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. 27—WKOW-TV—Madison
Ch. 39—WTVO—Rockford
Ch. 12—WREX-TV—Rockford
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

1:30 p. m.—Carson Gulley: Salmon loaf—WMTV (33).

2:30 p. m.—Feminine Touch: life of Pasteur—WKOW-TV (27).

6 p. m.—Bulletin Board: Air National Guard—WMTV (33).

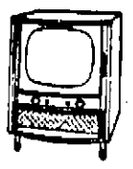
8 p. m.—Playhouse of Stars: Zachary Scott in "Pearl-Handled Guns"—WKOW-TV (27) and WBBM-TV (2).

8:30 p. m.—Comeback Story: Henry Armstrong—WMTV (33) and WBKB (7).

9 p. m.—Boxing: Sandy Saddler vs. Bill Bossio—WTMJ-TV (4) and WNBQ (5).

10:15 p. m.—Star Theater: Rudolf Valentino in "The Eagle"—WMTV (33).

SYLVANIA for '54
with Halolight



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2620 University Ave.

FRIDAY MORNING

7:00
4—Today
5—Today
9:00
2—Jack Paar
4—Ding Dong School
5—Ding Dong School
7—Pied Piper
9—Your Figure, Ladies
9:30
4—Hollywood Breakfast
5—Hollywood Breakfast
7—Playhouse
9—Time for Stories
10:00
2—I'll Buy That
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—Ask Washington
7—Let's Exercise
11:00
2—Valiant Lady
4—What's New?
5—Bride and Groom
7—Danny O'Neill
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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- Zenith TV sets

Madison's Oldest Zenith TV and Radio Dealer

ZENITH HOME APPLIANCE

DIAL 6-8151
604 University Ave.

FRIDAY AFTERNOON

12:00
2—Brighter Day
4—Man Next Door
5—Noontime Comics
7—Lunch Hour
12:30
2—Garry Moore
5—Animal Playtime
12:45
9—Carousel
1:00
2—Double or Nothing
4—Behind the Screens
5—Creative Cookery
7—All About Baby
9—Watch to Win
1:30
2—Art Linkletter
4—Woman's World
9—Learning Adventure
33—Carson Gulley
2:00
2—Big Payoff
4—Kate Smith
5—Kate Smith
7—Claude Kircher
9—Paul Dixon
33—Matinee Theater
2:30
2—Bob Crosby
13—Bob Crosby
27—Feminine Touch
3:00
2—Petticoat Party
4—Welcome Travelers
5—Welcome Travelers
7—Matinee Movie
13—Love of Life
27—Action in Afternoon
3:05
9—Movie Quick Quiz
3:15
13—Ship's Reporter
3:30
4—On Your Account
5—On Your Account
9—This Is the Life
13—Feature Film
27—Robert Q. Lewis
33—Ship's Reporter
39—On Your Account
3:45
2—Movie Time
33—M. Griffin, News
4:00
4—Super Circus
5—Atom Squad
7—News; Family Movie
9—Trail Blazers
27—Mid-Way Feature
33—Roddy Mac
4:15
5—Pinky Lee
39—Pinky Lee
4:30
4—Howdy Doody
5—Howdy Doody
33—Way Out West
39—Howdy Doody
4:35
13—Let's Talk It Over
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
5:30
2—Gene Autry
4—News; Weather
5—Close Up
7—Adventure Time
13—Stand By
27—Crusader Rabbit
33—Tune Parade
5:35
27—Foy Willing
5:40
33—L. Landmann, Sports
5:45
33—M. Griffin, News
39—Early Edition
5:55
33—Ekern Weather

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Over 100 Years of Quality Brewing Experience

