

Television Today

Ch. 2-WBBM-TV-Chicago Ch. 7-WBKB-Chicago
Ch. 4-WTMJ-TV-Milwaukee Ch. 8-WGN-TV-Chicago
Ch. 5-WNBQ-TV-Chicago Ch. 27-WKOW-TV-Madison
Ch. 13-WREX-TV-Rockford Ch. 39-WTVU-TV-Rockford
Ch. 33-WMTV-TV-Madison

TODAY'S BEST BETS

3 p. m.-Travelers: "Through the Panama Canal"-WMTV (33).
6 p. m.-Bulletin Board: preview of University of Wisconsin style show-WMTV (33).
6:30 p. m.-Income Taxes: how to prepare return-WMTV (33).

ZENITH TV SALES AND SERVICE
TV repair specialists
Zenith TV sets
Madison's Oldest Zenith TV and Radio Dealer
DIAL 6-8151
604 University Ave.

FRIDAY MORNING
7:00 Today
7:30 Jack Paar
7:55 Dink Donk School
8:00 Dink Donk School
8:15 Dink Donk School
8:30 Dink Donk School
8:45 Dink Donk School
8:55 Dink Donk School
9:00 Dink Donk School
9:15 Dink Donk School
9:30 Dink Donk School

You'll Notice the Difference in FLAVOR and QUALITY
Over 100 Years of Quality Baking Experience
CB

FRIDAY AFTERNOON
12:00 Brighter Day
12:30 Brighter Day
1:00 Brighter Day
1:30 Brighter Day
2:00 Brighter Day
2:30 Brighter Day
3:00 Brighter Day
3:30 Brighter Day
4:00 Brighter Day
4:30 Brighter Day
5:00 Brighter Day
5:30 Brighter Day
6:00 Brighter Day

1st IN MADISON
5:00 and 7:00 WESTERN PLAYHOUSE, Part One and Two of "Kansas Cyclone," starring Abbott and Costello, as the "Music Lovers." Bud and Lou have a mad musical time.
8:00 PLAYHOUSE OF STARS, Ronald Reagan plays the part of a man embittered against the law in "Jungle Trip."
10:30 CLUB 27, Al Schwartz brings you a long-shot view of the life of a TV camera man.

FRIDAY EVENING
8:00 Dink Donk School
8:15 Dink Donk School
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11:45 Dink Donk School
12:00 Dink Donk School

SYLVANIA for '54 with Halolight
FREE-Full six months Service Policy with every Sylvania set.
Complete, modern repair shop with parts in stock to service our sets.
Phone 5-0831
2620 University Ave.

Chicken on Wheels
FREE DELIVERY Anywhere in Town
See Our TV Show WMTV 11:45 P.M. Every Saturday
NO ORDER TOO LARGE OR TOO SMALL
Chicken Special \$1.40
Chicken Deluxe 95c
Spaghetti \$1.00
Fish & Chips \$1.00
Deep Fried Jumbo Shrimp \$1.25
BAR-B-Q Ribs \$1.35
Features include: French Fries, Salad, Biscuits, Honey.

Today's Radio Highlights

Special Programs
8:35 p. m.-To Your Heart (WMAQ): Walter Pidgeon, Howard Keel, Ann Blyth, Fernando Lamas, Gen. Mark Clark.
11:05 p. m.-University Prom (WIBA): Jim Mader, master of ceremonies.



DOUGLAS WIDMARK

Music
7:45 a. m.-George Morgan (WIBA): "Hillbilly Fever," "Lover," "Bouquet of Roses," "You Alone."
4 p. m.-Music of the Masters (WHA): "Symphony No. 2," Martucel.

Discussion
7:30 p. m.-Books of Today (WHA-FM): "Five."
8 p. m.-Freshman Forum (WHA-FM): "The Cohesive Forces of the Atom," Prof. R. G. Sachs.

Drama
8 p. m.-Ozzie and Harriet (WISC): a "come as you are" party invitation.
11 p. m.-Starlight Theater (WISC): "Gold That Glitters," excitement at roadside diner.

Religion
10:15 p. m.-Your Pastor Speaks (WIBA): the Rev. Kenneth E. Whitney, Bashford Methodist church.

Variety
7:30 p. m.-Bob Hope (WIBA): and Richard Widmark.

Sports
8:45 p. m.-Sports Parade (WIBA): with Boxing Coach Eddie Sulkowski of Penn State.
8 p. m.-Basketball (WIBA-FM and WFMF): Madison West vs. Madison Central.

Miscellaneous
9:30 a. m.-Bob Hope (WIBA): with "Woman of 1953."
10 a. m.-Homemakers (WHA): "The Wisdom of America," by Lin Yutang.

Bill Doudna's SPOTLIGHT Top Tunes

TIP O' THE MORNING: Helen Traubel will guestar on NBC's "Grand Ole Opry" March 27.

"SECRET LOVE" moved up to first place in the latest "Hit Parade" survey of popular songs, while "O, My Papa" clung to the lead in Billboard magazine's report. "Secret Love" climbed from fifth place on "Hit Parade" with "Stranger in Paradise" dropping to second, a position in which it continued on the Billboard list.

