

Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 3—WTMJ-TV—Milwaukee
Ch. 4—WISN-TV—Madison
Ch. 12—WISN-TV—Madison
Ch. 13—WREX-TV—Rockford
Ch. 15—WMTV-TV—Madison

TODAY'S BEST BETS

2:30 p.m.—Feminine Touch
"Know Your Baby"—WKOW-TV (27)
5:30 and 7 p.m.—Western Playhouse: "The Colorado Kid"—WKOW-TV (27)
6 p.m.—Bulletin Board: Girl Scout birthday—WMTV (33)
7:30 p.m.—Arlene Dahl
"Don't You Remember?"—WMTV (33)
8 p.m.—Playhouse of Stars

"Groundloop"—WKOW-TV (27)
8:30 p.m.—Life of Riley: "In a Rut"—WMTV (33)
8:58 p.m.—Play of the Week: Pat O'Brien in "The Matsons"—WKOW-TV (27)
9 p.m.—Chance of a Lifetime: Alfredo Sadel tries again—WMTV (33)
9 p.m.—Boxing: Nino Valdes vs. James J. Parker—WTMJ-TV (4)

SYLVANIA for '54

with Halolight

• Madison's first sylvania dealer.
• We service our own sets to our customers' satisfaction.
• Free Parking Adjacent to the Building



Phone 5-0831

"Red" Goodrich

TELEVISION SALES & SERVICE

2620 University Ave.

FRIDAY MORNING	
7:00 Today	11:00 Valley Lady
7:30 Chicago Parade	11:30 What's New?
8:00 Barnyard	12:00 Bride and Groom
8:30 Breakfast Club	12:30 Four to Go
9:00 Jack Paar	1:00 Love of Life
9:30 Dining Room	1:30 Home
10:00 News: Beulah Karney	2:00 The Play House
10:30 Your Figure, Ladies	2:30 A to Z of Cookery
11:00 One Man's Family	3:00 Betty White
11:30 One Man's Family	3:30 Strike It Rich
	4:00 The Mad Scientist

ZENITH TV SALES AND SERVICE

• TV repair specialists
• Zenith TV sets
Madison's Oldest Zenith TV and Radio Dealer

DIAL 6-8151

ZENITH HOME APPLIANCE 604 University Ave.

FRIDAY AFTERNOON	
1:00 Brighter Day	4:00 Howdy Doodie
1:30 Noon Next Door	4:30 What's New?
2:00 Nostalgic Comics	5:00 Let's Talk It Over
2:30 Lunch Hour	5:30 Let's Talk It Over
3:00 Hi Ladies	6:00 King Calico
3:30 Garry Moore	6:30 Search for Tomorrow
4:00 Weather: Time Out	7:00 The Play House
4:30 Bob and Ray	7:30 A to Z of Cookery
5:00 Dr. Preston Bradley	8:00 Betty White
5:30 Double or Nothing	8:30 Strike It Rich
6:00 Creative Comedy	9:00 The Mad Scientist
6:30 All About Baby	9:30 The Mad Scientist
7:00 Watch to Win	10:00 The Mad Scientist
7:30 Love of Life	10:30 The Mad Scientist
8:00 The Doctor Answers	11:00 The Mad Scientist
8:30 Brighter Day	11:30 The Mad Scientist
9:00 Art Linkletter	12:00 The Mad Scientist
9:30 Women World	12:30 The Mad Scientist
10:00 Swine Alone	1:00 The Mad Scientist
10:30 Feature Film	1:30 The Mad Scientist
11:00 Can We Help?	2:00 The Mad Scientist
11:30 Big Profit	2:30 The Mad Scientist
12:00 Kate Smith	3:00 The Mad Scientist
12:30 Kate Smith	3:30 The Mad Scientist
1:00 Paul Dixon	4:00 The Mad Scientist
1:30 Madison Theater	4:30 The Mad Scientist
2:00 Kate Smith	5:00 The Mad Scientist
2:30 Bob Crosby	5:30 The Mad Scientist

