

Television Today

Ch. 2—WISN-TV—Chicago
 Ch. 4—WTMJ-TV—Milwaukee
 Ch. 5—WISN-TV—Chicago
 Ch. 7—WKOW-TV—Madison
 Ch. 12—WRBW-TV—Rockford
 Ch. 13—WMTV-TV—Madison

TODAY'S BEST BETS

8:30 a.m. and 12:30 p.m.—
 McCarthy Hearing—WMTV (33).
 12 m.—Carson Gully: temporary shift—WMTV (33).
 6 p.m.—Meet Mr. McNulty: new to this station—WKOW-TV (27).
 6:30 p.m.—Roudy: with Coach Arthur "Dyke" Mansfield—WMTV (33).
 6:30 p.m.—Four-Star Playhouse: Charles Boyer in "The Doctor and the Countess"—WMTV (33).

WKOW-TV (27).
 7:30 p.m.—Garry Moore: with Thomas Mitchell—WKOW-TV (27).
 8 p.m.—March of Medicine: report on treatment of arthritis and rheumatism—WMTV-TV (4).
 8:15 p.m.—McCarthy Hearing Highlights—WKOW-TV (27).
 9:45 p.m.—Sweet Adelines: barbershop music—WMTV (33).

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 3553 E. Washington Ave.
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 Open every night (except Saturday) 8:30 p.m.

THURSDAY MORNING

2-Morning Show	8:15	5-Betty White
4-Today	8:45	7-Danny O'Neil
7-Today	9:30	12-Guiding Light
7-Chicago Parade	9:30	13-Feature Film
3-Breakfast Club	9:30	4-Homestead
3-Breakfast Club	9:30	5-Home
3-Breakfast Club	9:30	6-Home
3-Breakfast Club	9:30	7-Home
3-Breakfast Club	9:30	8-Home
3-Breakfast Club	9:30	9-Home
3-Breakfast Club	9:30	10-Home
3-Breakfast Club	9:30	11-Home
3-Breakfast Club	9:30	12-Home

TV SPECIAL
PIZZA-LA-CART
 FREE DELIVERY (Anywhere in Town)
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 Sundays 1 to 12 p.m.

PIZZA PIE... \$1.00 UP
SPAGHETTI... \$1.00 UP

Chicken or Shrimp Delivered... \$1.25 up

THURSDAY AFTERNOON

4-Man Next Door	13-Robert Q. Lewis	5-Close-Up
7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports
7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports
7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports
7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports
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7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports
7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports
7-All About Baby	13-Robert Q. Lewis	7-Tom Dugan, Sports

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PLATH'S AVENUE TV
 SALES AND SERVICE
 1032 E. Wash. Ave. Dial 7-2612

THURSDAY EVENING

4-Theater	4-News: Weather	27-Thompson
2-Mr. McNulty	5-Theater	27-Thompson
2-Mr. McNulty	5-Theater	27-Thompson
2-Mr. McNulty	5-Theater	27-Thompson
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2-Mr. McNulty	5-Theater	27-Thompson
2-Mr. McNulty	5-Theater	27-Thompson

WHA—WHA-FM
 870 Kc.-87.7 Mcz.
 THURSDAY

7:15 Weath. Roundup: Farm Feature	1:30 News of the Week
7:30 Bandwagon	2:00 Contemporary Trends
7:45 News: Weather	2:30 Science News
7:50 Morning Melodies	3:00 Afternoon Concert
8:15 News for Children	3:30 Music of the Masters
8:30 Talk a Like	3:45 Music for Fun
8:45 Music Time	4:00 News: Weather: Sports
9:00 Markets: News: Prog. Review	4:15 Dinner Musicale
9:15 Musicmakers Program	4:30 View of the News
9:30 P.T. Forum	4:45 Radio Journal
10:45 View of the News	5:00 American Frontier: Music
11:00 Freshman Forum	5:30 FM Concert
11:30 Noon Musical	10:50 News (to 11)
12:30 News: Farm Program	
1:00 Chapter a Day	

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 PLENTY OF MEAT
 A variety of nourishing meats all dogs need

PLANT THE BEST
 PLANT MCKAY'S
 Wisconsin's Greatest Nursery
MCKAY
 NURSERY COMPANY

Today's Radio Highlights

Special Programs
 11:30 a.m., 4 p.m., and 9:15 p.m.—
 McCarthy Hearing (WIBA).
 12:30 p.m.—McCarthy Hearing (WISC).

Drama
 6 p.m.—Detective Story (WGN): driver of swerving car found shot 7 p.m.—Meet Millie (WKOW): Mama changes club members' minds.
 7:30 p.m.—Junior Miss (WKOW): Judy tries baby-sitting.
 8 p.m.—Jesse and the Golden Fleecce (WIBA): Macdonald Carey returns to air in mystery-adventure series.
 8:15 p.m.—Guest Star (WMPM): Brian Donlevy.
 8:30 p.m.—Time for Love (WKOW): Marlene Dietrich in "Fall Girl."

