The Sunday Spotlight

There's Crime in the Air

By WILLIAM L. DOUDNA
(State Journal Radio Editor)

Mystery stories are among the heaviest sellers in the book stalls, yet the dyed-in-the-wool mystery reader is seldom a steady listener to radio mysteries or a regular patron of movie whodunits. For example, me.

As such stories become a steady diet, the reader finds himself no longer an omnivorous consumer; he finds that certain types of mystery stories or the works of a few authors are more to his taste than others.

(Whether that applies to radio and film fans I can't say. But I suspect that it does, insofar as type is concerned.)

Many mystery readers will tell you that they don't like radio mysteries because they are either too obvious or too obscure; the latter stems from the game which the better writers play with their readers—they put every necessary element of the mystery's solution in the book, always being fair with the person who reads and, reading, tries to solve the case before the last chapter. Readers claim that often radio plays make such points too prominent to be interesting or leave them out, which isn't playing the game squarely.

Films are criticized more on the second score than on the first; fans say that too many mystery films are carelessly edited.

+ + +

All this being true, it is also true that radio probably will go all-out for mystery shows this fall and winter, just as it went overboard on quiz shows a year or so ago.

Newsweek said recently that there are about 60 whodunits on the air now—counting both radio network and television shows. Some are summer tryouts or replacements, but gossip says that many of these will be held over for the winter season, along with some new ones.

This brings up recurrent radio problems.

The first is simply whether an epidemic of one type of program is good for radio.

If the industry were to scan its own history and that of films, it would find that a preoccupation with one kind of production leads to virtual extinction of the type. It's the same story in both forms of entertainment — one or two shows of a certain kind succeed mightily, and so everybody imitates them, with the result that the public is surfeited and seeks something new.

Admittedly, the thing is profitable for a while, but it seldom lasts. Is that good?

The second problem concerns children.

Proponents of crime shows claim that mystery dramas fight crime, that they teach the children that the wages of sin is death or prison. This may be true sometimes, but from here it sounds like rationalization. As Newsweek asks pointedly, do the children remember more the crime or the punishment?

+ + +

If radio insists on filling the air with murder, mayhem, and other malfeasances, what can parents do about it?

First, they can protest to the stations, networks, and advertisers.

Second, they can simply keep the kids away from the radio while such shows are on the air. It isn't simple, but it can be done.

This department has always opposed governmental censorship of radio (except for libel and indecency). But parents certainly have every right to censor what their children hear, as they can censor what they see. And they have an equal right to protest to the producers.

This is not to say that a program is bad simply because it is a mystery story, nor is it to say that shows which aren't good for children should be denied adults, too. Some time ago, one of the networks piously promised that murders would be broadcast only after a specified evening hour. The promise has vanished, and the piety has turned to the thesis that the end (a warning of the dire results of crime) justifies the means.

Uncle Ray's Corner

Oil Piped Across Desert

Six million feet of steel pipe went into the making of the Irak pipe lines. The figure gives an idea of the great task which was finished with success.

Irak is bordered on one side by Arabia, and on another side by Persia, or Iran. Turkey and Syria also touch Irak.

Through Irak flow two rivers which played a big part in ancient history. They are the Tigris and the Euphrates, and on their banks the main cities of ancient Babylonia were built.

Is Modern Kingdom

Present-day Irak is a kingdom which is of minor importance in the world's life, except for its oil. It is the home of people of Turkish, Arab, Armenian and Persian descent. Its chief city is Bagdad.

There is enough oil in Irak to supply several million tons to the world's markets each year. The output is not large compared with that of the United States, Venezuela or Russia, but it provides more oil than many other countries.

A good market for Irak oil existed in Europe, but what about moving it? It could not be transported by camels across the deserts of Arabia or Syria, and there were no highways which could be used by trucks.

The need for transport of oil brought the start of the Irak pipe lines. The work was begun in 1931 and it went on for three years.

Worked in Hot Sun

Thousands of men were set to work laying the pipes. They had to labor in the hot sun, and it was a great problem to keep them supplied with water.

Trench-digging machines were employed in performing some of the work, but much of it could be done only by hand labor.

