

Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 3—WGN-TV—Milwaukee
Ch. 4—WISN-TV—Madison
Ch. 5—WISN-TV—Madison
Ch. 12—WREX-TV—Rockford
Ch. 13—WMTV—Madison

Ch. 7—WBKE—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 27—WKOW-TV—Madison
Ch. 35—WTVQ—Rockford
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

5 p.m.—Puppet Pals: "Patty and His Pig"—WKOW-TV (27).
 6 p.m.—Bullseye Board: Preview of Jayettes' fashion show—WMTV (3).
 8:45 p.m.—Patti Page: "Somebody Bad Stole de Wedding Bell," "Tennessee Waltz"—WKOW-TV (27).
 7 p.m.—U. W. Sports: Johnny Walsh, Gene Rankin—WMTV (33).

7 p.m.—Arthur Godfrey: Helen Traubel, guest—WKOW-TV (27).
 8 p.m.—Talent Time: New six-week series starts—WMTV (3).
 8:30 p.m.—Wrestling: Ruffy Silverstein vs. Bill Miller—WMTV (33).
 9 p.m.—Boxing: Gil Turner vs. Bobby Jones—WKOW-TV (27).

1st in MADISON

5:00 PUPPET PALS—Patty Pig tells stories of Ireland and St. Patrick.
 7:00 GODFREY AND HIS FRIENDS—The little Godfreys and guest soprano Helen Traubel.
 8:00 LIFE WITH ELIZABETH—That Wednesday "Triangle Theatre" series. Elizabeth and her husband, Alan, race through a half hour of fun and comedy.
 8:00 BLUE RIBBON BOUTS—A ten-round contest between Middleweights Al Turner and Bobby Jones, the latter recently switching over from the welterweight division.

WEDNESDAY MORNING

7:00 Today
 7:30 Chicago Parade
 8:00 Bayner Shins
 8:30 Breakfast Club
 9:00 Arthur Godfrey
 9:30 Dina Young School
 10:00 Your Figure Ladies
 10:30 One Man's Family

11:00 5—One Man's Family
 11:30 7—Time to Go
 12:00 7—Let's Exercise
 12:30 3—Steps to Heaven
 1:00 3—Steps to Heaven
 1:30 4—Home
 1:45 4—Home
 2:00 2—Search for Tomorrow
 2:15 2—Play House
 2:30 2—A to Z of Cookery
 2:45 2—Guiding Light
 3:00 2—News
 3:15 7—Fied Piper

THE WHOLE FAMILY ENJOYS TELEVISION AND NON-CARBONATED, FRUIT-FLAVORED Bire-ley's

Orange • Tomato
 Grape • Grapefruit

WEDNESDAY AFTERNOON

1:00 27—Bob Crosby
 1:15 2—Petticoat Party
 1:30 2—Welcome Travelers
 1:45 13—Let's Talk It Over
 2:00 13—Story Book Lady
 2:15 2—Cardinal
 2:30 2—Foreman Tom
 2:45 5—Elmer, the Elephant
 3:00 7—Joe Kelly
 3:15 13—Secret Storm
 3:30 27—Search for Tomorrow
 3:45 2—On Your Account
 4:00 2—Punchy Falls
 4:15 2—Index Information
 4:30 2—Robert G. Lewis
 4:45 2—Beauty Clinic
 5:00 2—On Your Account
 5:15 2—Lobby Story
 5:30 2—Pinky Lee
 5:45 2—News Family Movie
 6:00 12—Frontier Theater
 6:15 2—Mid-Way Feature
 6:30 2—Pinky Lee
 6:45 2—Early Edition
 7:00 2—Let's Experiment
 7:15 2—Howdy Doody

RAYTHEON TV
 Everything in TV on One Control
 Any type UHF Conversion
 Complete Installation
 Guaranteed Service
 Television Engineers, Inc.
 1004 S. PARK STREET
 Open Every Evening, Except Saturday
 Locally Owned

WEDNESDAY EVENING

8:00 13—Sports
 8:15 2—My Little Margie
 8:30 2—Chicago Symphony
 8:45 2—Pantomime Quiz
 9:00 2—Jacks Connors
 9:15 2—Dorsey Connors
 9:30 2—Number Please
 9:45 2—John Daly
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 11:45 2—John Daly
 12:00 2—John Daly

ENTERING TV SERVICE ONLY
 Retail Sellout Starts Thursday
 ONE WEEK ONLY
 OPEN 9:30 TO 9:00
AMERICAN TV & APPLIANCE
 STATE AT GILMAN

Marinette TV Station to Go on Air Aug. 7

MARINETTE—Station WMBV-TV, operating on Channel 11, will begin telecasting Aug. 7 and will carry National Broadcasting Co. (NBC) programs. General Manager Joseph D. Mackin said.

"I'd like to be your coal-man" Full on Now!
McCormick
 LUMBER & FUEL CO.
 1 N. 5th St. Dial 4-4741

Today's Radio Highlights

Music
 7:45 a.m.—George Morgan (WIBA): "Blue Lou," "Little David," "Silver-Haired Daddy."
 11:25 a.m.—Jack Berch (WISC): "Darktown Strutters' Ball," "Springtime in the Rockies."
 3 p.m.—Alton C. Conner (WHA): "Poem d'Extase."
 4 p.m.—Musical of the Masters (WHA): "Don Quixote."
 5:30 p.m.—Curt Massey (WBBM): "The Man with the Banjo."
 7:15 p.m.—Sam K. A. Y. (WISC): "Kitty Kallen."
 8:15 p.m.—Serenade in Blue (WMMF): "I Love Louisa," "The Way You Look Tonight," "The Continental."
 8:30 p.m.—Red Cross (WISC): Life Crosby.

