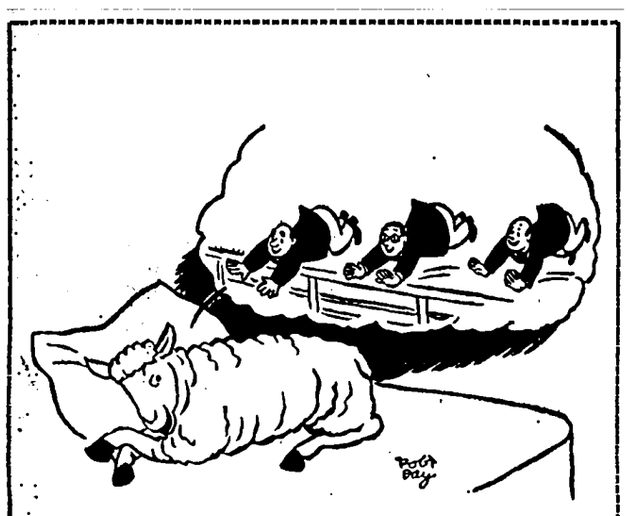

Most folks like a change — most folks like

Wheatena

IT'S "DIFFERENT"

Count 'em up—how many mornings this week did you serve that same old hot cereal? Give the folks a change tomorrow. Serve delicious hot Wheatena. It's different, with a marvelous, nut-like flavor all its own.

Easy to fix? Yessir! Wheatena cooks quick as coffee. And it's toasted natural wheat, so it's a super builder-upper. *Remember Wheatena tomorrow!*

IT'S THE WELCOME CHANGE FOR BREAKFAST!

The Wheatena Corporation, Wheatenaville, Rahway, N. J.

Does Your Child Have As Good Care As Dick?

Right from the start, Dick's mother has made sure that her son was getting plenty of sunshine, and a diet adequate in bone-building minerals. Dick's legs will be as strong and straight, and his teeth as sound, as sufficient calcium can make them.

Will your child have these assets? Although even sufficient calcium cannot correct bowed legs after a child is three, an adequate supply is important right through life to keep bones sturdy and help the child look his best. That's one of the main reasons why doctors advise that children get plenty of milk...the best food source of calcium.

However, as children grow older, they are often reluctant to drink all the milk they should have.

That's where Cocomalt can prove invaluable. For not only does Cocomalt give milk a delicious chocolaty flavor that children love, but *it* is so rich in calcium it makes 3 glasses of milk equal to a whole quart in calcium value.* (Also ensures the day's entire minimum requirements for iron, phosphorus, Vitamin B_1 and D.)

Start your children on Cocomalt today. Save this as a reminder to order from your grocer.

**3 heaping tsps. to 8-oz. glass of milk.*

Choose Your Own

FREE PHONOGRAPH RECORDS

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Listen Tonight 12:30

"SO HELP ME"

Station KFWB

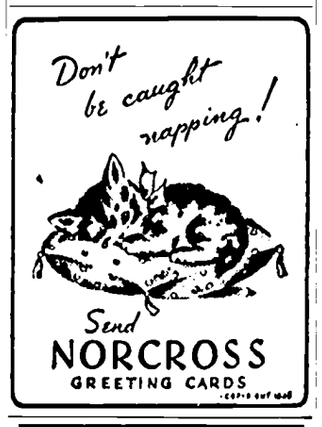
Sponsored by

NARDONI-BATES MUSIC CO.

3151 WILSHIRE BLVD.

makes plain foods taste great

for fish, fowl, meats and economy meals



500 other MONARCH Foods—all just as Good!

Gets Right After MISERIES OF Infectious Colds!

Penetrates into upper bronchial tubes with special medicinal vapors

Stimulates chest and back surfaces like a good, warming poultice

Only Vicks VapoRub gives this special penetrating-stimulating action that starts to work mighty fast—and keeps on working for hours—to help relieve such miseries of colds as coughing, upper bronchial congestion, muscular tightness. When you rub Vicks VapoRub on throat, chest and back and see the results—you'll know why it is a family standby in so many millions of homes. Grand for children and grownups. Try it.