The two pipes were laid side by side for 165 miles. Then they parted; one was led across Syria to a seaport city, the other across Palestine to the city of Haifa.

Hundreds of miles of those pipe line route lie across deserts. How could all that steel pipe be taken out across the waste lands?

Trucks Were Used

Trucks—large motor trucks—supplied the answer. The trucks were fitted with extra-broad wheels and tires, so they would not sink deeply into the sand. Into them were loaded pieces of pipe from 36 to 40 feet long. About 127,000 tons of pipe were used in the project.

The length of one of those Irak pipe lines is 300 miles. The other is 320 miles long.

Gravity may do all the work in moving oil in the case of a short pipe line, but a long one, over an up-and-down route, needs pumps. Pumping stations were built about 100 miles apart, and a 500 h.p. engine was placed in each of them.

Oil Moved Through

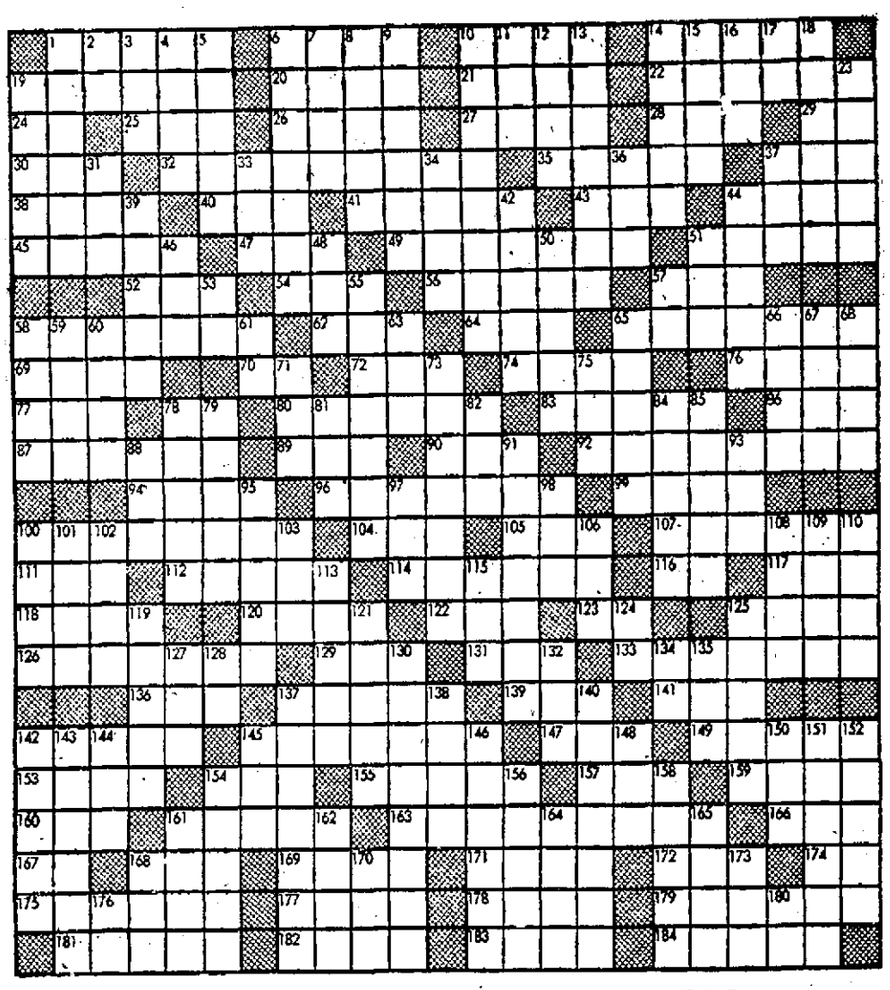
When, at last, the two pipe lines were finished, oil was sent through them. It was found that between them they could handle more than 11,000 tons of oil per day. The oil flows through pipes in the harbors, and about 350 tons of it can be placed aboard a tanker in an hour.

In olden times, the stories of the "Arabian Nights" were invented. There was magic in the tales including a flying carpet and a wonderful lamp.

