WIBU

Ch. 2—WBBM-TV—Chicago Ch. 7—WBKB—Chicago Ch. 4—WTMJ-TV—Milwaukos Ch. 9—WGN-TV—Chicago Ch. 5-WNBQ-Chicago Ch. 27-WKOW-TV-Madison Ch. 13-WREX-TV-Rockford Ch. 39-WTVQ-Reckford Ch. 33-WMTV-Madison TODAY'S BEST BETS

9:30 a. m. and 1:30 p. m.— McCarthy Hearing — WMTV Gene Raymond in "Dawn at Damaseus"—WKOW-TV (27).

9 p. m.—Boxing: Jed Black
vs. Joey Klein—WTMJ-TV (4). 6 p. m. — Bulletin Board: Jaycee Safety Month—WMTV 9:30 p. m. — Racket Squad: "Vain Woman"—WMTV (33).

6:45 p. m. — Perry Como:
"Make Love to Me"—WKOW-7:30 p. m.—Anita Colby: Carl Benton Reid in "The Sound of Silence"-WMTV (33).

8 p. m.—Playhouse of Stars: 7:00 -Morning Show

4—Today
5—Today
7—Chicago Parade
8:00
7—Breakfast Club
33—Breakfast Club 9:06 2-Jack Paar 4-Ding Dong School 5-Ding Dong School -Beulah Karney -Your Figure, Ladies

FRIDAY MORNING 9:39
4—One Man's Pamily
5—McCarthy Hearing
7—The Pied Piper
9—Time for Stories 4-3 Steps to Heaven 10:00 2-I'll Buy That 4—Home 7—The Play House 9—A to Z of Cookery 10:39 2—Strike It Rich 7—Tommy Bartlett

2-Valiant Lady
4-What's New?
7-Danny O'Neill
9-Four to Go
11:15
2-Love of Life
11:32
2-Search for Tomor
5-Betty White
11:45
2-Guiding Light
4-News
9-Charm Salon:
13-Feature Film

9:30 p. m.—Person to Person:

## You'll Notice the Difference



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Over 100 Years of Quality Brewing Experience

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

5-Bob and Kay

12:45

9-Dr. Preston Bradley

1:80

2-Double or Nothing

4-Time Out

5-Creative Cookery

7-All About Baby

9-Batting Practice

13-Love of Life

13-Love of Life

13-Brighter Day

1:30

2-Art Linkletter

4-Woman's World

7-Swingalong

9-Baseball

13-Frontier Theater -- Swingalong
-- Baseball
-- Baseball
-- Frontier Theater
-- McCarthy Hearing
2:00
2-Big Payoff
-- Kate Smith
-- McCarthy Hearing
-- Claude Kircner
-- The Big Pay Off
-- Kate Smith

FRIDAY AFTERNOON

2:39

2-Bob Crosby

13-First Aid

27-Femmine Touch

3:06

2-Woman with Past

4-Welcome Fravelers

7-Jerry Lester

13-Search for Tomorrow

27-Woman with Past

3:15

2-Secret Storm

27-Search for Tomorrow

3:15

2-Secret Storm

27-Search for Tomorrow

3:30

2-Petticoat Party

4-On Your Account

13-Robert Q. Lewis

27-Robert Q. Lewis

27-Robert Q. Lewis

33-On Your Account

3-On Your Account

3-Trail Blazers

3-M. Griffin News

4-Super Circus

5-Pinky Lee

7-Home Theater

9-Movie Quick Quiz

13-Tv Kitchen

27-Mid-Way Feature

33-Roddy Mac

39-Pinky Lee

4:20

4:15

9-Trail Blazers

3-Moyle Time 9-Trail Blazers 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 13—King Calico

13—King Calico
5:90
4—Foreman Tom
5—Elmer. the Elephant
7—Joe Kelly
9—Bob Atchet
13—Trail Tales
27—Comedy Time
33—Melody Time
39—Captain Bob
5:15
27—Time Out for Fun
33—Buck Rogers
39—Fun Time
5:25
27—Crusader Rabbit 27—Crusader Rabbit
5:39
2—Gene Autry
5—Ciose 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

. SALES AND

SERVICE

33-P.Ekern, Weather

## Highlights

Special Programs

McCarthy - Army Hearings: WIBA at 11:30 a.m. . . WIBA and WIBA-FM at 4 and 9:15 p.m. . WISC and WISC-FM at 1:35 and 3:30 p.m. . . WKOW at 8 p.m.

Music

7:45 a.m. — George Morgan WIBA): "Hoedown," "Secret

the Meadows sisters, Bob
"Howdy Doody" Smith—
WKOW-TV (27).

