

Television Today

Ch. 2—WBBM-TV—Chicago
 Ch. 4—WTMJ-TV—Milwaukee
 Ch. 5—WNBQ—Chicago
 Ch. 13—WREX-TV—Rockford
 Ch. 33—WMTV—Madison

Ch. 7—WBEK—Chicago
 Ch. 9—WGN-TV—Chicago
 Ch. 27—WKOW-TV—Madison
 Ch. 38—WTVO—Rockford

TODAY'S BEST BETS

3 p.m.—The Travelers: "At Home in the Tropics"—WMTV (33).
 6 p.m.—Bulletin Board: Madison Automotive Assn.—WMTV (33).
 8:30 p.m.—Americans on the Highway: "School Safety Patrols." B. A. Precourt and Art Wichern—WKOW-TV (27).
 7:30 p.m.—Arlene Dahl: "The Silence," drama in Indian jun-

11:00 p.m.—Spring Auto Preview—WMTV (33).
 8 p.m.—Playhouse of Stars: Ronald Reagan in "The Edge of Battle"—WKOW-TV (27).
 8:30 p.m.—Play of the Week: Teresa Wright in "Dress in the Window"—WKOW-TV (27).
 10:30 p.m.—Club 27: with the Badger Beauties—WKOW-TV (27).

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FRIDAY MORNING

7:00	Morning Show
7:30	Today
8:00	Chicago Club
8:30	Chicago Parade
9:00	Jack Paar
9:30	Jack Paar School
10:00	Ding Dong School
10:30	News of the Day
11:00	One Man's Family
11:30	One Man's Family

FRIDAY AFTERNOON

12:00	Brighter Day
12:30	Man Next Door
1:00	Non-Stop Comics
1:30	Laugh Hour
2:00	Hi Ladies
2:30	Garry Moore
3:00	Weather: Time Out
3:30	Bob and Kay
4:00	Dr. Preston Bradley
4:30	Double or Nothing
5:00	Creative Cookery
5:30	Hi About Baby
6:00	Watch to Win
6:30	Love of Life
7:00	The Doctor Answers
7:30	Brighter Day
8:00	Art Linkletter
8:30	Women's World
9:00	Swing Along
9:30	Can We Help?
10:00	Big Payoff
10:30	Kate Smith
11:00	Claude Kirchner
11:30	The Big Pay Off
12:00	Matinee Theater
12:30	Kate Smith
1:00	Bob Crosby
1:30	Feminine Touch

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TELEVISION SALES & SERVICE

FRIDAY EVENING

8:00	Playhouse of Stars
8:30	Walt's Workshop
9:00	Bob and Kay
9:30	Dilemma
10:00	Topper
10:30	Pin Your Own
11:00	Arlene Dahl
11:30	Life of Riley

FRIDAY MORNING

8:00	Playhouse of Stars
8:30	Walt's Workshop
9:00	Bob and Kay
9:30	Dilemma
10:00	Topper
10:30	Pin Your Own
11:00	Arlene Dahl
11:30	Life of Riley

