

Television Today

Ch. 1—WBBM-TV—Chicago
Ch. 2—WGN-TV—Chicago
Ch. 3—WNTJ-TV—Milwaukee
Ch. 4—WBQ-TV—Chicago
Ch. 5—WREX-TV—Rockford
Ch. 13—WMTV—Madison

TODAY'S BEST BETS

12:30 p. m.—Garry Moore: telepathy test—WBBM-TV (2)
2:30 p. m.—Roundy: at new time—WMTV (33)
6:45 p. m.—Jane Froman: Kern songs—WBBM-TV (2)
7:30 p. m.—Ray Bolger: birthday present—WMTV (33)
and WBBM (7)
8 p. m.—Video Theater: "A Place in the Sun," with Marilyn Erskine, Ann Blyth, Ronald Reagan, John Derek—WBBM-TV (2)
8:30 p. m.—Heart of the City: new dramatic series—WMTV (33)
8:30 p. m.—TV Theater: Arthur Franz in "The Shining Palace"—WMTV (33) and WBBM (7)
9:30 p. m.—Blaze the Facer: Bill Cullen becomes master of ceremonies—WKOW-TV (27) and WBBM-TV (2).

THURSDAY MORNING	
7:00	4—Hawkins Falls
7:30	1—Hawkins Falls
8:00	2—Arthur Godfrey
8:30	3—Dink Donz School
9:00	4—Dink Donz School
9:30	5—Your Figure, Ladies
10:00	6—Hollywood Breakfast
10:30	7—Playhouse
11:00	8—Time for Stories

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THURSDAY AFTERNOON	
12:00	2—Brighter Day
12:30	3—Man Next Door
1:00	4—Nighttime Comics
1:30	5—Lunch Hour
2:00	6—Hi Ladies
2:30	7—Garry Moore
3:00	8—Animal Playhouse
3:30	9—Dr. Preston Bradley
4:00	10—Behind the Scenes
4:30	11—Creative Cookery
5:00	12—All About Baby
5:30	13—Watch to Win
6:00	14—Art Linkletter
6:30	15—Woman's World
7:00	16—Carson Quilley
7:30	17—The Big Payoff
8:00	18—Kate Smith
8:30	19—The Smiths
9:00	20—Claude Rains
9:30	21—John Dicker
10:00	22—Theater
10:30	23—Bob Crosby
11:00	24—Paradise Island
11:30	25—Bob Crosby
12:00	26—Bob Crosby

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THURSDAY EVENING	
7:15	1—The Christophers
7:30	2—The Christophers
8:00	3—Star Playhouse
8:30	4—Triangle Theater
9:00	5—Treasure Map
9:30	6—The Big Picture
10:00	7—Lamp to My Foot
10:30	8—Garry Moore
11:00	9—Theater
11:30	10—Video Theater
12:00	11—Theater
12:30	12—Theater
1:00	13—Theater
1:30	14—Theater
2:00	15—Theater
2:30	16—Theater
3:00	17—Theater
3:30	18—Theater
4:00	19—Theater
4:30	20—Theater
5:00	21—Theater
5:30	22—Theater
6:00	23—Theater
6:30	24—Theater
7:00	25—Theater
7:30	26—Theater
8:00	27—Theater
8:30	28—Theater
9:00	29—Theater
9:30	30—Theater

1st IN MADISON

8:00—Puppet Fata. Twenty-five minutes with our puppet friends as they visit Dairyland and their Swiss friend, Rudy Aker.

8:30—Foy Willing, Cousin Joe, Foy Willing and the Riders of the Purple Sage bring favorite western songs your way.

9:00—Garry Moore, Denise Lar and Ken Carson supply the music. Garry supplies the humor. Cousin Eleanor Roosevelt will supply some interesting conversation.

9:30—Story Theater. "Mademoiselle Fata," starring Foy Willing.

10:30—Feature Film, a full-length feature starring Lloyd Corrigan in "The Maritimes."

WKOW-TV Channel 27 CBS

WMFM	WHA—WHA-FM
7:00 Yawn Patrol	7:00 News: Yawn Patrol
7:10 Layman's Call to Prayer	7:10 News: Yawn Patrol
7:30 News: Yawn Patrol	7:30 News: Yawn Patrol
7:57 Weatherman	7:57 Weatherman
8:02 News: Clockwatchers	8:02 News: Clockwatchers
8:26 Weatherman: News	8:26 Weatherman: News
8:30 Clockwatchers: News	8:30 Clockwatchers: News
8:35 Musical Variety: News	8:35 Musical Variety: News
9:00 Request Show: News	9:00 Request Show: News
11:00 Old Timers Hall	11:00 Old Timers Hall
11:30 Larry Matlers	11:30 Larry Matlers
11:45 Ben Light	11:45 Ben Light

Today's Radio Highlights

Music
11:25 a. m.—Jack Berch (WISC): "Deadwood Stage" and "Down by the Old Mill Stream."
3 p. m.—Music of the Masters (WHA): "Symphony No. 40 in G Minor," Mozart.
5:30 p. m.—Curt Massey (WBBM): "Down by the River-side," "At Last," "Chattanooga Choo Choo."
7:30 p. m.—The Silver Linings (WMAQ): polo program, starring singers Howard Keel and Kathryn Grayson.
8:15 p. m.—Guest Star (WMPM): Lena Horne.
8:35 p. m.—Eddie Cantor (WIBA): Featuring duets of married couples in entertainment world.