NAMES IN THE NEWS: Famed sculptor Jacob Epstein was knighted Tuesday by Queen Mother Elizabeth at ceremonies in London.
The state department will send Dong Kingman, one-time houseboy, to the Orient to exhibit his water colors and give lectures.

STARTING TONIGHT ON TV
RACKET SQUAD
Real life stories from official files! WMTV 9:30 PM
CHANNEL 33
brought to you by G. HEILEMAN BREWING CO., LA CROSSE, WIS.

Computer
M. E. Erickson
about this question: "My car skidded on icy pavement and crashed into the guard rail. I don't know what it was guarding—the open field would have done no damage, but now I have a \$650 repair bill. Would Collision insurance have cost me only \$33?"

HEILEMAN'S Old Style LAGER
Member Federal Deposit Insurance Corporation

Radio Timetable

FRIDAY
WIBA 1310 kc.
WISC 1480 kc.
WKOW 1070 kc.
WIBU 1240 kc.
8:00 Sunrise
8:15 Frolic
8:30 Musical Clock
8:45 Clock News
9:00 Alex Dreier
9:15 Musical Clock
9:30 News
9:45 George Morgan
10:00 Musical Clock
10:15 Musical Clock
10:30 News
10:45 Welcome
10:50 Travelers
10:55 Bob Hope
11:00 Break the Bank
11:05 Strike It
11:10 Rich
11:15 Phras Pava
11:20 Second Chance
11:25 P. Frederic
11:30 Morning Melodius
11:35 FARM Roundup
11:40 News
11:45 Roundup
11:50 Farm Service
11:55 Stella Dallas
12:00 Widder Brown
12:05 Woman in Hat
12:10 Just Plain Bill
12:15 P. P. Farrell
12:20 Lorenzo Jones
12:25 Marriage Party
12:30 Madson Hour
12:35 Melody Parade
12:40 Sports News
12:45 Alex Dreier
12:50 Music News
12:55 News of World
1:00 1 Man's Family
1:05 Dishon Shore
1:10 Sinatra
1:15 Bob Hope
1:20 Harris
1:25 And Eve
1:30 Uptown
1:35 Prom
1:40 Jerry of the Circus
1:45 Off the Record, Weatherman
1:50 Off the Record: News
1:55 Off the Record: Menu
2:00 Package of New Records
2:05 Musical Menu: News
2:10 Old Times Party
2:15 Sports Record: News
2:20 Sports Record: Show
2:25 Guest Star: News
2:30 Guest Star: Lombardo
2:35 Guest Star: Lombardo
2:40 Eddy Howard: News
2:45 One On Four & One Club
2:50 News (to 12)

Starred programs are also carried on corresponding FM stations: FM channels: WIBA-FM, 101.5 M. WWCW (WIBU), 94.9 M. WISC-FM, 98.1.

WMAQ
1:45 Yawn Patrol
1:50 Layman's Call to Prayer
1:55 Weatherman: Yawn Patrol
2:00 Weatherman: Yawn Patrol
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5:00 Weatherman: Yawn Patrol

WHA-WHA-FM
7:15 Wealth Roundup: Farm Feature
7:20 News: Weather
7:25 Morning Melodius
7:30 News: Report: Melodius
7:35 News: Report: Melodius
7:40 News: Report: Melodius
7:45 News: Report: Melodius
7:50 News: Report: Melodius
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11:55 News: Report: Melodius
12:00 News: Report: Melodius

Beier to Receive Award by State Employment Group

A. L. Beier, 169 Division st., public information officer of the Wisconsin State Employment Service, has been named to receive the 1954 state award of merit given by the Wisconsin chapter of the International Assn. of Personnel in Employment Security.

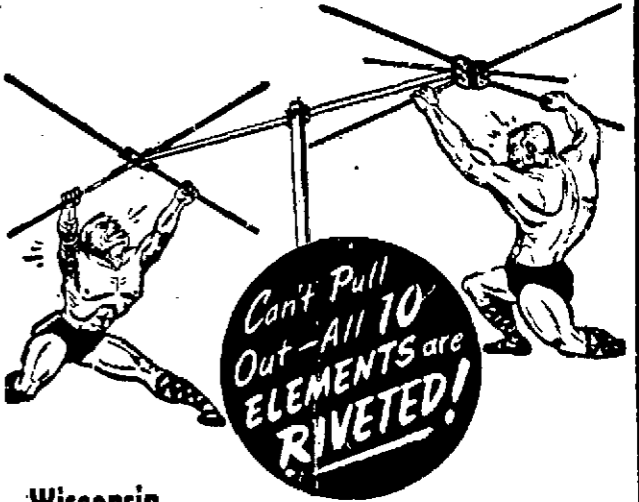


BEIER

The award was given to him for his professional accomplishments in the field of obtaining co-operation with community groups, the state chapter said. As secretary of the governor's committee for employment of the physically handicapped, Beier organized and played an important part in the activities of the committee throughout the state. He assisted in establishing a state-wide essay contest and helped get local committees in action.

H. J. Smith, 2222 Commonwealth ave., was given an honorable mention award for his work in placement of persons in rural industries.

Big February ANTENNA SALE



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