

## Television Today

**Ch. 3—WBBM-TV—Chicago** Ch. 7—WBBM—Chicago  
**Ch. 4—WFMJ-TV—Milwaukee** Ch. 8—WGN-TV—Chicago  
**Ch. 5—WBNS-TV—Cleveland** Ch. 21—WKOW-TV—Madison  
**Ch. 12—WBEX-TV—Rockford** Ch. 33—WTVQ—Rockford  
**Ch. 13—WMTV—Madison** Ch. 43—WMTV—Madison

### TODAY'S BEST BETS

2 p. m. — Matinee Theater: Fredric March and Joan Bennett in "Trade Winds"—WMTV (33).  
 6 p. m. — Bulletin Board: Phil Gotstein, Mary Alice Lyon, Tom Montgomery, Marvin Bump on youth employment service—WMTV (33).  
 6:30 p. m. — Sport Week: George Holmes of Blessed Martin house's boxing team—WMTV (33).  
 6:45 p. m. — Perry Como: "The We Two Are One." From the Vine Came the Grapes—WKOW-TV (27) and WBBM-TV (2).  
 7 p. m. — U. W. Sports: Coach Bud Foster, Art Lentz—WMTV (33).  
 8:30 p. m. — Wrestling: Buddy Rogers vs. Al Kashy—WMTV (33).  
 9 p. m. — Boxing: Willie Troy vs. Moses Ward—WKOW-TV (27) and WBBM-TV (2).

See the 1954

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# AMERICAN TV

Just \$269<sup>95</sup>

1 Knob Tuning for all (UHF-VHF) 466 State St. at Gilman

### 1st IN MADISON

## WKOW-TV Channel 27 CBS

**WEDNESDAY MORNING**

- 7:00 Today
- 7:30 Today
- 8:00 Arthur Godfrey
- 8:30 Ding Dons School
- 9:00 Ding Dons School
- 9:30 Pled Piper
- 10:00 Your Figure, Ladies
- 10:30 Hollywood Breakfast
- 11:00 Hollywood Breakfast
- 11:30 Playhouse

**WEDNESDAY AFTERNOON**

- 12:30 Brighter Day
- 1:00 Mat Next Door
- 1:30 Noontime Comics
- 2:00 Lunch Hour
- 2:30 Ed Ladies
- 3:00 Garry Moore
- 3:30 Animal Playtime
- 4:00 Dr. Preston Bradley
- 4:30 Double or Nothing
- 5:00 Behind the Screens
- 5:30 Creative Cookery
- 6:00 All About Baby
- 6:30 Watch to Win
- 7:00 Art Lindtner
- 7:30 Woman's World
- 8:00 It's Up to You
- 8:30 The Big Parrot
- 9:00 Kate Smith
- 9:30 Claude Kirchner
- 10:00 Paul Dixon
- 10:30 Matinee Theater
- 11:00 Bob Crosby
- 11:30 Bob Crosby
- 12:00 Petticoat Party
- 12:30 Welcome Travelers

**WEDNESDAY EVENING**

- 8:00 Blue Room
- 8:30 Capt. Video
- 9:00 News: Weather
- 9:30 J. Harper News
- 10:00 Bulletin Board
- 10:30 Capt. Video
- 11:00 Bel Trio
- 11:30 Dorsey Connors
- 12:00 Number, Please
- 12:30 T. Thompson, Weather
- 1:00 John Del
- 1:30 Sports: Weather
- 2:00 Schermerhorn, Sports
- 2:30 Eddie Fisher
- 3:00 Eddie Fisher
- 3:30 Mark Saber
- 4:00 TV Feature
- 4:30 Toy Willing
- 5:00 Sports Week
- 5:30 Eddie Fisher
- 6:00 Perry Como
- 6:30 News: Weather
- 7:00 Perry Como
- 7:30 News: Weather
- 8:00 News: Weather
- 8:30 Ector
- 9:00 Arthur Godfrey
- 9:30 Married Joan
- 10:00 Married Joan

THE WHOLE FAMILY ENJOYS TELEVISION AND

## NON-CARBONATED, FRUIT-FLAVORED

• Orange • Tomato • Grapefruit

# Bireley's

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## RAYTHEON TV

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### Television Engineers, Inc.

