Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch. 5—WNBQ—Chicago
Ch. 13—WREX-TV—Rockford
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 27—WKOW-TV Madison
Ch. 39—WTVO—Rockford
Ch. 33—WMTV Madison

TODAY'S BEST BETS

7 p.m.—**Burns and Allen:** Gracie's uncle invents plant-stimulater—WKOW-TV (27) and WBBM-TV (2).

7:30 p.m.—**Of Many Things:** Patricia Stevens, beauty expert, guest—WMTV (33).

8 p.m.—**I Love Lucy:** "The Gossip"—WKOW-TV (27) and WBBM-TV (2).

8 p.m.—**Junior Press Conference:** Mayor J. S. Clark, Jr., of Philadelphia—WMTV (33).

8:30 p.m.—**President Eisenhower:** progress report—WMTV (33), WTMJ-TV (4), WNBQ (5), and WBKB (7).

9 p.m.—**Studio One:** Jack Carter in "The Runaway"—WKOW-TV (27) and WBBM-TV (2).

9 p.m.—**Boxing:** Randy Sandy vs. Walter Cartier—WGN-TV (9).

1st IN MADISON

2:30 Bob Crosby Show
Half hour with Joanie O'Brien, the Modernaires, the Bob-Cats and Bob Crosby.
7:00 Burns and Allen
Gracie's uncle concocts marvel solution to make plants grow to gargantuan size.
8:00 I Love Lucy
Half hour of fun with Lucille Ball & Dezi Arnez as Mr. and Mrs. Ricardo
8:30 Red Buttons
That zany character of song and dance in a half hour of laughter.
9:00 Studio One
Jack Carter in "The Runaway" . . . the story of a bus driver who takes to the open road.

WKOW-TV Channel 27 CBS

MONDAY MORNING

7:00
4—Today
5—Today
9:00
2—Arthur Godfrey
4—Ding Dong School
5—Ding Dong School
7—Pied Piper
9—Your Figure Ladies
9:30
4—Glamor Girl
5—Glamor Girl
7—Playhouse
9—Time for Stories
10:00
4—Hawkins Falls
5—Hawkins Falls
7—Beulah Karney
9—A to Z of Cookery
10:15
4—Time Out
5—3 Steps to Heaven
10:30
2—Strike It Rich
5—The Bennetts
7—Let's Exercise
10:45
5—Follow Your Heart
11:00
2—Valiant Lady
4—What's New
5—Bride and Groom
9—Four to Go
11:15
2—Love of Life
5—Bob and Kay
11:30
2—Search for Tomorrow
11:45
2—Guiding Light
4—News

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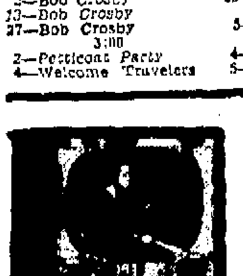
Liberal Terms

MONDAY AFTERNOON

12:00
2—Brighter Day
4—Man Next Door
5—Noontime Comics
7—Lunch Hour
9—Hi Ladies
12:30
2—Garry Moore
5—Animal Playtime
1:00
2—Double or Nothing
4—Behind Screens
5—Creative Cookery
7—All About Baby
9—Watch to Win
1:30
2—Art Linkletter
4—Woman's World
9—Science Review
33—Let's Talk Bridge
2:00
2—The Big Payoff
4—Kate Smith
5—Kate Smith
7—Claude Kirchner
33—Matinee Theater
2:30
2—Bob Crosby
13—Bob Crosby
27—Bob Crosby
3:00
2—Petticoat Party
4—Welcome Travelers
5—Welcome Travelers
13—Love of Life
27—Hostess Show
33—Turn to a Friend
3:05
9—Movie Quick Quiz
3:15
13—Beauty Clinic
27—Action in Afternoon
3:30
4—On Your Account
5—On Your Account
13—Feature Film
27—Big Picture
33—Ship's Reporter
3:45
2—Movie Time
33—M. Griffin, News
4:00
4—Superman
5—Atom Squad
9—Trail Blazers
27—Mid-Way Feature
33—Roddy Mac
39—Atom Squad
4:03
7—Family Movie
13—Talk It Over
4:15
5—Pinky Lee
4:30
4—Howdy Doody
5—Howdy Doody
33—Way Out West
39—Howdy Doody
4:45
13—Story Lady
5:00
2—Garfield Goose
4—Foreman Tom
5—Elmer the Elephant
7—Laugh Time
9—Junior Edition
13—Trail Tales
27—Comedy Time
5:15
9—Junior Crossroads
27—Time Out For Fun
39—Fun Time
5:30
2—Gene Autry
5—Close-Up
7—Adventure Time
27—Crusader Rabbit
33—Tune Parade
5:35
27—Foy Willing
5:40
33—Sports
5:45
4—News; Weather
33—M. Griffin, News
39—Early Edition
5:55
33—Ekern, Weather