Brewed and Aged for FINE FLAVOR

Over 100 Years of Quality Brewing Experience

FRIDAY EVENING	
8:00 Blue Room	10:00 Greatest Fights
8:30 Capt. Video	10:30 Greatest Fights
9:00 Harper, News	11:00 Community Theater
9:30 Bulletin Board	11:30 Community Theater
10:00 Dick Clark	12:00 Community Theater
10:30 Hawaiian Echoes	12:30 Community Theater
11:00 Number Please	1:00 Community Theater
11:30 TV Feature with	1:30 Community Theater
12:00 Thompson Weather	2:00 Community Theater
12:30 John Daly	2:30 Community Theater
1:00 Sports: 6:20	3:00 Community Theater
1:30 K. Glow Sports	3:30 Community Theater
2:00 Eddie Fisher	4:00 Community Theater
2:30 Eddie Fisher	4:30 Community Theater
3:00 Perry Como	5:00 Community Theater
3:30 News Caravan	5:30 Community Theater
4:00 News Caravan	6:00 Community Theater
4:30 News Caravan	6:30 Community Theater
5:00 P. E. Weather	7:00 Community Theater
5:30 Mama	7:30 Community Theater
6:00 Dave Garraway	8:00 Community Theater
6:30 Ozzie and Harriet	8:30 Community Theater
7:00 Four Theater	9:00 Community Theater
7:30 Western Playhouse	9:30 Community Theater
8:00 Dave Garraway	10:00 Community Theater
8:30 Topper	10:30 Community Theater

1st in MADISON

8:30 and 1:30 WESTERN PLAYHOUSE...Bob Steele stars in "The Colorado Kid"

8:00 PLAYHOUSE OF STARS... "Groundloop" starring Alex Nicol and Randy Stuart.

8:00 PLAY OF THE WEEK... Pat O'Brien stars as the father in "The Matsons"

9:00 RINGSIDE WITH THE BASSLERS... another full hour of wrestling with the nation's top pros.

WKOW-TV Channel 27 CBS

WMFM 1041 Mags. A.M.	
7:00 Yarn Patrol	11:15 Sacred Heart Program
7:30 Westerns: Call to Prayer	11:30 Music to Listen to: News
8:00 News: Yarn Patrol	12:00 Music to Listen to: News
8:30 News: Yarn Patrol	12:30 Music to Listen to: News
9:00 News: Yarn Patrol	1:00 Music to Listen to: News
9:30 News: Yarn Patrol	1:30 Music to Listen to: News
10:00 News: Yarn Patrol	2:00 Music to Listen to: News
10:30 News: Yarn Patrol	2:30 Music to Listen to: News
11:00 News: Yarn Patrol	3:00 Music to Listen to: News
11:30 News: Yarn Patrol	3:30 Music to Listen to: News
12:00 News: Yarn Patrol	4:00 Music to Listen to: News
12:30 News: Yarn Patrol	4:30 Music to Listen to: News
1:00 News: Yarn Patrol	5:00 Music to Listen to: News
1:30 News: Yarn Patrol	5:30 Music to Listen to: News
2:00 News: Yarn Patrol	6:00 Music to Listen to: News
2:30 News: Yarn Patrol	6:30 Music to Listen to: News
3:00 News: Yarn Patrol	7:00 Music to Listen to: News
3:30 News: Yarn Patrol	7:30 Music to Listen to: News
4:00 News: Yarn Patrol	8:00 Music to Listen to: News
4:30 News: Yarn Patrol	8:30 Music to Listen to: News
5:00 News: Yarn Patrol	9:00 Music to Listen to: News
5:30 News: Yarn Patrol	9:30 Music to Listen to: News
6:00 News: Yarn Patrol	10:00 Music to Listen to: News
6:30 News: Yarn Patrol	10:30 Music to Listen to: News
7:00 News: Yarn Patrol	11:00 Music to Listen to: News
7:30 News: Yarn Patrol	11:30 Music to Listen to: News
8:00 News: Yarn Patrol	12:00 Music to Listen to: News
8:30 News: Yarn Patrol	12:30 Music to Listen to: News

Today's Radio Highlights

Music
7:45 a.m.—George Morgan (WIBA): "Detour," "Fiddlehead," "Moonlight," "Thanks."
11:25 a.m.—Jack Berch (WISC): "I Would Be True," "Over the Weekend."
4 p.m.—Music of the Masters (WHA): "Symphony No. 1," Schubert.
8:30 p.m.—Curt Massey (WBBM): "Marie," "Sweet Sue."
8:45 p.m.—Patti Page (WISC): with the Hilltoppers.
7:15 p.m.—Frank Sinatra (WIBA): "Songs for Young Lovers."
9 p.m.—FM Concert (WHA-FM): "Violin Concerto," Beethoven.

