

The Listener Talks Back

Why Don't More Listeners Use FM?

By WILLIAM L. DOUDNA (State Journal Radio Editor)
Summer's electrical storms have shown, as pointing else has, the value of frequency modulation FM receivers.



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.

Uncle Ray's Corner

Dickens Went to Work as a Lad of 11

On the southern coast of England in Portsmouth, an important seaport and the home of Portsmouth Mr Dickens was a clerk, and earned enough money to take care of his wife and children.

With his father in prison, 11-year-old Charles was set to work. A distant cousin owned a "blackening factory" in London, and the lad worked there day after day, earning 6 shillings a week.

The Sunday Crossword Puzzle

Grid for the Sunday crossword puzzle with numbers 1-100 and some pre-filled letters.

Answers to the crossword puzzle, including words like 'Puzzle', 'Vertical', 'Horizontal', and 'Across'.

Today's Outstanding Radio Programs, Classified

New Programs

12:15 p. m.—Here's Hollywood (WISC): correspondents' panel on week's filmland news.
2:30 p. m.—Mystery Hall (WKOW): showcase of new-type dramas; "Scoop Davis," tale of Broadway reporter.



MURPHY LOMBARDO
St. Louis Catholic, on "The Crux of Life: Love of Each Other."

Discussion

12:30 a. m.—Reviewing Stand (WKOW): "Watch Your Language"; Prof. L. D. Barnhart, Northwestern; Otto Wirth, Roosevelt; Roland Wolcott, Syracuse.
11:30 a. m.—Round Table (WISN): "What Should We Do About China?"; Prof. G. E. Taylor of Washington, D. F. Lach of Chicago; Stanley K. Hornbeck.

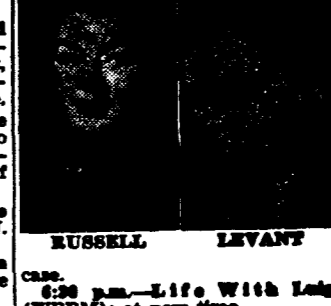
Religion

8 a. m.—Bible Highlights (WMAQ): "Infantism in Religion"; Church of the Air (WBBM): the Rev. G. H. Guioit.

10 a. m.—Ave Maria Hour (WISN): "St. Helen."
10:15 a. m.—Sacred Heart (WFOV): "Child Saints in Early Church."
10:30 a. m.—Hour of Faith (WISC): the Rev. J. F. Cronin on "A Program for Industrial Peace."

SUNDAY

Table listing radio programs for Sunday across various stations: WIBA, WISC, WKOW, WISN, WBBM, WENR-WLS, WGN, WMAQ.



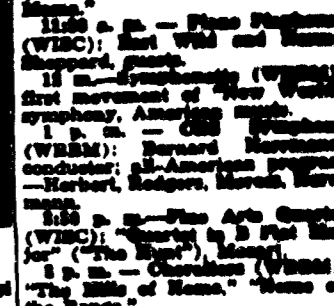
RUSSELL LEVANT
6:29 p. m.—Life With Lept (WBBM): at new time.

Documentary

2:30 p. m.—My Year Life (WMAQ): fun and fatality on "The Furious Fourth."
3 p. m.—Living 1949 (WIBA): "The Biggest Firecracker."
10:30 a. m.—Eternal Light (WMAQ): building of synagogues in R. H. Island just before American Revolution.

Musical

7:30 a. m.—Guest Star (WIBA): Doris Kirshen.
11:35 a. m.—Jewish Music (WBBM): at new time.



11:35 a. m.—The White House Story (WBBM): press conference, remodeling operations, interviews.

Sports

12:30 p. m.—Baseball (WBBM): Chicago vs. Detroit.
1:45 p. m.—Baseball (WBBM): White Sox vs. Detroit.
8 p. m.—Baseball (WFOV): Bowman vs. Oscar Mayer.

Starred programs are also carried on corresponding FM stations... FM channels: WIBA-FM... 101.5 M. WFOV (WISN)... 94.5 M. WISC-FM... 95.5 M.

Advertisement for Widmark starring Mary Martin. Text: "Stars in Your Eyes... Widmark Will Be a Heel Again... BY EDITH GWYN (State Journal Hollywood Correspondent)..."

Advertisement for Camp Sports featuring a woman and text: "welcome lift for the larger WOMAN... The Prescription Pharmacy, Inc. 26 S. Carroll St., Madison, Wisconsin—Park Hotel Bldg.—4-4571..."

Advertisement for University Photo Shop featuring a woman and text: "Who is Hollywood Calling? Listen today to a preview of radio's newest, biggest give-away quiz... HOLLWOOD CALLING... WIBA 1310 on your dial... WIBA-FM 101.5 mg."