00 Alex Dreier
 7:15 Musical Clinic
 7:30 News
 7:45 George Morgan

WIBA 1210 kc.
 8:00 Musical Clinic
 8:15 Clock
 8:30 News

WISC 1490 kc.
 8:00 Musical Clinic
 8:15 Clock
 8:30 News

WKOW 1070 kc.
 8:00 Musical Clinic
 8:15 Clock
 8:30 News

WIBU 1240 kc.
 8:00 Musical Clinic
 8:15 Clock
 8:30 News

WIBA 1210 kc.
 9:00 Welcome
 9:15 Travelers
 9:30 Bob Hope
 9:45 Break the Back

WISC 1490 kc.
 9:00 Welcome
 9:15 Travelers
 9:30 Bob Hope
 9:45 Break the Back

WKOW 1070 kc.
 9:00 Welcome
 9:15 Travelers
 9:30 Bob Hope
 9:45 Break the Back

WIBU 1240 kc.
 9:00 Welcome
 9:15 Travelers
 9:30 Bob Hope
 9:45 Break the Back

WIBA 1210 kc.
 10:00 Strike It
 10:15 Clock
 10:30 News
 10:45 Roundup

WISC 1490 kc.
 10:00 Strike It
 10:15 Clock
 10:30 News
 10:45 Roundup

WKOW 1070 kc.
 10:00 Strike It
 10:15 Clock
 10:30 News
 10:45 Roundup

WIBU 1240 kc.
 10:00 Strike It
 10:15 Clock
 10:30 News
 10:45 Roundup

WIBA 1210 kc.
 11:00 Betty Cava
 11:15 Roundup
 11:30 News
 11:45 Roundup

WISC 1490 kc.
 11:00 Betty Cava
 11:15 Roundup
 11:30 News
 11:45 Roundup

WKOW 1070 kc.
 11:00 Betty Cava
 11:15 Roundup
 11:30 News
 11:45 Roundup

WIBU 1240 kc.
 11:00 Betty Cava
 11:15 Roundup
 11:30 News
 11:45 Roundup

WIBA 1210 kc.
 12:00 News
 12:15 News
 12:30 News
 12:45 News

WISC 1490 kc.
 12:00 News
 12:15 News
 12:30 News
 12:45 News

WKOW 1070 kc.
 12:00 News
 12:15 News
 12:30 News
 12:45 News

Setup for Binaural Listening



STATION WIBA today offers some advice on how to get the best reception on Madison's first binaural or "two-eared" broadcast, to be presented at 8:15 p. m. Sunday over WIBA and WIBA-FM. The program will be the season's first concert by the Madison Civic Symphony orchestra.

The main thing is to have two separate receivers, a conventional "AM" and an "FM" set. The ideal situation is to have each near a corner of a room, both along one wall with the listeners seated at the opposite wall, as shown in the accompanying diagram.

If this is not possible, you should arrange the sets at an angle like the one shown and have the listeners at a point at which the sounds from the two sets "cross." The AM radio should be tuned to 1310 kilocycles, the FM set to 101.5 megacycles. Volume should be the same on both.

The effect, according to WIBA, will be the equivalent of the best seat in the concert hall.

The concert-goer who picks his seat in the center of the auditorium, not too far back, gets much the same perspective in hearing the music that the conductor does. "The station points out, 'When the violins have the theme, the music comes from the hearer's left. A cello passage comes from the right side of the concert stage."

"Listeners may get that same effect in their homes from the WIBA and WIBA-FM broadcast of the Sunday concert. Two microphones, suspended over the orchestra at Central High School Auditorium, will pick up the sound. One, toward the left of the stage, will get its closest impressions from the violin which are nearby. This microphone, will feed through WIBA (AM). Another microphone, near the opposite side of the stage, will hear loudest the music of the violas and celli and the accents of the double basses located at the conductor's right. This microphone will send its impressions through WIBA-FM. Both microphones get in the 'color' of the flutes, oboes, clarinets, brasses, and percussion instruments located in the center of the stage.

"By setting up an 'AM' and an 'FM' radio at home, the listener can get much the same 'sound' as he would actually seated in the auditorium, 10th row center."

"OOPS! Naturally we meant 'Wisconsin vs. Iowa' rather than 'Wisconsin vs. Minnesota' in listing Saturday's football broadcasts. Sorry and all that."

AROUND WISCONSIN: Station WRKO, Richland Center, will broadcast the Richland Center-Farlow high school football game at 7:30 tonight.

Lone Rock high school pupils will present two one-act plays at 8 tonight in the Lone Rock community building.

Appearing in "The Happy Journey" will be Carol Clary, Mary Lou Hackl, Phyllis Jensen, Allan Ladd, and Edward Tubb Jr. Stage manager is Richard Anderson.

In the "Trifles" cast are Gene Koelman, James O'Donnell, Betty Roth, Dorothy Swinehart and David Trumble.

Director for both plays is Mrs. William Birkett, English instructor at the high school.

Two one-act plays will be presented by Blue River high school tonight at 8 in the Community building.

In the cast of "The Doctor Decides" are Byron Hillsberry, Rebecca Tisdale, Bill Whitesell, Gary Anderson, Tony Rogers, and Alice Hofseth.

In "The Curtain" are Fred Tiller, Rita Gasser, Janet Tiller, Lawrence Hanson, Blaine Adams, and Ivan Bartels. Mrs. John Kinney directs both plays.

AT MILWAUKEE: Julius La

Setup for Binaural Listening



Here is the arrangement recommended by WIBA engineers for proper reception of Sunday night's binaural broadcast of a concert by the Madison Civic Symphony orchestra.

An "AM" radio, tuned to 1310 kilocycles, and an "FM" radio, tuned to 101.5 megacycles, should be located near the corners along one wall of the room, with listeners seated along the opposite wall. Both radios should have their controls set to provide the same volume.

Listeners can get much the same "sound" as he would actually seated in the auditorium, 10th row center.

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AT MILWAUKEE: Julius La

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SKELLY

PETROLEUM PRODUCTS

and **Pennsylvania Oil Company**

Skelly Distributors
 Bring You

WISCONSIN vs. IOWA

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 Ivy Williamson—8:30 p. m. Tuesdays through the courtesy of National Guardian Life Insurance Company.

Roundy

Roundy picks 'em for the following Saturday on Wednesdays each week, 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 9:30 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 1:00 p. m. Saturdays. Sponsored by Blackhawk Mobile Homes Sales Co.

Scoreboards

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

High School Football

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

WIBA

AM Dial 1310—FM Dial 101.5