# Television Today

Ch. \$-W\$BM-TV-Chicage Ch. 4-WTMJ-TV-Milwpukee Ch. 5-WNBQ-Chicage

Ch. 7-WBKB-Chicage Ch. 9-WGN-TV-Chicage 5-WNBQ-Chicago Ch. 17-WKOW-TV-Madison 18.-WREX-TV-Rockford Ch. 19-WTVO-Rockford Cb. 33-WMTV-Madison

#### TODAY'S BEST BETS

"Galway Bay" — WKOW-TV 2:45 p. m .- "Trial at Tara": Patrick's Day drama with Leif Erickson, Jeanne Cagney, Richard Hale—WKOW-TV (27) —also on WMTV (33) at 3 p. m. 6 p. m. - Bulletin Board: 'Your Wonderful Voice' -

Sid5 p. m.—Perry Cem e: Irlah mustr—WKOW-TV (27). 7 p. m.—Sports Show: pre-viewing basketball tournament —WMTV (28).

8:39 p. m. — Shine of Patri-otium: special Shriners' pro-gram—WMTV (83). 9 p. m. Boxing: Harold Johnson vs. Paul Andrews-WKOW-TV (27).

## designed and designed

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### NON-CARBONATED, FRUIT-FLAVORED

Orange

Grapatruit

7:00 -Mornins Show - Morning Show
- Lucias
- Lucias
- Today
- Today
- Todicaso Parade
- Sisteme
- Heaginat Club
- Sing Pons School
- Ding Dong School
- News; Beulah Karney
- Your Pigure Ladies
- Side
- One Man's Family

5—One Man's Family 9—Time for Stories 9:40 7—Let's Exercise 9:45 4-3 Stops to Heaven 5-3 Steps to Heaven 18:00 Home 4—Home
5—Home
7—Piny House
9—A to Z oi Cookery
10:39
2—Strike It Rich
7—Fied Piper

2-Valiant Lady
4-Whata News
5-Bride and Groom
7-Danny O'Neili
9-Four to Go
2-Love of Lite
8-Hawkina Falia
1/138
2-Bearup for Tomorr 3—Search for Ton
5—Betty White
11:45
2—Guiding Light
News
13—Feature Plim

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Brighter Day

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Man Next Door

Noordine Comics

June Hour

Brighter Hour

Carry Moore

Weather: Time Out

Bob 2d Asy

Preston Bradley

Double or Nothing

Frequive Cookery

All About Baby

With the Win

Love of Life

June Of Life

June Of Life

Woman's World

Swinsalong

Art Linkletter

Woman's World

Swinsalong

Life Day

The Boc You

Life Smith

Claude Kirchner

Paul Dixon

The Big Payoff

Kate Smith

Claude Kirchner

Paul Dixon

The Big Pay Off

Mathice Theater

-The Big Pay Off
-Matince Theater
-Kate Smith
2:30

2:45
27—Trial at Tara
3:00
2.—Woman With Past
4.—Weicome Travelers
5.—Welcome Travelers
7.—Jerry Lester
13.—Woman With Fast
39.—What's Cookin' 3:05 9---Movie Quick Quiz 9-Movie Quick Quis
2-Secret Storm
13-Secret Storm
27-Search for Tomor's
3:30
2-Pettleast Party
4-Un Your Account
5-On Your Account
9-Index: Information
13-Rocert Q. Lewis
21-Rocert Q. Lewis
23-Resulty Clinic
39-On Your Account
133-M. Griffin, News
4-Library Story
5-Pinky Lee
9-Pinky Lee
17-News; Parilly Movie
9-Pinky Lee
13-Frontier Theater
27-Mid-Way Teature
33-Roddy Mac
39-Pinky Lee
4-Library Story
5-Pinky Lee
9-Pinky Lee
13-Frontier Theater
27-Mid-Way Teature
33-Roddy Mac
39-Pinky Lee
4-Library Story
4:13
2-Movie Time
4-Library Experiment