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MONDAY through FRIDAY

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12.50 Hats formerly 35.00

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37.95

GROUP AFTERNOON & COCKTAIL DRESSES
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Formerly up to 119.00

Many Important Christmas Gifts
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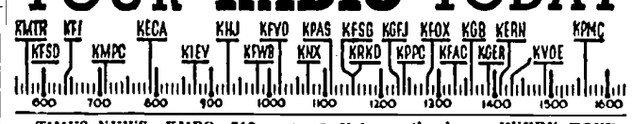

TIMES NEWS—KMPC—710 on your dial—on the hour—EVERY HOUR

7 A.M.
KMPC-Times News. Sunny Side.
KFWB-Lou Marcelle
KHJ-Top o' Morning. News.
KECA-News.
KNX-Variety.
KFI-News.
KMTR-Spanish Prog.
7:15 A.M.
KHJ-Smile Time.
KECA-Korn Kobblers
KFI-F. Lawton.
KNX-Fun at Bkfst.
7:30 A.M.
KMPC-Start the Day.
KFI-Platter Party.
KNX-News.
KHJ-Parade.
KMTR-Religious.
KECA-News.
7:45 A.M.
KNX-News. Prinzie.
KFI-Sam Hayes.
KECA-Call Board.
KMPC-Music.
KHJ. KFWB-News.
8 A.M.
KMPC-Times News.
KMTR-News. Music.
KHJ-News.
KNX-Johnny Murray
KFI-Fred Waring.
KFWB-Inside Story.
KECA-Bkfst. Club.
8:15 A.M.
KNX-Valiant Lady.
KHJ-News.
KMPC-Mkix. Sports.
8:30 A.M.
KFI-Dr. Paul.
KMPC-Song for You.
KNX-Life of World.
KMTR-Unity Church.
KHJ-Take It Easy.
KFWB-Help Wanted.
8:45 A.M.
KHJ-V. Lindlahr.
KFWB-News.
KFI-David Harum.
KNX-Aunt Jenny.
9 A.M.
KMPC-Times News. Music.
KECA-Glam. Manor.
KHJ-News.
KFWB-Talk.
KNX-Kate Smith.
KMTR-Scripture.
KFI-News.
9:15 A.M.
KMPC-Song Truck.
KNX-Big Sister.
KFI-Music.
KFWB-Music.
KHJ-M. Downey.
9:30 A.M.
KECA-Bkfst. Holly.
KFI-News. Living in Hollywood.
KHJ-Time Out.
KNX-Helen Trent.
KMPC-Hits for Missus.
KMTR-Bible Treas.
9:45 A.M.
KMTR-Relax.
KFI-Songs.
KHJ-Mystery Chef.
KNX-Gal Sunday.
KFWB-Music
10 A.M.
KMPC-Times News. Variety.
KNX-Life Be Beaut
KHJ-Hardy News
KFWB-Chef Milani.
KFI—Mirandy.
KECA-News.
KMTR-News. Music.
10:15 A.M.
KNX-Ma Perkins.
KFWB-Music.
KFI-What You Say.
KHJ-Something to Talk.
KECA-Ted Malone.
KMTR-King's Men.
10:30 A.M.
KECA-My True Story
KMPC-Pan Americans.
KHJ-Mountaineers.
KNX-Dr. Malone.
KFWB-News.
KFI-Hollywd. Fan.
KMTR-Religious.
10:45 A.M.
KFI-Pioneers.
KMTR-Medical.
KFWB-Science Mind.
KMPC-Home Chats.
KHJ-J. J. Anthony.
KNX-Road of Life.
11 A.M.
KMPC-Times News. Requests.
KFWB-Al Jarvis.
KECA-Baukhage.
KNX-Two On Clue.
KHJ-Ballerset.
KMTR-News. Talbot.
KFI-Guiding Life.
11:15 A.M.
KECA-Ethel. Albert.
KNX-Perry Mason.
KHJ-Hymns.
KFI-Today's Child.
11:30 A.M.
KMPC-J. Scott.