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FRIDAY EVENING

6:00
4—Doin' the Town
5—Capt. Video
13—News; Weather
27—J. Harper, News
33—Bulletin Board
6:15
7—John Daly
9—Number, Please
13—TV Feature
27—Weather; Sports
33—John Daly
39—Sports; Weather
6:30
4—Eddie Fisher
5—Eddie Fisher
7—Stu Erwin
27—Western Playhouse
33—Campus News Room
39—Eddie Fisher
6:45
2—Perry Como
4—News Caravan
5—News Caravan
13—M. Griffin, News
39—News Caravan
6:55
33—P. Ekern, Weather
7:00
2—Mama
4—Dave Garroway
5—Dave Garroway
7—Ozzie and Harriet
9—Story Theater
13—Story Theater
33—Superman
39—Dave Garroway
7:30
2—Topper
4—Playhouse of Stars
5—Walt's Workshop
7—Arlene Dahl
9—Craig Kennedy
13—Topper
27—Abbott and Costello
33—Arlene Dahl
39—Life of Riley
8:00
2—Playhouse of Stars
4—Liberace
5—Big Story
7—Paul Hartman
9—Life Begins at 80
13—Playhouse of Stars
27—Playhouse of Stars
33—Douglas Fairbanks
39—Letter to Loretta
8:30
2—Our Miss Brooks
4—TV Soundstage
5—TV Soundstage
7—Comeback Story
9—World Is Yours
27—Play of the Week
33—Comeback Story
9:00
2—My Friend Irma
4—Boxing
5—Boxing
7—Dangerous Assign.
9—Chance of Lifetime
27—Wrestling
33—Chance of Lifetime
39—Boxing
9:30
2—Person to Person
7—Planning a Home
9—Down You Go
13—Show Business
33—Lilli Palmer
9:45
5—Greatest Fights
33—Jet Test
39—Greatest Fights
10:00
4—Greatest Fights
7—Courtesy Hour
9—Community Theater
13—Weather; News
27—Weather; Sports
33—M. Griffin; News
39—News; Weather
10:10
33—P. Ekern, Weather
10:15
4—News; Weather
27—J. Harper, News
33—Star Theater
39—Pub. Prosecutor
10:30
4—T-Men in Action
13—Theater
27—Club 27
39—Feature Movie
10:45
2—Kup's Column
5—Herbie Mintz
11:00
2—Mysteries at 11
4—Captured
5—Howard Miller
27—Feature Film
11:15
33—News
11:30
4—Tom Mercein
33—Mystery Theater
11:45
13—TV Theater
11:50
9—Television Theater
12:00
2—Midnight Theater
4—News; Movies
7—Night Owl Movie

1st IN MADISON

2:30 THE FEMININE TOUCH—Presents the life of Louis Pasteur.

6:30 WESTERN PLAYHOUSE—Red River Renegade with Sunset Carson and Peggy Stewart.

7:30 ABBOTT & COSTELLO—Bud and Lou go to the Charity Ball.

8:00 PLAYHOUSE OF STARS—Zachary Scott stars in a western thriller; "Pearl-Handled Guns."

9:30 PLAY OF THE WEEK—"Bogus Green" with Preston Foster and Martha Vickers.

WKOW-TV Channel 27 CBS

WMFM

FRIDAY
A. M.
7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman; Yawn Patorl
7:30 News; Yawn Patrol
7:37 Weatherman
8:02 News; Clockwatchers
8:26 Weatherman; News
8:30 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
11:45 Herb Kern
P. M.
12:00 News; Noontime Frolics
12:27 Road Report; Weatherman
12:33 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 Clyde McCoy
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
5:30 Off the Record; Weatherman
5:48 Off the Record; News
6:00 Musical Menu
6:30 Package of New Records
6:45 Musical Menu; News
7:00 Showcase
7:15 Old Timers Parade
7:30 Sports Record; News
7:50 Pre Game Sports Show
8:00 Basketball
9:30 Guest Star; News
10:00 Russ Morgan
10:15 Lombardoland
10:30 Phil Harris
10:45 Lynn Murray; News
11:00 One Oh Four & One Club
11:55 News (to 12)

CITY PLANNER RESIGNS

WAUKESHA (AP)—Richard Arms resigned as city planner Thursday to take a similar position at Rockford, Ill. He had been at Waukesha for more than three years.

Today's Radio Highlights

Music

7:45 a. m. — George Morgan (WIBA): "John Henry," "Don't Be Afraid to Love Me," "Good Ol' Mountain Dew."

11 a.m.—Curt Massey (WGN): "O, Mein Papa," "Three Little Sisters," "Aunt Rhody" (on WBBM at 5:30 p.m.)

11:25 a. m. — Jack Berch (WISC): "I've Got Rings on My Fingers."

4:30 p.m.—Afternoon Concert (WHA-FM): "Water Music," Handel.

8:30 p.m.—Perry Como (WISC): "Onward, Christian Soldiers."

9:45 p.m.—Hymns of the World (WIBA): John Charles Thomas and the King's Men: "Beulah Land," "Savior, Thy Dying Love," "Thou Didst Leave Thy Throne," "There Is a Land of Pure Delight."