4-Howdy Doody 5-Howdy Doody 31-Way Out West 39-Howdy Doody 13—Let's Talk it Over
4:46
13—Story Book Lady
5:46
2 Garfield Goose
4 Foremen Tom
5 Elimer the Elephant
7—Joe Kelly
8—Bob Atcher
13—Trail Tales
27—Puppet Pals
39—Time Machine
5:13
33—Radio Patrol
39—Fun Time
4:38
27—Cruseder Rabbit
4:38
2 Gene Autry
5—Ciose-Up
7—Laugh Time
13—Stand By
27—Western Flayhouse
5:146
33—L Landman, Spts. 13-Let's Talk It Over

33—L. Landman. Spts.
5/45
4—News: Weather
7—Bob and Ray
33—M. Griffin. News
39—Narly Edition
23—P. Ekern. Weather

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#### TELEVISION AMERICAN

APPLIANCES State at Gilman

27-Arthur Godfrey 31-U.W. Sports 39-1 Married Joan

1st m

WEDNESDAY EVENING 1:30
4-My Little Margie
3-My Little Margie
9-Cilicaso Symphon
33-Pantomima Quiz
39-My Little Margie

33-Pantomime Quiz
39-My Little Margie
2-Strike it Rich
4-Television Theater
3-Television Theater
3-Television Theater
13-Tringle Theater
33-Taient Time
39-Oreafest Dramas
2-1've Got a Secret
7-City Detactive
9-Captured
13-1've Got a Secret
27-1've Got a Secret
27-1've Got a Secret
33-Wisetting
33-Wisett

2-Sports Spot
13-Sports Spot
13-Sports Spot
27-Sports Spot
27-Sports Spot
27-Sports Spot
28-Sports Spot
28-Spor pecentinenti ( 5:36 SURE 'N IT'S GREAT TO BE IRISH-4 special St. Patrick's Day Show.

5:30 GODFREY AND BIS FRIENDS—an hour
of fun and music dedicated to Erin and
the wearing of the green.

5:36 IVE GOT A SECRET—with nosy panelists
Javne Meadow, Bill Cullen and Henry Morsan MADISON sine BLUE RIEBON BOUTS—Harold Johnson, world's top ranking light heavyweight against Paul Andrews. AFIER THE FIGHTS—Sport Spot—Mel Allen's apecial-guest, Faddy DeMarco, well known boxer.

## WKOW-TV Channel 27 CBS

WHA—WHA-FM WEDNESDAY

WEDNESDAY
A. M.
7:13 Weath. Roundup: Parm Peature
7:30 Band Wason
7:46 News: Weather
8:00 Morning Melodies
8:30 Highway Report; Melodies
8:30 Finance on Broadcasts
8:30 Eric Write
9:50 Markets: News
10:00 Romemakers
10:00 Romemakers
10:00 League of Women Voters
10:00 American History
11:50 Noon Musicals
F.M.
12:30 Parm Program
1:00 Chapter a Day
1:30 Journeys in Music Land
2:00 Contemporary Trands
2:30 Talk About Music
8:30 Arternoon Concert
8:30 Northwestern Reviewing Stand

4:00 Music of the Masters
5:00 Music for Fun
5:15 Freinth Frogram
5:10 News; Westher; Sports
5:00 Dinner Musicale
7:00 Views of the News
7:15 Concert Airs
7:15 Concert Airs
10:50 News (to 11)

WMFM 164.1 Mags.
WEDNEADAY
7:00 Tawn Patrot
7:10 Layman's Call to Prayer
7:15 Weathermah: Yawn Patrot
7:35 News: Yaws Patrot
7:37 Weathermah
8:02 News: Olockwatchers
8:26 Weatherman: News Headlines
8:36 Clockwatchers: News
8:30 Clockwatchers: News
8:30 Clockwatchers: News
8:30 Magac of the Stars
70:00 A Date with Music
11:00 Old Timers Hall

## Today's Radio Highlights

Special Programs

3 p. m.—St. St. Patrick's Day (WISC): New York City parade, 10:46 p. m.—Sen. Joseph Mc-Cartay (WISC): Wisconsin Republican at St. Patrick's Day banquet in Chicago.