Drama
10 a. m.—Grand Central Station (WISC): Eileen runs away to join her father.
10 p. m.—Roy Rogers Show (WIBA): new series that will change locale of program each week.
8:30 p. m.—Time for Love (WKOW): plan uncovered to wreck North African economy with counterfeit U. S. money.
9 p. m.—Crime Fighter (WISC): "Attorney-at-Law" finds thief, but mixes in love triangle.
10:45 p. m.—Official Detective (WISC): "Money that Missed the Bank."

Discussion
4 p. m.—Voices of Europe (WHA): "On Abstract Art and Abstractionist Painting," M. Edgard Millet and Mlle. Rudolph.
7 p. m.—Your Madison YMCA (WMPM): special program observing national YMCA Week.
7:45 p. m.—League of Women Voters (WKOW): John Whitmore, supervisor for Madison Ground Observer Corps, guest interview.
8 p. m.—Gen. Nathan P. Twining (WISC): broadcast of address by Air Force Chief of Staff at Air Power banquet in Memorial Union (also on WKOW at 9 and WIBA at 10:30).
9 p. m.—A Minority of One (WBBM): Eric Hodgins discusses absent-mindedness.

Farm Program
12:15 p. m.—Farm Service (WIBA): "Market Milk as Veal," with Roy Ormond and Frank Mayfield.

Variety
10 a. m.—Homemakers (WHA): "The Master Mix for Easter Meals," Mrs. A. O. Moore, Jr.
8 p. m.—Truth or Consequences (WIBA): Ralph Edwards forms a "Grandmas' Jazz Band."
9 p. m.—Fibber McGee and Molly (WIBA): Fibber starts remodeling job on ladies' club-house.

Sports
9:30 p. m.—Sertoma Banquet (WISC): highlights of baseball preview banquet.

Religion
10:15 p. m.—Your Pastor Speaks (WIBA): the Rev. Joseph Brown of St. Paul's university chapel.

Reds Cut Highway in Central Laos
HANOI, Indo-China (AP)—Communist Viet Minh marauders cut a main east-west highway in central Laos Wednesday as the garrison at the French stronghold of Dien Bien Phu in northern Viet Nam dug in for the anticipated assault by 40,000 elite Red troops.

Military authorities reported a battalion of artillery-reinforced Red troops, seized control of about 30 miles of the highway linking Savannakhet on the Thailand border with Quang Tri on the China Sea coast. "Serious" losses were inflicted by the Reds, the French reported.

The Reds blocked the highway across the narrow waist of Indo-China by capturing the towns of Pha Lane and Muong Phine. French troops were rushed 60 miles from the Mekong Valley base at Seno along the highway to frustrate any Communist attempt to strike westward.

At Dien Bien Pau, in the Thai country some 180 miles east of Hanoi, French Union defenders were on "total alert" against an expected assault by the three Viet Minh divisions. French officials said the offensive was expected "at any minute."

The importance of the city's strategic and propaganda value was underlined Wednesday when top military and diplomatic officials flew to the isolated stronghold to inspect the defenses.

Britain Reports First 4-Jet Bombers Ready
LONDON (AP)—Defense Minister Earl Alexander said Wednesday Britain's first four-jet bombers capable of carrying the atom bomb will go into service this year as well as a formidable array of other ultra-modern defense weapons.

The government has worked out a rearmament plan "which will carry us forward into the years to come within the limits of what we can afford," he told the Constitutional Club here.

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Beef Buying Up in State, Nation

Two Records Set; Pork Purchases Drop

Wisconsin residents really went to the beef counter in their meat purchases during 1953.

Edward C. Jones, Ft. Atkinson, a member of the board of directors of the American Meat Institute, said Wednesday that beef consumption in the state reached an estimated 270 million pounds. That's 27 per cent more beef than in 1951 and the highest in history, according to Jones, who is secretary of the Jones Dairy Farm.

U. S. Consumption
Jones reported that consumption of beef throughout the U. S. last year averaged 75.4 pounds per person, an all-time high.

The statisticians had to go all the way back to 1909 to find the previous record—73.1 pounds per person.

But Jones predicted that the average per person would fall this year.

"The nation's total beef production last year amounted to about 12.3 billion pounds, while this year it is expected to decline only slightly to about 12.2 billion pounds," the packing executive said.

The decrease, coupled with the nation's population growth of about 2,000,000 persons, means the per capita consumption will be less, according to Jones.

Eating Habits Change
His analysis showed that the eating habits of Americans changed considerably in 1953.

"It was the first year since 1935 that they consumed more beef than pork and every indication is that the same will be true this year," he continued.

"This switch from a pork-eating nation to a beef-eating nation is the result of a sizable increase in beef production and a marked drop in pork production," Jones said.

