Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch. 5—WNBQ—Chicago
Ch. 13—WREX-TV—Rockford
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 27—WKOW-TV—Madison
Ch. 39—WTVO—Rockford
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

11:15 a.m.—Statue of Liberty Stamp: President Eisenhower, Secretary of State John Foster Dulles, Postmaster General Arthur Summerfield—WNBQ (5).

1:30 p. m. — Carson Gulley: Easter menus—WMTV (33).

6 p.m.—Bulletin Board: Curtis Carlson, Legal Aid society—WMTV (33).

7:30 p. m. — Ray Bolger: a confusion in names—WMTV (33).

7:30 p.m.—Four-Star Playhouse: new to this station—WKOW-TV (27).

8 p.m.—Garry Moore: at new time—WKOW-TV (27).

8:30 p.m.—TV Theater: "The Old Maid," with Nancy Marchand, Jayne Meadows, Eva Marie Saint—WMTV (33).

THURSDAY MORNING

7:00
2—Morning Show
4—Today
5—Today
7—Chicago Parade
8:00
7—Breakfast Club
33—Breakfast Club
9:00
2—Arthur Godfrey
4—Ding Dong School
5—Ding Dong School
7—Beulah Karney
9—Your Figure Ladies
9:30
4—One Man's Family
5—One Man's Family
7—The Pied Piper
9—Time for Stories
9:45
4—3 Steps to Heaven
5—3 Steps to Heaven
10:00
4—Home
5—Home
7—The Play House
9—A to Z of Cookery
10:30
2—Strike It Rich
7—Tommy Bartlett
11:00
2—Valiant Lady
4—What's New?
5—Bride and Groom
7—Danny O'Neil
9—Four to Go
11:15
2—Love of Life
5—New Stamps
11:30
2—Search for Tom'row
5—Betty White
11:45
2—Guiding Light
4—News
13—Feature Film

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THURSDAY AFTERNOON

12:00
2—Brighter Day
4—Man Next Door
5—Noontime Comics
7—Lunch Hour
9—Hi Ladies
12:15
2—Portia Faces Life
12:30
2—Garry Moore
4—Weather; Time Out
5—Bob and Kay
12:45
9—Dr. Preston Bradley
1:00
5—Creative Cookery
7—All About Baby
9—Watch to Win
13—Love of Life
1:15
7—The Doctor Answers
13—Brighter Day
1:30
2—Art Linkletter
4—Woman's World
7—Swingalong
9—Cameracade
13—The Visitor
33—Carson Gulley
2:00
2—The Big Payoff
4—Kate Smith
5—Kate Smith
7—Claude Kirchner
9—Paul Dixon
13—The Big Payoff
33—Matinee Theater
39—Kate Smith
2:30
2—Bob Crosby
13—Garry Moore
27—Paradise Island
2:45
13—Bob Crosby
27—Bob Crosby
3:00
2—Woman with Past
4—Welcome Travelers
5—Welcome Travelers
7—Jerry Lester
9—Movie Quick Quiz
13—Search for Tomorrow
27—Woman with Past
39—What's Cookin'
3:15
2—Secret Storm
13—Secret Storm
27—Search for Tom'row
3:30
2—Petticoat Party
4—On Your Account
5—On Your Account
9—Index: Information
13—Robert Q. Lewis
27—Robert Q. Lewis
33—Ship's Reporter
39—On Your Account
3:45
33—M. Griffin, News
4:00
4—Gretchen Colnik
5—Pinky Lee
7—Home Theater
9—Trail Blazers
13—TV Kitchen
27—Mid-way Feature
33—Roddy Mac
39—Pinky Lee
4:15
4—Little Amateurs
4:20
2—Movie Time
4:30
4—Howdy Doody
5—Howdy Doody
7—Garfield Goose
33—Way Out West
39—Howdy Doody
4:35
13—Let's Talk It Over
4:45
13—Story Lady
5:00
4—Foreman Tom
5—Elmer the Elephant
7—Joe Kelly
9—Talent Tots
13—Trail Tales
27—Comedy Time
39—Captain Bob
5:15
7—Rocky Jones
27—Time Out for Fun
33—Red Barry
39—Fun Time
5:25
27—Crusader Rabbit
5:30
2—Gene Autry
5—Close-Up
13—Stand By
27—Western Playhouse
5:40
33—L. Landman, Sports
5:45
4—News; Weather
7—Bob and Ray
33—M. Griffin, News
39—Early Edition
5:55
33—P. Ekern, Weather