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WHA—WHA-FM

910 Mc—48.7 Meas.

FRIDAY

7:15 Wash. Roundup: Farm Features

7:30 News: Weather

8:00 Morning Melodies

8:30 Highway Report: Melodies

9:00 News for Children

9:30 Radio Journal: Games

10:00 Rhythm and Games

10:30 Markets: News

11:00 HomeMakers Program

11:30 The Soviet Story

12:00 Views of the News

12:30 American History

1:00 Noon Musicals

1:30 News: Farm Program

2:00 Chapter a Day

2:30 Book Trivia

3:00 The Square

3:30 Afternoon Concert

4:00 The Lively Arts

4:30 Views of the Markets

5:00 Music for Fun

5:30 Public Health Program

6:00 News: Weather: Sports

Today's Radio Highlights

Music

7:45 a. m.—George Morgan (WIBA): "It's a Lovely, Lovely World."
 11:25 a. m.—Jack Bereh (WISC): "I See the Moon," "Pony Boy."
 1:30 p. m.—Tennessee Ernie (WKOW): "Glad Rags," "Tangerine."
 7:15 p. m.—Frank Sinatra (WIBA): "Young at Heart."
 Sammy Kaye (WISC): with the Four Tunes.
 8:30 p. m.—Perry Como (WISC): and Jani James: "Make Love to Me," "Stranger in Paradise."
 9 p. m.—FM Concert (WHA-FM): "A Faust Symphony" Liszt.
 9:45 p. m.—Hymns of the World (WIBA): "Shepherd of Tender Youth," "I Am Coming to the Cross," "The Lord is My Shepherd," "Is My Name Written There?"

Drama

8 p. m.—Harris and Faye (WIBA): Phil becomes jealous Ozie and Harriet (WISC): reminiscing about glamor days.
 11 p. m.—Starlight Theater (WISC): "The Lonely."

Religion

10:15 p. m.—Your Pastor Speaks (WIBA): the Rev. Henry B. Kleinert, Luther Memorial church.

Sports

5:45 p. m.—Sports Parade (WIBA): Coach George Mackis of Michigan State boxes guest, Scholz vs. Al Andrews.
 10:30 p. m.—Boxing (WIBA): Coach John Walsh covers Michigan State bouts.
 10:45 p. m.—Boxing (WISC): Gene Rankin summarizes field house matches.

Discussion

9 p. m.—Capitol Classroom (WKOW): sixth anniversary, Sen. E. C. Johnson (D-Colo.).

Farm Programs

12:15 p. m.—Farm Service (WIBA): "Mifflin Area Farmers Go to School," Ray and Richard Huggill, Livingston; Everette Olsen, Iowa county agent, Frank Mayfield.
 12:30 p. m.—Farm Hour (WHA): "Spring Quality Milk Problems," H. J. Weavers.

Spotlight

TIP OF THE MORNING: The New York Philharmonic symphony orchestra's first coast-to-coast tour since 1921 will bring it to Madison on May 18, 1955.

