

Classified Highlights of Today's Radio Schedule

The Sunday Spotlight:

Commercials: Better or Worse?

By WILLIAM L. DOUBNA (State Journal Radio Editor) This column was going to be about the gradual improvement of radio commercials...



example, who uses quiz-show questions and twists them into ads. If it's about the crookedest road in the world, you're told how it would be if straightened, and therefore you should go straight to your grocer and buy this product.

Uncle Ray's Corner

Vatican State Is Smallest

If we want to look for the smallest country in the world, the place to find it is Europe. There are several tiny countries in southern parts of that continent.

for the public treasury. Many thousands of postage stamps are printed each year, and a large proportion of them are sent away for sale to stamp collectors.

WHA and WHA-FM

- 8:00 Devotional Music
8:30 Cathedral Echoes
8:55 News
9:00 Symphony Hall
9:05 News and Weather
9:10 Masterworks of Music
9:15 News
9:20 Sunday Music Hour
9:25 News
9:30 London Column
9:35 News in Review
9:40 Program Review
9:45 Dinner Music
9:50 Sunday Night Concert
9:55 Graham Hovey
10:00 Concert
10:05 Night News (to 11)

Religion

8:30 a.m. — Capital Cathedral (WIBA): "Barricade to Brotherhood." The Rev. Charles A. Puls.
9:15 a.m. — Bethel Lutheran (WIBA): "Treasures of the Snow." The Rev. F. I. Schmidt; anthem, "God So Loved the World."

Discussion

10:30 a.m. — Reviewing Stand (WGN): "Are the Public Schools Doing Their Job?"
10:35 a.m. — Invitation to Learning (WBBM): Aristotle's "Ethics."
10:45 a.m. — Rabbi Abba Silver (WIBA): "Brotherhood."

Drama

10:30 a.m. — At Your Service (WIBA): hospital's nursing services.
11:30 a.m. — Eternal Light (WMAQ): "The Prince and the Prophet," story of Cyrus and Isaiah.
3 p.m. — The Falcon (WMAQ): "The Case of the Superfluus Murderer."

Table with columns for radio stations (WIBA, WISC, WKOW, WISU, WBBM, WENR-WLS, WGN, WMAQ) and their respective programs and times.



CRONIN JOHNSTON

member: 9 p.m. — Contended Hour (WBBM): Jo Stafford, Tony Martin, "The Rosary," "Begin the Beguine."
5 p.m. — The Big Show (WMAQ): on WIBA at 5:30: Beatrice Lillie, Jack Carson, Ed Wynn, Fred Allen, Portland Hoffa, Lauritz Melchior, West Point choir, Tallulah Bankhead, Meredith Wilson.
6 p.m. — Jack Benny (WKOW): with Ronald and Benita Colman.
7 p.m. — Charlie McCarthy (WVUE): with Dorothy Kirsten.

Variety

5 p.m. — The Big Show (WMAQ): on WIBA at 5:30: Beatrice Lillie, Jack Carson, Ed Wynn, Fred Allen, Portland Hoffa, Lauritz Melchior, West Point choir, Tallulah Bankhead, Meredith Wilson.
6 p.m. — Jack Benny (WKOW): with Ronald and Benita Colman.
7 p.m. — Charlie McCarthy (WVUE): with Dorothy Kirsten.

Miscellaneous

12:45 p.m. — Fulton Lewis at Home (WISU): new series.
2:30 p.m. — Quiz Kids (WIBA): headline history.
4 p.m. — Juvenile Jury (WGN): John Arthur McBride III returns.
7:30 p.m. — Meditation Board (WGN): Dr. Frank Kingdon, Donald Harrington, Dr. Wendell Field, guests.

WFOV-FM

8:00 Top in Tops in Pops
8:15 News: Tops in Pops
8:30 Clockwatchers: News
8:45 Old Time Waltzes
9:15 Polka Time
9:30 Western Songs
9:45 News: Show Tunes
10:00 News: Show Tunes
10:15 Sacred Heart Program
10:30 Perry Como: News
10:45 Bandstand Methodist Church
11:00 News
11:15 Do Tell
11:30 Memory Tunes
11:45 Lunchtime Music
12:00 Western Swing
12:15 Lunchtime Music
12:30 The Little Show
12:45 News: East Hill Concert
1:00 Madison Hit Parade: News
1:30 Madison Hit Parade

Starrd programs are also carried on corresponding FM stations...

Sunday's Crossword Puzzle

Crossword puzzle grid with numbers and some filled-in letters.

- HORIZONTAL
1 The sweet sop
3 Prefic: not
10 To assail
15 Part of church
19 Separated
20 Rigid
21 Funeral oration
22 Pertaining to punishment
24 Austerly
25 Beverage
26 To roam about idly
28 Explosive sound
29 Intermission
30 Billiard shot
31 Prefic: not
34 A direction
35 Incited
36 Kind of llama
37 Mialaid
38 Angere
39 African antelope
40 veranda
41 Bit for portrait
42 Floated
43 Talk
44 Genus of succulent plants
45 Unsprung
46 To depart
47 Goddess of
48 Medieval coin of Italy

32 degress, below
33 Imper-sorated frendmother
34 Maxis less bright
35 Yearn
36 Festive array
37 Brought legal action against
38 Those who die for a cause
39 Italian motive (pl.)
40 Causes to
41 Spant for ya
42 Decreased
43 Female
44 Boxes
45 Measure of
46 French for
47 Couple
48 Swiss veine
49 To sum up
140 Microb
141 Steward if medieval Germany
142 Plunge
143 Manufactured
144 Toin-soed
145 Russian
146 hamp
147 Part of medieval Germany
148 points
149 Equality
150 contant
151 Pretas: down
152 Brilliant colored fish
153 Proposion

Year in and year out you will do better with REITAN LEIDHAHL Insurance

Man - EVER TRY TO LIFT YOUR OWN WEIGHT? Advertisement for Camp Supports and The Prescription Pharmacy.

C.C. Collins & Son Inc. LUMBER-HARDWARE PAINTS-TOYS APPLIANCES. Advertisement for RCA Victor '45' records.