# Television Today

2-WBBM-TV-Chicage
Ch. 7-WBKB-Chicage
Ch. 9-WGN-TV-Chicage
Ch. 27-WKOW-T\ Madison
13-WREX-TV-Rockford
Ch. 39-WTVO-Rockford Ch. 15- Wall'V - Madison

#### TODÁY'S BEST BETS

6 p. m.—Bulietin Board: Frank Wing on "Potato Week"-WMTV (33). WMIV (33). 8:45 p. m.—Perry Come: "Changing Partners." "Woman"— WKOW-TV (27) and WBBM-TV (2). 7:30 p. m.—Arlene Dahl: "Farewell Performance," tale of backstage murder—WMTV (33) and WBKB (7).

8 p. m.—Playhouse of Stars: Peter Lawford in "At the Drama"
Natchez Inn"—WKOW-TV (27) and WBBM-TV (2). 6:30 p. m.—Comeback: Hannes Schneider, father of modern skiing—WMTV (33) and WBKB (7).

# . . . SALES AND

 TV repair specialists Zenith TV sets Madison's Óldesi Zenith TV and Rudio Dealer

ZENITU HOME

**APPLIANCE** 

4-Today 3:09
2—Jack Pan
4—Ding Done School
5—Ding Done School
7—Pied Piper
8:30
4—Hollywood Breakfast
5—Hollywood Breakfast
7—Playhouse 7—Playhouse B—Time for Stories

FRIDAY MORNING FRIDAY MURSIANG
10:00
2—FU Buy That
4—Hawkins Falls
5—Hawkins Falls
7—Reulah Karney
9—A to Z of Cookery
4—Time Out
5—3 Steps to Heaven
10:30
2—Strike I: Rich
5—Ask Washington
7—Let's Exercise

21:00
2-Vallant Lady
4-What's New?
5-Bride and Oroom
7-Danny O'Nell
9-Four to Go
11:13
2-Lova of Life
5-Bob and Kas
11:30
2-Search for Tomorrov
11:45
2-Guiding Light
4-News.

604 University Ave.

DIAL

## You'll Notice the Difference



in FLAVOR and QUALITY

Over 100 Years of Quality Brewing Experience

12:06

2—Brighter Day
4—Man Next Door
5—Noontime Comics
7—Lunch Hour
12:30
2—Oarry Moore
4—Anims; Playtims
12:45
1:00
2—Dounte or Noching
4—Behind the Screens
5—Creative Cookery
7—All About Baby
8—Watch to Win
2—Att Linkletter
4—Womanis Morld
2—ett Linkletter
4—Womanis Adventure
5—Senter Payof:
4—Br Payof:
5—Big Pay

2.00 2.—Bir Payof. 4.—Kate Smith 5.—Kate Smith 7.—Claude Kircher 8.—Paul Dixon 2.00

mat (Higgs)

1st in

MADISON

2-Movie Tine 4-Gene
33-M. Griffin. News 4-90 7-Adven
3-Move Tine 5-Close
4-90 7-Adven
5-Aton Squad 27-Wester
7-News: Family Movie 33-Tune
13-Roddy Mac 33-LLm
33-Atom Squad 33-LGM
4:13 30-Early
4:13 30-Early

## PRIDAY AFTERNOON

3:00

2—Petthoat Party

4—Howdy Doody

5—Welcome Travelers

5—Welcome Travelers

33—Howdy Doody

33—Way Out West

33—Love of Life

27—Action in Afternoon

33—Love Talk It Over

33—Can We Helip?

33—Can We Helip?

33—Can We Helip?

33—Can We Helip?

3:00

4—On Your Account

5—On Your Account

5—On Your Account

5—On Your Account

27—Robert Q. Lewis

33—Ship's Reporter

33—Can We Helip?

4—Howdy Doody

4:30

4—Howdy Doody

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5:00

2—Garfield Gooss

4—Foreman Tom

5—Elmer, the Eleonan

5—Leurh Time

9—Junior Edition

13—Trail Tales

2—Gomedy Time

2—Connedy Time

2—Conn FRIDAY AFTERNOON

2—Gene Autry
4—News: Weather
5—Close Up
7—Adventure Time
13—Stand By
77—Western Playhouse
6 33—Tune Parade
5:40
33—L.Landman. Sports
33—M.Oriffin. News
30—Early Edition
5:35
33—P. Ekern, Weather

2:30 The Feminine Touch . . . presents "Sere-nade on Children's Meals".