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THURSDAY EVENING

6:00
2—Bob Elson
4—Blue Room
9—Capt. Video
13—News; Weather
27—J. Harper, News
33—Bulletin Board
39—Capt Video
6:15
4—Tommy Sheridan
7—John Daly
9—Number, Please
13—Sports; News
27—Weather
33—John Daly
39—Sports; Weather
6:20
27—K. Clow, Sports
6:30
4—Dinah Shore
5—Dinah Shore
7—Lone Ranger
27—Foy Willing
33—Roundy
6:45
2—Jane Froman
4—News Caravan
5—News Caravan
13—Public Forum
27—Newsreel
33—M. Griffin, News
39—News Caravan
6:55
33—P. Ekern, Weather
7:00
2—Mr. McNutley
4—Groucho Marx
5—Groucho Marx
7—Talent Patrol
9—Theater Date
13—Crusade in Pacific
27—Prof. Yes 'n' No
33—Amos 'n' Andy
39—Groucho Marx
27—Jackpot Quiz
7:30
2—4-Star Playhouse
4—Triangle Theater
5—Justice
7—Ray Bolger
9—Hollywood ½-Hr.
13—Report to People
27—4-Star Playhouse
33—Ray Bolger
39—Racket Squad
8:00
2—Video Theater
4—Dragnet
5—Dragnet
7—Open Hearing
9—What's the Story
27—Garry Moore
33—Heart of the City
39—Dragnet
8:30
2—Big Town
4—Theater
5—Theater
7—Television Theater
9—Camera Showcase
13—4-Star Playhouse
27—Boston Blackie
33—Television Theater
39—Theater
9:00
2—Public Defender
4—Martin Kane
5—Martin Kane
9—F. P. Detective
13—From Hollywood
27—Square Dance Party
39—Liberace
9:30
2—Place the Face
4—I Led 3 Lives
5—Foreign Intrigue
7—Col. March
9—Boston Blackie
13—Place the Face
27—Place the Face
33—Dang. Assignment
39—Duffy's Tavern
10:00
4—World We Live In
7—Waterfront
9—Movie Academy
13—Weather; News
27—Thompson Weather
33—M. Griffin News
39—News; Weather
10:10
27—Schermerhorn Spts.
33—P. Ekern; Weather
10:15
4—News; Weather
27—J. Harper, News
33—Star Theater
10:30
4—Meet Mr. McNulty
5—Look at Sports
7—Hollywood Offbeat
13—TV Theater
27—Feature Film
39—Playhouse
11:00
2—Wrestling
4—Your Hit Parade
5—11th Hour Theater
9—Playhouse
11:30
4—Name That Tune
12:00
2—The Late Show
4—News; Movies
7—Night Owl Movie
13—News

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A. M.
7:15 Weather Report; Farm Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
8:55 News for Children
9:00 American Language; Music
9:30 Music Time
9:50 Markets; News
10:00 Homemakers Program
10:30 PTA Program
10:45 Views of the News
11:00 Freshman Forum
11:50 Noon Musicale

P. M.
12:20 News; Farm Program
1:00 Chapter a Day
1:00 News of the Week
2:00 Contemporary Trends
2:50 Science News
3:00 Afternoon Concert
3:30 Asia Reports
4:00 Music of the Masters
5:00 Music for Fun
5:15 Canada Report
5:30 News; Weather; Sports
6:00 Dinner Musicale

FM ONLY
6:45 Dinner Musicale
7:00 Views of the News
7:15 Folksongs
7:30 Radio Journal
8:00 American Frontier
8:50 Music
9:00 FM Concert
10:50 News (to 11)

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Today's Radio Highlights

Special Program

7:15 p.m.—Statue of Liberty (WISC): President Eisenhower, Postmaster General A. E. Summerfield, Secretary of State J. F. Dulles, Francis Cardinal Spellman.

* * *

Drama

7 p.m.—Roy Rogers (WIBA): "king of cowboys" accused of murdering best friend.

8:30 p.m. — Time for Love (WKOW): "A Trap for a Traitor" in jungles of Indo-China.

9 p.m.—Crime Fighters (WISC): child uncovers strange racket.

* * *

Music

4 p.m.—Music of the Masters (WPA): "Symphonie Fantastique."

6 p. m. — Tennessee Ernie (WKOW): "Somebody Stole My Gal."

9 p.m.—FM Concert (WHA-FM): early English music.

* * *

Religion

10:15 p.m.—Your Pastor Speaks (WIBA): Chaplain Edward Deffner, Veterans administration hospital.

