Calendar

WEDNESDAY, MARCH 18
Studio blay tryoub: \$39 and 730
p.m., 18th Night room, Union.
Hoofer Selling club: 7:15 p.m., Room
101, 800 N. Park at.
Ohem club: \$ p.m., Popover room,

Municipal Affairs

WEDNESDAY, MARCH 19
City library board: 12 m. atry

brary. County audit committee: 7:30 p.m.,

WEDNESDAY, MARCH 10 Mozart club: Reheartal, 7:30 p.m., Vocational school.

WEDNESDAY, MARCH 10
Tel-a-Woman, 10 a.m.; craft class
for handlcapped rouns adults, 1 p.m.;
Young Adult club, 7 p.m., with denote
at 2:32; duplicate bridge, akat league,
1:30 p.m.

FAST RELIEF

SORE THROAT

really fast relief from the pain...and here's how to get it! Just gardy three Simes delly with 3 Bayer Aspirin tablets dissolved in one-third of a glass of

When was have a Sore Throat 12

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water. You'll feel better fast!

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ald of the many top quality drug products evallable at

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On the Campus

Organizations

## Television Today

Ch. 2—WBBM-TV—Chicage
Ch. 4—WTMJ-TV—Milwaukee
Ch. 8—WGN-TV—Chicage
Ch. 12—WKOW-TV—Madisen
Ch. 13.—WREX-TV—Rockford
Ch. 33—WMTV—Madison

#### TODAY'S BEST BETS

5 p.m.—Puppet Pals: "Patty and His Pig"—WKOW-TV (27). 6 p.m.—Bulletin Board: preview of Jaycettes' fashion show -WMTV (3).

6:45 p. m.-Patti Page: 

7 p. m. - Arthur Godfrey: Helen Traubel, guest-WKOW-

> Talent Time: new \$ p.m. six-week series starts-WMTV 8:30 p.m.-Wrestling: Ruffy Silverstein vs. Bill Miller-

-WMTV (33). 9 p.m.—Boxing: Gil Turner s. Bobby Jones—WKOW-TV



5:00 PUPPET PALS—Paddy Pig tells stories of Ireland and St. Patrick. Ireland and St. Patrick.

7:00 GODFREY AND HIS PRIENDS — The little Godfreys and guest soprano Helen Traubel.

8:00 LIFE WITH ELIZABETH—That Wednesday "Triangle Theatre" series. Elizabeth and her husband. Alvin, race through a half hour of fun and comedy.

8:00 BLUE RIBBON HOUTS—A ten-round context between Middleweights Gil Turner and Hobby Jones, the latter recently switching over from the welterweight division.

#### WKOW-TV Channel 27 CBS

7:00

7:00

Today

WEDNESDAY MORNING 5—One Man's Family
9—Time for Stories
9-46
7—Let's Exercise
9-45
4—3 Steps to Heaven
10:00
4—Home 4—Home
5—Home
7—Play House
9—A to 2 of Cookery
10:30
2—Strike it Rich
7—Pied Piper

2-Valiant Lady
What's New
What's New
Bride and Groom
7-Danny O'Nelli
9-Four to Go
11:15
2-Love of Life
5-Hawkins Falis
11:30
2-Search for Tomor
5-Betty White
11:45
4-News
13-Feature Film

add being and perhap THE WHOLE FAMILY ENJOYS TELEVISION AND

NON-CARBONATED, FRUIT-FLAVORED

· Orange • Grape

Bire-ley's

• Tomato • Grapefruit

Brighter Day

Man Next Door

Non Next Door

Nonline Comics

Lingh Hour

Bil Ladies
12:30

Garry Moore

Westher: Time Out

Bob and Ray
12:45

Dr. Preston Bradley
1:00

Double or Nothing

Creative Cookery

All About Baby

Watch to Win

13—Love of Life
1:15

The Doctor Answers
13—Brighter Day

Westher Time

Woman's World

Woman's World

Western Peature

Son's Use To You

The Big Payoff

Cate Smith

Cate Smith

Cate Smith

Cate Smith

Cate Smith

Son Matther Theater

Deaul Dixon

Matther Theater

Jone Hot Crosby

3-Bob Crosby

WEDNESDAY AFTERNOON 27—Bob Crosby
2.—Petilcoat Party
4.—Welcome Travelers
5.—Welcome Travelers
7.—Jerry Lester
13.—Search for Tomorrow
27.—Woman with Past 9-Movie Quick Quiz 3:15 13—Secret Storm 27—Search for Tomor'w