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Except Saturday

MONDAY EVENING

6:00
4—Blue Room
9—Capt. Video
27—News
13—News; Weather
33—Bulletin Board
39—Capt. Video
6:15
4—Bel Trio
7—John Daly
9—Number, Please
13—Sports
27—Weather; Sports
33—John Daly
39—Sports; Weather
6:30
4—Big Playback
5—Arthur Murray
7—Jamie
13—TV Feature
27—Western Playhouse
33—On Stage
39—Song Shop
6:45
4—News Caravan
5—News Caravan
33—M. Griffin, News
39—News Caravan
6:55
33—Ekern, Weather
7:00
2—Burns and Allen
4—Name That Tune
5—Name That Tune
7—Sky King
9—20 Questions
13—Man of the Week
27—Burns and Allen
33—Sky King
39—Wit and Humor
7:30
2—Talent Scouts
4—Concert Hour
5—Concert Hour
7—Theater
9—Big Issue
13—Adventure
27—China Smith
33—Of Many Things
39—Dennis Day
8:00
2—I Love Lucy
4—Bishop Sheen
5—Dennis Day
9—TV Showcase
27—I Love Lucy
33—Press Conference
39—I Love Lucy
8:30
2—Red Buttons
4—Pres. Eisenhower
5—Pres. Eisenhower
9—Pres. Eisenhower
7—Pres. Eisenhower
33—Pres. Eisenhower
13—Red Buttons
27—Red Buttons
8:45
4—Robt. Montgomery
5—Robt. Montgomery
9:00
2—Studio One
7—Stu Erwin
9—Boxing
13—March of Time
27—Studio One
33—Dollar a Second
9:30
4—Who Said That?
5—Who Said That?
7—Racket Squad
13—I Am the Law
33—Mark Saber
39—Favorite Story
10:00
4—Industry on Parade
7—City Assignment
9—Playhouse
13—Weather; News
27—Weather; Sports
33—M. Griffin; News
39—News; Weather
10:10
33—Ekern, Weather
10:15
4—News; Weather
27—News
33—Star Theater
10:30
4—The Big Story
7—Dr. Fixum
13—TV Theater
27—Feature Film
39—F. P. Detective
11:00
2—Movie Playhouse
4—Big Town
5—11th Hour Theater
11:30
4—Tom Mercein
12:00
2—The Late Show
4—News
7—Night Owl Movie

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Price without Penalty
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627 State St. Dial 6-5011

WHA-WHA-FM

970 Kc.—88.7 Megs.
MONDAY
A. M.

7:15—Weather Roundup; Motor Sfty.
7:30—Band Wagon.
7:45—News; Weather
8:00—Morning Melodies
8:30—Highway Report; Melodies.
8:55—News for Children.
9:00—New England Renaissance
9:30—Ranger Mac.
9:50—Markets; News
10:00—Homemakers Program.
10:30—Musical Moments.
10:45—Views of the News.
11:00—American History.
11:50—Noon Musicals.
P. M.
12:15—News; Road Report.
12:30—Farm Program.
1:00—Chapter a Day.
1:30—People and Places.
2:00—The Sampler.
3:00—Music of the Masters.
4:00—Chicago Roundtable.
FM ONLY
4:30—Afternoon Concert.
5:00—Music for Fun.
5:15—London Column.