Music

7:45 a. m. — George Morgan (WIBA): "Silver and Gold," "I Want to Be Wanted," "The Bells of St. Mary's."

Brown," "Tennessee Waltz."

9:05 p. m.—Concert Caravan
(WKOW); St. Patrick's Day mu-

Drama

p. m.—FBI in Peace and War (WKOW): Anne Seymour as victim of clever thieves. 7:30 p. m.-Great Gildersleeve (WMAQ): phone calls interrupt romantic evening . . Nightmare (WGN): "The Strange, Voyage of

Capt, Mundsen," story of sea-go-8:30 p. m .-- Big Story (WIBA): grateful veteran saves Burmese nurses from deportation Crime Classics (WKOW): "Francisco Pizarro— Golden Knife,"

9 p. m. — Lawless Onstage Marshall Clagett. (WBBM): Irvin S. Cobb's "Occurrence Up a Side Street."

Form Program 9:15 p. m.—Mystery Theater (WISC): stool-pigeon forced to

Neault, St. Joseph's Catholic

**Variety** 

2 p. m. — Music Matinee (WMFM): St. Patrick's Day pro-gram with the Conleys, instru-mental trio; Lois McCabe, vocalist; Pat O'Leary. - Red Cross

8:15 p. m. — Re (WMFM): Jack Benny, 8:38 p. m.—Red Cross (WISC):

Discussion



appear, spring can't be far bedistaff star of the radio and television series, "Mr. and Mrs. North," gets ready to roll the

and Radio-TV," Prof. Germaine mercier.

16:30 a. m. — Women Voters

(WHA): "International Role of
Labor," Prof. Edwin Young.

2 p. m.—Contemporary Trends
(WHA): "Modern Science, Its
Objectives and Methods," Prof.

Farm Programs

8:15 p. m.—Mystery Theater (WISC): stool-pigeon forced to frame innocent woman.

Religion

Religion

10:15 p. m. — Your Pastor (WISC): "Tree Recording Little Pigs," Fred Giesler and Frank Speaks (WIBA): the Rev. J. G. Mayfield.

12:22 s. m. — Farm Feature (WHA): "The Rables Situation in Wisconsin," Dr. A. A. Erdmann. 12:18 p. m. — Farm Service (WIBA): "Creep Feeding Little Pigs," Fred Giesler and Frank Speaks (WIBA): the Rev. J. G. Mayfield.

Mayheid.

12:30 p. m. — Farm Hour
(WHA): "Our 1954 Weed Control
Program," George Briggs and K.
P. Buchholtz; "Around Wisconsin;" Andrew W. Hopkins. Miscellaneous

10 a. m .-- Homemakers (WHA):

"Home Economics in New Fields 10:00 \* News the Food Industry," Dorothy Hussemann; Girl Scouts Have 10:15 \* Your Pastor Club Birthday," Mrs. William C. 10:45 a. m. - Second Chance

9 a, m.—Broadcast on Broad-ried (WIBA): blind parents tell casts (WHA): "Foreign Languages story.



TIP O' THE MORNING: Lily Pons is planning an operatic tour of the Orient and Australia this summer.

FROM THE MUSIC offered at the closing concert of the University of Wisconsin's Krenek festival, one must assume that the years 1925 and 1926 were ones of great activity and wide experimentation for the composer.

Of the five works performed in Music hall Tuesday night three were written in those two veers. Among them were trifles, "Triumph of Sensitivity" (1925)

vas there to conduct one number and to receive the audience's plaudits for all

of them, Profs.
Rvie hard C.
Church, J. Russell Paxton, and
Raymond F.
Dvorak also conducted. The least worthy of the pieces closed the

program. They
were "Three KRENEK
Merry Marches."