TONIGHT ON TV

RACKET SQUAD

WMTV CHANNEL 33

9:30 PM

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

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Radio Timetable

FRIDAY

WIBA	WISC	WKOW	WIBU
1310 kc.	1450 kc.	1970 kc.	1240 kc.
6:00 Sunrise	6:00 Farm Hour	6:00 Farm Journal	6:00 Music: News Farm Report
6:30 Frolic	6:30 Top of Morn'g	6:30 Farm	6:30 Rural Roundup
6:45 Musical	6:45 News: Top of Morn'g	6:45 News: Top of Morn'g	6:45 News: Top of Morn'g
7:00 Clock: News	7:00 Top of Morn'g	7:00 News: Top of Morn'g	7:00 News: Top of Morn'g
7:30 Alex Driver	7:30 Top of Morn'g	7:30 News: Top of Morn'g	7:30 News: Top of Morn'g
7:45 Musical Clock	7:45 Top of Morn'g	7:45 News: Top of Morn'g	7:45 News: Top of Morn'g
8:00 George Morgan	8:00 Top of Morn'g	8:00 News: Top of Morn'g	8:00 News: Top of Morn'g
8:30 Musical Clock	8:30 Top of Morn'g	8:30 News: Top of Morn'g	8:30 News: Top of Morn'g
9:00 Musical Clock	9:00 Top of Morn'g	9:00 News: Top of Morn'g	9:00 News: Top of Morn'g
9:15 Welcome	9:15 Top of Morn'g	9:15 News: Top of Morn'g	9:15 News: Top of Morn'g
9:30 Travelers	9:30 Top of Morn'g	9:30 News: Top of Morn'g	9:30 News: Top of Morn'g
9:45 Bob Mops	9:45 Top of Morn'g	9:45 News: Top of Morn'g	9:45 News: Top of Morn'g
10:00 Break the Bank	10:00 Top of Morn'g	10:00 News: Top of Morn'g	10:00 News: Top of Morn'g
10:15 Strife Is Rich	10:15 Top of Morn'g	10:15 News: Top of Morn'g	10:15 News: Top of Morn'g
10:30 Parade Pass	10:30 Top of Morn'g	10:30 News: Top of Morn'g	10:30 News: Top of Morn'g
10:45 Second Chance	10:45 Top of Morn'g	10:45 News: Top of Morn'g	10:45 News: Top of Morn'g
11:00 P. Frederic	11:00 Top of Morn'g	11:00 News: Top of Morn'g	11:00 News: Top of Morn'g
11:15 Morning	11:15 Top of Morn'g	11:15 News: Top of Morn'g	11:15 News: Top of Morn'g
11:30 Melodius	11:30 Top of Morn'g	11:30 News: Top of Morn'g	11:30 News: Top of Morn'g
11:45 Farm Roundup	11:45 Top of Morn'g	11:45 News: Top of Morn'g	11:45 News: Top of Morn'g
12:00 News: Roundup	12:00 Top of Morn'g	12:00 News: Top of Morn'g	12:00 News: Top of Morn'g
12:15 Life Beautiful	12:15 Top of Morn'g	12:15 News: Top of Morn'g	12:15 News: Top of Morn'g
12:30 Road to Life	12:30 Top of Morn'g	12:30 News: Top of Morn'g	12:30 News: Top of Morn'g
12:45 Pepper Young	12:45 Top of Morn'g	12:45 News: Top of Morn'g	12:45 News: Top of Morn'g
1:00 Rt. to Happiness	1:00 Top of Morn'g	1:00 News: Top of Morn'g	1:00 News: Top of Morn'g
1:15 Backstage With	1:15 Top of Morn'g	1:15 News: Top of Morn'g	1:15 News: Top of Morn'g
1:30 Stella Dallas	1:30 Top of Morn'g	1:30 News: Top of Morn'g	1:30 News: Top of Morn'g
1:45 Widder Brown	1:45 Top of Morn'g	1:45 News: Top of Morn'g	1:45 News: Top of Morn'g
2:00 Woman in Hous	2:00 Top of Morn'g	2:00 News: Top of Morn'g	2:00 News: Top of Morn'g
2:15 Just Plain Bill	2:15 Top of Morn'g	2:15 News: Top of Morn'g	2:15 News: Top of Morn'g
2:30 Front P. Farrell	2:30 Top of Morn'g	2:30 News: Top of Morn'g	2:30 News: Top of Morn'g
2:45 Lorraine Jones	2:45 Top of Morn'g	2:45 News: Top of Morn'g	2:45 News: Top of Morn'g