WMFM

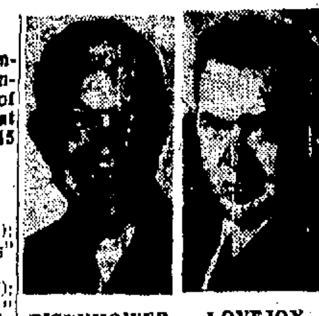
104.1 Megs.
MONDAY
A. M.

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
7:37 Weatherman
8:02 News; Clockwatchers
8:26 Weatherman; News
8:30 Bible Fellowship
8:45 Clockwatchers; News
9:30 Dance Band
9:00 Stars Sing
10:00 Guest Stars
10:30 Songs of Yesteryear
11:00 Old Timers Hall
11:30 Navy Band
9:00 Stars Sing
11:45 Ben Light
P. M.
12:00 News
12:15 Noontime Frolics; Road Report
12:30 Noontime Frolics; News
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to; News
2:00 Music Matinee; News
3:00 Music Matinee; News
4:00 Juke Box Jamboree
4:15 Shep Fields
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
5:30 Off the Record; News
6:00 Musical Menu; News
7:00 Showcase
7:30 Old Timers Party; News
8:00 Your Star Time
8:15 U of Wisconsin Music
8:30 Package of New Records
8:45 Twilight Time; News
9:00 Sharpen Your Wits
9:30 Guest Star; News
10:00 Bob Dewey
10:15 Lombardo Land
10:30 Tex Beneke
10:45 Tiny Hill; News
11:00 One Oh Four & One Club
11:55 News (to 12)

Today's Radio Highlights

Special Program

8:30 p. m. — **President Eisenhower** (WIBA): report on administration's progress, preview of program for 1954 (on WISC at 9:30 p. m., on WKOW at 10:45 p.m.)



EISENHOWER LOVEJOY

Music

11 a.m.—**Curt Massey** (WGN): "Wrap Your Troubles in Dreams" (on WBBM at 5:30 p. m.)

6:45 p. m.—**Perry Como** (WGN): "Heart of My Heart," "Ricochet."

7 p. m.—**Show Train** (WIBA): Gordon MacRae, Lucille Norman, Jane Stuart Smith in "The Vagabond King."

7:30 p. m. — **Concert Hour** (WIBA): with Eugene Conley; "Song of Songs," "Skaters Waltz," "Che Gelida Manina," "Macushla," "I Dream of You" . . . **Talent Scouts** (WBBM): tenor, pop singer, organist.

8 p. m.—**Great Artists** (WIBA): with Grant Johannesen, pianist; "Etudes in E and C Minor," Chopin; "Fete Populaire," Kabalevsky; finale of "Concert No. 2," Chopin.

8:15 p. m. — **U. W. Music** (WMFM): University a Cappella choir.

8:45 p. m.—**Band of America** (WIBA): "The Dwight D. Eisenhower March," "The United Press March," "The U. S. Air Force March."

9 p. m. — **Vaughn Monroe** (WBBM): "You, You You," "You Alone," "Ebb Tide" . . . **Northerners** (WMAQ): plus Edward Everett Horton.

Religion

10:15 p. m. — **Your Pastor Speaks** (WIBA): the Rev. Henry B. Kleinert, Luther Memorial church.

Basketball

7:30 p. m.—**Wisconsin vs. Indiana** (WIBA-FM, WISC, WHA-FM).

Drama

9 a. m.—**New England Renaissance** (WHA): new series; "High Thoughts, Simple Living."

9:45 a.m. — **When a Girl Marries** (WISC): new to this station.

6 p. m. — **Family Skeleton** (WKOW): Sara Ann rescued from assailant.

7 p. m. — **Suspense** (WBBM): Frank Lovejoy in "On a Country Road."

