The Listener Talks Back

By WILLIAM L. DOUDNA

Summer's electrical storms have shown, as seithing else has, the value of frequency modulation 'FM' receivers.

Lightning Sashed outside the house, but the

music went morrily on — via PM unabsched by the dis-turbance. As long as the power was on at transmitter nd receiver, everything was

Wisely, the stendard stations which also have fix-trenemitters repeatedly sug-mated to their listeners that they ewitch to FM during the storm. They might well have

steps switch to FM curing the sterm. They might well have suggested that the insteners stay with FM afterward, too, where its quality of reproduction surpasses am-plitude modulation (AM) always.

Rverywhere that FM has been installed, there has been a definite, if not a well thought said, effort to persuade owners of AM-FM sets to use their FM band more.

Nunderds of FM attachments and thousands AM-FM receivers have been sold, but some of the FM broadcasters will admit, privately, that the owners just don't think of switching to FM except in extremely had weather. In other words. FM isn't as popular as it has

It's largely listener techargy and habit; it's particular the FM stations' failure to promote them-

Mabile are hard to change; take the case of detergents, which science says are superior to same and, in their natural state, are sudsless. But women are used to suds, and many are

Why Don't More Listeners Use FM? convinced that you can't wash well without 'em. So the detergent-makers had to make their

products sudsy, too. So with radio. Listeners are told and told and told that FM reception is superior. But they're used to AM, so most of them stay with it until electrical storms remind them of that little FM switch.

How are they going to be changed? From the outside of the industry, it looks easy. Use showmanship; use the technique of the carnival—give the customers something they don't get anywhere else.

Why should one turn to FM when the same program is coming in pretty well anyway? That's the average reaction.

O. K.—so why don't the AM-FM stations give them something on FM that they can't get on AM? Why don't they build audiences for FM with new, attractive shows? Why don't they experiment with new ideas on the FM band?

Two factors have helped FM in Madison. One is the regulation which puts WHA off the air at sunset, while WHAM-FM continues until late at night. Another is the existence of WFOW, an exclusively FM station carrying quite a few programs (notably Industrial League baseball) which aren't available on AM.

But of the AM-FM stations here and hereabouts, only one has done anything about providing different programs simultaneously on its two transmitters. That is WIBU-WWCF.

WIBA experimented with the idea last year, carrying some basketball games on FM only, but dropped the whole thing and never came up with it again.

One thing, of course, is the matter of contracts. Commercial network shows must be carried on both outlets when a station has both means of transmission. But there are plenty of hours in the day when the FM station could carry a different program from the one on AM.

Unde Ray's Corner

Dickens Went to Work as a Lad of 11

ing in different work, but had little success.

Things went from hed to werse, with debts piling up which Mr. paper and blue paper, then pasted Director seculd not pay Then same printed labels on them. He treated the dreadful time when officers of the less put him under arrest. He the country went by.

There were other boys at the his debts were paid.

By end by, little Charles was entered in a school. He took great interest in his studies, and had better progress than most room. He tween those master better progress than most room. He ween those master better master by the sther pussion. Then came a hisw to the family.

Ms Dickens lost his job. Moving it less that different work. but his money made littles and different work. but his money made littles and different work.

On the seathern coast of English is father in prison, 11season and the home of Portsmouth Mr Dickens was a cierk,
and served this wife and children.

Among the children was a 7per-old boy. Charles Dickens.

The had learned a little about the
art of reading, having been taught
by hie mother

Entered in School

With his father in prison, 11year-old Charles was set to work.

Adistant cousin owned a "blacking factory" in London, and the
lad worked there day after day,
carning 6 shillings a week, or
about a dollar and a half in our
money.

Charles was set to work.

Charles suffered over the
ord this father being in
prison. He kept this ill fortune a
secret from the other boys at the
lacking factory.

Paid Off Debts

The old rule was that a man in
prison for debt had to stay there
with his 6 shillings.