1004 S. PARK STREET 5-3494  
Open Every Evening Except Saturday Locally Owned

**WMFM WEDNESDAY A. M.**

- 1:00 Yawn Patrol
- 1:15 Layton's Call to Prayer
- 1:30 Weatherman, Yawn Patrol
- 1:45 News: Yawn Patrol
- 2:00 Weatherman
- 2:15 News: Clockwatchers
- 2:30 Weatherman: News
- 2:45 Clockwatchers: News
- 3:00 Jodi Late News
- 3:15 Request Show: News
- 3:30 Old Timers Hall
- 3:45 Navy Band
- 4:00 Herb Kern
- 4:15 News: M. M.
- 4:30 News: Noontime Frolics
- 4:45 Road Report: Weatherman
- 5:00 Noontime Frolics: News
- 5:15 Meet the Artist
- 5:30 Sacred Heart Program
- 5:45 Music to Listen to News

**3:00 Music Matinee: News**  
**3:15 Music Matinee: News**  
**3:30 Juke Box Jamboree**  
**3:45 Wayne King**  
**4:00 Request: Circus**  
**4:15 Easy Listening: News**  
**4:30 Meet the Artist**  
**4:45 Off the Record: Weatherman**  
**5:00 Off the Record: News**  
**5:15 Musical Menu: News**  
**5:30 Old Timers Hall: News**  
**5:45 Here's to Veterans**  
**6:00 Serenade in New Records**  
**6:15 Twilight Time: News**  
**6:30 Sharpen Your Wits**  
**6:45 Jack Pina**  
**7:00 Lombardo Lead**  
**7:15 Ray Bloch**  
**7:30 Billy May**  
**7:45 News (to 12)**  
**8:00 One On Four & One Club**

## Today's Radio Highlights

### Farm and Home Week

10 a.m.—Homemakers (WHA): "Basic Elements of Long-Time Program for American Agriculture." Hassil Shenk, H. D. Newson, J. G. Patton, H. L. Ahlgren.  
 11:45 a.m.—Farm Roundup (WIBA): from the stock pavilion.  
 12:15 p. m.—Farm Service (WIBA): live stock program, farm power demonstrations.  
 12:30 p. m.—Farm Hour (WHA): at Farm and Home Week...  
 Dinnerbell (WLS): from the Memorial Union.  
 7:30 p. m.—Honorary Recognition Banquet (WHA-FM): at the Memorial Union.

### Music

7:45 a. m. — George Morgan (WIBA): "Nothin' Doin'." "Heartstrings." "Drifflin' and Dreamin'."  
 11:25 a.m.—Jack Berch (WISC): "Sometimes I'm Happy."  
 9 p. m. — Perry Como (WISC): "Way Down Yonder." "FM Concert (WHA-FM): "Iphigenia in Aulis."  
 9 p. m. — Concert Caravan (WISC): "Sneezing Violins." "Piccolo Player."

### Religion

10:15 p. m. — Your Pastor Speaks (WIBA): the Rev. John R. Collins, University Presbyterian church.

### Drama

7 p. m. — FBI in Peace and War (WKOW): diamond robber poses as respected small-town resident.  
 7:30 p. m.—Nightmare (WGN): ghost hunt uncovered... Great Gildersleeve (WMAQ): a lesson in adolescent psychology.  
 8:30 p. m.—Big Story (WIBA): Denver city editor risks life to fight organized crime... Crime Classics (WKOW): "John Shephard and the Flock He Had."  
 8:15 p. m. — Mystery Theater (WISC): racket witness gets threatening letter.  
 10:45 p. m. — Squad Room (WISC): a mysterious Christmas card.

### Sports

5:45 p. m.—Sports Parade (WIBA): Skippers Carl Bernard and Jim Lunder and Commodore Bill Faerber on ice-yachting.

### Miscellaneous

7:20 a. m.—Farm Feature (WHA): "Free Advertising in Wisconsin." C. L. Jackson.  
 2:15 p. m.—House Party (WKOW): with Laura LaPlante.  
 7 p. m.—Burke American Legion (WMPM): presentation of flags to Post 501.