* * *

Sports

During afternoon — Boxing (WISC): bulletins from college tournament.

5:15 p.m. — Boxing (WIBA): Coach John Walsh reports from State College, Pa (also at 10:30 p.m.)

9:30 p.m. — Boxing (WISC): tournament roundup.

* * *

Discussion

1:30 p.m.—News of the Week (WHA): Prof. John Thomson on Indo-China and the war there.

9 p. m. — Women Voters (WKOW): "How Farm Acres Become City Lots," Walter Johnson.

* * *

Farm Programs

12:15 p. m. — Farm Service (WIBA): "How Much It Costs to Grow a Bushel of Corn."

12:30 p. m. — Farm Hour (WHA): "What About the Protein Substitute, Urea?"

* * *

Miscellaneous

10 a.m.—Homemakers (WHA): "Busy Women's Hobbies," Marian Roe, Mildren Subey, Mable Barton, Doris Ardelt.

8 p.m.—Truth or Consequences (WIBA): fifth annual fiesta at Truth or Consequences, N. M.

TIP O' THE MORNING: Within a month, the Fred Waring show will be on the WKOW-TV schedules.

* * *

NAMES IN THE NEWS: For the first time, **Aaron Copland** this June will conduct an opera. It's his "The Tender Land," to be featured at the third annual Festival of the Creative Arts at Brandeis university, Waltham, Mass.

Gossip columns report the impending marriage of **Steve Allen** and **Jayne Meadows**, television stars.

Impressed by Universal-International's success in filming "The Glenn Miller Story," **Benny Goodman** has given the company permission to do his biography. **Aaron Rosenberg** and **Valentine Davies**, who wrote the Miller picture, will be teamed again on the Goodman story. Benny will not appear, but will reorganize his old band to make the sound track, then probably would take it on tour.

Maxwell Anderson will receive, on May 26, the gold medal for drama given by the National Institute of Arts and Letters. The medal is given for "distinguished achievement covering the entire work of the recipient." The playwright's output has included "Both Your Houses," "Winterset," "What Price Glory?," and "Anne of the Thousand Days."

Charlie McCarthy and **Edgar Bergen** will co-star in "Alice in Wonderland" on NBC-TV Wednesday, May 5.

Kurt Adler, Metropolitan Opera conductor, will be musical director for productions of "Faust" and "Ariadne auf Naxos" at Central City, Colo., during June and July. Singers engaged thus far are **Mimi Benzell** and **Brian Sullivan**.

Bobby Clark, stage comedian, will be starred in CBS-TV's Easter show. **Gwen Verdon** and **Doretta Morrow** of the Broadway musical stage also have been signed.

Robert L. Joseph has bought for production next season a play by **Jean Giraudoux** entitled "La Guerre de Troie n'Aura pas Lieu." The play, which is a satirical comedy, was done in Paris in 1935 by Louis Jovet.

When **Edwin Lester** presents Mary Martin in "Peter Pan" on the West coast this summer, the Barrie fantasy will be enhanced by a new score which is being written by **Carolyn Leigh** and **Marx Charlop**, two new composers. **Jerome Robbins** will stage the musical, which will open July 19 in San Francisco.

Shirley Jones, the chorus girl in "Me and Juliet" who is virtually set for the feminine lead in the screen version of "Oklahoma!" will take over the part of Juliet for the road tour of the Rodgers and Hammerstein musical.