Today, scientists and inventors have made "magic" of many kinds, and not the least is the transport of oil across deserts.

Uncle Ray

Sunday's Crossword Puzzle



VERTICAL

1 Form
2 Roman number
3 Wooden pin
4 Paradise
5 Spanish title
6 Train attendants
7 Sold his birthright to Jacob
8 Bed of a wild beast (pl.)
9 Postage privileges
10 Melting as ore
11 54 (Roman) numerals)
12 Extent of land
13 A fabric (pl.)
14 Hackneyed
15 Uncouth
16 Feminine name
17 Article
18 To consecrate
19 So. American catfish
23 Citrus fruit (pl.)
31 Hindu cymbals
33 College in Iowa
34 River Islands
36 A connective
37 Summit
39 Gladness
42 Rain and snow
44 A month
46 Kind of tree
48 To soak
50 Father of Abraham
51 Alcoholic drink
53 Pronoun
55 Ancient money unit (pl.)
57 Therefore
58 Hastened
59 Sea eagle
60 Frees
61 Old pronoun
63 1004 (Rom. num.)
65 Summons
66 Repose
67 Whaling oil cask
68 Malay coin (pl.)
71 Goddess of infatuation
73 Argues
75 Corded cloth
78 Island in Mediterranean
79 Singing voice
81 Ethiopian title
82 Man's nickname
84 Temporary stop
85 Pro golfer
88 Japanese statesman
91 Recounted
93 Prefix: three
95 Cookies
97 Hearing organs
98 To decay
100 Small rugs
101 Egg shaped
102 Novel by Zola
103 Greek letter
106 To marry
108 Cooking compound
109 American Indian
110 Stream obstructions
113 City in New York
115 Turkish governor
119 Foreigner
121 Levantine ketches
124 Hypothetical force
125 Tarries
127 Queer
128 A book
130 Hitting three-bagger
132 Insect's egg
134 Teutonic deity
135 Bovine mammal
137 Blunts
138 Genus of succulent plants
140 A moth (pl.)
142 Jumped
143 Changes
144 Feline
145 A genus of grasses
146 Sign
148 A legume
150 Noun suffix
151 Public esteem
152 Church steeple
154 Unstratified loam deposit of
156 Loyal
158 Heavenly bodies
161 Easy, bounding gait
162 Portico
164 Let it stand
165 Enough (dial.)
168 Young child
170 Vase
173 Phil. Islands negrito
176 River of Norway
180 News agency

HORIZONTAL

1 Wind instruments
6 Booty
10 Strike with open hand
14 A union of three
19 Separate
20 Eskers
21 The bendy tree in Tahiti
22 A rivulet
24 King of Bashan
25 Lair
26 Non-Moslem subject of Ottoman empire
27 Level
28 Girl's name
29 Roman number
30 Wheel track
32 Moving about at night
35 Marble
37 Mountain in Massachusetts
38 Kind of horse
40 Fish eggs
41 Parodies
43 Compass point
44 A small particle
45 Girl's name
47 Bitter vetch
49 Pompous
51 Yawns
52 Doctrine
54 Drunkard
56 Cuts after snick
57 Title of respect
58 Head of Draft board
62 Head covering
64 Alien resident in Hebrew territory
65 To plan together
69 Kind of flower
70 Babylonian deity
72 Cover
74 The book palm
76 Finespun
77 Finish
78 Coin (abbr.)
80 German city
83 Aids
86 Body of water
87 Long for
89 To bring forth
90 To prohibit
92 Farmers
94 Number (pl.)
96 Boat
99 One who brings legal action
100 Sameness of color
104 Occupied a seat
105 Base
107 Cruised
111 Topaz humming-bird
112 Muse of amatory poetry
114 Deduction
116 Man's nickname
117 Macaw
118 Sumatran squirrel shrew
120 Chums
122 To place
123 To perform
125 Edge
126 Kind of ski race (pl.)
129 To consume
131 Strong longing
133 Determines
136 Artificial language
137 Kind of tambourine
139 Obscure
141 Length measure
142 Added dish of spirits to
145 Writing implements
147 Suggestion
149 Stream fence for taking fish
153 Ardor
154 African worm that infests the eye
155 Plunder
157 French plural article
159 To walk
160 Siamese coin
161 Lades
163 To make into law
166 Slender finial
167 Hebrew letter
168 Part of foot
169 Fancy case for small articles
171 Upper tone of disjunct tetrachord
172 Collection of facts
174 City in Chaldea
175 An armed force
177 Norse fate
178 That which matures
179 To spin
181 Locations
182 Waybled
183 Allows
184 Strike with a sweeping motion