Religion
 10:30 p.m.—Your Pastor Speaks (WIBA): the Rev. J. Laing Burns, Parkside Presbyterian church.

Music
 11:25 a.m.—Jack Berch (WISC): "Why Worry?"
 3 p.m.—Afternoon Concert (WHA): "Lieut. Kije" suite.
 4 p.m.—Music of the Masters (WHA): "Die Gotterdammerung" excerpts.
 4:30 p.m.—Curt Massey (WBBM): "Cross over the Bridge."
 6:30 p.m.—Choralliers (WKOW): "Into the Night."
 8 p.m.—Let's Go to Town (WMPM): Dorsey brothers Minny Carson.
 8:35 p.m.—Eddie Cantor (WIBA): saluting new stars of records—Dorothy Collins, Joni James, Julius LaRosa, Norman Brooks.
 9 p.m.—FM Concert (WHA):



DIETRICH CAREY

Sports
 11:55 a.m.—Baseball (WIBA-FM): White Sox vs. Yankees.
 5:45 p.m.—Sports Parade (WIBA): Elmer Herman on opening of trout season.
 7:55 p.m.—Baseball (WISC): Braves vs. Phillies.
Farm Programs
 7:22 a.m.—Farm Feature (WHA): "Milk Quality Problems in Spring." H. J. Weavers.
 12:15 p.m.—Farm Service (WIBA): "Save Pigs for More Meat and Money." Prof. Harry Russell and Roy Ormond.
 12:30 p.m.—Farm Hour (WHA): "Some Fence Building Helps." Stan Witzel.

Miscellaneous
 10 a.m.—Homemakers (WHA): "The Market of Juarez," June Kysliko; "Extras" That High-Light Homemaking," Mrs. Eugene Timm, Mrs. Allen Wheeler, Mrs. Donald Charlesworth.

Martin and Lewis Fail in Try to Quiet Rumors of Break-Up

HOLLYWOOD (UP)—Dean Martin and Jerry Lewis trekked to the desert this week with the Hollywood press corps in tow to plug their new picture and to let the world know they won't break up their act.

Headquarters for the junket was the Apple Valley Inn, about 100 miles from Hollywood.

Glamour was provided by co-star Janet Leigh who bemoaned the fact that her husband, Tony Curtis, had to remain in filmland working.



MARTIN AND LEWIS

It was a field day for photographers who managed to take pictures of the stars engaged in trying to throw one another into the swimming pool, playing a hour's game of swinging a golf club, and other activities connected with the new movie, "Living It Up."

Dean and Jerry didn't have much to say to one another except when they were cutting up for the photogs. Once the chores were finished, the boys were about as chummy as Dick Haymes and the immigration authorities.

"After all, we aren't married to one another," is the way Dean put it.

"Sure, we work together, but we never have mingled a lot when we're not on stage," he said.

Jerry quit clowning long enough to admit things were as normal as always, but as soon as the picture taking was over Dean packed off for Hollywood—not even waiting to have dinner.

Shortly after the singer left, the Martin and Lewis epic—the biggest picture they've done—was given a special preview at George Air Force Base out on the desert.

A surprise guest was actress Ann Blyth who had hoped to spend a quiet weekend on the desert away from the press. But she and her husband, Dr. James McNulty, climbed aboard a bus and joined the caravan to the Air Force base.

Jerry and Janet mugged for photographers and a host of delighted airmen. Once inside the theater, the airmen stood, craning to get a glimpse of the stars.

Lewis roared "G-wan, sit down," and the boys sat down as if the order had come from a five-star general. The comic had them on their feet howling again when he stood on his chair and yelled, "I'm ready. Bring on the babes."

Martin, Lewis, and Paramount studios proved one thing—they have a surefire hit in "Living It Up."

But their attempt to prove that Dean and Jerry are the closest thing since the Siamese twins didn't quite come off.

RIKE PLAYS GOLF
 WASHINGTON (UP)—President Eisenhower cleaned up his office business early Wednesday in time for lunch and an afternoon of golf at the Burning Tree country club in nearby Maryland.

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Nothing to add but the crust

There's a difference. IT'S IN THE FILLING. SEE DIFFERENT COMPLETE COUNT THE FILLINGS AT YOUR GROCER.