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Radio Timetable

THURSDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00	Sunrise Frolic	• Farm Hour	Bkfst. Symph.	Music; News
6:15	Musical	• Top o'Morn	Diary; Farm	Farm Reporter
6:30	Clock; News	• News; Top o'	Hour	Rural
6:45		Morn; Heatter	Weather; Mkts.	Roundup
7:00	Alex Dreier	• Top o' Morning	Coffee	• News; Farm
7:15	Musical Clock	• News	Club; News	Service
7:30	Journal News	• Top o' Morning	Weather; Coffee	• News; Weath'r
7:45	Clock; Sports	• John McVane	Club; News	• Farm Frolic
8:00	Musical	• Breakfast	Markets; Coffee	• Prayer league
8:15	Clock	Club	Club; News	• Musical
8:30	Musical Clock	• Breakfast	Kitchen Club	Clock
8:45	News	Club	Cof'e club; News	• Musical Clock
9:00	Welcome	• My True	Arthur Godfrey	Mister
9:15	Travelers	Story; Whisp'g	Time	Fix It Up
9:30	Bob Hope	Streets	Arthur Godfrey	• Sweet
9:45	Break the Bank	• A Girl Marries	Time	Music
10:00	Strike It	• Romances	Arthur Godfrey	News
10:15	Rich	• Betty; News	Time	• U.S. Navy
10:30	Phrase Pays	• Queen for a	Music Speaks	Mid-Morning
10:45	Second Chance	Day	Morning Music	Matinee
11:00	P. Frederick	• News; Calendar	News; Band	News; Morning
11:15	Carson Gulley	• Eberle; Berch	Aunt Jenny	Matinee
11:30	Melodies	• Hazel Markel	Helen Trent	Western Stars
11:45	Farm Roundup	• Bing Sings	Our Gal Sunday	Farm News
12:00	• News; Roundup	Secret Song	Farm Journal	Music; Markets
12:15	• Farm Service	• News	News	News
12:30	• News	• Braves	Farm	Farm and
12:45	• Polka Party	Bandwagon	Parade	Home Hour
1:00	• Trading Post	• Braves	Chow Time	Farm Service
1:15	• Mel. Parade	Bandwagon	Jockey's Choice	Si Hays and
1:30	Betty Cass	• Braves	Nora Drake	Daughter
1:45	Column	Bandwagon	Static	Music Box
2:00	Life Beautiful	• Braves	Static	The
2:15	Road of Life	Bandwagon	House	Music
2:30	Pepper Young	• Braves	Party	Box
2:45	Happiness	Bandwagon	Wizard of Odds	• M'ch of Medicin
3:00	Backstage Wife	• Braves	News; Luella	• Chapel in
3:15	Stella Dallas	Bandwagon	Mortenson	the Sky
3:30	Widder Brown	• Braves	Show; Bridal	• Gospel Bdcst.
3:45	Woman in House	Bandwagon	Etiquette	Story Time
4:00	Just Plain Bill	• Cousin	The	Variety
4:15	Front P. Farrell	Henry	Showcase	Hit Tunes
4:30	• Lorenzo Jones	Time	Harmony House	• News
4:45	• Marriage Pays	• Birthday Club	Top Tunes	• St. Peter's
5:00	• Madison	• Sgt.	Allan Jackson	Fiesta Time
5:15	Hr.; J. Berch	Preston	Top Tunes	University
5:30	• News	• Sky	Scores; Hits	Special
5:45	• Sports; News	King; Sports	Lowell Thomas	Univ. Special
6:00	• Alex Dreier	• News; Music	Tennessee Ernie	News
6:15	• Melody; News	• Fulton Lewis	Weather; News	Old Time Band
6:30	• News of World	• Captain	Chorallers	Sports Time
6:45	• 1 Man's Family	Starr; News	E. R. Murrow	Bing Sings
7:00	• Roy	• Mus. to Please	Meet	Bing Sings
7:15	Rogers	• Pres. Eisenhowe	Millie	Farm Front
7:30	• Six	• J. Vandercook	Junior	Old Timers
7:45	Shooter	• Bill Stern	Miss	Jamboree
8:00	• Truth or	• Paul	Meet Mr.	Old Timers
8:15	Consequences	Whiteman	McNutley	Jamboree
8:30	• News; Eddie	• G. Raubacher	Time for	Old Timers
8:45	Cantor	• G. Heatter	Love	Jamboree
9:00	• Fibber McGee	• Crime	Women Voters	Wisconsin
9:15	• Heart of News	Fighters	Waltz Time	Farm Hour
9:30	• Serenade	• Off the	Good News	News; Music
9:45	• Singing Stars	Record	Beulah	for Listening
10:00	• News	• News	News	Music for
10:15	• Your Pastor	• F. Edwards	Sports	Listening
10:30	• The 1310	• Detective	Some of	• Silent
10:45	Club	Story	the Best	• Silent
11:00	• News; The	• Lecuona	News; The	• Silent
11:15	1310 Club	Cuban Boys	Promised Land	• Silent
11:30	The 1310	• Dance Band	The Promised	• Silent
11:45	Club; News	• Sports Report	Land	• Silent

Starred programs are also carried on corresponding FM stations. FM channels: WIBA-FM, 101.5 M. WWCF (WIBU), 94.9 M. WISC-FM, 98.1

WMFM

104.1 Mcs.

THURSDAY

A. M.
7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:57 Weatherman
8:02 News; Clockwatchers
8:26 Weatherman; News Headlines
8:30 Clockwatchers; News
9:00 Musical Roundup
11:00 Old Timers Hall
11:30 Navy Band
11:45 Music Just for You