3:00 Marriage Par	3:00 Top of Morn'g	3:00 News: Top of Morn'g	3:00 News: Top of Morn'g
3:15 Madison	3:15 Top of Morn'g	3:15 News: Top of Morn'g	3:15 News: Top of Morn'g
3:30 News	3:30 Top of Morn'g	3:30 News: Top of Morn'g	3:30 News: Top of Morn'g
3:45 Sports: News	3:45 Top of Morn'g	3:45 News: Top of Morn'g	3:45 News: Top of Morn'g
4:00 Alex Driver	4:00 Top of Morn'g	4:00 News: Top of Morn'g	4:00 News: Top of Morn'g
4:15 Music: News	4:15 Top of Morn'g	4:15 News: Top of Morn'g	4:15 News: Top of Morn'g
4:30 News of World	4:30 Top of Morn'g	4:30 News: Top of Morn'g	4:30 News: Top of Morn'g
4:45 1 Man's Family	4:45 Top of Morn'g	4:45 News: Top of Morn'g	4:45 News: Top of Morn'g
5:00 Dinah Shore	5:00 Top of Morn'g	5:00 News: Top of Morn'g	5:00 News: Top of Morn'g
5:15 P. Sinatra	5:15 Top of Morn'g	5:15 News: Top of Morn'g	5:15 News: Top of Morn'g
5:30 Bob	5:30 Top of Morn'g	5:30 News: Top of Morn'g	5:30 News: Top of Morn'g
5:45 Hope	5:45 Top of Morn'g	5:45 News: Top of Morn'g	5:45 News: Top of Morn'g
6:00 Harris	6:00 Top of Morn'g	6:00 News: Top of Morn'g	6:00 News: Top of Morn'g
6:15 Ad. Page	6:15 Top of Morn'g	6:15 News: Top of Morn'g	6:15 News: Top of Morn'g
6:30 News: Can You Top This?	6:30 Top of Morn'g	6:30 News: Top of Morn'g	6:30 News: Top of Morn'g
6:45 P. Piper & Molly	6:45 Top of Morn'g	6:45 News: Top of Morn'g	6:45 News: Top of Morn'g
7:00 Serenade	7:00 Top of Morn'g	7:00 News: Top of Morn'g	7:00 News: Top of Morn'g
7:15 Musical: Sports	7:15 Top of Morn'g	7:15 News: Top of Morn'g	7:15 News: Top of Morn'g
7:30 Myra	7:30 Top of Morn'g	7:30 News: Top of Morn'g	7:30 News: Top of Morn'g
7:45 News	7:45 Top of Morn'g	7:45 News: Top of Morn'g	7:45 News: Top of Morn'g
8:00 News: Pastor	8:00 Top of Morn'g	8:00 News: Top of Morn'g	8:00 News: Top of Morn'g
8:15 D. W. Bozins	8:15 Top of Morn'g	8:15 News: Top of Morn'g	8:15 News: Top of Morn'g
8:30 13th Club	8:30 Top of Morn'g	8:30 News: Top of Morn'g	8:30 News: Top of Morn'g
8:45 The 13th Club	8:45 Top of Morn'g	8:45 News: Top of Morn'g	8:45 News: Top of Morn'g
9:00 Club: News	9:00 Top of Morn'g	9:00 News: Top of Morn'g	9:00 News: Top of Morn'g
9:15 News: The 13th Club	9:15 Top of Morn'g	9:15 News: Top of Morn'g	9:15 News: Top of Morn'g
9:30 The 13th Club	9:30 Top of Morn'g	9:30 News: Top of Morn'g	9:30 News: Top of Morn'g
9:45 Club: News	9:45 Top of Morn'g	9:45 News: Top of Morn'g	9:45 News: Top of Morn'g
10:00 News: Nontime Frolis	10:00 Top of Morn'g	10:00 News: Top of Morn'g	10:00 News: Top of Morn'g
10:15 Weatherman: Mr. Patrol	10:15 Top of Morn'g	10:15 News: Top of Morn'g	10:15 News: Top of Morn'g
10:30 News: Yawn Patrol	10:30 Top of Morn'g	10:30 News: Top of Morn'g	10:30 News: Top of Morn'g
10:45 Weatherman: Mr. Patrol	10:45 Top of Morn'g	10:45 News: Top of Morn'g	10:45 News: Top of Morn'g
11:00 News: Yawn Patrol	11:00 Top of Morn'g	11:00 News: Top of Morn'g	11:00 News: Top of Morn'g
11:15 Weatherman: News: Headlines	11:15 Top of Morn'g	11:15 News: Top of Morn'g	11:15 News: Top of Morn'g