10:30 p. m.—McCarthy Hearing Highlights—WKOW-TV

Discussion

lic engineer.

Variety 7:30 p.m.—Bob Hope (WIBA): with Donna Reed.

Religion

10:30 p.m.-Your Pastor Speaks (WIBA): the Rev. Charles R. Bell, First Baptist church. Farm Programs

## Today's Radio TV Has Helped Give Theater New Authors, Sherwood Thinks

(While John Crosby is on vacation, his column will be continued by a number of guest writers.)

By ROBERT E. SHERWOOD

Back in the lusty year of 1929 (some of John Crosby's more Laurents ("Home of the Brave" scale readers may remember 1929) I wrote an article for Scrib-and "The Time of the Cuckoo"; and Joseph Kramm ("The ner's magazine about television.

I predicted it would be perfected and operational in five years' "Secret time, give or take a year or so;

Love."

11:25 a.m. — Jack Berch (WISC): "Let Your Heart Sing."

6 p. m. — Tennessee Ernie of the delay was due to the fact (WKOW): "The Sheik," "Show Business."

7:15 p.m. — Frank Sinatra (of time in Europe attending (WIBA): "Somebody Loves Me."

8:35 p. m. — Blue Barron (WKOW): "Tales from the Vienna Woods," "Strawberry Moon."

1 also predicted in this article (WKOW): "Tales from the Vienna Woods," "Strawberry Moon."

9 p.m.—FM Concert (WHA
FM): "Concerto for Orchestra," try but would prove a boon to the living theatre.

| Interval of take a year or so the and as contrasted with the living theatre of so may own generation. Machine the came to glory with "All sancients of my own generation. My Sons" and "Death of a Sales
My Sons and "Death of a Sales-

18:15 p.m. — Hymns of the World (WIBA): "Dear Angel, Everal My Side," "O, How I Love Jesus," "Holy God, We Praise The Name," "Only a Step."

The living theatre.

Including theatre.

Included writing talent and they quite arrived on Broadway, but that people would become glutted as the movie producers failed so dismally to do in the first decades Chayefsky and Arnold Schulman. It cannot say that all of those Toom," as Bugs Raer with the more are some of the writers of the writers of the writers of the writers.

There are others who have not 11:15 needed writing talent and they quite arrived on Broadway, but 11:36 as the movie producers failed so dismally to do in the first decades the home — "They'll be having of Hollywood.

The Name, "Only a Step."

There are others who have not 11:15 needed writing talent and they quite arrived on Broadway, but 11:36 as the movie producers failed so that people would become glutted as the movie producers failed so that people with mechanical entertainment in the dismally to do in the first decades the home — "They'll be having of Hollywood.

I cannot say that all of those room," as Bugs Raer with the pople writing talent and they quite arrived on Broadway, but 11:36 as the movie producers failed so that dismally to do in the first decades the home — "They'll be having of Hollywood.

I cannot say that all of those producers failed so the movie producers failed so that they quite arrived on Broadway, but 11:36 as the movie producers failed so that they quite arrived on Broadway. But 11:36 as the movie producers failed so that they quite arrived on Broadway. But 11:36 as the movie producers failed so the pople would become glutted as the movie producers failed so that they quite arrived on Broadway. But 11:36 as the movie producers failed so the pople would become glutted as the movie producers failed so the pople would become glutted as the movie producers failed so the pople would be a step to the pople would become glutted as the movie producers failed so the pople would becom

Black vs. Joey Klein.

Drama

Sp.m. — Harris and Faye (WIBA): planning trip to mountains ... Ozzie and Harriet (WLS): "The Importance of Being on Time."

11 p.m.—Counterspy (WISC): "The Unfixed Fix."

Discussion

it would.

Television has helped to provide the theater with what it needs most and for want of which it seemed dying: new playwrights. The past few years have produced a bonanza of young playwrights, as the merest glance at the present season on Broadway will prove. And when I describe these playwrights as "young," I although they each had enjoyed get it down to one set and three a previous Broadway success, are actors, they could afford a better

11 a.m. — L. H. Adolfson (WHA): "Weights on Food Pack-Samuel Taylor ("Sabrina Fair" production.

(WHA): "The Function of the Extension Division."

12:15 p. m. — Farm Service Patrick ("The Teahouse of the Responsible of the Samuel Taylor ("Sabrina Fair" production.

12:15 p. m. — Farm Service Patrick ("The Teahouse of the August Moon" and "The Hasty experience in the harsh practical-site of the theater may have size of Chapman and Frank Mayfield,

> H. J. O'Connell. Miscellaneous

comedy.