11:35 Navy Band
11:45 Kostelansts
P. M.
12:00 News: Noontime, Prolics
12:27 Road Report: Weatherman
12:34 Noontime Frolics: News
1:09 Meet the Artist
1:15 Sacrad Heart Frogram
1:30 Music Matthes: News
1:00 Juke Box Jambores
1:10 Jeary Listening: News
1:00 Jerry of the Circus
1:15 Neet the Artist
1:30 Off the Record: Weatherman
1:30 Off the Record: News
1:00 Musical Menu: News
1:00 Musical Menu: News
1:00 Musical Menu: News
1:00 Musical Menu: News
1:00 Each Senny Show
1:15 Serwinde in Blue
1:16 Fackage of New Records
1:16 Experanto New; News
1:17 Servinde in Blue
1:18 Camby Raye
1:18 Lombardo Land
1:19 One Oh Four & One Club
1:10 News (Lo II)

inspired pieces, melodic music, brought Bettins Bjorksten's voice and dissonance. the orchestra. Church was the conductor.

The overture and the "Ein-leitung," in which Mrs. Bjorksten sang, were fairly conventional. The former was mostly folkdance tunes, re-worked and in-terwoven. Krenek played tricks with the "Tanzmusik," giving the orchestra nice tunes and then having various things happen to break them up and change them into something brand new. At the sudden end of the lively

finale, somebody in the audience exclaimed; "Boy!"

merry Marches,"
played by a portion of the University Concert band under Dvorak. The third deserved the title most, and was the best conceived and executed, with its Girls," at 8 p. m. Friday, playful interlacing of rhythm and April 2, in the school gymmelody. melody.

Krenek opened the concert, nasium. Mrs. Frank Elliott is

melody.

Krenek opened the concert, conducting the strings of the University Symphony in his Jim Burke, Donna Harrington, "Symphonic Elegy," written in 1846 in memory of composer Anton Webern. Disquieting at first, it became calmer and then restless rather than disturbing, as and Ray Herwig.

The Boscobel public schools will sponsor two pre-festival congenies for orchestration, including one passage in which a solo violin's plucked strings did the acconting.

The University Women's chorus, under Paxton, sang the "Proprium Missae," composed last year, notable for its constant movement in and among the volces and its happy feeling near the sponsor two pre-festival congenies will be open to the public.

The Socobel public schools will appear at 7:30 p. m. Monday and vocal and instrumental gasembles will perform at 8 p. m. Tuesday. The concerts will be open to the public.

The 50-voice choir of Milton college will give a concert Monday at Trinity Episcopal church voices and its happy feeling near in Janesville.

Barbara Smith is directing re-

voices and its happy feating near in Janesville, the end.

Most popular of the numbers hearsals for "Belles on Their was "The Seasons," also from Toes," the play which the junior 1925. The first two movements, class of Boscobel high school will "Spring" and "Summer," were give April 28 and 29. In the cast frankly tone pictures, and the will be Mary Seibert, Jeanenne University A Cappella choir un-Rowland, Blondel Hall, Linda der Paxton did nobly with the Coloring, the lyrics, and the brenner, Shirley Fritz, Vester music itaelf, Here Krenek gave McCullick, Milton Staskal, Larry texture to the work with expert use of the voices' varying timbres.

A suite from music to Goethe's Browskowski, Merie Freymiller, Al Mazera, John Wunnicke, and Jack Batchelor.

Beloit College Players will of-

Beloit College Players will offer Garcia Lorca's "Blood Wed-ding" in Scoville hall theater. Dates are Thursday and Friday of this week and Monday, Wed-