Religion
10:15 p.m.—Your Pastor Speaks (WIBA): The Rev. Jerome Mersberger, Immaculate Heart of Mary parish.
Farm Programs
7:22 a.m.—Farm Feature (WIBA): "Wisconsin Certified Seed Potato Supply," Elmer Peterson.
12:15 p.m.—Farm Service (WIBA): "Save That Extra Lamb," Prof. Art Pope and Frank Mayfield.
12:30 p.m.—Farm Hour (WHA): report from Spring Market hog show and carpass contest.

Miscellaneous
9:30 a.m.—Bob Hope (WIBA): honoring Girl Scouts' birthday.
10 a.m.—Homemakers (WIBA): Hazel S. Stafford on "Ambassador's Report."
10:30 a.m.—Make Up Your Mind (WBBM): with Mickey Spillane.
10:45 a.m.—Second Chance (WIBA): with Andy Kostelancz.
4:45 p.m.—It Pays to Be Married (WIBA): ex-confidence man becomes minister.

Sports
12:55 p.m.—Baseball (WISC): Braves vs. Pirates.
1:45 p.m.—Sports Parade (WIBA): with Ike Deeter, Washington State boxing coach.
7:30 p.m.—Baseball (WIBA):

SPOTLIGHT Giuseppe Verdi

TIP OF THE MORNING: Sen. Joseph McCarthy's (R-Wis.) St. Patrick's Day address in Chicago will be broadcast by WGN.

GIUSEPPE VERDI'S "Manzoni Requiem" has a special personal meaning to Walter Heermann, who will conduct it here Sunday.

Verdi was a friend of his father, the late Hugo Heermann, a noted violinist, and to him the composer gave the autographed portrait shown here.

The elder Heermann was a member of the group which first performed Verdi's only string quartet, still a controversial work among musicians. The Madison conductor believes that Verdi gave the portrait to Mr. Heermann as a token of gratitude for the latter's praise of the work.

The "Requiem" will be sung by four soloists and the Madison Civic chorus, with the Madison Civic Symphony orchestra, at 3:30 p.m. Sunday in Central high school auditorium.

Portions of the Mass were written originally in honor of G. A. Rossini, composer who died in 1868. Verdi had suggested that the Mass be composed, and it was written by 13 leading Italians. However, it was never performed.

When Alessandro Manzoni, Italian poet and novelist, died five years later, Verdi wrote the Mass which will be performed Sunday, incorporating the sections he had written for the Rossini tribute.

The performance, sponsored by the Madison Civic Music association and the Vocational and Adult school, will be open to the public without charge. It will not be broadcast.

CONCERT: The chorus, band, and orchestra of Wisconsin high school will give their Winter concert at 3:30 p.m. Sunday in the Wisconsin Union theater. Ernest Justice will conduct.

A feature will be the cantata "The American Flag" by Carl Busch, in which Warren Hofer will be tenor soloist.

About 100 pupils will take part in the program.

NO. 1,000: Just two days before the idea of March, MGM's film production of "Julius Caesar" will play its 1,000th New York performance. The picture opened June 4 at the Booth theater, where it ran for 321 showings on a two-day policy. On Nov. 1, it moved (without interruption) to the Plaza for a continuous performance run. On March 13, it will have played 670 times in that theater.

NAMES IN THE NEWS: With the end of her New York engagement with Roland Pettit's ballet, Leslie Caron returns to Hollywood to prepare for filming "The Glass Slipper." Michael Wilding will be in the cast. Pandro S. Berman, who produced "Ivanhoe" and "Knights of the Round Table," will start filming "Quentin Durward" in early summer.