* * *

Drama

8 p. m. — Ozzie and Harriet (WISC): men's abilities vs. women's.

8:30 p. m. — That's Rich (WKOW): doodling pays dividends.

10:45 p.m.—Starlight Theater (WISC): Madeleine Carroll in "Aftermath."

* * *

Religion

10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Arnold Lehman, St. Bernard's Catholic church.

* * *

Sports

7:30 p. m. — Sports Record (WMFM): "1921 Rose Bowl Game."

8 p.m.—Basketball (WIBA-FM): Madison Central vs. Kenosha . . . **Basketball** (WMFM): Madison East vs. Racine Horlick.

9 p.m.—Boxing (WISC): Sandy Saddler vs. Bill Bossio.

About 9:30 p.m.—Basketball

THOMAS MacRAE

(WMFM): last quarter of Madison West vs. Janesville.

* * *

Discussion

9 a.m.—Radio Journal (WHA): "Racial Segregation Cases Before the U. S. Supreme Court," Prof. Howard K. Beale.

7:30 p. m. — Books of Today (WHA-FM): "A Mingled Yarn," Prof. Paul Wiley

* * *

Variety

7:30 p.m.—Bob Hope (WIBA): with Gordon MacRae.

* * *

Farm Programs

7:22 a.m. — Farm Feature (WHA): "National Turkey Federation Meeting," Baxter Newton.

12:15 p.m. — Farm Service (WIBA): "Crop and Live Stock Authorities at Farm and Home Week," Prof. Henry Ahlgren and Frank Mayfield.

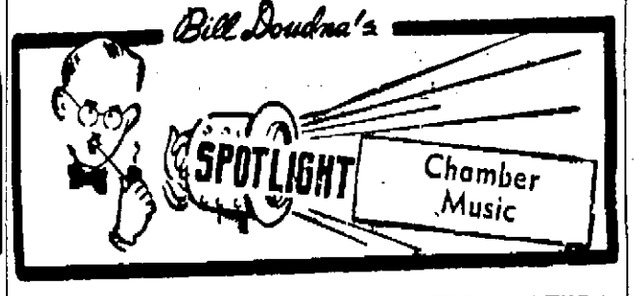
12:30 p.m.—Farm Hour (WHA): "Wisconsin Crop Summary," C. D. Caparoon; question box.

* * *

Miscellaneous

9:30 a.m.—Bob Hope (WIBA): saluting founder of child development center.

10 a.m.—Homemakers (WH): Mrs. Julia Maller reviews "Americanism Through Foreign Eyes."



TIP O' THE MORNING: Stations WIBA and WIBA-FM are planning another binaural broadcast of a Madison Civic Symphony orchestra concert—the one on Feb. 7.

* * *

A PROGRAM of chamber music for voice and instruments will be presented at 8:15 p. m. Friday, Jan. 22, in Scanlan hall as one of the "Workshop Musicales" of the Madison Vocational and Adult school.

This is the concert which had been scheduled for tonight.

Participating wil be Bettina Bjorksten, soprano; William and Ruth Druckenmiller, flutists; Ruth Retherford, violinist, and Maria Sylim, pianist.

MRS. BJORKSTEN

The program:

Voice and flutes: "Sheep May Safely Graze," Bach.

Voice and violin: "Sing, O Soul" and "Sweet Silence," Handel.

Voice and piano: songs by Brahms and Wolf.

Voice and flute: "The Shepherd Upon the Rocks," Schubert.

* * *

CHILDREN'S SHOW: Supervisors at the Eastwood theater children's show Saturday will come from Blessed Sacrament Parent-Teacher assn. They are Mrs. I. F. Statz, chairman; Mrs. James P. Coffey, Mrs. Francis Stratt, Mrs. Fredric Wildeman, and Mrs. George F. Bernauer.

The feature will be "Boys Ranch." Doors will open at noon.

* * *

BARBERSHOPPERS: Quartets from Minneapolis, Portage, Racine, La Crosse, and Sparta will take part in the sixth annual barbershop quartet show to be sponsored by the Sparta chapter Saturday, Feb. 13, in the Sparta high school gymnasium. The chapter chorus, directed by Arnold Jindrick, will sing, too.

* * *

MARCH OF DIMES: Eddie Cantor gets the credit for naming the March of Dimes. It happened Nov. 22, 1937.