(Solution, Page 14, Section 1)

Classified Highlights of Today's Radio Schedules

Special Events

3 p. m. — Flower Show (WIBA): Fred Weiss talks with exhibitors and visitors at Madison Gladiolus society's annual show.

4 p. m. — East Side Festival (WFOW): crowning of queen.

7:45 p. m. — East Side Festival (WFOW): also at 8:15 and 8:45.

9 p. m. — East Side Festival (WISC): recording of coronation ceremony.

9:15 p. m. — Flower Show (WISC): Dolly Madison and Bob Swanson at Madison Gladiolus society exhibit.

+ + +

Religion

9:30 a. m. — Bethel Lutheran (WIBA): "The Servant of All," the Rev. L. A. Benson; anthem, "Seek Ye the Lord," Marilyn Parish, soloist.

10 a. m. — First Congregational (WIBA): "When Death Comes Home," the Rev. Alfred W. Swan.

10:30 a. m. — Catholic Hour (WKOW): "Religion for the Whole of Modern Life," the Rev. A. R. Breines; Edgewood College choir.

11 a. m. — First-University Methodist (WISC): "The Endless Shadow of Today" . . . **Christ Presbyterian-First Baptist** (WKOW): the Rev. Charles R. Bell, Jr.

+ + +

Discussion

9:30 a. m. — Reviewing Stand (WGN): "What Does Korea Mean to America?"; Capt. Michael Fielding, Prof. W. M. McGovern, Fr. F. Marquardt.

10:30 a. m. — Eternal Light (WMAQ): Cord Meyer, Jr., guest.

11 a. m. — William Hillman (WGN): with L. B. Nichols, assistant director of Federal Bureau of Investigation, on "The FBI's Role in the Present Crisis."

2 p. m. — Round Table (WIBA): "The Problem of Asia;" Toyohike Kagawa, Philip Moseley, Prof. Maynard Krueger . . . **Encore** (WHA): "The Korean Affair," Prof. Royden Dangerfield.

3:30 p. m. — Book Program (WHA): "The Renaissance," Prof. Gaines Post.

4 p. m. — American Forum (WIBA): "Do Comics Cause Delinquency?"; Sen. Estes Kefauver (D-Tenn.), guest moderator; Dr. Frederick Wertham, Milton Caniff, Sterling North, and L. S. Gleason, speakers.

5:15 p. m. — Ralph Peterson (WFOW): "Rainy River Country," by Grace Lee Nute.

KNIGHT KEFAUVER

+ + +

Drama

9 a. m.—Destination Freedom (WMAQ): story of Crispus Attucks, first American to die in battle in Revolutionary war.

1 p. m. — NBC Theater (WIBA): "Trent's Last Case."

2 p. m. — Cloak and Dagger (WMAQ): Dutch-born American returns to Netherlands as secret agent.

3:30 p. m.—Proudly We Hail (WFOW): Bruce Bennett, Barbara Britton.

5 p. m.—$1,000 Reward (WIBA): prize money is doubled.

7 p. m. — Sam Spade (WIBA): finds city thugs stealing fish.

8:30 p. m.—Top Secret (WIBA): countess finds love and spying don't mix.

+ + +

Music

9:45 a. m. — Bob Houston (WMAQ): "Three Little Words," "Sam's Song."

11:30 a. m.—Starlight Operetta (WBBM): music from "Finian's Rainbow," "Very Warm for May," "South Pacific," "Anything Goes."