11:30 Clockwatchers: News	11:30 Top of Morn'g	11:30 News: Top of Morn'g	11:30 News: Top of Morn'g
11:45 Ralph Flanagan	11:45 Top of Morn'g	11:45 News: Top of Morn'g	11:45 News: Top of Morn'g
12:00 Music of the Stars	12:00 Top of Morn'g	12:00 News: Top of Morn'g	12:00 News: Top of Morn'g
12:15 The 13th Club	12:15 Top of Morn'g	12:15 News: Top of Morn'g	12:15 News: Top of Morn'g
12:30 Old Times Hall	12:30 Top of Morn'g	12:30 News: Top of Morn'g	12:30 News: Top of Morn'g
12:45 Navy Band	12:45 Top of Morn'g	12:45 News: Top of Morn'g	12:45 News: Top of Morn'g
1:00 Kostasians: P. M.	1:00 Top of Morn'g	1:00 News: Top of Morn'g	1:00 News: Top of Morn'g
1:15 News: Nontime Frolis	1:15 Top of Morn'g	1:15 News: Top of Morn'g	1:15 News: Top of Morn'g
1:30 Noontime Frolis: News	1:30 Top of Morn'g	1:30 News: Top of Morn'g	1:30 News: Top of Morn'g
1:45 Meet the Artist	1:45 Top of Morn'g	1:45 News: Top of Morn'g	1:45 News: Top of Morn'g
2:00 Music to Listen to: News	2:00 Top of Morn'g	2:00 News: Top of Morn'g	2:00 News: Top of Morn'g
2:15 Music: Matinee: News	2:15 Top of Morn'g	2:15 News: Top of Morn'g	2:15 News: Top of Morn'g
2:30 Easy Listening: News	2:30 Top of Morn'g	2:30 News: Top of Morn'g	2:30 News: Top of Morn'g
2:45 Juke Box Jambores	2:45 Top of Morn'g	2:45 News: Top of Morn'g	2:45 News: Top of Morn'g
3:00 Guy Lombardo	3:00 Top of Morn'g	3:00 News: Top of Morn'g	3:00 News: Top of Morn'g
3:15 Easy Listening: News	3:15 Top of Morn'g	3:15 News: Top of Morn'g	3:15 News: Top of Morn'g
3:30 Jerry of the Circus	3:30 Top of Morn'g	3:30 News: Top of Morn'g	3:30 News: Top of Morn'g
3:45 Meet the Artist	3:45 Top of Morn'g	3:45 News: Top of Morn'g	3:45 News: Top of Morn'g
4:00 Off the Record: Weatherman	4:00 Top of Morn'g	4:00 News: Top of Morn'g	4:00 News: Top of Morn'g
4:15 Off the Record: News	4:15 Top of Morn'g	4:15 News: Top of Morn'g	4:15 News: Top of Morn'g
4:30 Off the Record: News	4:30 Top of Morn'g	4:30 News: Top of Morn'g	4:30 News: Top of Morn'g
4:45 Musical Menu: News	4:45 Top of Morn'g	4:45 News: Top of Morn'g	4:45 News: Top of Morn'g
5:00 Record Roundup	5:00 Top of Morn'g	5:00 News: Top of Morn'g	5:00 News: Top of Morn'g
5:15 Old Times Party	5:15 Top of Morn'g	5:15 News: Top of Morn'g	5:15 News: Top of Morn'g
5:30 Top Hits: News	5:30 Top of Morn'g	5:30 News: Top of Morn'g	5:30 News: Top of Morn'g
5:45 Broadway in Review	5:45 Top of Morn'g	5:45 News: Top of Morn'g	5:45 News: Top of Morn'g
6:00 Package of New Records	6:00 Top of Morn'g	6:00 News: Top of Morn'g	6:00 News: Top of Morn'g
6:15 Twilight Time: News	6:15 Top of Morn'g	6:15 News: Top of Morn'g	6:15 News: Top of Morn'g
6:30 Sharnet Your Will	6:30 Top of Morn'g	6:30 News: Top of Morn'g	6:30 News: Top of Morn'g
6:45 Henri Bata	6:45 Top of Morn'g	6:45 News: Top of Morn'g	6:45 News: Top of Morn'g
7:00 Lombardo Lead	7:00 Top of Morn'g	7:00 News: Top of Morn'g	7:00 News: Top of Morn'g
7:15 On Four & One Club	7:15 Top of Morn'g	7:15 News: Top of Morn'g	7:15 News: Top of Morn'g
7:30 News (to 11)	7:30 Top of Morn'g	7:30 News: Top of Morn'g	7:30 News: Top of Morn'g