Radio Timetable

THURSDAY

WIBA	WISC	WKOW	WIBU
1310 kc.	1490 kc.	1670 kc.	1240 kc.
6:00 Sunrise	6:00 Farm Hour	6:00 Bkfst. Symp.	6:00 Music: News
6:15 Musical	6:15 Top o' Morn	6:15 Diary: Farm	6:15 Farm Reporter
6:30 Clock: News	6:30 News: Top o' Morn	6:30 Hour: Weather	6:30 Rural Roundup
7:00 Alex. Dreier	7:00 Top o' Morning	7:00 Coffee: News	7:00 News: Farm
7:15 Musical Clock	7:15 Top o' Morning	7:15 Weather: News	7:15 Farm Service
7:30 Journal News	7:30 Top o' Morning	7:30 Coffee: News	7:30 News: Weather
7:45 Clock: Sports	7:45 John McVane	7:45 Club: News	7:45 Farm Roundup
8:00 Clock: The	8:00 Breakfast	8:00 Markets: Coffee	8:00 Prayer League
8:15 Musical	8:15 Club: News	8:15 Club: News	8:15 Musical Clock
8:30 News	8:30 Breakfast	8:30 Club: News	8:30 Farm Roundup
9:00 Welcome	9:00 My True	9:00 Arthur: Godfrey	9:00 Master: Fix It Up
9:15 Travelers	9:15 Story: Whisp'g	9:15 Time: Arthur	9:15 Sweet: Music
9:30 Bob Hope	9:30 Streets	9:30 Arthur: Godfrey	9:30 Music
9:45 Break the Bank	9:45 Reporter Spec.	9:45 Time: Arthur	9:45 Music
10:00 Strike It	10:00 Romances	10:00 Arthur: Godfrey	10:00 News: U.S. Navy
10:15 Bkfst. News	10:15 Betty: News	10:15 Time: Arthur	10:15 Mid-Morning
10:30 Spruce Pops	10:30 Queen for a Day	10:30 Music: Speaks	10:30 Morning: Maunies
10:45 Second Chance	10:45 Queen for a Day	10:45 Morning: Music	10:45 Morning: Maunies
11:00 P. Frederick	11:00 News: Calendar	11:00 News: Band	11:00 News: Morning
11:15 Betty: News	11:15 News: Calendar	11:15 News: Band	11:15 Morning: Maunies
11:30 McCarthy	11:30 News: Calendar	11:30 News: Band	11:30 Morning: Maunies
11:45 Hearing	11:45 News: Calendar	11:45 News: Band	11:45 Morning: Maunies
12:00 News: Roundup	12:00 News: Roundup	12:00 News: Roundup	12:00 News: Roundup
12:15 Farm Service	12:15 News: Roundup	12:15 News: Roundup	12:15 News: Roundup
12:30 News	12:30 News: Roundup	12:30 News: Roundup	12:30 News: Roundup
12:45 Polka Party	12:45 News: Roundup	12:45 News: Roundup	12:45 News: Roundup
1:00 Trading Post	1:00 News: Roundup	1:00 News: Roundup	1:00 News: Roundup
1:15 Calendar	1:15 News: Roundup	1:15 News: Roundup	1:15 News: Roundup
1:30 News	1:30 News: Roundup	1:30 News: Roundup	1:30 News: Roundup
1:45 Column	1:45 News: Roundup	1:45 News: Roundup	1:45 News: Roundup
2:00 Life Beautiful	2:00 News: Roundup	2:00 News: Roundup	2:00 News: Roundup
2:15 Road of Life	2:15 News: Roundup	2:15 News: Roundup	2:15 News: Roundup
2:30 Pepper Youngs	2:30 News: Roundup	2:30 News: Roundup	2:30 News: Roundup
2:45 Happiness	2:45 News: Roundup	2:45 News: Roundup	2:45 News: Roundup
3:00 Stella Dallas	3:00 News: Roundup	3:00 News: Roundup	3:00 News: Roundup
3:15 Woman in Brown	3:00 News: Roundup	3:00 News: Roundup	3:00 News: Roundup
3:30 Widder Brown	3:00 News: Roundup	3:00 News: Roundup	3:00 News: Roundup
3:45 Bandwagon	3:00 News: Roundup	3:00 News: Roundup	3:00 News: Roundup
4:00 McCarthy	4:00 News: Roundup	4:00 News: Roundup	4:00 News: Roundup
4:15 Hearing	4:00 News: Roundup	4:00 News: Roundup	4:00 News: Roundup
4:30 Marriage Pays	4:00 News: Roundup	4:00 News: Roundup	4:00 News: Roundup
4:45 Birthdays Club	4:00 News: Roundup	4:00 News: Roundup	4:00 News: Roundup
5:00 Madison	5:00 News: Roundup	5:00 News: Roundup	5:00 News: Roundup
5:15 H. J. Berch	5:00 News: Roundup	5:00 News: Roundup	5:00 News: Roundup
5:30 News	5:00 News: Roundup	5:00 News: Roundup	5:00 News: Roundup
5:45 Sports: News	5:00 News: Roundup	5:00 News: Roundup	5:00 News: Roundup
6:00 King: Sports	6:00 News: Roundup	6:00 News: Roundup	6:00 News: Roundup
6:15 News: Music	6:00 News: Roundup	6:00 News: Roundup	6:00 News: Roundup
6:30 News: Music	6:00 News: Roundup	6:00 News: Roundup	6:00 News: Roundup
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12:30 News: Music	12:00 News: Roundup	12:00 News: Roundup	12:00 News: Roundup
12:45 News: Music	12:00 News: Roundup	12:00 News: Roundup	12:00 News: Roundup

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

Platteville College Band to Play at Whitewater State

PLATTEVILLE — Directed by William Dennis, the concert band of Platteville State College will present a program at Whitewater State tonight as part of a program—exchange arrangement between the two schools.

