WIBA

7:00 Afex Dreier 7:15 Musical Clock 7:30 Journal News 7:45 George Morgan

8:00 Musical 8:15 Clock 8:30 Musical Clock 8:45 News

8:00 Welcome 9:15 Travelers. 8:30 Bob Hope 8:45 Break the Bank

1310 kc.

Television Today

Ch. 3-WBBM-TV-Chicage
Ch. 4-WTMJ-TV-Milwaukee
Ch. 5-WNBQ-Chicage
Ch. 5-WNBQ-Chicage
Ch. 2-WKOW-TV-Madisou
Ch. 33-WMTV-Madison

TODAY'S BEST BETS

1:30 p. m.—Woman's World: "Color in Your Home"—WTMJ. TV (4). 2:30 p. m.—Bob Crosby: "Should I?" — WKOW-TV (27) and WBBM-TV (2).

6 p. m.-Bulletin Board: John Berge, guest-WMTV (33), 6:45 p. m.—Perry Como: "Stranger in Paradise," "Tenderly"
—WKOW-TV (27) and WBBM-TV (2).

7 p. m.—U. W. Sports: Fencing Coach Archie Simonson, Gymnastics Coach Dean Mory, Art Lentz—WMTV (33). 8 p. m.—Talent Time: second series begins—WMTV (33).

9 p. m.—Boxing: Archie Moore vs. Joey Maxim.—WKOW-TV (27) and WBBM-TV (2). 10:30 p. m.—Feature Film: J. Carrol Naish in "Sea Racketeer"
--WKOW-TV, (27).

RAYTHEON TV

Everything in TV on One Control

★ Any type UHF Conversion * Complete Installation * Guaranteed Servico

Television Engineers, Inc. Open Every Evening Except Saturday Locally Owned

2—Arthur Godfrey
4—Ding Dong School
5—Ding Dong School
7—Picd Piper
9—Your Figure, Ladies
13.0
1—Hollywood Pa-4—Today 4—Hollywood Breakfast 5—Hollywood Breakfast 7—Playhouse

WEDNESDAY MORNING 9-Time for Storics
4-Hawkins Falls
5-Hawkins Falls
7-Beulah Karnes
9-A to Z of Cookery
10:15
4-Time Out
5-3 Steps to Heaven
10:35
2-Strike it Rich
5-Ask Washington
7-Let's Exercise

11:00
2—Vallant Lady
4—What's New?
5—Bride and Groom
7—Denny O'Nelli
9—Four to Co
11:15
2—Love of Life
5—Bob and Kay
11:30
2—Search for Tomorrow
11:45
2—Guiding Light
4—News



APPLIANCES Cilman Open Every Night Except Saturday 'til 9 p.m.

12:00

2—Brighter Day

Man Next Door

Noontime Comics

Lunch Hour

Hi Ladles

12:30

2—Garry Moore

Animal Playtime

12:45

Dr. Prescon Bradiey

1:00

2—Double of Nothing

Belind the Screens

5—Creative Cookery

7—All About

Benind the Sets
5—Creative Cookery
7—All About Baby
1:30
2—Art hiskister
4—Woman's World
33—it's Up to You
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B-Petticoat Party

13—Let's Talk It Over
4:35
13—Let's Talk It Over
4:M5
13—Story Lady
5:90
2—Garfield Goose
4—Foroman Tom
5—Elmer the Elephant
7—Laugh Time
9—Junior Edition
13—Tral Tales
27—Comedy Time
9—Junior Crossroads
27—Time Out for Fun
39—Fun Time
9—Junior Crossroads
27—Time Out for Fun
39—Fun Time
2—Genn Autry
7—Adventure Time
13—Stal
25—Genn Autry
7—Western Playhouse
33—On Stage
33—L. Landman Sports
5:45
4—Nows: Weather
33—M. Griffin, News
33—Ekern Weather
33—Ekern Weather



Yonder."
Godfrey and His Friends . . Godfrey is added by Lu Ann Simms, Frank Parker, the aided by Lil Ain.

McGulre sisters, Tony Marvin, J'ette Davis.

8:30 I've Got a Secret. host Garry Moora knows the secrets, Bill Gullen, Jayne Meadows and Henry Morgan do the guessing.

9:00 Blue Ribbon Bouls . Light heavyweight championship bout between Archie Moore and Josy Maxim.