P. M.
12:00 News
12:15 Noontime Frolics; Weatherman
12:34 Noontime Frolics; News
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to; News
2:00 Music Matinee; News
3:00 Music Matinee; News
4:00 Juke Box Jamboree
4:15 Arlino Rey
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
5:30 Off the Record; Weatherman
5:50 Off the Record; News
6:00 Baseball Highlights
6:05 Musical Menu; News
7:00 Showcase
7:30 Old Timers Party
7:45 Sleepy Joe
8:00 Let's Go to Town
8:15 Guest Star
8:30 Package of New Records
8:45 Mama Bloom's Brood
9:00 Sharpen Your Wits
9:30 Army Band; News
10:00 Tommy Tucker
10:15 Lombardo Land
10:30 One Oh Four & One Club
10:55 News (to 11)

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What Reviewers Need These Days, Says Author, Are More Whiskers

(While John Crosby is on vacation, his column is being conducted by guest writers.)

By P. G. WODEHOUSE

This matter of literary critics or, as they are sometimes called, book reviewers. What has come over the boys these days? Just a lot of sissies they seem to me. Where is the old vim, the old pep?

Bless my soul, I can remember the time when reviewers lived on raw meat, and an author who published a book did so at his own risk and generally came out of the encounter feeling as if he had been hit by an atom bomb and forcibly unclothed in public.

WODEHOUSE

But now the question "Have you read any good books lately?" is one which it is impossible to answer.

To hear the reviewers tell it, there are no good books nowadays — only superb books, astounding books, vital books, and books which we are not ashamed to say brought tears to our eyes.

Some people (who ought to be ashamed of themselves) attribute this tidal wave of sweetness and amiability to the fact that so many reviewers are novelists themselves.

Old Bill, they say, who writes for the "Booksy Weekly," is not going to jump on Old Joe's "Sundered Souls" when he knows that his own "Storm Over Flatbush" is coming out next week and that Joe runs the book page of "The Spokesman."

This, of course, is not so. Nobody who really knows novelists and their flaming integrity would believe it for a moment.

It is with genuine surprise that William, having added "Sundered Souls" to the list of the world's masterpieces, finds a week later that Joseph has done the same by "Storm Over Flatbush." An odd coincidence, he feels.

No, the root of the whole trouble is that reviewers today, with the exception of a few of the younger set who have a sort of unpleasant downy growth alongside the ears, are all clean-shaven.

The connection between whiskers and caustic criticism is not hard to see.

There is probably nothing which so soothes a man and puts him in a frame of mind to see only good in everything as a nice clean shave. He feels his smooth, pink cheeks, and the milk of human kindness begins to gurgle within him.

"What a day!" he says as he looks out of the window. "What an egg!" he says as he starts his breakfast. And if he is a literary critic, "What a book!" he feels as he takes up the latest effort of some author who ought to be selling coal instead of writing novels.

But let a man omit to shave, and mark the result. He feels hot and scrubby. Within twelve hours his outlook has become jaundiced and captious.

If his interests lie in the direction of politics, he goes out and investigates someone. If he is an employer of labor, he starts a lock-out.

And if he is a reviewer, he sits down to write his review with the determination that by the time he has finished reading it the author will know he has been in a fight.

You have only to look about you to appreciate the truth of this. All whiskered things are testy and short-tempered . . . pumas, wild cats, the old Edinburgh reviewers and — in the mating season — shrimps.

Would Ben Johnson have knifed a man on account of some literary disagreement if he had not been whiskered to the eyebrows? Can you imagine a nation of spruce, clean - shaven Bolsheviks, smelling of witch hazel?

There is only one thing to be done. We must go back to whiskers.

And there must be no half measures. It is not enough for a critic to have a beard like Rex Stout's, which, though technically a beard, is not bushy enough to sour the natural kindliness of his disposition.

We must have the old Assyrian stuff, the sort of beards Hebrew minor prophets wore and those great, cascading, spade - shaped things grown by the great Victorians — whether under glass or not has never been ascertained. Then we shall begin to get somewhere.

I realize that I shall suffer myself from the change. There will be no more of those eulogies of my work like "Another Wodehouse" or "8 by 10½, 255 pp" which I have been pasting into my scrapbook for so many years.

But I am prepared to sacrifice myself for the sake of literature, and I know that a sudden outcropping of whiskers among critics would raise the whole standard of writing.