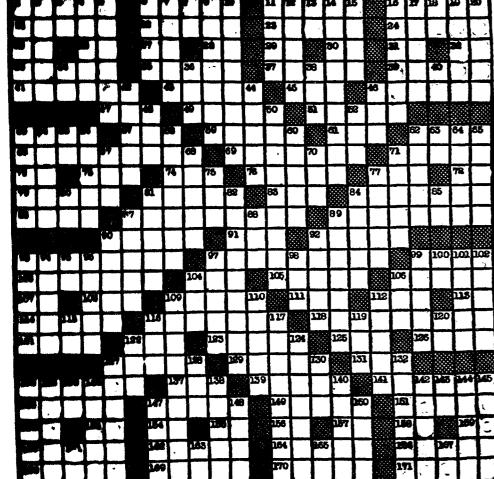
For breakfast he usually had "a

prison for debt had to stay there until his debts were paid. John Dickens paid off his debts when a little fortune (something like \$2,000) was left to him by the will of a relative.

Out of prison came Mr. Dickens and out of the blacking factory came Charles. His father, a goodhearted man, sent the At the blacking factory, Charles school again. The school was covered jars of blacking with oil known as Wellington House

Inele Ray

The Sunday Crossword Puzzle



				كساساي		خاميساليو ماليب			-	أكسانيا
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E annier of	76	A wild elem		with wonder		contraction		(pl.)		High priest
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0#8 N1000	71	Daties		a sharp-	3	Greek letter	_	soothing	100	Governed by
Tabelle 7				pointed hammer	- 4	To harden	63	Artificial		too great zeal
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Mission Cont	780	To avenues		Quiet A cold dish	7	To harangue	94	More quick to learn		ficial water
		frart 11		Amail Diece	ė	Pacific is-	45	Iliustrious		trench (pl.)
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shouled into	83	Muttirfer of	137	Small boy	10	skuil Made a Will		food (pl.)		measure
raide te		Ark (Biblical)	139	Winter		To let fall		To mature		To plunder To tear
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Past tree		SAWGALA	141	Hebrew		Hindu queen		To rouse to		of surprise
Pural ending	22	Mentions		title.	13	King of	•••	vigilance	122	Form of 'to be'
L'Aurico	- 11	A cutitacions	146	Bouth Ameri-		Bashan	80	Bone		Hostile forces
A Property lives	_	sissues of		can tree	14	A stratified rock in the	81	Vein material	127	Heating
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	-	The fragrant		opportunity	18	Prepare copy		removed from outcrop		Nigerian native
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Tr. were		6144		Italy To rent		starts a	84	Sound of	133	Burn with a
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Tut-4	製	files	140	Pour	18	Sun god	-	nant spirit Turns about	130	Symbol for actinium
Charles sen	- 32	thismale Atmosphere	- 122	99 (Rom.		Pains	-1	a fixed point	138	To lift
Manager Had	•	disturbance	•	numerals)	20	To evade an	**	Portuguese		To postpone
The state of the s		with rain	188	The Buddha		obligation		coin		Joint in mining
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THE PERSON IN		Bostile	440	gioth	•	Family		master of	142	City in
		Recuented Care	197	Roman numeral	33	The candle-	-	house Perfume ob-	148	Switzerland Symbol for
Man Arian	194	nous lab mont	144	Title of	-	nut tree	80	tained from		barium
Allee or	100	Bire!		respect	40	Hindu un-		flowers	144	Former
Indian	123	Toward the		(abbr.)		known god	92	Pole to raise		American
distribute \$100		menter.	150	Symbol for		Having Slavor		person in		capitalist
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A STATE OF THE PARTY OF THE PAR	競	Depr step	162	Looked over	46	1004 (Bom.		A poem	140	Furnishes with turf
A STATE WATER	177	Sind of tree		(HANK)	~	Numerals)	30	Elevated railroad	150	A deer of
inches	114	Pourth	164	Province in	50	Causing to	94	Back of neck		India
in the same of	7.15	calif		Italy		remember		(pl.)	161	A dipthong
The state of the s	148	A soluene	186	Witch of	52	Siamese coin	07	A network (nia		Revotian aniar

Today's Outstanding Radio Programs, Classified

New Programs

Madison

12:15 p. m.—Here's Hellywood (WISC): correspondents' panel on week': filmland naws.

week'. filmland news.

2:30 p. m. — Mystery Hall
(WKOW); showcase of new-type
dramas; "Scoop Davis," tale of
Broadway reporter.