Smith Stewart. 7:22 a.m. - Farm Feature (WIBA): Burl Ives.

leras of the BBC in London. You can add to the list Arthur Shrike").

for Murder" was first written by

Frederick Knott for the TV cam-

You can even add the dislinguished name of Arthur Mil-

est of artistic motives; but they needed writing talent and they quite arrived on Broadway, but 11:39

Jesus," "Holy God, We Praise the home — "They'll be having Covered wagons in the dining covered wagons in the dining and, when they had the urge to go out some place of an evening and congregate, they would want to see flesh and blood.

Cubs vs. Redlegs.

7:55 p.m.—Baseball (WIND): Cubs vs. Redlegs.

7:55 p.m.—Baseball (WISC): Braves vs. Cardinals.

8:15 p.m. — Sports Record (WMFM): "Jackie Price, Baseball's Clown."

8:15 p.m. — Sports Record (WMFM): "Jackie Price, Baseball's Clown."

9 p.m.—Boxing (WLS): Jed Black vs. Joey Klein.

The mention of the writers mentioned above regard the covered wagons in the dining for the moves although some recent pictures (notably "From Here to Sympathy"); George Axelrod ("The Seven Year Itch"); Howard ("The Solid Gold Caile Mutiny Court Martial").

The mention of Wouk may raise some eyebrows, since he did not written that night and the new 5:15

previous Broadway success, are actors, they could afford a better

actors, they could afford a better scooporoduction.

Anderson thought this over scan state of the scoop stat Better Crops of Corn," C. J. Heart").

Taylor, be it noted, spent some helped him to compress "Tea and 12:30 p.m.—Farm Hour (WHA): of the best years of his life writ
Sympathy" into one set.

"Our Live Stock Disease Fight," ing "The Aldrich Family," week after week after week. It did that, alas, a young writer could not seem to dull his flair for high not readily have obtained in the comedy. modern theater until he had writ- 11:00 The play, 'The Trip to Bountiten a play on which someone was 11:15
11:15 9:30 a.m.—Bob Hope (WIBA): ful," in which Lillian Gish gave honoring helper of displaced per- an exquisite performance earlier thousand dollars. And Anderson Starr

Radio Timetable

WISC

WIBA

**MKOW** 

1310 Kc. 1240 Kc. 1876 Kc. Music: News Farm Reporter Rural 6:04 6:15 6:36 6:45 Farm Journal Sunrise Prolic Parm Hous Top o MorningFarm News: Fop o' Hour Morn: Heatter Weather: Mkts. MUNICAL Clock: News Top o' MorningSports: Music News News News Service Service News; Top o' MorningWeather: 'Coffee News; Weather John McVane Club; News Farm Prolic Top o' MorningSports: Music 'News News Alex Dreier Musical Clock News George Morgan • Prayer League • Musical Coffee Prayer League
Club; News
Kitchen Club
Coffe club; News Musical Clock
Musical Clock Sports: The Musical Breakfast
 Club Club Breakfast Club Arthur Godfrey • News: Music

Time • Bob Crosby
• Bob Crosby
• Sweet
Music Welcome Travelers Bob Hope Break the Bank \* My Trus Story; Whisp's Streets \* Shopper Spec. Romances
Betty; News
Queen for
a Day Arthur Godfrey
Time
Music Speaks
Morning Music
Matinee Strike It Rich Phrase Pays Second Chance News; Calendar News; Band
 Eberle; Berch Aunt Jenny Matinee
 Bill Ring Helen Trent
 Mag Marquee Our Gal Sundar
 Farm Front P Frederick Hearing News; Roundup \* Secret Song Farm Service \* News Music; Digest Music: Markets News Farm and Home Hour News Polka Party Braves Bandwagon Farm Hour Farm Service Si Haya and Daughter Music Box Chow Time Trading Post Catendar · Braves Band-Jockey's Choice Nora Drake Statio wagon: Betty Betty Cass Column McCarthy Hearing Music Boz Music Box Music Box Science Exts Life Beautiful Road of Life Pepper Young Rt. to Hp'ness Static McCarthy Hearing McCarthy Party Wizard of Odds Hearing News Lucia • Chapel in Backstage Wife McCarthy Stella Dallas Hearing
Widder Brown McCarthy
Woman in Hous Hearing Mortenson Show: Music Sunshine Sue the sky
Organ Music Story Time • McCarthy McCarthy Showcase Hit Tunes Lorenzo Jones Bandwagon Harmony House Top Tupes Band Parade Marriage Pays Mister Allan Jackson
Music Top Tunes
Wild Bill Scores; Music
Hickok; Sports Lowell Thomas Madison
Hr.; J. Berch
News
Sports; News Music Music Who Bill Flesta Time University Special Univ. Special News: Music Pulton Lewis Lone Ranger: News Dinan Shore
F. Sinatra
Bob
Hope Bing Sings Farm Front Old Firmers Bandwagon Basebali Godfrey Digest McCarth) Old Timers and Faye Baseball
News: Can You Baseball
Top This? Baseball Hearing Sports: Music Women Voters Old Timers Wisconsin Hour Fibber & Molly McCarthy News; Capitol Cloakroom News; Music Beurah Farm Hour News: Music for Listening Army Hearing Listening Silent Silent Counter News • Silent Dance Band Sports Report The 1319 Club: News