8 p.m.—**Radio Theater** (WBBM). Michael Renni, Jean Peters in "The Day the Earth Stood Still."

9 p. m. — **Fibber McGee and Molly** (WIBA): skating party.

Discussion

11 a.m. — **Pauline Frederick** (WIBA): on new schedule.

1:30 p.m. — **People and Places** (WHA): with Fillippo Alliata of Italy.

8:05 p.m. — **Nation's Business** (WGN): reports by cabinet members.

Farm Program

12:15 p.m. — **Farm Service** (WIBA): "Outlook on Agriculture," Prof. Karl Shoemaker and Frank Mayfield.

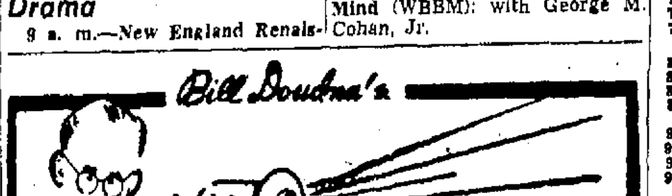
Miscellaneous

9:30 a. m. — **Bob Hope** (WIBA): and Vera Ellen.

10 a.m.—**Homemakers** (WHA): "Organize the Family Business," Louise Young; "Winter Without Accident," R. C. Salisbury.

10:30 a.m. — **Make Up Your Mind** (WBBM): with George M. Cohan, Jr.

Bill Doudna's



TIP O' THE MORNING: "Breakfast in Hollywood," long a radio standby, will return to the air via NBC on Jan. 9.

WHAT IS DESCRIBED IN some quarters as a "new trend" in radio programming is making its appearance on the networks. But old-timers in the field will recall that the net and individuals stations long ago used "longies" and will tell you that this is a revival, not a novelty.

And some of us will go so far as to predict that it won't last. As far as radio is concerned, about the only types of programs that seem able to hold audiences for more than 30 minutes at a time are exceptionally good dramas, fine music, and sports events.

The Columbia networks' first, new hour-long hour show was the Robert Q. Lewis program, which started Saturday on WKOW.

ABC starts "longie" program with the Martin Block show today, but this hasn't been booked on stations heard in Madison.

NBC says that success of two multiple-hour shows—"Weekend" and "Big Preview"—had led to initiation of at least three more long programs.

These are 'Road Show," a four-hour program to be heard at 1 p.m. Saturday; "Never Walk Alone," a 45-minute grouping of religious and inspirational features at 8:15 a.m. Sundays, and "Collector's Item," a two-hour show with an educational intent, to be aired at 9:30 a.m. Sundays.

MARCH OF DIMES: Basil O'Connor, president of the *National Foundation for Infantile Paralysis,* has appointed Eddie Cantor as lifetime chairman of the "March of Dimes of the Air." The famous entertainer is the first person ever to receive such recognition.

Other prominent personalities and leaders in the broadcasting industry who have accepted chairmanship posts on the 1954 *National March of Dimes* committee include:

Bob Hope, armed forces division;

June Allyson, national entertainment division;

John Daly, news commentators' division;

Fred Robbins, disc jockey division;

Eddie Sauter-Bill Finegan, national dance band leaders' Division;

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, national radio-television division; with his co-chairmen from NBC, Sylvester L. Weaver, Jr., and William H. Fineshriber, Jr.; CBS, Lester Gottlieb and Hubbell Robinson, Jr.; ABC, Alexander Stronach, Jr.; MBS, Julius F. Seebach, Jr.; and Dumont, Ted Bergmann.

'HERITAGE OVER THE LAND': With a grant from the Alfred P. Sloan Foundation, NBC has been investigating during the past six months what has been called one of the most *significant developments* of this generation: the rebirth of the South. The result is a 13-week radio program series, "Heritage over the Land," which will have its premiere Sunday, Jan. 10 on NBC Radio.

The broadcasts, tape-recorded on the scene by an NBC documentary crew, will explore the social, economic and cultural revolution under way in the South during the past decade. The unit went out on seven separate trips, ranging from Washington, D.C., to deep-South crossroads too small to be found on any map. There were no actors; the voices and sound effects are all authentic.