27—Search for Tomor.
3:30
4—On Your Account
5—On Your Account
6—On Your Account
12—Robert Q. Lewis
13—Beauty Clinic
130—On Your Account
2—Movie Time
23—M. Griffin, News
4:10pary Story
6—Finty Lee
7—News: Family Movie
6—Trail Blazers
13—Frontier Theater
13—Roddy Mac
13:181 33-Rody Mac 39-Pinky Lee 4:15 4-Let's Experiment 4:30 4-Howdy Doody

5-Howdy Doody 33-Way Out West 39-Howdy Doody 13-Let's Talk It Over 13—Let's Talk it Over
4:45
13—Story Book Lady
5:00
2—Garfield Goose
4—foremen Tom
5—Elmer the Elephant
7—Joe Kelly
9—Bob Acher
13—Trail Tales
13—Trail Tales
13—Trail Tales
27—Pupper Fals
13—Radio Patrol
139—Fun Time
15:25
27—Crusader Rabbit
23—Radio Patrol
24—Story
25—Laugh Time
13—Stand By Playhouse
13—Sta

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Dorrey Connors

Vohn Daly

Signature

Tohompson. Wither

John Daly

Sports; Weather

John Daly

Jo

WEDNESDAY EVENING 33-U.W. Sports July Married Joan
7:30
Any Little Margie
Only Little Margie
Only Little Margie
Only Little Margie
30-My Little Margie
30-My Little Margie
2-Strike it Bigh
Television Theater
7-Television Theater
7-Television Theater 7—Theater 3—Strike It Rich 7—Triangle Theater 3—Talent Time 9—Greatest Dramas 8:30 2\_I've Got a Secret 7\_City Detective

Captured
I've Got a Secret 33 Wreetling 39 Abbott and Contello 9:00 Boxing
This is Your Life
This is Your Life
T- Wrestling
The Music Show 27—Boxing
39—This is Your Life
3230
4—Hello Neighbor
5—Favorite Story
9—Liberace
39—Hollywood 1/2-Hr.

2-Sports Spot
27-Sports Spot
27-Sports Spot
27-Sports Spot
27-Sports Spot
28-Sports Spot
28-Sports Spot
29-Sports Spot
29-Sports Spot
29-Spot
29-Spot
20-Spot

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\*\*MARINETTE—Station WMBV-TV and WMBV-TV and WMBV-TV and WMBV arinette radio station, and Mackin signed NBC contracts in New York about two weeks ago.

\*\*ADVERTISES\*\*\*

\*\*TO GO ON Air Aug. 7

\*\*William E. Walker, Maple Bluff, president of the company which owns WMBV-TV and WMBV-TV and

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## Today's Radio Highlights

7/105/C

7/45 a.m. — George Mergan
(WHA): "Blue Lou," "Little
David," "Silver-Haired Daddy."

11:25 a.m. — Jack Berch
(WISC): "Darktown Strutters"
(WISC): "Darktown Strutters"
(WISC): "The Deadly NightRockles."

3 p.m. — After.

(WHA): Quixote." 5;30 p.m.-

(WISC): with Kity Kallen.

Kity Kallen.

8:15 p.m.—SereKALLEN nade in Blue (WHA): "Congress and the Public left Purse," Mrs. John Wise and Mrs.

W. H. Peterson.

2 p. m.—Contemporary (Institute Continental." Trends (WHA): "Man, Geography, Institute Man, Geography, Institute Continental."

8:30 p.m.—Pad (Congress and the Public left Purse Page (Institute Congress) (Institute Congres) (Institute Congress) (Institute Congress) (Institute Congress)

(WISC): "Sue 'Em for Plenty." man.

Brad Ferguson-What Happened

S p.m. — After-noon C e n c e r t (WHA): "Poeme d'Extase." (WIBA): the 10:15 p.m - Your Paster Speaks

de Extase."

4 p.m. — Music Pritchard, Westminister Presbyof the Masters terian church.

(WHA): "Don \_curi Discussion

5:30 p.m.—Curi
Massey (WBM):
"The Man with
the Banjo."
T:15 p.m.—Samm y K a y e
(WISC): with
Kitty Kallen.