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## Timetable Kadio

WEDNESDAY

WISA WISC WKOW WIBU 1480 EG. 1070 ta 1310 ha Music; News Farm Peature fural Roup 1340 kg. irects; News News: Parm Betvice News: Weather Parm Prolin Top o' Marn Nawa Top o' Morn John McVane Cottes Olus Vesth T: Coffee Club: News Breakfast Club Breakfast Club RIO Musical SIS Clock BIS Musical Clock, BIS Naws My True Story; Whisp's Streets
 A Girl Marries Arthur Godfrer Time Arthur Godfrey Time Grand Central Arthur Godfrey Station; New Time Oueen for Music Speaks Morning Music 18:00 Strike it 19:15 Rich 10:39 Phrass Pays 10:45 Second Chance News
Job Service
Mid-Morning
Matines llie0 P Frederick llilà Morning ll:38 Mesiodies ll:48 Farm Boundup News; Calendar News; Band Eberle; Barch Aunt Jenny Bill Ring Helen Trent Mag. Marquee Our Gal Sunday News: Morbina Matinea News Form News 12:03 • News: Roundup • Secret Song 12:15 • Parm Service • News 12:30 • News • Minter 12:43 • Party • Music Farm Journal Muste: Markets News Mkts.: Weather Report: Parade Farm and . Home Nour Trading Post Mel. Parade Betty Case Column Mister Music Betty; Mr, Music Chow Time Jocker's Choice Nors Drake Static Parm Service Si Hayes and Daughter Jean Sings Static House Party Wiserd of Odds Afternoon Variety
U. W. Band
Organ Music \$:80 \* Backstage Wife 3:15 \* Stella Dallac 3:30 \* Widder Brown 1:45 \* Wom'n in Hee St. Patrick Parade; Betty Mister Music Chapsi in the Sky Mejody Hour Story Time News: Lucia Melody . Hour News Band Parade 4:80 • Just Plain Bill 4:15 • P. P. Parrell 4:30 • Lorenzo Jones 4:45 • Marringe Pays Figs.ta Time Atlan Jackson Music: Mystery Sports: Music Lowell Thomas 5 O'Clock 5:00 \* Madison 5:15 Hour The University Special 8:30 \* News 5:45 \* Sports; News 5:00 \* Ajez Draier 6:15 \* Music; News News Tips, Tunes Sports Time Bing Sings News; Music Fuiton Lewis Tenhesses Ernie Weather: News 6:30 News of World 6:45 1 Man's Pamily Lone Ranger: News Bymphonette. Edw. R. Murrow 7:05 \* Walk a 2:15 Mile 7:30 \* 84th Division 7:30 \* Serenade FBI in Peace and War Twenty-First Precinct Mus.to Please
Sammy Kave
J. Vandercook
Bill Stern Bing Sings Old Timen 5:06 • Groucho 5:15 Marx 6:35 • The Ste 5:45 Story Hits of the Week; News
Red Cross
G. Heatter Old Timera Photographer Crime Classics • Flober McGee • Can You/Top? Perry Como Mystery Theater Off the Record Wisconsin Parm Hous At Your Request Sports; Concert • News: Music for Listening • Silent • Silent News News
Frank Edwards Sports
Hill; Wismer Some of
Sen. McCarthy the Best Sen. McCarthy
News: Promised
News: Promised
Land
The Promised
Land
Land
Land

10:45 a. m. — Second Channel 11:45 Club; News \* Easy Strans (WIBA): with Rita Gam. 4:45 p. m.—It Pays to Be Mar-Starred programs are also carried on corresponding FM stations' ried (WIBA): blind parents tell FM channels: WIBA-FM, 101.5 M. WWCF (WIBI), 94.5 M. WISC-FM. 98.1 nesday, and Friday of next week. Ted Holcombe, Lois Lemberg

> Members of the cast are Nancy Janesville.
> Kappenberger, Kenneth Boyer,
> Lex Irvine, Joy Amstutz, Caroline Ray, Tom Bartelt, Elissa
> Becker, Jane Blumenthal, Robert Gallagher, Paula Mellott, Gordon Myse, Barbara Baptist, Nancy Bender, Mary Burows, Joan Kon-cevic, Don Von Eschen, Beloit; in children's Janis Zabel, Dorothy Ceszynski, use infantile.

Kirk Denmark, who returned re-Linton Meade, Harold Poe, By-cently from Europe, is directing ron Schaffer, and Dean Scobie, WEEK'S WORST PUN: It happened in The State Journal

editorial rooms. Don Davies was writing & story about using tile in homes. Wally Wikoff suggested that in children's rooms you should

Crosby's Radio and Television

Moustache Is the Difference in Two Rival Morning Shows By JOHN CROSBY

If imitation is the sincerest form of flattery, then CBS-TV's new program, "The Morning Show" (7 a. m. Mondays through Fridays) is the nicest compliment that has ever been paid to its two-year-old opposite number on NBC called "Today."