Henry Cassidy, former foreign correspondent and now NBC *commentator, serves as narrator,* interviewer and guide. The program was produced by Lee Painton, written and directed by William Alan Bales, reserched in the field by Arthur Hepner.

"We began in the belief that we were recording simply on economic change, an evolutionary thing to be measured in decades," Miss Painton, the producer, says, "But we were wrong. What we witnessed and what we caught on our recording machines was a revolution in industry, in farming, economics and in the whole pattern of life as it is lived in the South. We are ready now to report on what we saw and heard."

ONE TOO MANY

GREENWICH, Conn. (UP)—Election officials had some untangling to do after Rocco Strazza won as a write-in candidate. Two persons with that name live in the same voting district on the same street.

Invest in Low Cost L. A. OLSON Bottled Gas

Be Sure and Tune in on
International Harvester Co.'s,
HARVESTER HOSTESS
with Miss Jacqueline Morris
STARTING MONDAY AFTERNOON
JANUARY 4 at 3:00 P.M.
WKOW-TV Channel 27

Radio Timetable

MONDAY

	WIBA	WISC 1480 ke.	WKOW 1070 ke.	WIBU 1280 ke.
6:00	Sunrise	*Farm Hour	Bkfst. Symph.	Marches; News
6:15	Frolic	* Top o' Morn	Farm Diary	Farm Feature
6:30	Musical	* News; Top o'	Farm Hour	Rural
6:45	Clock; News	Morn; Heatter	Weather M'k'ts	Roundup
7:00	Alex Dreier	* Top o' Morning	Sports; Music	* News; Farm
7:15	Musical Clock	* News	News	Service
7:30	Journal News	* Top o' Morning	Weather; Coffee	* News; Weather
7:45	George Morgan	* John McVane	Club; News	* Farm Frolic
8:00	Musical	* Breakfast	Coffee	* Prayer League
8:15	Clock	Club	Club; News	* Music
8:30	Musical Clock	* Breakfast	Kitchen Club	Clock
8:45	News	Club	Music; News	*Musical clock
9:00	Welcome	* My True	Arthur Godfrey	*News; Pion'rs
9:15	Travelers	Story; Whisp'g	Time	Color Corner
9:30	Bob Hope	Streets	Arthur Godfrey	* Sweet
9:45	Break the Bank	* A Girl Marries	Time	Music
10:00	Strike It	* News; Calendar	Arthur Godfrey	News
10:15	Rich	* Music; News	Time	* U. S. Navy
10:30	Phrase Pays	* Queen for	Music Speaks	Mid Morning
10:45	Second Chance	a Day	Morning Music	Matinee
11:00	P. Frederick	* Double or	News; Band	News; Morning
11:15	Morning	Nothing	Aunt Jenny	Matinee
11:30	Melodies	* Bill Ring	Helen Trent	News
11:45	Farm Roundup	* Mag. Marques	Our Gal Sunday	* Farm Front
12:00	* News; Roundup	* Secret Song	Farm Journal	Music; Markets
12:15	* Farm Service	* News	News	News
12:30	* News	* Mister	Mkts.; Weather	Farm & Home
12:45	* Polka Party	Music	Farm Parade	Hour
1:00	* Trading Post	* Mister	Chow Time	Farm Service
1:15	* Melody Parade	Music	Jockey's Choice	Si Hays and
1:30	* Betty Case	* Betty; Mr.	Nora Drake	Daughter
1:45	Column	Music	Jockey's Choice	Jean Sings
2:00	* Life Beautiful	* Mister	News of 1070	* Afternoon
2:15	* Road of Life	Music	House	Variety
2:30	* Pepper Young	* Betty	Party	* Guest Star
2:45	* Right to Hap's	* Mr Music	Wizard of Odds	* Organ Music
3:00	* Backstage Wife	* Mister	News; Luella	* Chapel in
3:15	* Stella Dallas	* Mister	Mortenson	the Sky
3:30	* Widder Brown	* Romances	Show; Music	* Melody Hour
3:45	* Wom. in House	* Mr. Music	Sunshine Sue	* Story Time
4:00	* Just Plain Bill	* Cousin	The	* Melody
4:15	* Fr't P. Farrell	Henry	Showcase	Hour
4:30	* Lorenzo Jones	* Big Jon; Sparkie	Harmony House	* News
4:45	* Marriage Pays	* Birthday Club	Top Tunes	* Band Parade
5:00	* Madison	* 5 o'Clock	Allan Jackson	Fiesta Time
5:15	Hour	Shadow	Top Tunes	* University
5:30	* News	* Wild Bill	All Hits	Special
5:45	* Sports; News	Hickok	Lowell Thomas	* Univ Special
6:00	* Alex Dreier	* News; Music	Family Skeleton	* News
6:15	* Music; News	* Fulton Lewis	Weather; News	Old Time Band
6:30	* News of World	* Lone	Music	* Sports Time
6:45	* 1 Man's Family	Ranger	Edw R. Murrow	Bing Sings
7:00	* Show	* Henry Taylor	Sports; Billboard	Bing Sings
7:15	Train	* Cage Closeups	Hit Parade	Farm News
7:30	Concert	* Basketball	Billboard	* Old Timers
7:45	Hour	* Basketball	Hit Parade	Jamboree
8:00	Great	* Basketball	Billboard	Old Timers
8:15	Artists	* Basketball	Hit Parade	Jamboree
8:30	Pres. Eisenhower	* Basketball	Tops in	Old Timers
8:45	Band of America	* Basketball	Westerns	Jamboree
9:00	Fibber McGee	* Cage Closeups	Rogers of	University
9:15	Can You Top?	* J. Vandercook	the Gazette	Farm Hour
9:30	* Music; Sports	* Pres. Eisenh'er	News; Music	* News; Music
9:45	* Hymns	* G. Heatter	Beulah	for Listening
10:00	* News	* News	News	* Music
10:15	* Your Pastor	* Frank Edwards	Sports	for Listening
10:30	* The 1310	* Hill; Wismer	Some of Best	* Silent
10:45	Club	* The Falcon	Pres. Eisenhower	* Silent
11:00	* News; The	* The Falcon	News; LaRosa	* Silent
11:15	1310 Club	* News; Music	The	* Silent
11:30	The 1310	* Easy	Promised	* Silent
11:45	Club; News	Street	Land	* Silent