4:30 p. m. — Hellyweed
Calling (WIBA); preview of
NBC's new telephone-quiz
program. with George Murphy as master of ceremonies;
unique prizes giant tack-pot.

phy as master of ceremonies; unique prizes, giant jack-pot, guest stars from movie lots.

§ p. m. — Velces and Events (WIBA): based on week's top news stories, with James Fleming (ex-Baraboo) as editor-in-chief.

§:30 p. m. — Guy Lombarde (WIBA): replaces Phil Harris and

7 p. m.—Four-Star Playhouse i (WIBA). opens with Rosalind Russell in Edna Ferber's "Welcome to Our City."
7.30 p. m.—Shellah Graham (WCN). appears on Hollywood.

7.30 p. m.—Sheilah Granam (WGN): reports on Hollywood. 8:38 p. m.—Flavered with Flute (WKOW): Canadian program fea-turing Gordon Day, flutist, and

WIBA

AN COMPA

U. W. Be



MURPHY LOMBARDO

1

St. Louis Catholic, on "The Cruss of Life: Love of Each Other." 8:45 a. m. — Art of Living (WMAQ): "How to Keep from Being Irritated."

10 a. m. — Ave Maris Hour (WISC): "St. Helen."

10:15 a.m.— Sacred Heart (WFOW): "Child Saints in Early Church." 10:30 a. m. - Hour of Faith

"A Program for Industrial Peace

WKOW 1070 kc.

ews beak Dp

Hour Hour Hystery Hall

Ouse of Mysters

Michael O'Duffy Smoke Rings Classical Hour Classical Hour

News
Rotary Forum
Madison
Musicale: News
Dance Orchestra

Here's to

Tunes Opera Album

Navy Hour Curt

Massef Drew Pearson News Betty Clark Honey dream

Stop the Music

WIBU

lew Rhyth

News
Music
Old Time
Religion

Old Timen

Old Timers

* Starred programs are also carried on corresponding FM staffons . . . FM chang Wira-FM . . 181.5 M, WWFC (WIBU) . . 94.9 M, WISC-FM . . 98.9 M

16:36 a.m. Eviswing Stand (WKOW): "Watch Your Lan-guage;" Profs. L. D. Barnhart, Northwestern; Otto Wirth, Roose-veit; Roland Wolseley, Syracuse. 11:30 a.m.—Eeund Table (WMAQ): "What Should We Do About China?"; Profs. G. E. Tay-lor of Washington, D. F. Lach of Chicago; Stanley K. Hornbeck.

1:45 p.m. — Veteran Wants to Know (WHA): Gen. Omar N. Know (WHA): Gen. Omar N. Bradley. 9:39 p. m. — Peoples Fintform (WBBM): "Independence and the American Way."

WENR-WLS

Music Winchell
Lousils Parsons
Go for
the House
Jimmy Fidler
Ted Maline
Dick Todd
Here's to Vets
Faul Harvey
Handyman Guest Star
Geo. Sokolsky

News; Tod Stracter Orch. Pine Arts Guartet Warehouse Number One

WBBM

Pamily Hour Ozzie and Harriet

Matinee at Midnisht Matinee at Midnisht



6:30 pm.-Life With La

To Be Americ

Press, Us Quis

Count of Monte Oristo Sheilah Graham

Stars of Tomorrow Tomorrow
True or
False
Answer Man
Chicago at Nick
News: Bongs
News of Week

Dorothy Kirsten. 11:05 a. m. — Jewish Music

and Hope ary to Order

Highlight at the line Art or Trace

(WISC):

four businessmen from Korea.

Droffed

9 s.m. — Destination Freedom (WMAQ): fun and fatality on "The Furious Fourth."

3 p.m.—Living 1949 (WIBA): for a "The Furious Fourth."

10:30 s.m.—Eternal Light (WMAQ): building of synagogue in Rhode Island just before American Revolution.

3:30 p.m.—Proudly We Hall (WFOW): Bill Williams in "Time Out."

3:35 p.m.—"Anthors of Liberty" (probably WBBM): press conference, remodeling operations, interviews.

4 p.m.—Family Hour (WBBM):

5:30 p.m.—Call the Folice (WBBM): salutes Milwaukan descriptions.