WKOW-TV Channel 27 CBS

33-Bulletin Board
39-Cant Video
6:15
4-Be) Trio
5-Dorsey Connors
7-John Daly
7-John Daly
7-John Daly
7-John Daly
7-T Thompson, Weather
13-TV Feature
13-Tohn Daly
13-Bohn Daly
13-Bohn Board
13-Bohn Board
13-Bohn Board
15-Bohn Board
16-Bohn B

· Orange

WMFM

101.1 Mers.

WEDNESDAY

7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Wastherman; Yawn Patrol
7:30 News; Yawn Patrol
7:30 News; Yawn Patrol
7:30 News; Clockwatchers
8:26 Weatherman; News
8:20 Clockwatchers; News
8:20 Clockwatchers; News
8:20 Musical Variety; News
10:00 Request Show; News
10:00 Request Show; News
10:00 Request Show; News
10:00 News; Moontime Frolics
12:27 Road Report; Weatherman
12:30 News; Noontime Frolics; News
1:00 Mast the Artis;
1:15 Bacred Heart Program

WEDNESDAY

2—Boxing 4—This is Your Life 5—This is Your Life 7—Wrestling 9—Music Show

NON-CARBONATED, FRUIT-FLAVORED

7—Mothers' March
9—Colone Flack
13—Arthur Godfrey
13—Boxing
13—Boxing
13—Boxing
13—Boxing
13—Boxing
27—Boxing
27—Boxing
23—U.W. Sports
23—This Is Your Life
27—Boxing
23—This Is Your Life
27—Boxing
23—This Is Your Life
27—Boxing
27—Boxing
28—Boxing
28—Boxing
28—Boxing
29—Boxing
20—Boxing
20—Boxin

4—Feature Playhouse
5—lith Hour Theater
12:00
2—The Late Show
4—Naws; Movie
7—March of Dimes

• Grapefruit

1:30 Music to Listen to: News
2:00 Music Matinos: News
3:00 Music Matinos: News
5:00 Jerry of the Circus
5:15 Mest the Artiat
5:30 Off the Record: Weatherman
5:30 Off the Record: Weatherman
5:30 Off the Record: News
6:00 Musical Menu; News
7:00 Showcase
7:15 Marine Show
7:30 Old Timers Party
8:13 Serenate in Elue
8:30 Package of New Records
8:45 Twilight Time; News
9:00 Sharpen Your Wits
9:30 Experanto Now; News
10:00 Blue Barton
10:15 Lombardo Land
10:32 Buddy Morrow
10:33 Owen Bradley: News
11:30 One On Four & One Club
11:35 News (to 12)

1:30 Music to Listen to: News

without their interfering with cach other.
"WHA-TV will not be ready for on-the-air operation for several weeks. The antenna is not due to be delivered until February. Installation and testing. THE WHOLE FAMILY ENJOYS TELEVISION

spell of bad weather which might delay tower work.

"Program work is continuing at the Parkway theater several in the university TV laboratory, years ago, will have that role which will serve as studios for the new station.

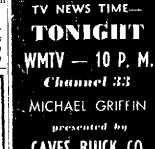
Roy Rogers and Dale Evans

Roy Rogers and Dale Evans the new station.

"WHA-TV, like WHA, will operate as a non-commercial educational channel, Receivers which do not have UHF continuous tuners will require Chantal 21 things strips to bring in nel 21 tuning strips to bring in

DISC OF THE DAY: Rosemary Clooney undoubtedly has a new hit record in "My Baby Rocks Me," a pounding, driving





Today's Radio Highlights

Music

7:45 a. m.—George Morgan (WIBA): "Hey, Joe." "Little Brown Jug," "You, You, You." 11 a. m.—Curt Massey (WGN): "Granada." "Brazil," "Carioca" "Granada." "Brazil," "Cario (also on WBBM at 5:30 p. m.) 11:25 a. m. — Jack Berch (WISC): "South of the Border." 4:30 p. m.—Afternoon Concert (WHA-FM): "Mmc. Butterfly"

8:15 p. m.—Serenade in Blue (WMFM): "La Cucarante " (WMFM): "La Cucaracha," "You Go to My Head," "Nothing Like

Drama

10 a. m .-- Grand Central Station (WISC): good turn rewarded.
7 p. m.—FBI in Peace and War 7 p. m.—FBI in Peace and war (WKOW): Ed Begley in "Wide Open." ctory of grafting mayor. 7:30 p. m.—Nightmare (WCN): novelist writes book about his perfect crime . . Great Gildersleeve (VMAQ): opened letter ctoric foud

Rooten, Pat Hosley in "A Medal the Family."
8:30 p. m.-Big Story (WIBA): Quiz Washington, D. C., reporter

Washington. D. C., reporter to a.m.—Strike it Rich (WIBA). brings about reforms in nursery longes.