Dancing Girls at U.S. Air Bases Anger Officials

LONDON (UP) — The United States Air Force was horrified Sunday at reports American airmen paid British girls as much as $28 to strip off their clothes and prance naked through service clubs.

If the airmen are really doing that they are violating all sorts of regulations, a spokesman said.

"The United States Air Force does not approve of any form of entertainment based on lewdness, obscenity, or vulgarity," an Air Force spokesman said.

"Existing directives specifically prohibit such entertainment on U.S.A.F. installations in the United Kingdom.

The spokesman said American officials were investigating reports in the British Press that dancing girls were lured to the American bases to boost the morale of servicemen just before payday and offered high salaries to take off more clothes than they would usually do in their acts.

"Any violations of these directives have been without the knowledge of higher authorities and will be dealt with appropriately," he said.

The Sunday Empire News said protests against the "degradation" of British girls appearing in shows at certain American bomber bases have been forwarded by the London Variety Artists Federation to American embassy authorities.

An embassy spokesman said no such protest had been received but that it may have arrived in the mail Saturday when offices were closed.

SEND HIM IN

FORT WORTH, Tex. (UP) — Buster Brannon, basketball coach for Texas Christian University, was asked by a reporter if "anyone looked good" when his team lost a game to Oklahoma City University. Said Brannon: "Walter Echols, the team manager. He had on a pretty suit."

Calendar

Entertainment

MONDAY, JAN. 4

Orpheum: "The Robe" at 1:20, 4:05, 6:50, and 9:30.