6:30 p.m.—Call the Folice (WBBM): salutes Milwaukan descriptions.

7:30 a. m.—Guest Man.

5:30 p.m.—Call the Folice (WBBM): salutes Milwaukan descriptions.

18:55 p. m.—Baseball (WMD)
Cube vs. Pireles,
1:55 p. m.— Baseball (WACO)
White Sox at Detroit.
5 p. m.— Baseball (WFOW)
Bowman vs. Ossar Mayor.
5 p. m.— Baseball (WFOW)

Moctrie. 10:16 p. m. ... Lon L (WIRA); interviews July South City, display for National Research



WHA and WHA-FM

cause his role in "Bed of Roses" Berle and Jepes Matthews are in doesn't call for a scowl or a single neurosis. Oops! We just "There's one miss thing about made up a lousey joke, vis: If there's a lot of conflict between the actors on this one, why don't they change the title to "Bed of Neuroses"?

Widmark Will Be a Heel Again Arthur Freed, back from N. Y. share the self-week of the self

min 18 feet? (Mebbe ne in throw Widmark across the English channel.) Another top spot in this one goes to Francis Sullivan, the fat and slightly sensational actor who was so good in "Great Expectations." He's a top favorite on the location stage and was once de-London stage and was once de-scribed as "a large quantity of something soft—poured into a pin-striped suit."

Tom Tully, playing Shirley Temple's pa in "A Kiss for Cor-liss," authored a play which he'll star in on Broadway come fall. It's "Solid Muldoon," an early crusading newspaperman story Concerns Tully's own grandfather, Hollywood in the fall. Meantime, Col. Dave Day, and a Ute Indian Actors Equity, which has a rule chief at the time of the Meeker against permitting aliens to work

welcome

for the

larger

Moman

CAMP

98 To petition
99 Herb of the carrot family
166 Wrench for 167 Ambary

lift

ter, will definitely descend on waived the rule so that Sarah



MARY MARTIN

American stage before Sarah Churchill, Winston's dot- they've been here six months,

Just tryn Camp Suppost : : sand feel the lift it gives you in

appearance, comfort and health.

the larger figure, but gives you gentle "lifting" support, and helps to re-distribute weight

properly. It lessens muscular strain — helps you ward off

fatigue — gives you a new feeling of vitality:

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The Prescription Pharmacy, Inc.

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of money. Paper money.)

We're the president of the League Against Exercise, so we wouldn't know — but they say there are at least 30 boners in "It Happens Every Spring," a baseball yarn. And that they were injected into the film deliberately to annoy Happy Chandler. He wouldn't let some of his badly-wanted players act in the movie.

Believe it or not: When Preston Sturges first handed in his script for the Betty Grable starrer, "The sturges first handed in his script for the Betty Grable starrer, "The blonde From Bashful Bend," they changed it to "The Beautiful Blonde From Bashful Bend." That's SHORTER?????

Now that the re-wed Milton movie. Well, whaddaya know! Columbia

is finally testing Judy Holliday who starred in the stage show, for the movie of "Born Yesterday." Robert Ryan is so happy be-

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bring you thousands of dollars

There's going to be a whale series of "Nancy" pictures. When "Nancy Goes to Rie," new eterring Ann Sothern, Jane Peweit and Carmen Miranda is finished there'll be an immediate follow up called, "Nancy Goes to Porto" Strikes us some smart producer would clean up by remaking some of the old Valentino pictures as musicals with Tony Martin and that gorgeous voice. (Oh—thas all right, Just send us some diamond overshoes or a 5-pound box of money. Paper money.)

Gift" instead.

Why all the fuss about Bette pavis donning a black wig for her current role in "Beyond the Formusicals with Tony Martin and the first time. She wore one all through "Juarez" in which she starred a few years of money. Paper money.)

Believe it or not: When Preston that she makes must of these John Lund's wife, Marte, is one of the bottor-dressed Bellyweet gale. And we happen to know that she makes most of these ciothes herself. Slanderness . . . 80 Beautifully Expressed



ieilman baking

in Film of Fortune prizes. TODAY at 4:30 1310 on WIBA your dial WIBA-FM 101.5 mg.