Cantor and several other prominent residents of Southern California were meeting to consider ways and means of getting an infantile paralysis fund-raising drive started. Cantor began by suggesting 30-second nationwide radio broadcasts to promote the drive.

He suggested the money be sent directly to the White House and the others thought the idea was excellent.

Then Cantor began pacing up and down. After a few seconds he stopped, turned to the group and said: "We could call it the March of Dimes!"

Everyone in the group approved and from that day polio fund raising for the National Foundation for Infantile Paralysis never has known any other name.

* * *

BULMAN EXHIBIT: A one-man show by Orville Bulman, who exhibited at Scanlan hall in 1942 and who is represented in several private Madison collections, opened Sunday at the Delaware Art center, Wilmington, Dela.

Thirty oils make up the exhibition, which will close Jan. 31.

The show's catalog quotes Mary Duggett Benson, director of the Worth Ave. gallery, Palm Beach, Fla.:

"Although Bulman's work has been acquired by many, including well-known art collectors, his own ambition is unique—to attract, through his own exhibits, those of the business and professional world and thus reveal to them the rich personal rewards of an art interest—and so to promote a wider recognition of our artists and our art centers. Certainly, for those in business and the professions, as well as for those in the world of art, Bulman gives encouraging evidence that a strong painter can emerge from an opposing career."

The artist is president of the Bulman Manufacturing Co., Grand Rapids, Mich.

IKE ACCEPTS DINNER BID

WASHINGTON (AP)—President Eisenhower Thursday accepted an invitation from the Radio and Television Correspondents Association to attend their annual dinner here at the Statler Hotel Feb. 6.

Radio Timetable

FRIDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1340 kc.
6:00	Sunrise	• Farm Hour	Farm Journal	Music, News
6:15	Frolic	• Top o' Morn	News; Farm Hr.	Farm Reporter
6:30	Musical	• News; Top o'	Farm Hour	Rural
6:45	Clock; News	Morn; Heatter	Weather; Mkts	Roundup
7:00	Alex Dreier	• Top o' Morning	Sports; Music	• News Farm
7:15	Musical Clock	• News	News	Service
7:30	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	• Musical
8:30	Musical Clock	• Breakfast	Kitchen Club	Clock
8:45	News	Club	Cof'e club; News	• Musical Clock
9:00	Welcome	• My True	Arthur Godfrey	• News; Music
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	Variety
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; Sand	News; Morning
11:15	Morning	Nothing	Aunt Jenny	Matinee
11:30	Melodies	• Bill Ring	Helen Trent	News
11:45	Farm Roundup	• Mrs. Marquess	Our Gal Sunday	• Farm Front
12:00	• News; Roundup	• Secret Song	Dinner Concert	Music Markets
12:15	• Farm Service	• News	News	News
12:30	• News	• Mister	Farm	Farm and
12:45	• Polka Party	Music	Hour	Home Hour
1:00	• Trading Post	• Betty; Mr.	Chow Time	Farm Service
1:15	• Melody Parade	Music	Jockey's Choice	Si Hays
1:30	• Betty Cass	• Mister	Nora Drake	and Daughter
1:45	Column	Music	Jockey's Choice	• Variety
2:00	• Life Beautiful	• Mister	Curr. Questions	Afternoon
2:15	• Road to Life	Music	House	Variety
2:30	• Pepper Young's	• Betty	Party	• Forward March
2:45	• Rt. to Happiness	• Mister Music	Wizard of Odds	• Science Ex'n
3:00	• Backstage Wife	• Mister	News; Luella	Chapel in
3:15	• Stella Dallas	Music; Betty	Mortenson	the Sky
3:30	• Widder Brown	• Modern	Show; Music	Melody Hour
3:45	• Woman in H'se	Romances	Sunshine Sue	Story Time
4:00	• Just Plain Bill	• Cousin	The	• Melody Hour
4:15	• F. B. Farrell	Henry	Showcase	Street Beat
4:30	• Lorenzo Jones	• Jon & Sparkie	Harmony House	• News
4:45	• Marriage Pays	• Birthday Club	Top Tunes	• Band Parade
5:00	• Madison	• 5 o'Clock	Allen Jackson	Fiesta Time
5:15	Hour	Shadow	Top Tunes	• University
5:30	• News	• Wild Bill	Scores; Music	Special
5:45	• Sports; News	Hickok; Sports	Lowell Thomas	• Univ. Musical
6:00	• Alex Dreier	• News; Music	Family Skeleton	• News
6:15	• Music; News	• Fulton Lewis	Weather; News	Polka Party
6:30	• News of World	• Lone	Music; Sports	• Sports Time
6:45	• 1 Man's Family	Ranger; News	E. R. Murrow	Bing Sings
7:00	• Dinah Shore	• Mus. to Please	Mister	Bing Sings
7:15	• F. Sinatra	• Sammy Kaye	Keen	• Farm Front
7:30	• Bob	• J. Vandercook	Godfrey	• Old
7:45	Hope	• Bill Stern	Digest	Timers
8:00	Harris	• Ozzie and	Godfrey	Old Timers
8:15	and Faye	Harriet	Digest	Old
8:30	News; Friday	• Perry Como	That's	Timers
8:45	Serenade	• G. Heatter	Rich	Jamboree
9:00	Flibber & Molly	• Boxing	Capitol	• Wisconsin
9:15	Can You Top?	• Boxing	Cloakroom	Farm Hour
9:30	• Music; Sports	• Boxing	News; Music	• News; Music
9:45	• Hymns	• Boxing	Beulah	for Listening
10:00	• News	• News	News	• Music for
10:15	• Your Pastor	• Frank Edwards	Sports	Listening
10:30	• The 1310	• Hill; Wismer	Some of	• Silent
10:45	Club	• Theater	the Best	• Silent
11:00	• News; The	• Theater	News; La Rosa	• Silent
11:15	1310 Club	• News; Music	The	• Silent
11:30	The 1310	• Easy	Promised	• Silent
11:45	Club; News	Street	Land	• Silent