Capitol: "Hondo" at 1:30, 3:40, 5:50, 8, and 10:10.

Parkway: "Walking My Baby Back Home" at 1, 4:10, 7:15, and 10:20; "The Stand at Apache River" at 2:35, 5:50, and 8:55.

Madison: "Captain's Paradise" at 1:15, 4:10, 7:05, and 10; "Adam and Evalyn" at 2:50, 5:45, and 8:40.

Majestic: "Little Boy Lost" at 1:15, 4:45, and 8:15; "Come Back Little Sheba" at 2:50, 6:20, and 9:50.

Prairie: "Roman Holiday" at 7 and 10:30; "Below the Sahara" at 9:25.

Eastwood: "Blowing Wild" at 1:30, 4:20, 7, and 9:50; "Sky Commando" at 3, 5:45, and 8:35.

Middleton: "Sabre Jet" at 6:45 and 9:55; "Gun Fury" at 8:30.

Municipal Affairs

MONDAY, JAN. 4

City Board of Education, 7:45 p.m., 351 W. Wilson st.

Organizations

MONDAY, JAN. 4

Civich Chorus, rehearsal, 7:30 p.m., Vocational school.

Community Center

MONDAY, JAN. 4

Drum Corps annual meeting, evening; Better Radio Listening, 1:30 p.m.; Bridge instructions and Handicapped Young adults, both at 7:30 p.m.

On the Campus

MONDAY, JAN. 4

Inter-Varsity Christian fellowship, 7 p.m., Union.

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ARENA
JANUARY 19th thru 24th—Nites 8:15
Mats.: SATURDAY and SUNDAY at 2:15
NO SHOW SUNDAY NITE
* 36 GLAMOUR-ICERS
* 20 GREAT ACTS
* CAST OF 125
HOLIDAY ON ICE OF 1954
Featuring
George Gershwin's "RHAPSODY IN BLUE"
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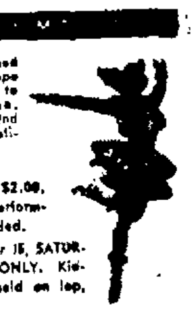
Enclose stamped addressed envelope with remittance to Milwaukee Arena. Give 1st and 2nd choice dates, Matinee or Evening.
PRICES:
$3.00, $2.50, $2.00, $1.50 — all performances; tax included.
Half price, under 15, SATURDAY MATINEE ONLY. Kiddies under 5, held on lap, FREE.

TONIGHT ONLY!
grant Johannesen plays Chopin
WIBA — 8:00 o'clock
TELEPHONE HOUR

MIDDLETON
CLARK GABLE
AVA GARDNER
in "MOGAMBO"
Walt Disney's Alaskan Eskimo

PRAIRIE
GREGORY PECK
AUDREY HEPBURN in
"ROMAN HOLIDAY"
plus
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Continuous Show Daily
MAJESTIC
NOW PLAYING
Top Dramatic Hits!!
Burt LANCASTER Shirley BOOTH "COME BACK, LITTLE SHEBA"
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Now Showing
JOHN WAYNE
...They called him
"Hondo"
in 3 DIMENSION and WARNERCOLOR
WARNER BROS. and introducing GERALDINE PAGE
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NOW! 2 Grand Shows!
GARY COOPER BARBARA STANWYCK
BLOWING WILD
Filmed in Mexico and presented by WARNER BROS.
RUTH ROMAN · ANTHONY QUINN
AND FOR EXCITEMENT!
SKY COMMANDO
DAN DURYEA

MADISON'S 20th CENTURY THEATRES
THE PLACE TO GO
CinemaScope ORPHEUM
Now Doors Open 12:45
Features at 1:20-4:05-6:50-9:30 p. m.
The Modern Miracle You See Without Glasses
CinemaScope
Brings the Greatest Story of Love, Faith and Overwhelming Spectacle!
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BURTON · SIMMONS · MATURE · RENNIE
in color by TECHNICOLOR!
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J. ARTHUR RANK presents
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