in the season, was first written and the others were paid for the Starred programs are also carried on corresponding FM stations.

10 a.m.—Homemakers (WHA):

"Invitation to Reading," Janice
Smith Stewart.

10:45 a.m.—Second (WIBA): Burl Ives.

The season, was first written and the others were paid for television; it was not a figure experience.

Which is more than I can say for myself as I labor to fill this column while Crosby is off chastit. The answer to that is easy: hoping someday to be given a television writer, good notice, for a change.

(Copyright, 1934. The vastly successful "Dial M You may ask why I am doing getting my basic training and

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> HOME **APPLIANCE**

13—News: Weather
27—J. Harper, News
33—Bulletin Board
39—Capt Video
5:15
4—Gloria Dunbar
7 Junn Dalv
9—Marge and Jeff
13—Sports Special
27—Thompson Weath 13—Sports Special 27—Thompson Weather 33—John Daly 39—Sports: Weather

39—Sports: Weather 5:20
27—K. Clow, Sports 6:30
4—Eddie Fisher
5—Eddie Fisher
7—Stu Erwin
27—On the Highway
33—On the Square
39—Eddie Fisher
5:45
2—Perry Como

2—Perry Como
4—News Caravan
5—News Caravan
27—Perry Como
33—M Griffin, News
29—News Caravan
5—Stephen, Weather
7:00
2—Mama 7:00
2—Mama
4—Dave Garroway
5—Dave Garroway
7—Ozzie and Harriet
9—This Is the Life
13—Captured Western Playhouse 33—Superman 39—Dave Garroway 7:38

WHA-WHA-FM

970 Kc.—88.7 Megs. FRIDAY

FRIDAY EVENING

FRIDAY EVENING

4—Playhouse of Stars

5—Wait's Workshop

7—Anita Colby

9—Dilemma

13—Topper

27—Topper

23—Anita Colby

39—Life of Riley

8:09

2—Playhouse of Stars

4—Liberace

5—Big Story

7—Paul Hartman

9—Life Begins at 80

13—Playhouse of Stars

27—Playhouse of Stars

33—Anywhere U.S.A.

39—Loretta Young

8:30

2—Our Miss Brooks

4—TV Soundstage

7—Ramar of Jungle

9—World Is Yours

13—Biff Baker U 8 A.

27—Abbott and Costello

33—Life of Riley

39—Jewel Box

9:00

2—Motorama

4—Roxing

2-Motorama 4-Boxing

5-Boxing
7-Dangerous As'm't
9-Chance of Lifetime
13-My Friend Irma
33-Chance of Lifetime
29-Boxing
9:30
7-Mr. Dist. Attorney
9-Down You Go
13-Person to Person
27-Person to Person
33-Racket Squad

13-News **WMFM** 

FRIDAY
A. M.
7:15 Weath. Roundup: Parm Feature
7:30 Band Wagon
7:45 News: Weather
8:00 Morning Melodies
8:55 News for Children
9:00 Radio Journal
9:30 Shythm and Games
9:50 Markets: News: Program
10:30 Musical Moments
10:45 Views of the News
11:30 L. H. Adolfson
11:50 Noon Musicale
P. M.
12:20 News: Farm Program
1:00 Chapter a Day
1:30 Book Trails
2:00 The Sampler
3:00 Afternoon Concert
3:00 The Lively Arts
4:00 Music of the Masters
5:00 Music for Fun
5:15 Storr Time
5:30 News: Weather: Sports
6:00 Dinner Musicale
7:05 Concert Airs
7:15 Concert Airs
7:30 Books of Today
8:00 Freshman Forum; Music
9:00 FM Concert
10:50 News: (to 11) Music FRIDAY, APRIL 23 Concert: Madison Maennerchor, p.m., Turner hall.