12:45 p. m. — Joey Tantillo (WIBA): "In the Merry Month of May," "Music, Music, Music," "Dinah."

1 p. m. — Invitation to Music (WBBM): Friedeling Wagner, descendant of Richard Wagner and Franz Liszt, guest.

2 p. m. — Music With the Girls (WISC): at new time.

2:30 p. m. — Music for You (WBBM): "I Wanna Be Loved," "Hoop-de-Doo," "On an Ordinary Morning."

4:30 p. m.—Harvest of Stars (WIBA): James Melton, Dorothy Warenskjold; "Falling in Love With Love," "O Soave Fanciulla," "The Kerry Dance," "Dancing in the Dark."

6 p. m. — Lombardo Time (WKOW): "Bewitched," "All My Love," "Chicago."

6:15 p. m.—University Men's and Women's Choruses (WIBA): "Bali Ha'i," "Some Enchanted Evening," "Dites-Moi;" Marvin English and Donnafaye Phillips on summer music clinic.

7 p. m.—Percy Faith (WKOW): with Evelyn Knight, Jimmy Carroll; "The Minute Samba," "Yours Is My Heart Alone," "I'll Take Romance," two Gershwin preludes . . . **Special Program** (WHA): music inspired by Shakespeare, including selections from "Falstaff," "A Midsummer Night's Dream," "Otello."

7:30 p. m. — NBC Symphony (WIBA): Erich Leinsdorf, conductor; Zino Francescatti, violinist; "Tambourin Chinois," "Air" from Bach's "Suite No. 3 in D," Moore's "Circus Parade," first movement of Schubert's "Unfinished" symphony, "Zigeunerweisen," "Pomp and Circumstance" . . . **Choral Concert** (WGN): Columbus, O., Boys' choir.

8 p. m. — Contented Hour (WBBM): "Sam's Song," "Home Cooking," "The Angels Sing."

8:30 p. m. — Classical Hour (WKOW): Brahms' fourth symphony, Beethoven's "Moonlight" sonata.

9:30 p. m.—Kay Armen (WIBA): "Three Little Words," "Tzena, Tzena, Tzena," "Can't Help Lovin' Dat Man."

+ + +

Baseball

12:25 p. m.—Yankees at Chicago (WJJD).

12:30 p. m.—Cubs at Brooklyn (WIBA-FM).

+ + +

Quiz

2:30 p. m.—Quiz Kids (WIBA): Secretary of Treasury John W. Snyder and ex-Quiz Kid Charles Schwartz, guests.

6:30 p. m.—Information Please (WIBA): Harold Stassen and Russel Crouse, guests, with regulars Clifton Fadiman, Franklin P. Adams, and John Kieran.

7 p. m. — Rate Your Mate (WBBM): at new time.

STASSEN LEINSDORF

+ + +

Variety

4:30 p. m.—Steve Allen (WBBM): satirizes Hollywood gossip columning.

+ + +

Miscellaneous

11:15 a. m.—Sunday at the Zoo (WIBA): Fred Weiss interviews children visiting monkey house.

6 p. m.—World at Mid-Century (WGN): conditions in the Americas.

8 p. m.—Frank Sinatra (WISC): substitutes for Walter Winchell.

SUNDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
7:00	News; Organ Music	* Organ Tones	Coffee Concert	News; Marches	News of America	News; Weather	Your Bible	World News
7:15	String Quartet	* News	News; Coffee Concert	Farm Service	News	Music for Everybody	Speaks; News	W'mwood Forest
7:30		* Moments on the Mount		Farm Frolic	E. Power Bigg		Back to God	Reading the Comics
7:45					Trinity Choir			
8:00	News	* News	News Roundup	Musical Clock	Church of the Air	News	Radio Bible Class	National Radio Pulpit
8:15	Southland Calls	* Morning Song	E. Power Bigg	* Musical Clock	Invitation to Learning	Little Brown Church	Voice of Prophecy	Art of Living
8:30	Capital Cathedral	* Let There Be Music	Trinity Choir					Radio Parade
8:45	Sacred Heart							
9:00	Devotions	* Message of Israel	Radio Bible Class	* Melody Time	Extension 310	The Voice of Prophecy	News	Destination Freedom
9:15	Pet Corner	* Ave Maria Hour	Voice of Prophecy	* Melody Time	Howard K. Smith	Hour of Faith	Int'g Facts	News
9:30	Bethel Lutheran Church				Rent Law		Reviewing Stand	Bob Houston
9:45					To Be Continued			
10:00	Congregational Church	* Back to God	News	Methodist Church	Highlights	Reading the Funnies	News	UN Story
10:15	Sunday Melody	* Hour of Faith	Howard K. Smith	* 1st Lutheran Church	Treasury Salute	Children's Hour	Musical Moods	Symph. Scrapb'k
10:30			Catholic Hour		Serenade		Lutheran Hour	Eternal Light
10:45					Serenade			
11:00	News	* First University Methodist Church	Christ Presbyterian Church	Bible Fellowship	News	Sammy Kaye Serenade	Wm. Hillman	The First Freedom
11:15	Vilas Park			* Music Center	Report to People	Amateur Hour	Freedom Story	Chicago Round Table
11:30	Sunday Musicale				Starlight Operetta		Preston Sellers	
11:45							News	
12:00	Accordionists	* News	Speak Up	Sunday Farm Hour	Syncopation Piece	Amateur Hour	Top Tunes With Trendler	NBC Theater
12:15	News	* Frank & Ernest	Elmo Roper	* Toby and Chore Boys	Dance Orchestra	Mister President	Guy Lombardo Orchestra	NBC Theater
12:30	Hello Wisconsin	* Hometowners	News Mobilization					
12:45	Joey Tantillo	* To Safety						
1:00	NBC Theater	* This Week Around World	Old Fashioned Revival Hour	* Toby and Chore Boys	Invitation to Music	Music With the Girls	Proudly We Hail	The Truitts
1:15	NBC Theater	* Mister President		* Music Jewel Box	Invitation to Music	Back to God	Hashknife Hartley	Quiz Kids
1:30								
1:45								
2:00	Chicago Round Table	* Music With the Girls	Lutheran Hour	* L. Duchow Waltz Time	Invitation to Music	Old Fashioned Revival Hour	Hopalong Cassidy	Diagnosis Homicide
2:15	Quiz Kids	* Music for America	Invitation to Music	* Old Timers	Music for You		Martin Kane, Private Eye	High Adventure
2:30				* Bandstand				
2:45								
3:00	Flower Show	* Old Fashioned Revival Hour	Hopalong Cassidy	* Watertown Watertown	Dance Orchestra	Lutheran Hour	The Shadow	The Big Guy
3:15	Concert Gems		Martin Kane, Private Eye	* Polka Parade	Sunday at the Chase	Frank and Ernest	Detective Story	Harvest of Stars
3:30	High Adventure			* Whozit Show		Pop Concert		
3:45								
4:00	American Forum	* Lutheran Hour	The Shadow	* Horicon Show	Main Street Music Hall	Tris Coffin	Sipping Marshal	Catholic Hour
4:15	Harvest of Stars	* Tourist Time	Detective Mystery	* Melodies	The Steve Allen Show	Don Gardiner Speaking of Songs	Nick Carter	Western Caravan
4:30				* Radio Parade				
4:45								
5:00	* 1,000 Reward	* Tris Coffin	Main Street Music Hall	Wrestling Tips	Guy Lombardo Time	Sunday Vespers	Peter Salem	$1,000 Reward
5:15	* Western Caravan	* Headlines	Nick Carter	New Rhythm	Hit the Jackpot	The Amazing Mr. Malone	Under Arrest	The Saint
5:30		* Speaking of Songs		Friendly Music				
5:45								
6:00	* News	* Stop the Music	Guy Lombardo Orchestra	* News	Percy Faith Orchestra	Stop the Music	World at Mid-Century	Adventures of Sam Spade
6:15	* U. W. Band	* Stop the Music	Do You Remember?	* Piano Pla'house	Much About Doolittle	Stop the Music	Enchanted Hour	Summer Symphony
6:30	* Information Please			Old Time Religion				
6:45								
7:00	* Adventures of Sam Spade	* Candlelight and Silver	Percy Faith and Guest	* Old Timers Farm Front	Rate Your Mate	Frank Sinatra	Sylvan Levin Opera Concert	Summer Symphony
7:15	* Summer Symphony	* The Amazing Mr. Malone	Much About Doolittle	* Old Timers Jamboree	The Horace Heidt Show	Louella Parsons	Choral Concert	Top Secret
7:30						Ted Malone		
7:45								
8:00	* Summer Symphony	* Walter Winchell	We Take Your Word	* Old Timers Jamboree	Contented Hour	Jimmy Blaine	Hawaii Calls	Take It or Leave It
8:15	* Top Secret	* L. Parsons	Classical Hour	* Old Timers Jamboree	Peoples Platform	Love Letters	Crime Does Not Pay	Bob Crosby Show
8:30		* State Street Serenade				Piano Playhouse		
8:45								
9:00	* Take It or Leave It	* E. S. Festival	Classical Hour	* Music for Listening	News	News	Tommy Carlyn	Clifton Utley
9:15	* Bob Crosby Show	* Flower Show	Tommy Ryan Orchestra	* Band of Week	To Be Announced	Thoughts	Speak Up	Back Page
9:30		* J. Robinson		* Fiesta Time	News	Songs in The Night	News: Songs	Sun. Dateline
9:45		* Binn News					Lawrence Welk	Day's End
10:00	* News	* Serenade	News	* Silent	Dick Jurgens Dance Orch.	News; The Wagners	Henry Brandon Orchestra	News
10:15	* Clifton Utley	* Serenade	Lenny Herman Dance Music	* Silent	Ray Pearl Orchestra	The Wagners; News	Dick Jurgens Orch.; News	Frankie Carle
10:30	* Dance Orchestra	* Dance Orchestra		* Silent				The Chez Show
10:45				* Silent				
11:00	* News; Mr. Smith	* News; Dance Orchestra	News; Dance Music	* Silent	Matinee at Midnight	The John McCormick Show	Lawrence Welk Orchestra	The Chez Show
11:15	Surprise Serenade; News	* Dance Orch.; News	Dance Music	* Silent	Matinee at Midnight	News	Tommy Carlyn Orchestra	The Chez Show
11:30				* Silent				
11:45				* 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 M.