A young author would think twice before starting his introspective novel of adolescence if he knew that it would be handed over for review to somebody who looked like the late Wilkie Collins.

Nervous women would stop writing altogether, and what a break that would be for the reading public. The only novelists who would carry on would be a small, select group of tough eggs who had the stuff.

And let us have no bleating pleas from the critics that they can't do it. Of course they can do it.

It is perfectly easy to grow whiskers. Bennet Cerf's stories do it. So do wrestlers.

Are our star reviewers going to tell me that they are inferior in will power and determination to the untutored men you see jumping on each other's stomachs on television?

Tush!

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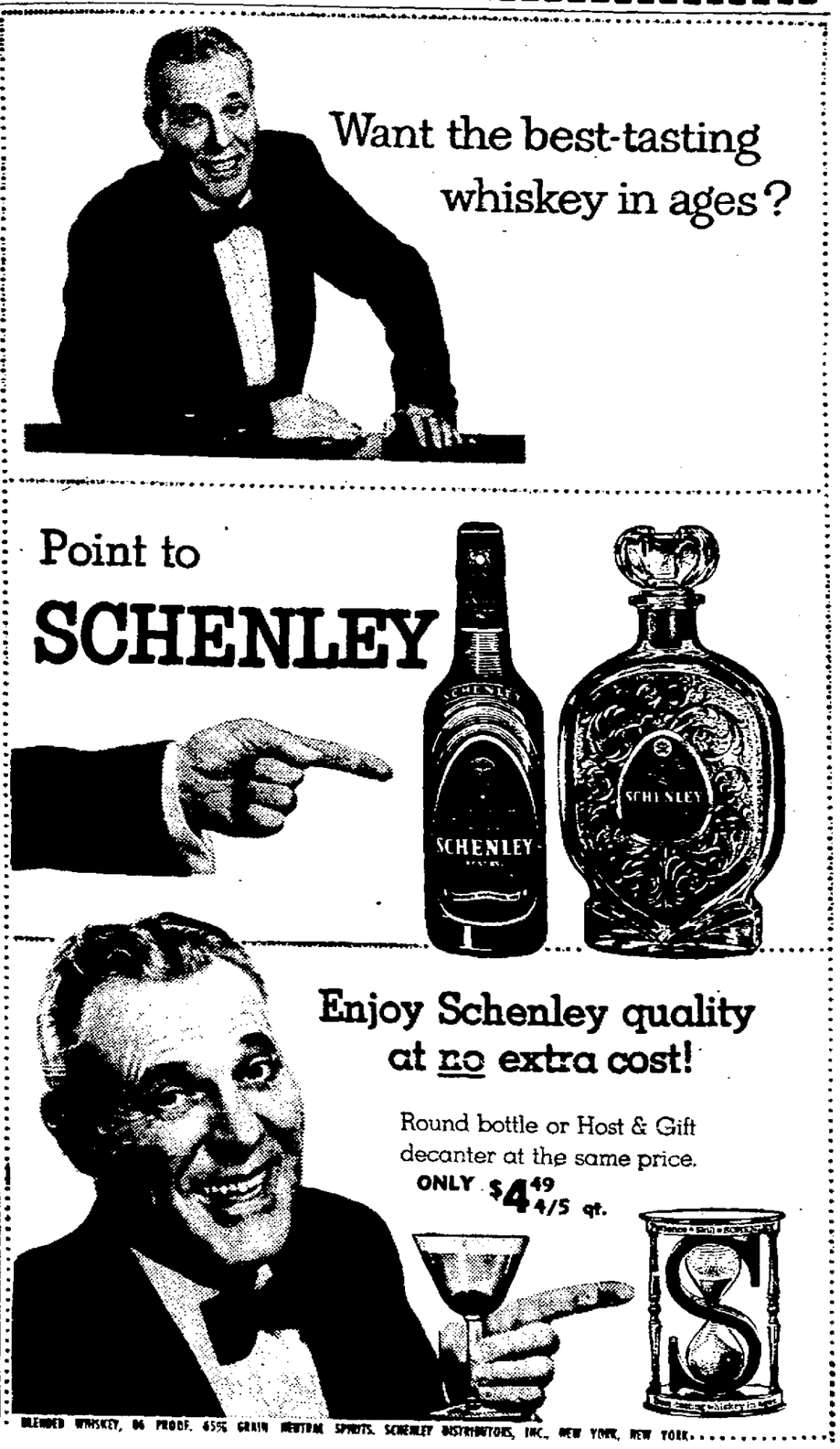

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