Eather Williams' next picture, "Jupiter's Darling," will be made at Catalina Island.

Doris Humphrey received the third annual Capetia Dance award at a luncheon Tuesday in New York City.

Harry Carey, Jr., will portray President Eisenhower — as a West Point cadet — in "The Long Gray Line," film adaptation of Marty Maher's "Bringing Up the Brass."

Pearl Bailey and Josephine Premice will appear in a new

play by Truman Capote, "House of Flowers," which will have music by Harold Arlen.

Tamara Toumanova will be guest artist with London's Festival Ballet on its first American tour. Anton Dolin is the organization's artistic director. The 20-week tour will start next fall.

LaPrairie, Beloit 4-H Top Play Contest

JANESVILLE — Placements in the 4-H contest finals resulted in the La Prairie and Beloit 4-H clubs named as best in the one-act plays out of 27 productions. Orfordville placed first in the 4-H window exhibits in the county. Evansville club topped second honors and the Newark-Beloit club third.

Ray Coon of the county school staff was the judge. Rock, Dana and Green county will compete at Evansville Mar. 20. The music and square dance groups will also enter the competition.

WHA-TV Test Period Won't Be on the Air

Station WHA-TV's testing period, Mar. 15-Apr. 3, will not be on the air, station engineers explained Thursday. This time will be devoted to a "shakedown" of the transmitter which has been installed in Radio Hall. Program testing on Channel 21 will begin Apr. 5 and regular program is scheduled tentatively to start May 3, as previously announced.

Oxford-Endeavor Play to Be Given Apr. 21-23

OXFORD — Seniors of Oxford-Endeavor high school will give their class play here Apr. 21 and in Endeavor on Apr. 22.

The play, "Mr. Shakespeare," is being directed by Wallace Johnson and Elizabeth Walwright.

In the cast will be William O'Keefe, Gretchen Gyl, John Smith, and Martha Kielman, Oxford, and Michael Mills, Edith Hume, Eugene Klimke, Phyllis All, Dolores Whaley, and JoAnn Georgia, Endeavor.