RECREATION DEPARTMENT

NEW BRITAIN, Conn. (AP)—Four teen-agers accused of stringing a steel cable across a street, two feet above the pavement, explained they were bored because there were no recreational facilities in their neighborhood.

Books New This Week at Madison Free Library

Asch—PASSAGE IN THE NIGHT
Bautistin!—INTRODUCING ASIA
Carrighar—ICEBOUND SUMMER
Ciano—CIANO'S HIDDEN DIARY
Corbett—JUNGLE LORE
Crow—CALIFORNIA AS A PLACE TO LIVE
Freuchen—VAGRANT VIKING
Goudge—HEART OF THE VALLEY
Hill—FOOD TO MAKE YOU FAMOUS
Moody—FIELDS OF HOME
Oursler—GREATEST FAITH EVER KNOWN
Ryan—CONQUEST OF THE MOON
Taylor—SOMEENCHANTED EVENINGS
Williams—THE UNCONQUERED
Wills—WHO KILLED KENYA?
Svoronos-Gigantes—I WAS A CAPTIVE IN KOREA
Romero—MEXICAN JUMPING BEAN
Horwitz—THE CITY
Lewis—SAGEBRUSH CASINOS

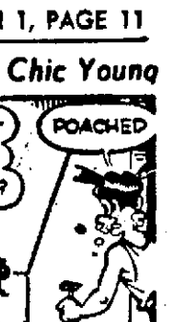
WHA-WHA-FM

970 Kc.-88.7 Megs.
FRIDAY
A. M.
7:15 Weath. Roundup; Farm Feature
7:45 News; Weather
8:00 Morning Melodies
8:30 Highway Report; Melodies
8:55 News for Children
9:00 Radio Journal
9:30 Rhythm and Games
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 Musicale
P. M.
12:15 News; Road Report
12:30 Farm Program
1:00 Chapter a Day
1:30 Book Trails
2:00 The Sampler
3:00 Music of the Masters
4:00 The Lively Arts
FM ONLY
4:30 Afternoon Concert
5:00 Music for Fun
5:15 Patrioscript
5:30 News; Weather Roundup
6:00 Dinner Musicale
7:00 Views of the News
7:15 Concert Airs
7:30 Books of Today
8:00 Freshman Forum
8:50 News of Wisconsin
9:00 FM Concert
10:50 News (to 11)

Former Hungarian Official to Speak Here

Dr. Nicholas Nyaradi, Hungarion minister of finance in 1947-48 and now professor of political science at Bradley University, will talk to the men of the Christ Presbyterian church, 124 Wisconsin ave. Wednesday at a 6:15 p. m. dinner.