5:30 and 7:00 Western Playhouse . . . the excit-ing climax of "Fighting Devil Dogs." T:30 Abbott and Costello . . "Western" . . . Bud and Lou visit Hillary on the ranch. nud and Lou vint Hinary on the ranch.

8:00 Playhouse of Stats . . . Peter Lawford stars in the swashbuckling saga of the 11th century . . "At the Natchez inn",

10:30 Club 27. . Guest Vocalist Bill Day.

AIDAY EVENING

Ariene Dail

Grant Kennedy

- Crisis Kennedy

- Courtesy Hour

- Conned 2

- Community Theates

33—Ariene Dail

33—Life of Riley

2—Playhouse of Stars 33—News, Weather Sowas

33—Bistory

7—Paul Hartman

9—Life Berina at 80

11—Berina at 80

12—Maynouse of Stars 33—Neighbrigod Thiter

33—Doullar Fairbanks 33—Pib. Prescutor

13—Doullar Fairbanks 33—Pib. Prescutor

13—Play of the Week

13—Play

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1:15 Sacred Heart Program

WMFM 104.1 Mess. FRIDAY A. M.

7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Westherman: Yawn Patrol
7:37 Westherman: Yawn Patrol
7:37 Westherman: News
3:02 News; Clockwatchers
3:02 Westherman: News
3:00 Store Sins
9:00 Store Sins
9:00 Outest Stars
0:00 Outest Stars
0:00 Old Timers Hall
1:00 Old Timers Hall
1:10 Navy Band
1:10 Spored Heart Program T-00 Yawn Patrol

P. M. 12:00 News: Noontime Frolics 12:27 Road Report: Westherman 12:33 Noontime Frolics: News 1:00 Meet the Artist

1:30 Music to Listen to; News 2:00 Music Matines: News 3:30 Music Matines; News 4:00 Juke Box Jamboree 4:15 Ray Robbins 4:15 Ray Robons
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
6:30 Off the Record; Weatherman
6:50 Oif the Record; News
6:00 Musical Meau; News
7:00 Showcase
7:00 Stories from Sports Record
7:45 Old Timers Party; News
8:00 Public Service Time
8:15 Serenade in Blue
8:109 Package of New Recorda
8:45 Twillight Time: News
9:00 Guest Star; News
9:00 Guest Star; News
10:00 Henri Reco
10:15 Lombardo Land
10:45 Three Buns; News
11:00 One On Four & One Club
11:35 News (10 12) 4:30 Easy Listening; News

# Today's Radio Highlights

Week."

Music 7:45 a. m.—George Morgan (WIBA): "For Now and Always," "Shame. Shame on You," "Just as I Am.

3 p. m.—Music of the Masters (WHA): "Symphony No. 2," Rachmaninoff, 7 p. m.—Dinah Shore (WIBA): 7 p. m.—Dinah Shore (Wiscott Love," "That's Amore."
7:15 p. m.— Sammy Kaye
(WISC): With Low Monte.
9:45 p. m.— Hymns of the
World (WIBA): "O. Happy Day,"
"Nothing But the Blood of
Jesus," "Safely Through Another
Wook"

Drama

5:15 p. m.—Patrioscript (WHA-FM): Grinnell Radio Players in 'Grand Jury."

8 p. m.—Harris and Fave (WIBA): Phil takes wrong exam Ozzie and Harriet (WISC): Variety
Ricky finds school, unfair to younger brothers.

8:30 p. m.—That's 'Rich (WKOW): building carthquake form Programs

trap.
10:45 p. m.—Starlight Theater Farm Programs (WISC): Roy Martin in "Another

church.

Religion

Sports 5:45 p. m. — Sports Parade Grams.
(WIBA): Coach Earl Wilke previews Edgewood-Tomah game.
8 p. m. — Basketball (WIBA): Crouse.

Warehouse Employe



WISCONSIN STATE JOURNAL, FRIDAY, JANUARY 22, 1954

MAYO. WILKE

FM): Wisconsin High vs. Stough

7:22 a.m. - Farm Feature (WHA): "Wisconsin State Brand Discussion
7:30 p. m.—Books of Today
(WHA-FM): "Prize Stories of 1954."