KECA-Woman's Opinion.
KNX-Rosemary.
KFI-Women White.
KMTR-Songs.
KHJ-Queen for Day.
11:45 A.M.
KECA-Parade.
KNX-Tina. Tim.
KMPC-Music.
KFI-Church Hymns.
12 NOON
KMPC-Times News. Hemingway
KECA-Al Pearce.
KNX-Try 'n' Find Me
KHJ-S. Fuller.
KMTR-Tex Tyler. News
KFI-Farm Reporter.
12:15 P.M.
KMPC-N. Nesbitt.
KHJ-Johnson Family.
KNX-News.
KFI-Ma Perkins.
12:30 P.M.
KFWB-News.
KECA-Ladies. Be Seated.
KMTR-Songs.
KNX-A Woman's Life.
KHJ-Music.
KMPC-Bridge Club.
KFI-Your Family.
12:45 P.M.
KMPC-Songs.
KFI-Right Happiness.
KNX-Bach. Children.
1 P.M.
KMPC-Times News. Children's Home.
KMTR-News. Piano.
KECA-Bereh Show.
KHJ-Profiles.
KNX-House Party.
KFI-Backstage Wife.
1:15 P.M.
KMPC-Music.
KECA-Walkie Talkie.
KHJ-Religious.
KFI-Stella Dallas.
KMTR-Music.
1:30 P.M.
KNX-Evelyn Winters.
KFI-Lorenzo Jones.
KECA-Moving World.
KHJ-Chang. World.
KMPC-Songs.
1:45 P.M.
KFI-Widder Brown.
KNX-Background for Living.
KHJ-Tello Test
KECA-Church Hymns
KMPC-Music.
2 P.M.
KMPC-Times News. Don Ollis.
KECA-What's Doing. Ladies.
KNX-Air School.
KFI-When Girl Marries.
KMTR-News. Music.
KHJ-Smile Time.
2:15 P.M.
KFI-Portia Faces Life.
KECA-Ladies. News.
KHJ-January's Calendar.
2:30 P.M.
KECA-J. B. Kennedy.
KMTR-Meet Band
KHJ-Worth Your Wt.
KFWB-3 Men on Mike.
KFI-Just Plain Bill.
2:45 P.M.
KECA-C. Bennett.
KFI-Front Pg. Farrel.
3 P.M.
KMPC-Times News.
KFWB-Music. News.
KECA-News.
KHJ-News.
KNX-Talk
KMTR-Win Morro.
3:15 P.M.
KFI-Joyce Jordan.
KHJ-Norma Young.
KECA-F. Scully.
3:30 P.M.
KFI-Aunt Mary.
KNX-Songs.
KFWB-B. Piske.
KECA-Bride. Groom.
3:45 P.M.
KFI-Woman of Amer.
KHJ-Elsa Maxwell.
KNX-World Today. News.
KFWB-Music.
4 P.M.
KMPC-Times News. Music.
KFWB-Woman's Pas.
KNX-Easy Aces.
KECA-Headline Edit.
KHJ-Fulton Lewis.
KMTR-Bay Meadows.
4:15 P.M.
KFI-News.
KNX-Music. Exams.
KMPC-Varieties.
KHJ-Rex Miller.
KECA-R. Swing.
4:30 P.M.
KFI-Notebook.
KHJ-E. Johnson.
KFWB-Music.
KMPC-Santa Claus.
KNX-Open House.
KECA-J. Pierce.
4:45 P.M.
KFWB-S. Hamblen.
KECA-Han Harrigan.
KMPC-Romances.
KHJ-Music.
5 P.M.
KMPC-Times News. Teen. Twenty.
KHJ-News
KECA-Terry. Pirates
KMTR-News. Music.
KFWB-Reuters.
KFI-Kaltenborn.
5:15 P.M.
KNX-Barbara Tate.
KHJ-Superman.
KECA-Dick Tracy.
KMTR-Music.
KFI-News
5:30 P.M.
KMTR-Irwin Allen.
KHJ-Capt. Midnight.
KFI-Igor Gorin.
KECA-J. Armstrong.
KNX-H. Flannery.
5:45 P.M.
KMTR-K. L. Flatau.
KECA-News.
KMPC-Tunes.
KHJ-Adv. Tom Mix.
KNX-Culling. Henry.
6 P.M.
KMPC-Times News.