Radio Timetable

FRIDAY			
WIBA	WISC	WKOW	WIBU
1310 ka	1450 ka	1670 ka	1540 ka
6:00 Sunrise	6:00 Farm Hour	6:00 Farm Journal	6:00 Music: News
6:30 Proia	6:30 Top of Mornings	6:30 Top of Mornings	6:30 Farm Recorder
6:45 Musical Clock: News	6:45 News: Top of Hour	6:45 News: Heater Weather: Mta.	6:45 Rural Roundup
7:00 News	7:00 Top of Mornings: Music	7:00 News	7:00 News Farm Service
7:15 George Moran	7:15 Top of Mornings: Weather: Coffee	7:15 News	7:15 News Weather
7:30 News	7:30 John McVane Club: News	7:30 News	7:30 Farm Frolic
7:45 News	7:45 News	7:45 News	7:45 Musical Clock
8:00 Musical Clock	8:00 Arthur Godfrey News	8:00 News	8:00 Musical Clock
8:15 Musical Clock	8:15 Arthur Godfrey News	8:15 News	8:15 Musical Clock
8:30 News	8:30 Arthur Godfrey News	8:30 News	8:30 Musical Clock
8:45 News	8:45 Arthur Godfrey News	8:45 News	8:45 Musical Clock
9:00 Welcome	9:00 My True Story: Whisp's	9:00 News	9:00 News: Musical
9:15 Travelers	9:15 Aunt Jenny	9:15 News	9:15 News: Musical
9:30 Bob Hope	9:30 A Girl Marries	9:30 News	9:30 News: Musical
9:45 Break the Bank	9:45 Arthur Godfrey News	9:45 News	9:45 News: Musical
10:00 Strike It Rich	10:00 Grand Central Station: News	10:00 News	10:00 News: Musical
10:15 Rich	10:15 News: Mta. Speaks	10:15 News	10:15 News: Musical
10:30 Phrase Pass	10:30 Quesen for a Day	10:30 News	10:30 News: Musical
10:45 Second Chance	10:45 News: Calendar	10:45 News	10:45 News: Musical
11:00 P. Frederic Morning	11:00 News: Calendar	11:00 News	11:00 News: Musical
11:15 Morning	11:15 News: Calendar	11:15 News	11:15 News: Musical
11:30 Farm Roundup	11:30 News: Calendar	11:30 News	11:30 News: Musical
11:45 News	11:45 News: Calendar	11:45 News	11:45 News: Musical
12:00 News	12:00 News: Calendar	12:00 News	12:00 News: Musical
12:15 News	12:15 News: Calendar	12:15 News	12:15 News: Musical
12:30 News	12:30 News: Calendar	12:30 News	12:30 News: Musical
12:45 News	12:45 News: Calendar	12:45 News	12:45 News: Musical
1:00 Trading Post	1:00 News: Calendar	1:00 News	1:00 News: Musical
1:15 Musical Clock	1:15 News: Calendar	1:15 News	1:15 News: Musical
1:30 Betty Case	1:30 News: Calendar	1:30 News	1:30 News: Musical
1:45 Column	1:45 News: Calendar	1:45 News	1:45 News: Musical
2:00 Life Beautiful	2:00 News: Calendar	2:00 News	2:00 News: Musical
2:15 Road to Life	2:15 News: Calendar	2:15 News	2:15 News: Musical
2:30 London News	2:30 News: Calendar	2:30 News	2:30 News: Musical
2:45 B. to Hap'n's	2:45 News: Calendar	2:45 News	2:45 News: Musical
3:00 Backstage Wife	3:00 News: Calendar	3:00 News	3:00 News: Musical
3:15 Stella Dallas	3:15 News: Calendar	3:15 News	3:15 News: Musical
3:30 Wilder Brown	3:30 News: Calendar	3:30 News	3:30 News: Musical
3:45 Woman in Hat	3:45 News: Calendar	3:45 News	3:45 News: Musical
4:00 Just Plain Bill	4:00 News: Calendar	4:00 News	4:00 News: Musical
4:15 F. P. Farrell	4:15 News: Calendar	4:15 News	4:15 News: Musical
4:30 News	4:30 News: Calendar	4:30 News	4:30 News: Musical
4:45 Sports: News	4:45 News: Calendar	4:45 News	4:45 News: Musical
5:00 Madison Hour	5:00 News: Calendar	5:00 News	5:00 News: Musical
5:15 News	5:15 News: Calendar	5:15 News	5:15 News: Musical
5:30 Sports: News	5:30 News: Calendar	5:30 News	5:30 News: Musical
5:45 News	5:45 News: Calendar	5:45 News	5:45 News: Musical
6:00 Alex Dreier	6:00 News: Calendar	6:00 News	6:00 News: Musical
6:15 F. Sinatra	6:15 News: Calendar	6:15 News	6:15 News: Musical
6:30 News of World	6:30 News: Calendar	6:30 News	6:30 News: Musical
6:45 1 Man's Family	6:45 News: Calendar	6:45 News	6:45 News: Musical
7:00 Dinah Shore	7:00 News: Calendar	7:00 News	7:00 News: Musical
7:15 F. Sinatra	7:15 News: Calendar	7:15 News	7:15 News: Musical
7:30 Hope	7:30 News: Calendar	7:30 News	7:30 News: Musical
7:45 Harris and Frey	7:45 News: Calendar	7:45 News	7:45 News: Musical
8:00 News: Serenade	8:00 News: Calendar	8:00 News	8:00 News: Musical
8:15 Proser & Molly	8:15 News: Calendar	8:15 News	8:15 News: Musical
8:30 Car Tonic?	8:30 News: Calendar	8:30 News	8:30 News: Musical
8:45 Musical Sports	8:45 News: Calendar	8:45 News	8:45 News: Musical
9:00 Hymns	9:00 News: Calendar	9:00 News	9:00 News: Musical
10:00 News	10:00 News: Calendar	10:00 News	10:00 News: Musical
10:15 Your Pastor	10:15 News: Calendar	10:15 News	10:15 News: Musical
10:30 Musical Kings	10:30 News: Calendar	10:30 News	10:30 News: Musical
10:45 1010 Club	10:45 News: Calendar	10:45 News	10:45 News: Musical
11:00 News: The 1310 Club	11:00 News: Calendar	11:00 News	11:00 News: Musical
11:15 The 1310 Club	11:15 News: Calendar	11:15 News	11:15 News: Musical
11:30 The 1310 Club	11:30 News: Calendar	11:30 News	11:30 News: Musical
11:45 The 1310 Club	11:45 News: Calendar	11:45 News	11:45 News: Musical
12:00 News	12:00 News: Calendar	12:00 News	12:00 News: Musical