The property of the p

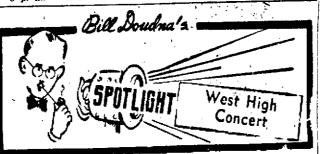
8 p. m.—Freshman Forum 12:30 p.m.—Farm Hour (WHA):
(WHA-FM): "Law as a Means of Social Control." Prof. John fense," Art Kurtz; "Highlights of Ritchie.

Polician

10:15 p. m. — Your Paster Miscellaneous Speaks (WIBA); the Rev. W. R. 9:30 a.m.—Bob-Ho Wold, St. Mark's Lutheran saluting woman who

9:30 a.m. Bob Hope (WIBA): saluting woman who repairs dolls for charities.

10 s.m.—Homemakers (WHA) Women in New Fields," Ellen



TIP O' THE MORNING: While Bennett Cerf is off a lecturing, Cesar Romero will substitute for him on What's My Line?"

WEST high school's concert orchestra, a cappella choir and band will give their winter concert at 3 p. m. Sunday in the school auditorium. Marion Huxtable and Ernest J. Stanke will conduct,

The program:
Choir: "Jesu, Priceless Treasure," Bach; "Tae Shepherd's hundred little children were

use | brenner; "Rock-a My Soul," De | dames; "geselected by the Jaycees for their contributions to American | Life, | ADVICE: For movic slars who are worried about waning popularity, "Rashand," Anderson; "Russian Sailors' Dance," Gliere; Band: "Advation," Woods-Alford: "Finlandia," Si belius, "Song of Jupiter," Handel-An derson; "Siars in a Velvely Sky," Clarke ('David Lewis, trumpet soloist); "The Rakes of Mallow, from "Irish Suite," Anderson.

'CINERAMA', Now you can order tickets in Madison for "Cinerama." Manager Fred Reching the Capitol theater has arranged with the nanagement of the Palace Licater, Chicago, to handle here | Chicago, to handle here | Chicago, to handle here | Chicago, to handle | Chicago, to

order tickets in Madison for 'Cinerama." Manager Fred Reeth of the Capitol theater ias arranged with the management of the Palace Licater. Thicago, to handle requests tere. All seats are reserved.

JAYCEES: Awards to 10 outstanding young men in the nation presented by the United States Junior Chamber of Commerce will be broadcast by WIBA and WIBA-FM at 2:30 p.m. Sunday.

The awards are presented answers are presented answers are presented answers.

Togeth Sunday are the says of Wisconain starts and live in a palace with 68 rooms and nine swimming pools. If you give them can swimming pools. If you give them was a sophisticated woman of the was a sophisticated woman of the world.

"I loved being thought of as a worldly woman," she girgled. "It special attention to you and get the idea that the golden days are sunday.

The awards are presented answers at the idea that the golden days are supported to think you're enormously wealthy and live in a palace with 68 rooms and nine awimming pools. If you give them can swimming pools. If you give them worlds when movie stars were the most important people on earth.

"An American star is regarded as royalty in Europe," Jeanne says. "You can waik around Holywood without anybody paying special attention to you and get the idea that the golden days are supported to think you're enormously wealthy and live in a palace with 68 rooms and nine awimming pools. If you give them was a sophisticated woman of the was a sophisticated woman of the world.

"I loved being thought of as a worldly woman," she girgled. "It Association, it was announced the intervention weather to the paying the pool of the po

gone.
"But in Europe—Wow: Those

William A. Watkins, arrosted in San Jose, Calif., as a burglary and forgery suspect for Madison police, has never been an employe of the P. Lorillard tobacco the title of every picture I made warehouse, 651 W. Doly st., as as I bassed."

warehouse, 651 W. Doty st., as as I passed. was reported in Thursday's State Jeanne, st warehouse, 651 W. Doty st., as as 1 passed."
was reported in Thursday's State
Journal, a company official said, tour of the continent and AfriThe official said that while the
payroll checks, which were Jungle' with Dana Andrews, fairforged and cashed here, were ly bubbled over with enthusiasm stolen from the warchouse of for her new-found fans.

fices, Walkins had never been an "In Italy and Paris things were fices, Walkins had never been an employe of the company. just the same. I wore dark glass-