Whitewater will send its band to Platteville next year. The two schools first exchanged band programs in 1951-52.

A trombone ensemble and a clarinet duet will be featured on the program.

The six students making up the trombone group are: John Taylor, Platteville; Stan Hartung, Cuba City; Marty Erz, Glen Haven; Richard Schauf, Spring Green; John Babler, Belleville, and Stacy Naffziger, Union Grove.

Bruce Mullendore, Viola, and Viola Weittenhiller, Platteville, will play several clarinet duets.

Use Plain Language, Welfare Workers Told

TWO RIVERS (UP)—Welfare workers can help meet public criticism "if they do their jobs well and tell the public about their work in everyday English," a University of Wisconsin professor said Wednesday.

Director Arthur P. Miles, of the University School of Social Work, told a district meeting of the Wisconsin Welfare Council that much of the criticism of public welfare stems from general misunderstanding.

Miles said welfare workers themselves must share some of the blame for this misunderstanding because they speak in terms of "gobbledgeek."

"To talk to some sociologists, psychiatrists, and social workers," he concluded, "one should be equipped with a special lexicon and an interpreter."

Bill Douma's SPOTLIGHT
 Agriculture on TV

TIP OF THE MORNING: Margaret Sullivan, Sun Prairie, will be a guest on Tommy Bartlett's "Welcome Travelers" over WTMJ-TV and WNBQ at 2 p.m. Friday.

TWO TELEVISION programs dealing with agriculture will begin next week on Madison stations.

The state department of agriculture will present a 15-minute show over WHA-TV at 8:15 p.m. each Friday, starting May 7. Station WMTV will offer "Town Meets Country" at 5:30 p.m. daily, Monday through Friday, starting May 3.

On the latter series, County Agent Bill Clark will conduct the program Mondays, Wednesdays, and Fridays and County Home Agent Alice Davis will have charge Tuesdays and Thursdays.

For the WHA-TV series, present plans call for each of the agriculture department's eight districts to take its turn in producing a weekly program. The shows will be designed to show how the agency serves consumers and producers.

The department will feature D. N. McDowell, director of the department. It will show how the department is organized and how it functions.

Other agriculture department programs in the rehearsal stage include "Wisconsin—Land of Milk and Honey," "Butter Grading," "Protecting Consumers—the Weights and Measures Program," "Meeting Live Stock Health Problems," "The Alice in Dairyland Project," "How It Sells Wisconsin Dairy Products," "The Corn Borer Outlook," "Insuring Wisconsin's Food Quality," and "June is Dairy Month in Wisconsin."

The department show will share the 8:15 spot with the University College of Agriculture and the home economics department.

PRIZE WINNER: A picture by Helen Stuben, senior in West high school, has won a prize of \$50 in an exhibition of secondary school art at Monticello College, Altoona, Ill.

The competition in the show, said an announcement from the college, "in point of quality and quantity was kept in the opinion of the jury, Miss Stuben deserves the highest commendation for her entry."

From the final group of 150 entries considered by the award jury, 75 exhibition pieces were chosen, with 25 of these receiving cash prizes.

ON THE AIR: "Sonatina 1952" by Robert Crane, University of Wisconsin music instructor, will be performed by Prof. Gunnar Johansen, pianist, on "FM Concert" over WHA-FM and the "state network" at 9 tonight.

TOP TUNES: "Wanted" and "Young at Heart," first on "Hit Parade," sixth in Billboard; "Wanted," first in Billboard, second on "Hit Parade."

"Make Love to Me," second in Billboard, fourth on "Hit Parade." "Cross over the Bridge," third in Billboard, sixth on "Hit Parade."

"I Get So Lonely," fourth in Billboard, seventh on "Hit Parade." "Secret Love," fifth on both lists; "Easter Parade," third on "Hit Parade." "Anger Me, My Love," seventh in Billboard.

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WMTV CHANNEL 33
9:30 PM
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Elegant in taste, superbly smooth, Walker's DeLuxe is a whiskey you're certain to enjoy—in any drink. For this is Hiram Walker's finest bourbon and among the world's few truly uncommon whiskeys. May we suggest Walker's DeLuxe for you and for your most welcome friends?

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