1:30 p.m.—Curi
9 a.m. — Broadcast on Broad1:30 Rows
1:30 Rows
1:

Continental."

8:30 p.m. — Red Cross (WISC):
Bing Crosby.

9 p.m. — Pattl Page (WISC):
with the Gaylords . . FM Concert (WHA-FM): Part 1 of Monteverdi's "Orfeo."

9:05 p.m. — Concert Caravan (WHA): "The Bacteriologist and Caravan (WHA): "Going to the Spring (WHA): "Going to the Spring and Frank Mayfield.

12:30 p. m. — Farm Feasure (WHA): "The Bacteriologist and Caravan (WHA): "The Bacteriologist and Cara

7 p.m. — Fill in Feace and War(WKOW): swindler poses as founder of bird sanctuaries.
7:38 p.m. — Great Gildersleeve
(WMAQ): campaign for modern
living.
8:30 p.m. — Big Story
Eunice Heywood.
8:10 p.m. — House Party

living.

8:30 p.m. — Big Story
(WIBA): Tennessee reporter gets
confession of murderer's accomplice ... Crime Classics (WKOW):
"New Hampshire, the Tiger, and

Monday and Tuesday, April 5



TIP O' THE MORNING: Lyman and William Mo-Kee, 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, Wankesha, 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 Whikehart, 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.

Howard G. Barnes is back from Jamaica and Haiti with taperemorded interviews with Noel
Coward, Kirk Douglas, Peter
Lorre, and Clive Brook, to be 1954 Easter Seal sale on the four used on CBS Radio's "Stage to the light be carried the first night." baseball season.

struck."

Gene Aury returned to Hollywood last week after a 52-day and the Mutual Broadcasting Cocities which broke all attendance the American Broadcasting Corecords for his 14 years of barntorming Caracter bases were System. records for his 14 years of barn-land the storming. Capacity houses were System. storming. Capacity nouses were the story in every city from the opening in Duluth, Minn., to the opening in Duluth, Minn., to the performance "Do Lord" by church bazzar quartet commander the performance the performance of the highlights with the performance and the performance of the highlights with the performance the performance of the highlights with the performance that the performance of the highlights with the performance of the highlights with the performance of the highlights with the performance the performance of the highlights with the highlights with the performance of the highlights with the hig

opening in Duisdit, Mallis, and Sallivan's scasson, Ed Sullivan's posed of Jane and Della Russell, 10:13 Lombardo Land 10:13 L the West coast.
All the violin music in the Sinatra, and Frank Worth's orforthcoming picture, "Rhapsody," was recorded by Michael Rabin.

TRAINING: Bhyllis Kink ha

"Toast of the Town plousist of a half-hour from New York and 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.

Karl Malden will star in a special tribute to the late Eugene O'Neill on the Canadian Broad casting Corp. network tonight.

THEATER GUILD: Tryouts for "Rumpelstiltskin" will be 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 Busi
"Type of the did the present of the Livingston Busi
"Type of the season, will be greated the presented by the Livingston Busi
"Type and Behave," will be presented by the Livingston Busi
"Type of the season of the time.

Hedda Hopper, mistress of cermonles, also will introduce Dan Shore, Frank Shore, Frank Sinatra, and Frank Worth's or-chestra. Will introduce Dan Theater Guild and the getting down to basic facts when it comes to playing a role entirely foreign to her experience.

Miss Kirk, of the stage and movies, will star March 14 on 18 on More of the season, 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 the last end of the season, will be presented by the Livingston Busi
Livingston Men's Club to the last end of the season, will be presented by the Livingston Busi
Livingston Men's Club to the last end of the season of the time.

Hedda Hopper, mistress of cermonles to play Thomas Joina the theater with Theater Guild Shore, Frank Sinatra, and Frank Worth's or-chestre.

