

# Television Today

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Ch. 9—WKOW-TV—Madison  
Ch. 10—WISN-TV—Madison  
Ch. 11—WISN-TV—Madison  
Ch. 12—WISN-TV—Madison

## TODAY'S BEST BETS

2:30 p. m.—Bob Crosby: "I Get So Lonesome," "O, My Papa"—WKOW-TV (27).  
5 p. m.—Puppet Pals: "Story of Music"—WKOW-TV (27).  
8 p. m.—Ballet in Blue 4: Women's Municipal Golfing Assn.—WMTV (33).  
8:45 p. m.—Perry Como: With Georgia Gibbs—WKOW-TV (27).

## WEDNESDAY MORNING

7:00—One Man's Family  
7:30—The Pied Piper  
8:00—Time for Stories  
8:30—Steps to Heaven  
9:00—Steps to Heaven  
9:30—Home  
10:00—Home  
10:30—Home  
11:00—Home  
11:30—Home  
12:00—Home

# Today's Radio Highlights

## Music

7:45 a. m.—George Morgan (WIBA): "When You're Smiling," "Heart of My Heart."  
11:25 a. m.—Jack Berch (WISC): "The James Boy."  
6 p. m.—Tennessee Ernie (WKOW): "Shine," "Summer Time."  
8:30 p. m.—Symphonette (WKOW): "Nutcracker" excerpts.  
7:30 p. m.—Men's Chorus (WIBA): from Wisconsin State college, Platteville.  
9:30 p. m.—Fm Concert (WHA-FM): "Oedipus Rex," Stravinsky.



ANNE ELSTNER  
Anne Elstner has played the title role of "Stella Dallas" ever since the serial drama of a mother's sacrifice for the daughter she loves—started on NDC radio in 1937.

## Drama

10 a. m.—Grand Central Station (WISC): tornado folk bandits.  
7 p. m.—FBI in Peace and War (WKOW): Arnold Moss as exile who backs fraudulent scheme for revolution.  
8:30 p. m.—Big Story (WIBA): Arizona helps capture bank robber.  
9 p. m.—Fibber McGee (WIBA): buying 1,000 used bricks... The Lewises Oustake (WBBM): vignettes of three marriages.  
9:15 p. m.—Mystery Theater (WISC): gas blast kills businessman.  
10:30 p. m.—Squad Room (WISC): cop killer hides out in club.

## Religion

10:15 p. m.—Your Pastor Speaks (WIBA): Rabbi Max Ticklin, Hillside foundation.

## Quiz

10 a. m.—Strike It Rich (WIBA): Martha Wright, guest.  
7 p. m.—Walk a Mile With founder of "Fatties Anonymous," amateur magician, bop record salesman.

## Sports

5:45 p. m.—Sports Parade (WIBA): with Ted Black and Chuck Speiser, former Michigan State boxer who turned pro.

## Discussion

9 a. m.—Broadcast on Broadcasts (WHA): "The Wisconsin Assn. for Better Radio and Television." Mrs. Ralph McCassee.  
10:30 a. m.—Women Voters (WHA): "U. S.—British Relationship in the Western Alliance." Prof. Leon Epstein and Mrs. WISC: Jack Benny.

John W. Jenkins.  
12:30 p. m.—Contemporary Trends (WHA): "The Atom, Servant in Peace." Prof. Farrington Daniels.

## Farm Programs

7:22 a. m.—Farm Feature (WHA): "How Wisconsin Handles Dog Licensing." O. J. Thompson.  
12:15 p. m.—Farm Service (WIBA): "How to Use Farming Credits." Prof. E. L. Quate and Frank Mayfield.  
12:30 p. m.—Farm Hour (WHA): "Let's Fight Yellow Hoax." George Briggs and K. P. Buchholz.

## Miscellaneous

10 a. m.—Home makers (WHA): "Home Economics in New Fields—Teaching and Research." Mrs. May Reynolds and Flora Hanning; "Home Nursing Day by Day." Mrs. Waldo R. Wald.  
2:15 p. m.—House Party (WKOW): with Judy Holliday.  
8:30 p. m.—Red Cross (WISC): Jack Benny.

# Radio Timetable

WIBA	WISC	WKOW	WIBU
1310 kc.	1440 kc.	1070 kc.	1240 kc.
6:00 Sunrise 6:15 Frodo 6:30 Musical 6:45 News	6:00 Farm Hour 6:15 Top of Horn 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News
7:00 News 7:15 Musical 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News
8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News
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# Crosby's Radio and Television Rodgers-Hammerstein Needed No Talent Help

By JOHN CROSBY  
The Ford Motor Co., almost unwittingly, really started something with its 50th anniversary program which may have been the most successful television show ever put on.

Now every one is getting into it. Sunday night General Foods, apparently unwilling to wait another 25 years, celebrated its 25th anniversary with an hour and a half show on all four networks: devoted to the memorable works of that incredible team—Rodgers and Hammerstein.