Engineers, Railroads Agree to Arbitration

CHICAGO (AP)—The nation's major railroads and the Brotherhood of Locomotive Engineers Thursday agreed to arbitrate the union's demand for a 30 per cent pay increase.

A six member panel will decide the issue. Two members will be chosen by the rail lines and two by the brotherhood.

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'Adventure' a Wonderful Show—Now if Only It Had a Sponsor

By JOHN CROSBY

On last Sunday's "Adventure" (CBS-TV 3:30 p. m. CST Sunday), a paleontologist named Dr. George Gaylord Simpson was talking to the chief narrator of the program, Charles Collingswood, about the origin of the earth.

The earth, said Dr. Simpson was originally not a solid at all but just a molten ball.

As he spoke, there were movies of the earth as a molten ball, boiling and bubbling. I don't know where they got these pictures.

The CBS news staff has had its cameras around a lot of notable news events, but I rather suspect CBS was not around to record the origin of the earth.

However, that particular stretch of film is just an example of the remaining interesting things that are being done on this show to make education as absorbing as Milton Berle.

Since "Adventure," which is the joint child of the Columbia Broadcasting System and the American Museum of Natural History, started roughly a year ago, the scientists and the broadcasters have never stopped experimenting with films and cameras and techniques to make nature come alive and, above all, to become visual.

Showmanship and science have not, as one might have expected, warred.

There has been a surprising

and wonderful camaraderie between scientists and showmen and in fact, some of the most showmanlike suggestions for improving "Adventure" have come from scientists, not the showmen.

I think I am safe in saying that "Adventure," as of this writing, is the most experimental television program anywhere around and I hope it stays around.

I throw that in only because "Adventure" has gone without a sponsor for almost a year now and the boys are a little nervous about it. I don't know why a sponsor in search of a prestige program — and there are a few — doesn't pick up the tab here. It's a wonderful show.

Last Sunday, Dr. Simpson, a splendidly learned specimen of a scientist, plunged boldly back some 70,000,000 years and traced the earth's progress from the molten earth, through its cooling period when it rained uninteruptedly for several million years (and there were films of that, too) up to comparatively recent times just a couple million years ago.

His language about these mighty events had a certain simple grandeur. "There was no soil. There was nothing but rock, water and sunlight." And his discourse was brightened by occasionally touches of humor.

"Mammals are not supposed to lay eggs but some of them do. It's very embarrassing for everybody."

"It's extraordinary how successful this group (mammals) has been," he mused at one point. Yes, it is, isn't it. Mankind (to name only one mammal), with all its wars, has done remarkably well, all things considered, and I'm happy to see it get a good notice from Dr. Simpson.

After Dr. Simpson had pretty well disposed of the earth in its broader aspects, the program specialized subject — the development of the horse from the eohippus, which is about the size of a fox, to Native Dancer.

This particular lecture was delivered by Dr. Edwin H. Colbert, curator of fossils, amphibians and reptiles for the museum, and the questions were being asked by John O'Reilly, who is curator of fossils, amphibians, and reptiles, for the New York Herald Tribune.

I was especially interested in this passage because I have known Mr. O'Reilly, man and boy, since — well, the earth had barely cooled — as tospot, match-player, country squire and gentleman birdwatcher, and this was a whole new facet of his character. He acquitted himself remarkably well and I expect CBS will have to lock the cameras up to keep Mr. O'Reilly from wandering in front of them all the time now. Show business is a heady thing.

And "Adventure" is a splendidly stimulating intellectual experience of a Sunday afternoon. Now, if we could just find a sponsor for it...

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