City Library Adds 10,000 Books in Year

The Madison Free Library added 10,000 volumes to its book stock last year, its annual report showed Thursday.

With 5,925 volumes withdrawn, the book stock on Dec. 31 totaled 90,928, including 71,364 adult books and 19,564 children's. Of the new volumes, 7,842 were adult and 2,888 children's. The library and all its branches loaned 236,988 books in 1953 for home reading, the report said, including 177,978 adult and 59,012 children's.

The main library loaned 171,353 books, the Monroe st. branch 35,845, the Williamson st. branch 23,256 and the Bookmobile, in four months, 6,534.

WHA-WHA-FM

870 KC—21.7 Mags. FRIDAY

7:15 Wash. Roundup: Farm Feature
7:30 Bandwagon
7:45 News: Weather
8:00 Morning Melodine
8:30 Highway Report: Melodine
8:55 News for Children
9:00 Radio Journal
9:30 Rhythm and Games
9:50 Markets: News
10:00 Somersators Program
10:30 The Soviet Scene
10:45 Views of the News
11:00 Archambault Forum: Music
11:30 Noon Musicale
12:15 News: Potato Report: Road Report
12:30 Farm Program
1:00 Chapter of the Day
1:30 Book Trails
1:45 The samples
2:00 Afternoon Concert
2:30 The Lively Arts
3:00 Music of the Masters
3:30 Music for Fun
3:15 Public Health Program
3:30 News: Weather: Sports
4:00 Dinner Musicale
4:30 Views of the News
5:00 Concert Arts
5:30 Books of Today
6:00 Archambault Forum: Music
6:30 PM Concert
10:55 News (to 11)

TONIGHT ON TV

RACKET SQUAD

WMTV CHANNEL 33

9:30 PM

brought to you by G. HEILEMAN BREWING CO. La Crosse, Wisconsin

HEILEMAN'S Old Style LAGER

WREX-TV

CHANNEL 11, ROCKFORD, ILLINOIS

It's Baseball

TOMORROW at 1:30 P. M.

PHILADELPHIA PHILLIES

vs. CHICAGO WHITE SOX

as described by DIZZY DEAN from Spring-Training Camps at Clearwater, Florida.

have **YOU** tried miller high life lately?

Naturally, millions of Americans have made Miller High Life their favorite... and this superb beer has grown in popularity... as demand for quality refreshment has grown in America. Perhaps you have not yet enjoyed the distinctive and different flavor of Miller High Life... if not, try it. Order Miller High Life by name and treat yourself to deep-down goodness that never lets your thirst down!

MILLER BREWING COMPANY • MILWAUKEE, WISCONSIN

THE CHAMPAGNE OF BOTTLE BEER

Why Gamble?

more people buy **RCA VICTOR** than any other television

"It's the clear, steady picture I like—they're free of static, and they stay bright!"

"The pictures are so sharp... more lifelike than I thought possible."

"Beautiful, beautiful, beautiful cabinets!"

"We live out in the country, but get marvelous pictures anyway!"

"For UHF, RCA Victor has a new automatic UHF-VHF tuner."

21-inch Talbot

Exciting contemporary styling in a console cabinet finished in grained mahogany; grained blond—extra. Model 215362 \$339⁹⁵

Serviced by **ROA FACTORY BRANCH**

Your added assurance that the set you purchase will be kept in top-running order as long as you own it.

CLYDE'S INC.

"More for your money"

810 University Ave. Dial 6-7757

Open Monday and Friday Evening 'til Nine