Religion
 10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Richard E. Pritchard, Westminster Presbyterian church.

Discussion
 9 a.m.—Broadcast on Broadcasts (WHA): "Good and Poor Drama on the Air," Prof. John E. Dietrich.
 10:30 a.m.—Women Voters (WISC): "Congress and the Public Pulse," Mrs. John Wise and Mrs. W. H. Peterson.
 2 p.m.—Contemporary Trends (WHA): "Man, Geography, and Politics," Prof. Llewellyn Plankuchen.

Farm Programs
 7:22 a.m.—Farm Feature (WHA): "The Bacteriologist and Quality Milk," L. Wayne Brown.
 12:15 p.m.—Farm Service (WIBA): "Going to the Spring Market Hog Show," Fred Gleason and Frank Mayfield.
 12:30 p.m.—Farm Hour (WHA): "Barn Lot Paving," Stan Witte; "Fertilizers for Grain and Legume Seedlings," C. J. Chapman.

Drama
 9 p.m.—Grand Central Station (WISC): "Em for Plenty."
 7 p.m.—FBI in Peace and War (WKOW): swindler poses as founder of bird sanctuaries.
 7:30 p.m.—Great Gildersleeve (WMAQ): campaign for modern living.
 8:30 p.m.—Big Story (WIBA): Tennessee reporter gets confession of murderer's accomplice... Crime Classics (WKOW): "New Hampshire, the Tiger, and..."

Miscellaneous
 10 a.m.—Homemakers (WHA): "Home Economics in New Fields—A Program for the Family," Eunice Heywood.
 8 p.m.—House Party (WKOW): with Judy Canova.
 8 p.m.—Red Cross (WMMF): Bob Hope.

Bill Douma's College Choir

TIP OF THE MORNING: Lyman and William McKee, Dane county farmers, will receive the weekly "Agricultural Achievement Award" on "This Farming Business" over NBC-WIBA at 7 a.m. Saturday.

THE A CAPPELLA choir of Carroll college, Waukesha, will give a sacred concert at 8 p. m. Wednesday, April 7, in Christ Presbyterian church. The 50-voice chorus will be conducted by Prof. Lewis E. Whiteaker, chairman of the college music department. This will be one of 12 concerts given by the choir on its annual Spring tour.

NAMES IN THE NEWS: WGN sports announcer Jack Brickhouse and his family are vacationing in Florida. They'll be back in time for the opening of the baseball season.

ALL-STAR SHOW: A star-studded radio show will open the 1954 Easter Seal sale on the four major networks March 19 and 20. It will be carried the first night by the National Broadcasting Co. and the Mutual Broadcasting System, and the second night by the American Broadcasting Co. and the Columbia Broadcasting System.

Gene Autry returned to Hollywood last week after a 52-day personal appearance tour of 50 cities which broke all barnstorming records. Capacity houses were opened in Duluth, Minn., to the finale in Birmingham, Ala.

Next season, Ed Sullivan's "Toast of the Town" probably will consist of a half-hour from New York and a half-hour from the West coast.

All the violin music in the forthcoming picture, "Rhapsody," was recorded by Michael Rabin. Kevi Walden will star in a special tribute to the late Eugene O'Neill on the Canadian Broadcasting Corp. network tonight.

THEATER GUILD: Tryouts for "Rumpelstiltskin" will be conducted Sunday by the Madison Theater Guild. The auditions will be at 3 p. m. in the Guild workshop, 702 E. Main st. The children's play, last of the season, will be given April 3 and 10.

Tryouts for the final adult show, "The Man Who Came to Dinner," will be held at 8 p. m.

Livingston Men's Club to Present 3-Act Play

LIVINGSTON—A three-act play, "Papa Behave," will be presented by the Livingston Business and Professional Men's Club at 8 p. m. Thursday in the high school gymnasium.

In the cast will be Jackie Wagner, Bill Gratz, John Long, Henry Mueller, Herbert Goldman, Laverne Story, Henry Schwartz, John George, the Rev. H. Richardson, Howard Wagner, M. F. Olafson, and Floyd Dolphin.

Tenor to Give Recital at Columbus Tonight

COLUMBUS—George Mathews, tenor from Springfield, Mass., will give a song recital tonight in the Olivet Congregational church here. Admission will be free.

SECRETS OF SEX ALLURE

What does a modern woman need, and what must she know, to win and hold love?

March Coronet reveals that even the married woman must continue to weave a seductive spell if she wants to keep the love she has won.

What are those qualities of a woman which most thrill a normal man? What can any woman do to increase her sex appeal?

Every woman who desires the most from love and every man who demands it will want to read THE SECRETS OF SEX APPEAL in March CORONET now on sale

Radio Timetable

WEDNESDAY		
WIBA	WISC	WKOW
6:00 Sunrise	6:00 Farm Hour	6:00 Music: News
6:15 Prof. News	6:15 Top of Morn	6:15 News: Weather
6:30 Clock News	6:30 News: Morn	6:30 News: Morn
6:45 News	6:45 News: Morn	6:45 News: Morn
7:00 Musical Clock	7:00 Top of Morn	7:00 News: Morn
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