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9:45
5—Greatest Fights
39—Greatest Dramas
16:00
4—Greatest Fights
7—Jim Moran
9—Community Theater
13—Weather: News
27—Thompson Weather
33—Merifin: News
39—News: Weather
10:15
4—News: Weather
10:15
4—News: Weather
27—J. Harper News
33—Star Theater
39—Public Prosecutor
10:39
4—Justice
13—Victory at Sea
27—McCarthy Hearing
39—Feature Alovis
11:90
2—Theater at 11
4—Paul Winchell
5—Howard Miller
13—TV Theater
11:35
7—Tom Dusgan
27—Feature Film
11:30
2—News: Late Show
4—10m Merceln
33—Mood Murals
11:45
33—Mystery Theater
11:50
9—Telavision Theater
12:00
4—News: Movies
7—Night Owl Movis
12:39

164.1 Mers. FRIDAY

7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman: Yawn Patrol
7:30 News: Yawn Patrol
7:57 Weatherman Weatherman
News: Clockwatchers
Weatherman: News Headlines
Clockwatchers; News
Musical Roundup
Old Timers Hall

9:00 Musical Roundup
11:00 Old Timers Hall
11:03 Navy Band
11:45 Music Just for You
P. M.
12:00 News: Noonline Prolics
12:31 Weatherman
12:34 Noonline Frolics; News
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to: News
3:00 Music Matinee: News
3:00 Easy Listening: News
5:00 Easy Listening: News
5:00 Berry of the Circus
5:15 Meet the Artist
5:30 Off the Record: News
6:05 Musical Mightights
6:05 Musical Menu: News
7:00 Caravan of Top Hits
7:30 Old Timers Party: News
8:00 Broadway Review
8:15 Stories from Sports Record
8:30 Package of New Records
8:35 Twillight Timer: News
9:30 Guest Star: News
9:30 Guest Star: News
9:30 Guest Star: News
10:00 Freddy Martin
10:15 Lombardo Land
10:28 One Oh Four & One Club

10:15 Lombardo Land 10:30 One Oh Four & One Club 10:55 News (to II)

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conference director.

Theater of the University of Wis-1 consin extension division, will is as great as the imaginations of include representatives of com- Americans, Jack Marley declares

Springs, O.; Prof. Richard A.

municipal recreation.

Sunday night.

The appeal of educational TV

TONIGHT

7:30-TOPPER

PLAYHOUSE of STARS MY FRIEND IRMA

Theater Conference TIP O' THE MORNING: Beryl Davis' 18-year-old

Bill Doudna's =

sister, Lisa, will make her U.S. film debut in "The Long

THE ninth annual meeting of the Wisconsin Idea Theater Conference is expected to attract about 150 delegates to the Memorial Union on May 15 and 16. Ronald C. Gee, 110 Merlham dr., executive secretary of the organization, will be

better theater." The conference, sponsored by the Wisconsin Idea

Springs, O.; Prof. Richard A. Moody, assistant director of the Indiana University theater, and Otto DiDio, music director for the Milwaukee department of municipal recreation. Honorary memberships in the

be paid to theater groups for orbe paid to theater groups for original productions in the past ly the need to provide worth-year. In addition, the delegates will elect four new members to the programs through educational TV. An educational televithe conference board of gover-

AT ROCHESTER: Robert Tottingham, Madison baritone, will be guest soloist in a performance of Mendelssohn's "Elijah" at Rochester, Minn.,

The Rochester Oratorio society will present the work un-der the direction of Harold

EDUCATIONAL TV: For less than it costs to put Milton Berle on the air twice, an educational television station could be built. and even if the viewers who now watch commercial television never tuned in the educational band. there would be a vast potential audience, says an article in the May issue of the Catholic Digest

PERSON TO PERSON

Theme of the sessions will be "Working together toward a

munity, rural, high school, col- in the magazine. lege, and university theater. "Some parents want it because of the shortcomings of commer-"Some parents want it because Featured guest speakers will cial TV. But educational televiinclude Alfred G. Arvold, founder peal. Not when it can bring great of the world famous "Little Counsymphony orchestras in to our ry Theater," Fargo, N. D.; Prof. living rooms. And much more bekey the state of the Antioch Area Theater, Yellow

Antioch Area Theater, Yellow

Antioch Area Theater, Yellow

and leisure time after 65. "Commercial television has beconference will be awarded to in- come the nation's greatest sales dividuals for outstanding achieve-man. Educational television can ment, and special recognition will be the nation's greatest teacher. "All this points up pretty clear-

sion station can be built for about \$250,000. That's more than the annual pay of all the professors in some colleges. But it is also the cost of only about one mile of express highway."



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the payment of hospital bills.



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