TRAINING: Phyllis Kirk be-Tryouts for the stage and the stage and movies, will star March 14 on 18 on the stage and 19 on the season of the s

LIVINGSTON — A three-act play, "Papa Behave," will be preplay, "Papa Henave," 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 Jakie Wagner, Bill Gratz, John Long, Hener Musiles Herbart Coldman

ry Mueller, Herbert Goldman, Laverne Story, Henry Schwartz, John George, the Rev. H. Rich-ardson, 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 women must continue to weave a soductive spell if she wants to keep the love she has won. What are those qualities in 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

# Kadio Jimetable

WEDNESDAY

WISC WKOW WIBU WIBA 1979 kg. 1240 kg. 1420 Kg. . L210 ma. unic: News arm Feature ural Boundup Farm Hour Top o' Morn News: Top o' Morn: Heatt 6:16 Sunrise 6:15 Frolio 6:36 Musical 6:45 Clock: News Farm Hour Markets: News Weather: Mkts Top o' Morn News Top o' Morn John McVans Coffee Club 7:00 Aim Dreise 7:15 Musical Clock 7:10 Journal News 7:45 George Morsan News Westh'r: Coffee Club: News Service News: Weather Farm Prolic Coffse Club; News Kitchen Club Music: News 8:00 Mustoni 8:15 Clock 1:20 Musical Clock 1:45 News Breakings Glub Break/ast Club Mic on the Air awest • My True Story: Whisp's Streets • A Girl Marries Arthur Godffer 9:00 Welcome 5:15 Travelers 9:38 Bob Hope 9:45 Break the Sank Arthur Godfrer Arthur Godfrey Mewa • Job Sarvice Mid-Morning -Matinee Grand Central Queen for a Day Time Music Speaks Morning Music News; Band Aunt Jenny Helen Trent Our Oal Sunday News; Morning Matinee News; Calenda Eberle; Berob Bill Ring Mag. Marquee News Farm News 12:00 • News: Roundup • Market Basket 12:15 • Farm Service • News 12:19 • News • Mister 12:46 • Polks Party Music Polkas; Digest Newa Mkts.; Weather Report: Farade Music: Markets Chow Time Jockey's Choice Nors Drake Static Farm Service 81 Hares and 1:d8 • Tradins Post 1:15 • Mel. Parade, 1:38 • Betty Cass 1:45 Column Muter Music Betty: Mr. Music 2:30 • fare Beautiful • Mister 8:15 • Road of Life Musto 2:30 • Pepper Young • Betty 3:45 • B'nt to Happ'n'• Mr. Musio Static House Party Wizard of Odds Afternooz Variety U. W. Band Organ Musi 3:60 \* Beckstage Wife 3:15 \* Stella Dellas 3:30 \* Widder Brown 3:45 \* Wom'n in H'es News; Lucila Mortenson Show; Music Sunshine Sue \* Chapel in the Sky Melody Hour Story Time Melody 4:00 \* Just Plain Bill 4:15 \* P. P. Parrall 4:30 \* Lorenzo Jones 4:45 \* Marriage Pays Cousin Henry Time The Showcase Harmony House Top Tunes Hour News Band Parade . Birthday Club Plotte Time a:00 \* Medison 5:15, Hour 3:30 \* News 5:45 \* Sports: News 5 O'Clock Allan Jackson Music: Mystery The University Special Shadow Wild Bill Hickok: Spor Sports; Music Lowell Thomas \* News Tips, Tunes Sports Time Bins Sings Family Skeleton Weather: News Dinner Music Edw B. Murrow 6:00 \*, Alex Dreier 6:15 \* Music; News 6:36 \* News of World 6:45 \* 1 Man's Family News; Music Fulton Lewis Lone -Ranger; News Bing Sings FBI in Peace and War Twenty-First Precinct 7:00 \* Walk \* 7:15 Mile 7:30 \* Wadnowdey 7:45 Serenade Mus.to Please Sammy Kare Old Timers Jamborse J. Vandercook Bill Stern Hits of the Week; News
Red Cross
G. Heatter Old Timera Crime Photographer Groucho Mars The Bis Story Crime Classics Wisconsin Farm Hous At Your Request Sports; Concert Caravan Good News Beulab Perry Como Theater News; Music for Listening Silent Silent News Sports Some of Best Julius LaRosa News Frank Edwards Hill; Wismer Squadroom 10:08 \* News 10:15 \* Your Pastor 18:30 \* The 1310 10:45 Club News; Promised Land The Promised Land 11:00 News; The 11:18 1310 Club 11:36 The 1310 11:45 Club; News

Starred programs are also carried on corresponding FM station FM channels; WIBA-FM, 101.5 M. WWCF (WIBU). \$4.9 M. WIEC-FM. 98.1

#### WMFM

7:00 Yawn Fatrol
7:10 Layman's Call to Prayer
7:15 Westherman; Yawn Patrol
7:30 News; Yawn Patrol
7:37 Westherman; Yawn Patrol
8:02 News; Clockwatchers
8:26 Westherman; News Headlines
8:30 Clockwatchers; News
9:05 Buddy Marrow
9:15 Lloyd Chapman
9:30 Music of the Stars
10:00 A Date With Music
11:90 Old Timers Hall
1:30 Navy Band Has 6 Bands Listed

11:45 Fats Walter
P. M.