You could hardly ask for a more exciting prospect than an hour and a half of excerpts from such great masterpieces as "South Pacific," "Carousel," "The King and I" and "Oklahoma"—or even from some of the Rodgers and Hammerstein lesser works such as "Allegro" and "Me and Juliet."

Especially when we were promised the original casts whenever that was possible. However, some genius in charge of this operation decided that Rodgers and Hammerstein musicals—which are among the greatest show business phenomena of all time—were not enough. So they threw in Jack Benny, Edgar Bergen and Groucho Marx to tell some jokes.

And right there the show, which had promise of greatness, dissolved into a sort of Lamb's Gambol, a testimonial dinner to two very great showmen.

Rodgers and Hammerstein's music, fine as it is, is only a small part of Rodgers and Hammerstein. They are the two most consummate artists at show business in our time. They know how to establish a mood, how to build it, when to break it.

They tell a story in song and in dialogue with magnificent stage craftsmanship. And what's far more important (as some once said of J. M. Barrie) they leave you feeling good. You leave the theater, not only humming the songs, but feeling wonderful.

All of this great skill was totally absent in staging this operation. We were shown only (antiquated excerpts from the great men's works. When they were allowed to develop at some length, like the scene from "Carousel" beautifully sung by John Raitt and Jan Clayton, or the touching "Getting to Know You" from "The King and I," they were wonderful.

Or even when Mary Martin strode out in front of a curtain and sang "It Might As Well Be Spring" (which contains the passage "I'm as restless as a willow, a windstorm" which may be a finest marriage of words and music this pair ever wrote), it was still pretty fine entertainment though hardly very imaginative.

But what a waste of talent! (Copyright, 1954, New York Herald Tribune, Inc.)

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

- Orange
- Tomato
- Grape
- Grapfruit

WEDNESDAY AFTERNOON

12:00—Bright Day  
12:30—Man Next Door  
1:00—Nontime Comics  
1:30—The Big Show  
2:00—Garry Moore  
2:30—Weather Time Out  
3:00—Per Show Kay  
3:30—Dr. Preston Bradley  
4:00—Double or Nothing  
4:30—Creative Cookery  
5:00—Watch to Win  
5:30—Love of Life  
6:00—The Doctor Answers  
6:30—Bright Day  
7:00—Art Linkletter  
7:30—Home Show  
8:00—Swingalong  
8:30—It's Up to You  
9:00—The Big Payoff  
9:30—Katie Smith  
10:00—Katie Smith  
10:30—Cooking School  
11:00—The Big Pay Off  
11:30—Mystery Theater  
12:00—The Big Pay Off  
12:30—Bob Crosby  
1:00—Bob Crosby  
1:30—Bob Crosby

Bill Douglas's SPOTLIGHT Opera by Kreutz

TIP OF THE MORNING: Station WIBA will add "Youth Wants to Know" to its schedule Sunday.

AN opera by Dr. Arthur Kreutz, formerly of Madison, won praise from critics at its premiere this month at University, Miss.

The work was "The University Grays," for which the libretto was written by Kreutz' wife, novelist Zoe Lund Schiller. It was commissioned by the University of Mississippi, where Kreutz is professor of violin and composition.

Ben S. Parker, amusements editor of the Memphis, Tenn., Commercial-Appal, commented: "Dr. Kreutz has faced his cast and orchestra with formidable difficulties in a complex but artfully cohesive score. He has used almost every interval and chord possible. Some of the 'em sound a bit cloying for a magnificently noted south of the Old South, but they fuse with surprising logic into the action."

"Despite a few moments reminiscent of Menotti and few others of Stravinsky, the score is a thoroughly original and craftsman-like job which will bear repeated hearings." The artist assigned tonalities sometimes soft into gentle melodies of haunting beauty, and consistently create effective and varied moods.

"There is real dramatic power in the finale." Mrs. Kreutz also staged the production.

The couple made another mark in the field of opera with "Acres of Sky," a ballad opera which they wrote for the dedication of the Fine Arts center at the University of Arkansas and which later was produced in New York City.

PRENT SHOW: The Madison Art Assn. will sponsor its first national invitational print show next month. The exhibition will open Wednesday, April 7, in the gallery of the University of Wisconsin Memorial library with a reception and preview for members. It will be open to the public April 8-30.

Twenty-eight American artists were invited to submit four prints each of their own selection. They sent wood cuts, wood engravings, relief cuts, lithographs, washings, and serigraphs. Prints by the following artists will comprise the exhibition: Grace Albee, Irving Amen, Maxil Ballinger, Will Barnett, Fred Becker, Isabel Bishop, Adolph Dehn, Howard Bradford, Federico Castellon, Francis Chapin, Lee Chesney, Sister Mary Corita, Worden Day, Fritz Eichenberg, Antonio Frasconi, Ernest Freed, William Cropper, George Gross, Margot Hoff, John Paul Jones, Max Kahn, Edward L. and D. Mauriclio Lasanski, Henry Mark, Reginald Marsh, Hans Alexander Mueller, Andre Racz, and Benton Spruance.