### WHA—WHA-FM

970 Kc.—88.1 Mhz. WEDNESDAY A. M.

- 7:15 Weath. Roundup: Farm Feature
- 7:30 News: Weather
- 7:45 News: Weather
- 8:00 Morning Melodies
- 8:30 Highway Report: Melodies
- 8:55 News for Children
- 9:00 Broadcasts on Broadcasts
- 9:30 Let's Write

## Radio Timetable

### WEDNESDAY

WIBA	WISC	WKOW	WIBU
1310 kc.	1480 kc.	1070 kc.	1280 kc.
6:00 Sunrize	• Farm: Hour	Bkfst. Symp.	Music: News
6:15 Frolic	• Top o' Morn	Farm Diary	Farm Feature
6:30 Musical	• News: Top o' Morn	Markos: News	Burs.
6:45 Clock: News	• Morn: Breaker	Markos: Mkt.	Roundup
7:00 Alex Dreier	• Top o' Morn	Coffin Club	• News: Farm
7:15 Musical Clock	• Top o' Morn	News	Service
7:30 Journal News	• John Moynan	Weather: Coffee	• News: Weather
7:45 George Morgan	• A Old Marries	Club: News	Farm Frolic
8:00 Musical	• Breakfast Club	Coffee Club: News	• Prayer League
8:15 Clock	• Musical Club	Arthur Godfrey	Musical Clock
8:30 Musical Clock	• My True Story: Whisp's Street	Time Arthur Godfrey	• Rto on the Air
8:45 Break the Bank	• A Old Marries	Arthur Godfrey	• Music
9:00 Welcome	• Grand Central Station: News	Time Music Speaks	• Job Service
9:15 Travelers	• Queen for a Day	Morning Music	Mid-Morning
9:30 Rob Hope	• News: Calendar	News: Band	• News: Morning
9:45 Break the Bank	• Eddie Berch	Aut. Jimmy	• News: Matinee
10:00 Strike It	• Bill King	Hein Trent	• News: Farm
10:15 Rich	• Max. Marquee	Our Gal Sunday	News
10:30 Phrase Pats	• Market Basket	Farm Journal	• Music: Markets
10:45 Second Chance	• News	News: Weather	Farm and Home Hour
11:00 P. Frederick	• Market Basket	Report: Parade	• News: Morning
11:15 Morning	• News	Music	• News: Matinee
11:30 Melodies	• News	Music	• News: Farm
11:45 Farm Roundup	• News	Music	• News: Home Hour
12:00 News: Roundup	• News	Music	• News: Markets
12:15 Farm Service	• News	Music	• News: Farm and Home Hour
12:30 News	• News	Music	• News: Markets
12:45 News Party	• News	Music	• News: Farm and Home Hour
1:00 Trading Post	• News	Music	• News: Markets
1:15 News Parade	• News	Music	• News: Farm and Home Hour
1:30 Betty Cass	• News	Music	• News: Markets
1:45 Column	• News	Music	• News: Farm and Home Hour
2:00 Life Beautiful	• News	Music	• News: Markets
2:15 Road of Life	• News	Music	• News: Farm and Home Hour
2:30 Pepper Young	• News	Music	• News: Markets
2:45 Let to Happ'n	• News	Music	• News: Farm and Home Hour
3:00 Backstage Wife	• News	Music	• News: Markets
3:15 Stella Dallas	• News	Music	• News: Farm and Home Hour
3:30 Under Brown	• News	Music	• News: Markets
3:45 Woman in Hat	• News	Music	• News: Farm and Home Hour
4:00 Just Plain Bill	• News	Music	• News: Markets
4:15 F. P. Farrell	• News	Music	• News: Farm and Home Hour
4:30 Lorenzo Jones	• News	Music	• News: Markets
4:45 Marriage Pats	• News	Music	• News: Farm and Home Hour
5:00 Midtown	• News	Music	• News: Markets
5:15 News	• News	Music	• News: Farm and Home Hour
5:30 News	• News	Music	• News: Markets
5:45 Sports: News	• News	Music	• News: Farm and Home Hour
6:00 Alex Dreier	• News	Music	• News: Markets
6:15 News of World	• News	Music	• News: Farm and Home Hour
6:45 I Man's Family	• News	Music	• News: Markets
7:00 Walk a Mile	• News	Music	• News: Farm and Home Hour
7:15 Mile	• News	Music	• News: Markets
7:30 Coach Foster	• News	Music	• News: Farm and Home Hour
7:45 Serenade	• News	Music	• News: Markets
8:00 Groucho	• News	Music	• News: Farm and Home Hour
8:15 Matz	• News	Music	• News: Markets
8:30 The Big	• News	Music	• News: Farm and Home Hour
8:45 Story	• News	Music	• News: Markets
9:00 Pibber McGee	• News	Music	• News: Farm and Home Hour
9:15 Can You Top?	• News	Music	• News: Markets
9:30 Sports	• News	Music	• News: Farm and Home Hour
9:45 Singing Stars	• News	Music	• News: Markets
10:00 News	• News	Music	• News: Farm and Home Hour
10:15 Your Pastor	• News	Music	• News: Markets
10:30 The 1310	• News	Music	• News: Farm and Home Hour
10:45 Club	• News	Music	• News: Markets
11:00 News: The 1310	• News	Music	• News: Farm and Home Hour
11:15 The 1310	• News	Music	• News: Markets
11:45 Club: News	• News	Music	• News: Farm and Home Hour
12:00 News: The 1310	• News	Music	• News: Markets
12:15 The 1310	• News	Music	• News: Farm and Home Hour
12:45 Club: News	• News	Music	• News: Markets