9:15 p. m. —Mystery Theater (WISC): "Shadow of a Doubt.". air-conditioning firm's representative, phone call leads to scene of double murder.

10:45 p. in. — Squad Room (WISC): phone call leads to scene of double murder. scene of double murder.

Religion

10:15 p. m. — Your Pastor McDermid.

Speaks (WIBA): the Rev. William Schultz. Memorial Evangelical (WIBA): "What Is a Good Live Stock Market?." Roy Ormond, Mayrield.



BILL CULLEN

Busy Bill Cullen is quizmas-er of "Walk a Mile" (WIBA at 7 p.m. Wednesdays), master of

10 a.m .- Strike 1t Rich (WIBA):

7:22 a.m.—Parm flour (WHA):

"Highlights of the 1954 Veterin-arian Convention," Dr. A. M.

vernon Carstensen, Mrs. Roy
Mita.

Ti30 p.m. — Kenyon College
Talks (WHA-FM): "Is Collective
Security Possible Under UN?," Prof. A. J. Hotz.

Sports

9 p.m.—Boxing (WKOW): hie Moore "Work a Moore "What a Little Child Can Do on a Wintry Day Indoors," Mary Farrell and Mrs. Dona Fisher The 1310 Club The 1310 Th

9 p.m.—Boxing (WKOW): Ar-thie Moore vs. Joey Maxim for light-heavyweight championship. Elizabeth's mother, guest,



TIP O' THE MORNING: Station WLS will broadcast its "Dinnerbell" program from the Memorial Union at 12:30 p.m. Tuesday and Wednesday, Feb. 2 and 3.

GROUP of younger students in the music department A of the Madison Vocational and Adult school will appear in the next Workshop Musicale in Scanlan hall. Piano, cello, vocal, and band music will be on the program, scheduled for 8:15 p. m. Friday, Feb. 19.

REELECTED: Lee T. Kehl, 318 Marston ave., director of the Kehl School of the Dance, this week began his 30th year as president of the Dance Masters of Wisconsin. He was reclected Sunday at a meeting of the organization in Milwaukee.

Other officers are Edna Christensen, Racine, educational director; Adele Artinian, Milwaukce, vice-president; and Lois Martens, Milwaukee, treasurer, all reelected; Jean Binks, Racine, secretary, and Jack Wolfram, Beloit, sergeant-at-arms.

WHA-TV GROWS: Not far from where University of Wisconsin physicists and engineers blew their own tubes and wound their own coils for the wireless set that grew into WHA,

the newest form of communication is taking shape. John H. Stichl, 241 S. Owen dr., chief engineer of the state

radio council, is directing installation of the 14,000-wait trans-mitter which will send out the pictures and sounds of WHA-

TV on Channel 21.

"The transmitter is hung in a three-compartment - rack," a spokesman said. "In all, some 160 vacuum tubes are built into 160 vacuum tubes are built into the transmitter, which is really two transmitters working together. One will send the picture, and the other the sound. Each will use a part of the 8.000, will present Victor Herbert's "The ment for viewing the picture is rium Feb. 18 and 19. Red Mill" in the school auditoment for viewing the picture is rium Feb. 18 and 19. Main characters will be played installed to enable the engineer to check continuously on the quality of the image which is being transmitted.

"AT JANESVILLE: The senior choir of Janesville high school will present Victor Herbert's "The Med Mill" in the school auditoment for viewing the engineer to check continuously on the University of the image which is being transmitted.

"AT JANESVILLE: The senior choir of Janesville high school will present Victor Herbert's "The Med Mill" in the school auditoment for viewing the picture. Janes tender reading.

being transmitted.

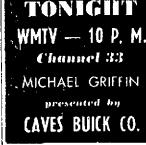
"Accompanying the transmitter is a grotesque-looking device is a grotesque-looking device is a grotesque-looking device in the two transmitters without their interfering with makes it possible to use one antenna for the two transmitters without their interfering with

ruary. Installation and testing may be expected to take about two weeks longer — barring a ABC-WMTV next Tuesday night. two weeks longer — barring a ABC-WMTV next Tuesday night, spell of had weather which might Jessie Royce Landis, who played



piece in the general style of "Come on a My House," even to the smart harpsichord in the accompaniment. Personally, I like the second side-"When