KECA-Happiness Parade.
KFI-H. Carmichael.
KFWB-News.
KHJ-G. Heatter.
KNX-Radio Theater.
6:15 P.M.
KFWB-J. B. Hughes.
KHJ-Real Life.
KMPC-B. Bryan.
6:30 P.M.
KHJ-Spoilile Bands.
KMTR-Commentary.
KFI-Inform. Please.
KMPC-Bay Meadows Rec.
KECA-Pinnocheo.
KFWB-Amer. Dances
7 P.M.
KMPC-Times News. Music.
KECA-Talk.
KNX-Screen Guild.
KMTR-Music. News.
KFI-Contested Hr.
KHJ-Auction.
7:15 P.M.
KMTR-W. B. Record.
KECA-Review.
7:30 P.M.
KMTR-Music. News.
KECA-Hoosier Hop.
KFWB-News.
KNX-Thanks Yanks
KFI-Dr. I. Q.
KHJ-Lone Ranger.
7:45 P.M.
KFWB-Music.
8 P.M.
KMPC-Times News.
KNX-J. Kirkwood.
KECA-Lum. Abner.
KFWB-Reuter's Dispatch.
KFI-Frost Warning. Supper Club.
KHJ-M. Shayne.
KMTR-News. Religious.
8:15 P.M.
KNX-Jack Smith.
KECA-Hedda Hopper.
KFI-F. Lawton.
KFWB-Warner Oreh
KMPC-Easy Aces.
8:30 P.M.
KHJ-Sherlock Holmes
KNX-Joan Davis.
KECA-Story. Show.
KMPC-Pay Day Quiz
KFI-Cavalcade of America.
9 P.M.
KMPC-Times News. F. Allen.
KECA-Man From G2
KHJ-News. Hardy.
KFI-M. Anderson.
KNX-Whistler.
KFWB-News. De Lima.
KMTR-News. Concert
9:15 P.M.
KMPC-Ozie Waters.
KFWB-Mannower.
KHJ-R. Miller.
9:30 P.M.
KNX-Vox Pop.
KECA-Symposium.
KMPC-Singing Sam.
KMTR-News.
KFWB-H. Charles.
KHJ-Sports.
KFI-Artists' Compt.
9:45 P.M.
KMPC-Quartet.
KFWB-Sports.
KMTR-Music.
10 P.M.
KMPC-Times News. Barn Dance.
KFI-Reporter.
KNX-Chet Huntley
KMTR-Music.
KFWB-G. Norman.
KECA-Holly. Spoilile
KHJ-News.
10:15 P.M.
KNX-Dr. H. Fisher.
KFWB-Music.
KHJ-News.
KECA-News.
KFI-Parker show.
10:30 P.M.
KMTR-Oreh.
KFWB-Dance Tonite
KNX-Symphonette.
KHJ-Johnson Family
KECA-R. Swing.
KMPC-Rhythm.
KFI-Inside News.
10:45 P.M.
KHJ-Story.
KECA-R. Bennett.
KFI-Show Time.
11 P.M.
KMPC-Times News. Music.
KNX-News.
KFI-News.
KHJ-Oreh.
KECA-Show. News. Music.
KMTR-News. Morro
11:15 P.M.
KHJ-Oreh.
KFI-Music
KNX-Organ.
11:30 P.M.
KFWB-Music.
KNX. KECA-News.
KFI-Treasury Salute
11:45 P.M.
KNX-News. Talk.
KMPC-Music.
KFI-Reporter.
KHJ-News.
12 Midnight
KMPC-Times News.
KHJ. KNX-Swing Shift Time. Oreh. News.
KFWB-Oreh.
KMTR-Music. News. Show.

[The information contained in this schedule is furnished by the station broadcasting the programs. Owing to present conditions changes in the programs listed may be made without notice.]

Shop MONDAYS AND THURSDAYS UNTIL 9:30 from now to Christmas . . . Store opens at 12:30 both days. Other days store hours 10:00 to 5:30.

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