Started programs are also carried on corresponding FM station FM channel: WIBA-FM, 101.5 M. WWCF (WIBU), 94.3 M. WISC-FM, 98.1

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## Bill Donahue's SPOTLIGHT

"Woman of 1953"

**TIP O' THE MORNING:** Don't expect to see comedian George Gobel in a regular radio or television spot before next fall. He's almost certain to limit his appearances to guest shots.

### LONNIE MALM

4701 Buckeye rd., is one of 40 girls and women who are being considered for the title of "Woman of 1953" by a panel of outstanding business and professional women.

All 40 were saluted last year on Bob Hope's daytime show, heard on WIBA at 9:30 a. m. Monday through Friday.

Lonnie was cited for her rescue of five children from drowning in water which had collected on the Monona golf course. The girl, then 11, almost lost her own life from exposure after helping the others escape. She is the daughter of Mrs. Anna Malm.

Only other Wisconsin name on the list is that of Mrs. Hugo Karrasch, Hartford, nominated for her charitable work in hospitals.

The jurors are Mrs. Oscar Ahlgren, president, General Federation of Women's clubs; Alma Preinkert, a national chairman of the federation and registrar at the University of Maryland; Margaret Kernodie, staff writer for the Associated Press, Washington bureau; Claire Longstreet, Washington lawyer and officer of the Business and Professional Women's club; Mrs. Charles DeShaven, president, Associated Women of the Farm Bureau, and Mrs. Arthur Davis, first vice-president, District of Columbia Federation of Women's Clubs.

AT CAMBRIDGE: The junior class of Cambridge high school, will present a play, "No More Home Work," at 8 p. m. Friday in the school auditorium. Mrs. Robert Stewart is director.

In the east will be Betty Olson, Ronald Pohlman, Jean Bailey, Shirley Elde, Richard Lien, Jean Kelleher, Roger Lehmann, Joyce Vasy, Nancy Korth, David Gundersen, Thomas Punsek, Soren Anderson, Nancy Johnston, Rodee Johnson, Beverly Laurie, Frank Else, and Gloria Kenseth.

NAMES IN THE NEWS: While Jack Bailey was on "Place the Face," the show's rating climbed five points. He bowed out because he has signed to m.c. the television version of "Truth or Consequences."

Meredith and Rini Wilson will leave Hollywood on Monday for a personal appearance tour. First date is at Buffalo, N.Y., Feb. 12, when Wilson will conduct the Buffalo Philharmonic orchestra.

If Jackie Gleason recovers from his foot injury in time, he'll probably make a movie next summer.

### LONNIE MALM

Margaret Kernodie, staff writer for the Associated Press, Washington bureau; Claire Longstreet, Washington lawyer and officer of the Business and Professional Women's club; Mrs. Charles DeShaven, president, Associated Women of the Farm Bureau, and Mrs. Arthur Davis, first vice-president, District of Columbia Federation of Women's Clubs.

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**As you look at it, you can see a lot of what makes this new 1954 Buick SPECIAL so sensational.**

You can see the long, low, sleek and ultra-glamorous lines that add up to the biggest automotive styling change in years.

You can see the remarkable new windshield with the back-swept corners—greatest visibility improvement since closed cars came on the market.

And of course you can see the price—the local delivered price—which is headline news, too.

For that, as a shopping tour will tell you, is just a few dollars more than those of the so-called "low-price three."

**But what you can't see is the rest of the sensational automobile that's yours for the low price shown here.**

The spectacular power of this SPECIAL's brand-new V8 engine. The honest six-passenger roominess. The truly modern interior luxury. The superb new handling ease. The sublime comfort of Buick's famed Million Dollar Ride—now steadied even more by a newly developed front-end geometry.

Fact is, there's so much that's terrific about this new glamor car, you ought to drop in and give it a really thorough study and sampling.

That way you'll prove to yourself that the buy—and the thrill—of the year is Buick. Come in this week, won't you?

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