You Love Someone"—a good deal more. It gets a warm, al-



Radio Timetable

WEDNESDAY WIBU WKOW WISC 1240 kc. 1070 kc. . 1480 kc. Farm Journal Farm Hour Markets; News Weather; Mkts. Music: News Farm Feature Rural. Roundup Farm Hour Top o' Morn News; Top o' Morn; Heatter • News; Farm Top o' Morn Coffee Club Service
News; Weather
Farm Frolic News Top o' Morn John McVans Prayer League Musical Clock Musical Musical Clock

News; Morning Matinco

Music; Markets

Farm and Home Hour

Chapel in the Sky Melody Hour Story Time

Melody
Hour
News
Band Parade

Piesta Time

University Special

" News Tips, Tuncs Sports Time Bing Sings

Bing Sings

Old Timers

Jamboree Old Timers Jamboree

Wisconsin Farm Hour
 At Your Request

News; Music for Listening
Silent
Silent

Chow Time Farm Service Jockey's Choice Si Hoyet and Daughter Jockey's Choice Farm Sings

Gur'ent Quest'ns
House
Party
Wizard of Odds

* Afternoon
Variety
U. W. Band
Organ Music

News: Luella Mortenson Show: Music Sunshine Sus

Allan Jackson

Top Tunes All Hits Lowell Thomas

Family Skeleton Weather: News Dinner Music Edw. R. Murrow

Boxing Boxing Good News Boulah

News Sports Some of the Best

News: Promised Land The Promised Land

Shadow Wild Bill Hickok; Sports

News; Music Fulton Lewis

Lone Ranger; News

Mus.to Please
Sammy Kaye
J. Vandercook
Bill Stern

Radio
Playhouse
M'ch of Dimes
G. Heatter

Perry Como

* Squadroom * News; Easy Street * Easy Street

• Mystery Theater • Off the Record

News Farm News

Coffee Club; News Kitchen Club Music; News • Breakfast * Breakfast Club Arthur Godfrey • My True Story; Whimp's Streets • A Girl Marrics Time Arthur Godfrey Time * Grand Central Arthur Godfrey Station; News Gueen for Music Speaks Morning Music News
Job Service
Mid-Morning
Matines

10:00 Strike It 10:15 Rich 10:30 Phrase Pays 10:45 Second Chance News; Calendar News; Band
 Eberle; Berch
 Bill Ring
 Mag. Marquee
 Our Gal Sun 11:00 P. Frederick 11:15 Morning 12:00 • News; Roundup • Market Basket Polks Time
12:15 • Farm Service News News
12:30 • News Mister Music Mets. Veatl
12:45 • Polks Party Music Report; Ps News Mkis.; Weather Report; Parade

1:00 * Trading Post 1:15 * Mel. Parade 1:30 * Betty Cass 1:45 Column Mister * Mister 2:30 * Pepper Young * Betty 2:45 * R'bt to Happ'n'* Mr. Music 3:00 * Backstage Wife * Mister 3:15 * Stella Dullas . Music: Betty 3:30 * Widder Brown * Romances 3:45 * Wom'n in H'se * Mr. Music

* Cousin The
Henry Showcase

* Big Jon. Sparky Harmony House

* Birthday Club Top Tunes 4:00 * Just Plain Bill 4:15 * F. P. Farrell 4:30 * Lorenzo Jones 4:45 * Marriage Pays ■ 5 O'Clock Shadow 5:60 * Madison 5:15 Hour 5:30 * News 5:45 * Sports: News

6:00 = Alex Dreier 6:15 = Missic; News 6:30 = News of World 6:45 = 1 Man's Family 7:00 * Walk a 7:15 Mile 7:30 * Coach Foster 7:45 * Serenade 8:00 * Groucho 8:15 Marx

8:00 * Fibber McGee 9:15 * Can You Ton? 9:15 • Can You Top: 9:30 • Music; Sports 9:45 • Singing Stars

WHA-WHA-FM

WIA—WHA-IM

1:15 Weath Roundup; Farm Feature

1:30 Bond Wason

7:36 News: Weather

8:06 Morning Melodies

8:05 Highway Report: Melodies

8:05 News for Children

9:00 Brondeasts on Broadcasts

9:30 Let's Writa

9:30 Let's Writa

9:30 Homemakets Program

10:30 Leastle of Women Voters

10:45 Views of the News

10:40 Homemakets Program

10:30 Leastle of Women Voters

10:45 Views of the News

10:45 News: Road Report

10:40 Chapter a Day

1:40 Jeurneys in Musicland

1:40 The Sampler

3:40 Music of the Masters

4:50 Northwestern Reviewing Stand

FM ONLY

4:30 Atternoon Concert

5:00 Music for Fun
5:15 French Program
5:30 News; Weather Roundup
6:00 Dinner Musicale
7:10 Views of the News
7:15 Concert Air
7:15 Concert Air
8:00 History of England
8:50 News of Wisconsin
9:10 FAI Concert
10:20 News (to 11)

for every room OTTO E. BRAUN 670 State St.