The chief difference between "Today" and "The Morning Show" is that Walter Cronkite has a moustache and Dave Garroway hasn't, and Garroway where,

glasses and Cron-kite doesn't. Of course, it's Of course, just possible this is the only kind of show that is possible so early in the morning and that imitation is inevitable. 1 But it does seem to me they went a little far, that there might have been some points of departure

that might have been explored. As it is, the CRONKITE morning audi-ence now has to choose between Carroway, who is urbane, re-

its news coverage and its com-quite as gadget-happy as "Today" mentators, it has not managed but they do have an electronic to grapple with news any more weather map, product of nearly successfully than the NBC pro-

to dig under the headlines with so forth. comment and interpretation. To me it just looked like a lot which news so desperatly needs of lights flashing on and off but today. I realize the boys are deal- if the new effects department is ing with what they consider suchappy with it, I am too. Frankly, cusive platoons of husbands though, I think Garroway's little dashing off to work who are sup-posedly only half listening.

Still, it would be nice if CBS itertaining than all those lights. every morning supplied one very Other features included a very

of the most important news story Mitchell, chairman of the Demo-of the day from one of its stable cratic National Committee, and of top flight correspondents scat-with Ivy Baker Priest, Treasurer tered all over the world. Maybe of the United States. they will.

For features, Cronkite first interviewed a toy-maker named John Peter who informed us that cardboard was the biggest news in toys this year. He displayed some huge cardboard toys which were apparently as indestructible who have been in this exhausting business a couple years now. they will.

as if made from cement.
"Did you know that America spent \$455,000,000 on toys last year," asked Mr. Peter. "I believe it," said Cronkite."
"I spent most of that myself."

There ensued five minutes of news from the local communities which happens to be an exact replica of the way they do things

on "Today." Then Cronkite show-ed us a live shot of commuters scurrying to work at Grand Cen-

It just so happens that Garro-way on "Today's" opening show also showed us shots of commuters wandering around Grand Central. These boys just can't seem to get out of Grand Central. If ABC decides to have a morning show I respectfully suggest they take us to Penn Station just for a noveity.

Where "Today" has a chim-panze, J. Fred Muggs, "The Morning Show" has Charle-magne, the lion, a puppet operated by Bill and Cora Baird who sounds a little like Finnegan in

Carroway, who is urbane, re-"Dully a save condition of intelligent, and Cronkite, who is urbane, relaxed, witty, and intelligent. (If there will the records are playing, are any bopaters around, Carroway is alightly the cooler of the of puppets make, I ike they're two but they're both pretty cool, singing or dancing or playing instruments. This besis done with a great charm and ingenuity and Like "Today" "The Morning great charm and ingenuity and Show" goes in heavily for news grace. It's a lot of fun to watch, and though CBS is renowned for "The Morning Show" is not

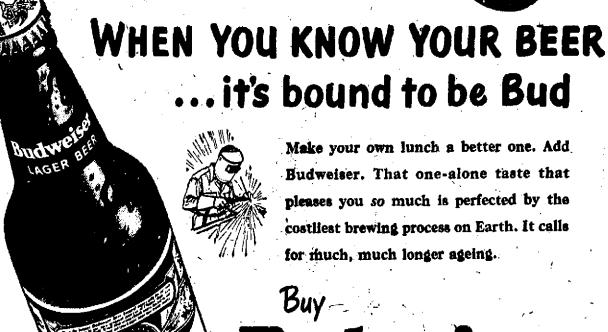
gram. On both shows you get new effects department, which is headlines endlessly repeated. supposed to show rain whre it There is not even an attempt rains, snow where it snows, and

serious and thorough breakdown nice interview with Stephen A.

Best of all was a telegram from

"I'd like to be your cont-man' Fill Up New! McCORMICK LUMBER & FUEL CO. Bryan St. Dial 4-4741





costliest brewing process on Earth. It calls

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