Madison Gas and Electric Company 100 N. Fairchild Street

10 mg / 10 mg

Radio Timetable

FRIDAY WIBU WKOW WISC WIBA 1240 kc. 1070 kg. 1480 ks. 1310 Kg. Music News Farm Reported Rural Roundup Farm Diary Farm Hour Weather Mits Top of Morning 1:00 Alax Dreim 7:15 Musical Cinck 1:30 News 7:45 George Morgan Weather; Lottee News; Weather Club: News Farm Frolig Top o' Morning

Coffee Club: News Eitchen Club Coffe club: News 8:30 Musical 8:15 Clock 8:30 Musical Clock 8:45 News Breakisst Club Arthur Godfres Arthur Godfres Time \* News; Music 9:00 Welcome 9:15 Travelers 9:30 Bob Hope 9:45 Break the Bank My Prus Story: Whisp's Streets
A Girl Marries

Grand Central Station; News Queen for Day Arthur Godfrey News Variety Mid Mornins Matines 10:30 strike It 10:15 Rich 10:30 Phrase Pays 10:45 Second Chance News: Mornina Matines News; Calendar
Eberle; Berch
Bill Ring
Mag. Marques 11:00 .P. Frederick 11:15 Morning . 11:30 Melodies 11:45 Farm Roundup News Farm Front

Misso Marketa News Farm and Home Hour Farm Journal News Farm Hour 12:00 News: Roundup 12:15 Parm Sarvice 12:15 \* Parm Sarvi 12:30 \* News 12:45 \* Polks Party Farm: Bervice 81 Haya and Daughter • Variety Trading Post Melody Parade Betty Cass Column Betty: Mr Music Mistor Music Chow Time Jockey's Choice Nora Drake Jockey's Choice Curr. Questions House Party Wizard of Odds Atternoon Variety Forward Marc Science Ex'n Mister
 Music
 Betty
 Mister Music

News; Luella Mortenson Show; Music Sunshine Sue Chapei in the Sky Melody Hour Story Time 3:00 \* Backstage Wife 3:15 \* Stella Dallas 1:30 \* Widder Brown 3:45 \* Woman in Hae Mister Music; Betty Modern Romances The Showcase Harmony House Top Tunes Melody Hour Street Bdest. 4:00 • Just Plain Bill 4:15 • F. P. Farrell 4:30 • Lorenzo Jones 4:45 • Marriage Pays Cousin Henry Jun & Sparkie Birthday Club Flesta Fime
Oniversity
Special
Univ Special 5 a'Clock Anan Jackson Top Tubes 5:00 \* Madison 5:15 Hour Scores; Music Lowell Thoma

Polka Party Sports Time Family Skeleton Weather: News 6:15 Music; News 6:30 News of World 6:45 Man's Family Lone Ranger: News Bing Sings Bing Sings
• Farm Front
• Old
Timers 7:00 \* Dinah Shore 7:15 \* Tax Your Wits 7:30 \* Bob 7:45 Hope Mus. to Please
 Sammy Kaye Godfrey Digest Old Pimers Old Timers Jamboree Ozzle and

Harriet
Perry Como
G. Heatter That's Rich Wiscopsin
Farm Hour
News: Music
for Listenins Capitol Cloakroom News; LaRoss Beulab \* Music for Listening News Frank Edwards Hill; Wismer Theater News Sports Some of the Best Your Paster
The 1310
Club • Theater • News: Music • Easy Street

Starred programs are also carried on coresponding FM station-FM channels: WIBA-FM, 191.5 M. WWCF (WIBU), 94.9 M. WISC-FM, 98.1

es and low heel shoes," she said. "I stayed off the main streets,

10:00 10:15 10:30 10:45

like a lourist, either," she said.
"They expect you to look like a
movie star—with diamonds and

WHA-WHA-FM 970 Kc.-88.7 Megs. FRIDAY

## At the Shows

Orpheum

TYPE: Cinemascope drama

TYPE: Cinemascope drama
CAST: Lancelot, Robert Taylor:
King Arthur, Mel Ferrer; Lady
Guinevere, Ava Gardner.
REVIEWER: Wally Wikoff
STORY: Nearly everyone knows
the story of the Round Table and
tile tales of chivalry and honor
that went with it . . this version
begins with Arthur asserting himself as the rightful ruler of England, his meeting and love for
Lancelot, and the formation of
the council known as the Round
Table . . The pages of the
original story unfold pretty much
without Hollywood liberties. The
love of Lancelot and Arthur's
wife, Guinevere predominates
and Morgan's revenge provides