12:00 News; Noontime Prolics
12:27 Road Report; Weatherman
12:34 Noontime Prolics; News
1:00 Meet the Artist
1:15 Bacred Heart Program
1:30 Music to Listen to; News
2:00 Mesic Mathes: News 6 Sacrad Heart Program
D Music to Listen to; News
D Music Matines: News
D Music Matines: News
D Music Matines: News
D Juke Box Jamboree
Carmen Cavallero
D Rasy Listening: News
D Jerry of the Circus
Meet the Artist
Off the Record; Weatherman
Off the Record; News
Musical Menu; News
Showase

6:00 Musical Menu; News
7:00 Showcase
7:30 Marins Show
7:45 Top Three Tunes; News
8:00 Bob Mope Show
8:15 Serenade in Blue
8:30 Package of New Records
8:45 Twilight Time; News
9:00 Sharpen Your Wits
9:30 Eapperanto Now; News
8:30 Eapperanto Now; News
8:30 Top Tuney Tunes

WHA---WHA-FM

# Colgate Chlorophyll

Villa Louis Parade

PRAIRIE DU CHIEN - Six bands and three drum and bugle pands and three drain and bugic corps have accepted invitations to march in the Villa Louis open-ing-day parade May 16, Parade Chairman David W. Hexom said

Tuesday.

Marching units which have accepted invitations are the Deco-rah, Ia., Kiltles, the winning drum rah, Ia., Kilties, the winning drum and hugle corps in last year's parade; the Campion drum and bugle corps; the Dubuque American Legion drum and bugle corps; and high school bands from Prairie du Chien. Seneca, Boscobel, Readstown and Bangor, Wis., and Postville, Ia.
Other units which have ex

pressed interest but which haven't yet given definite answers are yet given definite answers are high school bands from Houston, Minn., Elkader, Ia., and Mt. Horeb, Wonewoc, Wauzeka, Viro-qua and Ridgeway, Wis. Three University of Wisconsin music faculty members will act as parade judges and winning

Dells School to Give Music Show Saturday

WISCONSIN DELLS-"Cabaret Nite," a musical program, will be presented Saturday night to raise funds for the school music department.

#### Pair Heads Cast of City Guild Play



Alvin J. Lee Jr. (right) and Patricia King (left) will play Jesse James and his wife in "Missouri Legend," which opens tonight. The Madison Theater Guild will present the drama at Scenian ball nightly through Sunday and again from March 17 through March 20.

Books New This Week at Madison Free Library CASH—DON'T CALL IT FRISCO Johnson—MOUNT VERNON Blimov—TERROR MACHINE STRINGE—TERROR MACHINE

Johnson-Mount vernon Kilmov-Terror Machine Kramer-Terr-Age Gangs Lawrence-Web Of Time Maurisc-Mask Of Innocence Meens Doctors, People, and Government Melady - Better House Plants for Your Home Plants for Your Home Plants for Your Home Plants of Heise-The 20 Minute Cook Book Rosers-Balzac and the Novel Rommel-Rombiel, Papess Seldes-Tell the Truth and Run Winsten-Shaw's Corner Willy-How to Become A Better Terres-Baler Trott-Reader Stillmeadow and Sugar-Bridge Laferse-Beauty for Ashes Cinkhoff - Around the World With the Harlem Globe Trotter Kander Harlem Globe Trotter Kander Harlem Globe Trotter Reader Of Marks - Potter Paper Marks - Potter Paper Marks - Potter Marks - Good Guess

GOOD GUESS

MAÇON Ga. III — A police-man figured that a lumber truck parked on a downtown street here was creating a hazard—so he left a ticket on the windshield. About 20 minutes later another truck sideswiped the lumber truck.

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