Total meat production for the nation averaged around 152 pounds per person in 1953 and totalled about 24.2 billion pounds—an increase of 16 per cent in two years.

Marketings Up
Last year was one which saw large marketings from the record number of cattle on the nation's farms and ranches.

"In line with the law of supply and demand—which governs the operation of the meat packing industry—the increased cattle marketings were reflected in lower prices and increased purchases," he said.

Per capita consumption of pork went from 71.6 pounds per person to 62.8 pounds in 1953.

Jones predicted that pork consumption will go down another four pounds this year as a result of the production decline.

"Veal consumption will advance from last year's 9.3 pounds, while lamb consumption—in line with declining production—is expected to drop from 4.5 pounds per person to 4 pounds," he said.

CARRIER VISITS ARGENTINA
MAR DEL PLATA, Argentina (AP)—The U. S. aircraft carrier Franklin D. Roosevelt arrived Wednesday on a good will tour of South America.

owner, Harry Engle, and operates on a frequency of 610 kilocycles with a power of 1,000 watts both day and night. The only other broadcasting service in the area is the Armed Forces network, which was established at Guam during World War II.

KUAM AT GUAM: Station KCUAM, the first privately-owned commercial station at Guam, has become an affiliate of the NBC radio network.

KUAM, operated by Radio Guam, services more than 70,000 civilians and approximately 15,000 U. S. military personnel in Guam. In addition, the station is heard in Japan and Tinian, bringing a total of more than 80,000 listeners their first programs on a privately-owned radio station.

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Tourist Bureau's Banquet Opens Office in Chicago

CHICAGO — The Wisconsin Tourist Bureau's Chicago office was opened Tuesday night with a special banquet attended by some 30 executives of industries and businesses allied with the tourist trade in the state.

The office is being opened in Chicago by the bureau to provide information on Wisconsin tourist attractions.

Mary Ellen Jenkins, "Alice-in-Dairyland," was a special guest in the receiving line along with Joseph Mercedes, executive director of the bureau. Miss Jenkins had a special corsage made of violets, the Wisconsin state flower.

Mercedes told how a tourist's dollar is spent and explained how all agencies represented at the dinner share in the trade.

Miss Jenkins spent Wednesday at a dairy bar in the new office handling out Wisconsin products to Chicago area visitors.

Sun Prairie Trucker Loses End of Finger
Richard Seltzer, 25, Route 2, Sun Prairie, a farm milk route driver, lost the end of a finger Wednesday when a milk can dropped on it as he slipped and fell on ice.

He was treated at Methodist hospital. Doctors said the little finger on his right hand was amputated at the end joint. The accident happened as Seltzer was loading milk cans onto his truck at a farm adjacent to the Burke town hall, Sun Prairie rd.

SYRIA ARRESTS TEN
DAMASCUS, Syria (AP)—Ten former government ministers and political leaders were arrested by Syrian security police Wednesday on charges of fomenting student riots.

Annexation Group to Post 350-Acre Section of Burke

Notices will be posted today, The Wisconsin State Journal was informed Wednesday, for annexation of Burke Sanitary District No. 4 to the city, as the result of a meeting at Sunnyside school Tuesday night.

Property owners, including developers of several plots in the 350-acre area on both sides of the Sun Prairie rd. between Commercial ave. and Sunnyside school, are concerned about high taxes as well as high water rates, sewer and school problems, according to reports at the city hall.

The proposed annexation would take in the Swift fertilizer plant on Highway 30, the Brigham and Jacobson plats, the Sunnyside school itself, and some properties on Highway 51, including the Badger Outdoor theater.

About 65 property owners attended Tuesday night's meeting at which only two opposed the annexation plan.

Part of the area to be posted was voted into the city more than a year ago but the annexation, contested by the town of Burke, was invalidated by a court decision on grounds of insufficient signatures on the annexation petition.

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Bill Doudna's Spotlight

A DIXIE concert featuring Dick Ruedebusch, Mayville, and his trumpet will be a part of the entertainment offered at the March of Dimes ball at Hotel Loraine Tuesday night.

The ball will feature square and old-time dancing at the Park hotel and modern dance music at the Loraine.

The Dixie concert, to be held from 9:30 to 10 p. m., will feature jazz standbys as "When the Saints Come Marching In," "The Washington and Lee Swing," and "Muskrat Ramble."

Other members of the Dixie group will include Greg Bled, 1817 Van Hise ave., piano; Erle Smith, 624 Knickerbocker st., clarinet; Jim McCloskey, 5401 Shaw ct., bass; Irving Lathrop, Stoutington, drums, and R. Russ Mitchell, 411 W. Dean ave., trombone.

Floor shows featuring singers, dancers and comedians will be held at both hotels during the evening.

Dan Garson and Bob Arden and their orchestras will play for modern dancing from 9 to 12:30 in the Loraine's Crystal ballroom. The Joey Tantillo and Henry Breneman bands will play old-time tunes in the Park's Blue Room from 10 to 12:30. From 8:30 to 10 p. m., the Blue Room will echo the calls of square dancers.

All entertainment, musical and hotel services are donated. Proceeds from ticket sales will be turned over to the Dane county

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