NAMES IN THE NEWS: Oscar-winner Frank Sinatra will play a hired assassin who attempts to kill a U.S. president in "Sudden-

Cast, Play Announced at Mt. Horeb School

MT. HOREB—The senior class of the Mt. Horeb High School will present "Curtain Going Up" by Gregory Johnston as its class play at 8 p. m. Thursday.

Aleta Skafie, is director and Georgianna Cliff is student director.

Members of the cast are: Richard Dahlin, Rita Deetz, Elizabeth Frye, Dean Roth, Audrey Kelliesvig, Jon Ulrich, Richard Paulson, JoAnne Whitson, Wayne Berge, JoAnn Peterson, Carol Baird, Julia Kitch, Shirley Kolleg, Joey Olson, Cullena Shaw, Denise Linnell, Fred Goebel.

Extras: Mary Ann Bower, Corine Brunner, Marcelline West, Lois Kalscheur, Angelina Hefty, Lucille Schilgen, Shirley Lee, Joanne Domini, Rosann Schwarz, Laura Mae Rothman, John Anderson, and Fritz Foshage.

Books New this Week at Madison free library

Beche—UNSEEN LIFE OF NEW YORK  
Binn—SEA IN THE FOREST  
Foster—NOT AS STRANGER  
Foster—HILL OF DEVI  
Gibbins—COMING DOWN THE

next season for the first time in almost 20 years.

Bert McCord of the New York Herald Tribune News service writes: "Coward wants to appear in two plays of his own authorship which will be given on alternate nights and madnes, with the same cast surrounding the star in each one."

"His last New York appearance was in 1938, when he appeared in 'Tonight at 8:30.' "One of the new plays Coward intends to do has already been written but is as yet untitled. He is said to have worked out the idea for he other one, which will be written this spring."

"In addition to these, the actor-playwright will be represented by 'Quadrille,' in which Alfred Lunt and Lynn Fontanne will repeat the roles they created in London two years ago."

William Shakespeare's JULIUS CAESAR

An M.G.M. Picture Starring MARLON BRANDO as Mark Antony, the firebrand who set Rome aflame! JAMES MASON as Brutus, gallant warrior seduced to a traitor's cause! JOHN GIELGUD as Cassius, wicked conspirator in infamy! LOUIS CALHERN as Julius Caesar, mighty conqueror, victim of assassins! EDMOND O'BRIEN as Casca, sinister plottor with a lust for revenge! GREER GARSON as Calpurnia, who dreamed strange dreams about her man! DEBORAH KERR as Portia, who left her satin bed for her lover!

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WEDNESDAY EVENING

7:00—Arthur Godfrey  
7:30—Married Joan  
8:00—My Little Margie  
8:30—Chicago Symphony  
9:00—My Little Margie  
9:30—Strike It Rich  
10:00—Home Theater  
10:30—Television Theater  
11:00—Strike It Rich  
11:30—Frankie Theater  
12:00—Greatest Dramas  
12:30—Captured  
1:00—I've Got a Secret  
1:30—City Detective  
2:00—I've Got a Secret  
2:30—I've Got a Secret  
3:00—Abbot and Costello  
3:30—Boxing  
4:00—This Is Your Life  
4:30—This Is Your Life  
5:00—The Music Show  
5:30—Boxing  
6:00—This Is Your Life  
6:30—Hello Neighbor  
7:00—Favorite Story  
7:30—Hollywood 15-Mr.

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Band Fund Raising Planned at New Lisbon

NEW LISBON—Members of the Band Mothers club are planning fund raising programs to buy new uniforms for the high school band.

A total of \$4,000 is needed to replace the uniforms purchased in 1937.

9:10 Vaughn Monroe  
9:30 Music of the Stars  
10:00 A Date With Music  
10:30 Second Hand Program  
11:00 Music to Listen to: News  
11:30 Music Match: News  
12:00 Music Match: News  
12:30 Juke Box Jamboree  
1:00 Art Mooney  
1:30 Easy Listening: News  
2:00 Jerry of the Circus  
2:30 Meet the Artist  
3:00 Off the Record: Weatherman  
3:30 Off the Record: News  
4:00 Musical Menu: News  
4:30 Marine Show  
5:00 Top Three Tunes: News  
5:30 Serenade in Blue  
6:00 Package of New Records  
6:30 Twilight Time: News  
7:00 Sharpen Your Wits  
7:30 News: News  
8:00 Blue Barton  
8:30 Lombard Land  
9:00 One On Four & One Club  
9:30 News

DEE'S KNOB HILL Reopening April 3rd

We are happy to announce that after a much needed rest, Dee's Knob Hill is ready to serve you again with the finest of foods and liquors starting Saturday, April 3rd.

The best of service is our desire OPEN AT 5 P.M. DAILY Closed on Mondays only

DEE'S NOB HILL

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