He was born in Budapest, Hungary, and received the degrees of doctor of political science and doctor of law at the University of Budapest. He represented the strong anti-Communist Small Farmers party as minister of finance in 1947-48.

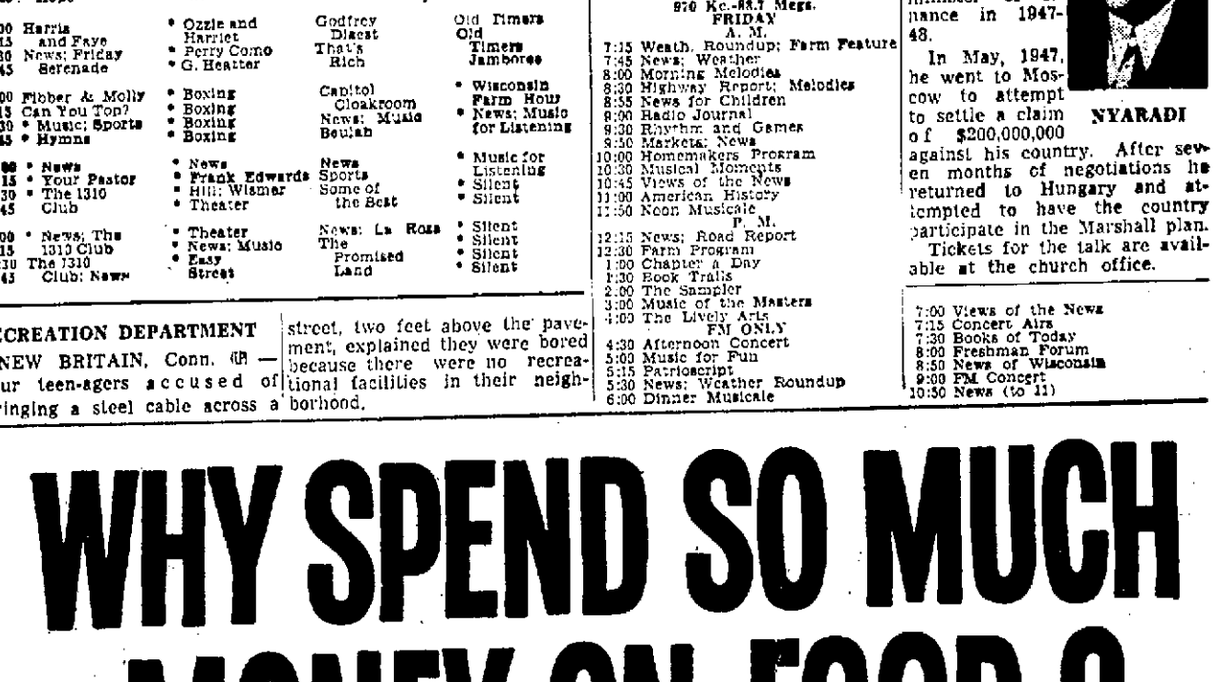


NYARADI

In May, 1947, he went to Moscow to attempt to settle a claim of $200,000,000 against his country. After seven months of negotiations he returned to Hungary and attempted to have the country participate in the Marshall plan.

Tickets for the talk are available at the church office.

WHY SPEND SO MUCH MONEY ON FOOD?



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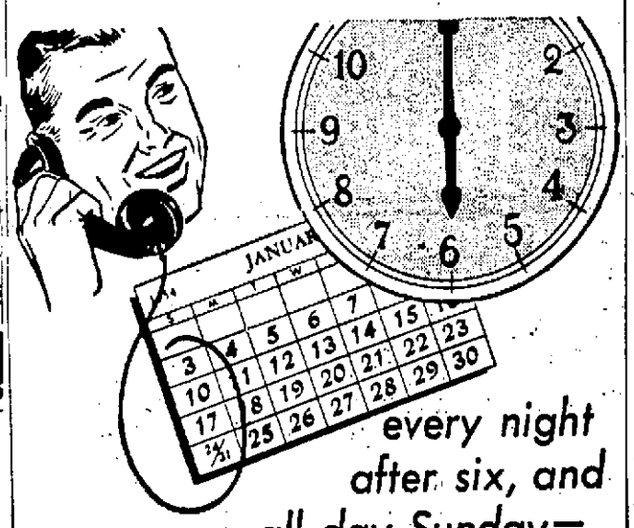

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