WFOW-FM

SUNDAY

A. M.
8:00 Sunday Morning Vocal
8:30 Sunday Morning Musical
8:55 News
9:00 Old Time Waltzes
9:15 Polka Time
9:30 Songs Out of The West
9:45 Western Swing
9:55 News
10:00 Show Tunes
10:15 Sacred Heart Program
10:30 Navy Band
10:45 Perry Como Sings
10:55 News
11:00 Bashford Methodist Church

P. M.
12:00 News
12:05 Package of New Records
12:15 Memory Time
12:30 Piano Land
12:45 Luncheon Music
12:55 Farm Diary
1:00 Luncheon Music
1:30 Variety Show
1:55 News
2:00 Variety Show
2:30 Madison Hit Parade
2:55 News
3:00 Madison Hit Parade
3:15 In Your Neighborhood
3:30 Proudly We Hail
4:00 Festival Broadcast
4:30 Off The Record
4:40 Upper Room
4:55 News
5:00 Ken Griffin
5:15 Later Than You Think
5:30 Piano Land
5:45 Kay Starr
5:55 News
6:00 Musical Menu
7:00 News
7:05 Religious Music
7:20 Request Show
7:45 Festival Broadcast
8:00 News
8:05 Request Show
8:15 Festival Broadcast
8:30 Shuffle Shop
8:45 Festival Broadcast
9:00 News
9:05 Guy Lombardo
9:30 Turner Hall
10:00 News
10:05 Art Mooney
10:30 Benny Strong
10:55 News
11:00 Russ Morgan
11:30 Lawrence Welk
11:55 News

A Great Rift Valley extends from northern Syria almost to the southern tip of Africa, enclosing the Red Sea and the lakes of East Africa among other bodies of water.