JACOBY ON BRIDGE

 By Oswald Jacoby Even experts have trouble with hands in which both sides

bid to a high level. It becomes difficult to tell which side the hand really "bc-longs" to, and it becomes equally difficult to tell when your side gets out of its depth.

To put it specifically, the question is: Should you double, pass, or bld some more?

When you try to answer this question you must consider many ifferent factors: what you think he opponents can make, what you think your side can make, the suitability of your hand for offense and for defense. If you are the last person to

speak, you must make a decision; but if the bidding will surely give your partner another chance to speak, you must avoid definite action with an indefinite sort of The point is illustrated in to-

de, but quite reasonable.

South would be able to make west opened his singleton heart,

or not four spades could be made trump tricks. and decided to believe the opponents. It was clear that five liamonds couldn't be badly hurt. When East took a stab at five diamonds there was no need for. South to do anything at all. If South to do anything at all. If South had held more defensive strength, he could double. If South had held all of his strength in spades and none elsewhere, he could properly hid five spades. With his actual hand the right course was to sit back and let North make the decision. North would have been happy to double, of course, and the contract of five diamonds would have been defeated.

ve diamonds would have been Investments effected.

1 W. MAIN When South tried to bid for his seeded.

RORTH **♣**1084\$ WAQJ6# ♦ K 105 WEST 45. ♥K10953 ♦ A872 ♦ Ø1964 ÃAJ5 £98432 SOUTH ♠K97658 ♣KQ106 East-West vul. South West North

day's hand. South had a perfectly sound overcall of one spade. North's jump to four spades was a bit on the sporting spades was a bit on the sporting a penalty of 500 points.

Opening Tead--♥ 8

2 🍁 Double Pass

1 ♠ 5 ♠

Pass

1¥ 5 ♦

Pass

four spades with many hands that were just minimum overcalls of one spade; and if the enemy decided to bid five of either red suit, North was ready no way for South to prevent the East's bid of five diamonds was loss of a diamond, a club, and stab. He couldn't tell whether a heart in addition to the two When

When You Want To

Buy or Sell Madison Gas & Elec. • Wis. Power & Light

• Ray-O-Vac Co. • Gisholt Co.

STOCK or MUTUAL FUND SHARES CALL 7-2442 The Marshall Co.

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Now!

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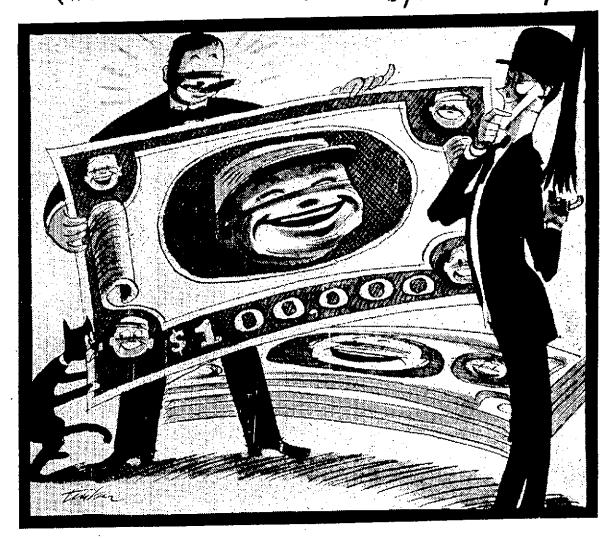
Mid-Winter

on SCREENS For Home Movies \$4 795

For the Slide Fan Reg. \$16

On the Square at King - Across from Tenney Bldg.

The money that looked like Happy People! (The human side of a hundred grand) by Mr. Friendly



WHEN you look real close at the \$100,102 saved by The Yates-American Machine Company* of Beloit, Wiscensin in the past six years you'll see happy faces all over the stuff!

Why? ... Because \$74,020 was saved through lower premiums. And that means we helped reduce accidents to way below average . . . which makes for happier workers and higher morale.

The other \$26,082 was saved through dividends ... and dividends have a way of making manage-

If you're interested in service that saves money, machines and people, why not send for the complete case of the Yates-American Machine Company

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working machinery and air-conditioning and refrigeration products. BIBBA, AMERICAN MUTUAL LIABILITY INSURANCE COMPAN

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