Don A. Williams, administrator
of the Soil Conservation Service
(SCS), will be the main speaker
at a Farm and Home Week banquet-session Feb. 4, it was announced Thursday afternoon.
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at a Farm and Home Week banquet-session Feb. 4, it was announced Thursday afternoon.
Williams, administrator
of the Soil Conservation district supervisors
in Great Hall at
Union.
Williams, administrator

and Morgan's revenge provides partment's agri-the "crime does not pay" theme. cultural conser-HIGH POINTS: The original vation program, battle where Arthur defeats the which governs foe is one of the most dramatic the financial asfight scenes in screen history, a sistance program narvelously handled sequence to help farmers heightened by cinemascope . . in soil and water - WILLIAMS the nostalgic feeling from re-

LOW POINTS: Adults might find the good-vs-evil theme over ty agricultural committees will simplified but we suspect the meet at 9 a. m. Friday, Feb. 5. producers had the younger audi- at the auditorium in Agricultural verbict: An excellent film

throughout.

#### Seniors at Edgerton to Present Comedy

EDGERTON — "Brother Goose." a comedy about a parentless family of teen-agers, will be given by Edgerton high WASHINGTON (B. Presiden chool seniors Feb. 24 and 25 in and Mrs. Eisenhower will attend

and Mrs. Eisenhower will attend the school auditorium.

In the cast will be Marie Condon, Keith Rost, Mary Jo Edwards, Carol Hanson, Robert Falk, Mary Sue Lane, Diane Wikum, Jean Sleight, Janiee Leitz, Arlene Rowinski, and lend the Mass which is a special William Balis.

English and social studies, is di-recting rehearsals. recting rehearsals. Student chairmen are Richard

Burns, sets; Lester Johnson, casions that a President has atproperties; Lyle Kjernes, lights; lanet Schooff and Carol Horland Mrs. Eisenhower are ton, prompting; Judy Frank and Presbyterians. Carol Kruckenberg, makeup; Judy Stark, tickets, and Janice Heller, program.
Tom Wileman is stage mana-Tom Wileman is stage mana-ger and Mearl Bjerke is busi-

Scandinavia Expert

to Lecture at U.W. Prof. Thomas D. Eliot of Northwestern University will be visiting lecturer in the Univer-sity of Wisconsin department of

sociology and anthropology the second semester, the university With February announced Thursday. Reoder's Digest
A well - known authority on now on stands Scandinavian family life, Prof. you get coupon entitling you to a \$2.00 Eliot recently returned from a copy of READER'S DIGEST CONDENSED Fulbright year in Norway. In addition to two sociology courses, BOOKS for only 10c. Get February Social Control, and Man in So-Reader's Digest with coupon on from ciety, he will give the course on cover of your newsstand today! Everyday Life and Institutions

Scandinavia, listed in the

### Soil Conservation Chief to Speak at FEATURE: Knights of the Farm, Home Week

Don A. Williams, administrator

the nostalgic feeling from re-living one of the most romantic stories in literature... good per-formances by the leading play-working with field and regional headquarters units of the service. District supervisors and coun-

At that meeting, Williams will speak on "Providing Maximum Assistance to Soil Conservation Districts.

WASHINGTON OF President

Filliam Balls. Loretta Kreider, teacher of service for the judiciary and law-nglish and cooled straight

It will be one of the rare oc-

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Bulletin Beards — Typewriters — Electric Comptometers — Dictaphones — Book Racks — Storage Cabinets — Electric Fans — Clocks — 3 Speed Phonographs and lots of smaller items. Desks -20 Chairs on C

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Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of <u>real</u> coffee...ready to burst instantly into that world-famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "Instants"...just as quick but tastes so different! An amazing discovery from

delicious-it's already the nation's largest-selling instant coffee! In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

You just add hot water . . . and the bursting "Flavor Buds" flood your cup with the richast 'coffee you've ever tasted. One sip and you'll never go back to old ways! Saves you money, too! The large economy-

size jar saves up to 75¢, compared to three pounds of ground coffee!



The only instant coffee with that GOOD-TO-THE-LAST-DROP flavori