WHA & WHA-FM

WHA & WHA-FM
SUNDAY

A. M.
9:00 Devotional Music
9:30 Cathedral Echoes
9:55 News
10:00 Symphony Hall
10:55 News and Weather
11:00 Masterworks of Music
11:55 News

P. M.
12:00 Sunday Musicale
1:30 Song Favorites
1:45 Veteran Wants to Know
2:00 Encore
3:00 Pro Arte Rebroadcast
3:30 Book Program
4:00 Choir Music
4:15 Sunday Music Hour
5:15 London Forum
5:45 U.. Album
6:00 Organ Classics—Ruth Andrews
6:30 Dinner Musicale

FM ONLY
7:00 Special program
10:55 Night News

"AMERICANS, Speak Up!"

TELL AND SELL AMERICA

It pays off! Learn how a great advertising idea — to sell America to Americans —was created.

On "AMERICANS, SPEAK UP!" advertising man KENNETH W. AKERS reveals the inside story to Bill Slater.

You won't want to miss this interesting, informative program!

Listen TODAY! 12 Noon to 12:15 P. M.

WKOW

1070 ON YOUR DIAL

Brought to You as a Public Service by:

ROBT. J. NICKLES, INC.

"Madison's OLDEST Electrical Contracting Firm"

Protect Against

POLIO

Expense!

$5,000

for each afflicted person

Covers husband, wife, and unmarried children between the ages of 3 months and 18 years. Only . . .

$10

for 2-year family policy

Call, Write, or See

GEORGE STEWART

MUTUAL Indemnity Co.

151 E. Gorham, Madison

"Since 1922"

Phone 7-1928

MAIL HANDY COUPON

Gentlemen:

Please send information on your Polio Protection Plan at no obligation.

Name .....

Address .....

City .....

Build-up for the problem figure

Droopy shoulders—protuberant abdomen—sway back usually mean cramped internal organs that upset nature's balance. Obviously, such a condition can cause excess strain and fatigue.

Camp Supports are an aid to better posture because they provide basic scientific support for pelvis and abdomen. The right support is more than a figure build-up—it helps you to regain new energy for the joy of living.

CAMP Supports

Mrs. Agnes Hughes
Registered Nurse
in attendance

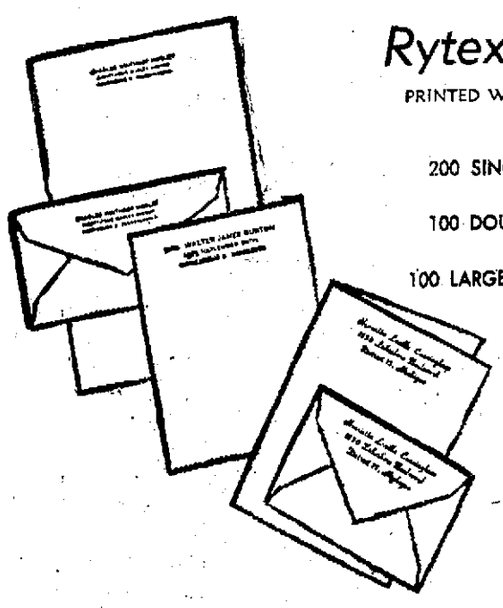
The Prescription Pharmacy, Inc.

26 S. Carroll Street, Madison, Wis., Park Hotel Bldg., 5-4571

Camp Surgical Supports Fitted to Your Doctor's Prescription

Phone Answered Day or Night

You get Twice as much if you Order in August



Rytex SPRING MILL PARCHMENT

PRINTED WITH YOUR NAME AND ADDRESS

200 SINGLE SHEETS, 100 ENVELOPES
OR
100 DOUBLE SHEETS, 100 ENVELOPES
OR
100 LARGE FLAT SHEETS, 100 ENVELOPES

$1.50

Smartly distinctive paper with parchment-like finish. Choice of Crystal White, Pearl Grey or Rose Tan. Name and Address in Script or Block lettering in Blue or Mulberry ink.

MAIL ORDERS PROMPTLY FILLED

Moseley's INC.

24 East Mifflin Street