Radio News and Programs

Radio Welcomes Back Grantland Rice, Burns and Allen, Other Stars

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Few people receive encouragement to seek careers from a president of the United States, but Kate Smith is one. She dates the start of her career from the day that Calvin Coolidge told her she had what it took to reach the top.

It will be "welcome back" on the air tonight, with the return of Grantland Rice, sports commentator; Burns and Allen, comedy stars; and "Your Football Prophet" among the highlights. Other headliners will include Roundy's interview of Harry Stuhldreher and Conrad Jennings, athletic directors of Wisconsin and Marquette, respectively; a guest appearance by Joan Bennett, and talks by Atty. Gen. O. S. Loomis of Wisconsin and SEC Director William O. Douglas.

The headliners, classified:

Sports

8:15 p. m. — Roundy (WIBA): of The State Journal talks with Stuhldreher and Jennings about Saturday's football game.

9:45 p. m.—Your Football Phophet (WMAQ): returns to the air with United Press predictions.

10:15 p. m. — Sports Huddle (WBBM): with Coach Francis Schmidt and his Ohio State squad.

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Musical

7 p. m. — Concert Hour (WIBA, WMAQ): "The Last Rose of Summer," "Malaguena," "Ride of the Valkyries,' "Snow White" medley, plus Grantland Rice's football comment.

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Variety

7:30 p. m. — Burns and Allen (WBBM): return to the air with Frank Parker, Ray Noble's orchestra, and the cold dope on Hawaii.

8 p. m. — Hollywood Hotel (WBBM): with Joan Bennett, Thomas Mitchell, and Herbert Marshall in "History Is Made at Night."

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Informative

6:30 p. m.—Adventures in Science (WBBM): depicts work of U. S. bureau of standards.

8 p. m. — Atty. Gen. Loomis (WIBA): on marijuana.

9 p. m. — I Need a Job (WGN): personal problems of the unemployed.

9:45 p. m. — American Viewpoints (WBBM): William O. Douglas.

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Dramatic

6:15 p. m. — Words of Thunder (WENR): Oliver Cromwell.

7 p. m.—First Nighter (WBBM): "The Road to Sipri."

8 p. m. — The Crimson Wizard (WGN): new series.

8:30 p. m. — Curtain Time (WGN): "Trust a Lady."

Frequencies

WISN	560	WHA	940
WMT	600	WCFL	970
WTMJ	620	WHO	1000
WSM	650	WTAM	1070
WMAQ	670	KMOX	1090
WLW	700	WISN	1120
WGN	720	WJJD	1130
WSB	740	WIBU	1210
WBBM	770	KOIL	1260
WCCO	810	WIBA	1280
WHAS	820	WOC	1370
WENR-WLS	870	KSTP	1460

These programs are subject to change at discretion of stations

WIBA Tonight

5:00—NBC Felix Knight
5:15—Campus Jamboree
5:30—News Edition
5:45—Sportscast
6:00—Concert Ensemble
6:30—Meet the Team
6:45—Tropical Moods
7:00—NBC Concert
8:00—Atty. Gen. Loomis on Marijuana
8:15—Sports Review
8:30—Aloha Land
8:45—Club Chanticleer
9:00—NBC Lady Esther Serenade
9:30—The Pop Concert
9:45—Hollywood
10:00—Night News Edition
10:15—Club Chanticleer
10:30—NBC New Penn Club
11:00—Hollywood
11:15—NBC Dance Hour
11:30—Hotel Biltmore Orchestra

Short Wave Tonight

Schenectady—6 p. m. — Organ Music (Spanish). W2XAF, 31.4 m., 9.53 meg.

Rome—6:30 p. m.—Guest Night; Amy Bernardy: "Rome's Midnight Voice." 2RO, 25.4 m., 11.81 meg.; IRF, 30.5 m., 9.83 meg.

Caracas—7 p. m.—Familia Buche y Pluma, family life. YV5RC, 51.7 m., 5.8 meg.

Boston—7 p. m.—Pathways to Peace. W1XAL, 49.6 m., 6.04 meg.

Berlin—8:30 p. m.—Round about Germany: A visit to Essen (English). DJD, 25.4 m., 11.77 meg.

London—8:35 p. m.—"Sweet Serenade," pot-pourri of romantic tunes. GSI, 19.6 m., 15.26 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m., 9.51 meg.

Paris—9 p. m. — Musical Recordings. TPB4, 25.6 m., 11.71 meg.; TPB7, 25.2 m., 11.88 meg.

Other Stations Tonight

5:00—Don Winslow—WENR WLW
5:00—Dick Tracy—WMAQ
5:00—The Phantom—WTMJ
5:15—Jimmie Allen—WMAQ
5:15—Malcolm Claire—WENR
5:30—Jack Armstrong—WMAQ WTMJ
5:30—Suppertime Frolic—WJJD
5:45—Little Orphan Annie—WGN
5:45—Lowell Thomas—WLW
5:45—Father and Son—WENR
6:45—Straight Shooters—WMAQ
6:00—Morning Sisters—WMAQ
6:00—Dick Todd—WENR
6:00—Amos 'n' Andy—WLW
6:00—Heinie's Grenadiers—WTMJ
6:00—Dr. Preston Bradley—WBBM
6:15—Lum and Abner—WBBM
6:15—Words of Thunder—WENR
6:30—Easy Aces—WTMJ
6:30—Adventures in Science—WBBM
7:00—Maurice Spitalny Orch.—WLS
7:00—Concert Hour—WMAQ WTMJ
7:00—What's My Name?—WLW WGN
7:00—First Nighter—WBBM
7:30—The Lone Ranger—WGN
7:30—Burns and Allen—WBBM
7:30—I Want a Job—WLS
8:00—Waltz Time—WMAQ
8:00—Paul Martins Music—WENR
8:00—Crimson Wizard—WGN
8:00—Hollywood Hotel—WBBM
8:30—March of Time—WENR WTMJ
8:30—Death Valley Days—WMAQ WLW
8:45—Dick Jurgens Orch.—WGN
9:00—Design for Dancing—WENR
9:00—Wayne King Orch.—WMAQ WTMJ
9:00—Grand Central Station—WBBM
9:30—Radio Fanfare—WENR
9:30—Jimmy Fidler—WMAQ WLW
9:30—Curtain Time—WGN
9:30—Jack Berch—WBBM
9:45—American Viewpoints—WBBM
9:45—Jay Franklin—WENR
9:45—Football Prophet—WMAQ
10:00—Amos 'n' Andy—WMAQ
10:00—Bob Crosby Orch.—WGN
10:00—Henry Busse Orch.—WBBM
10:00—Novena Service—WCFL
10:15—Big Ten Sports Huddle—WBBM
10:15—Roger Pryor Orch.—WGN
10:15—Ennio Bolognini Orch.—WENR
10:30—Earl Hines Orch.—WENR
10:30—Abe Lyman Orch.—WMAQ
10:30—Mark Fisher Orch.—WIND
10:45—Orvie Alleton Orch.—WBBM
10:45—Dick Jurgens Orch.—WGN
11:00—Music As You Desire It—WENR
11:00—Richard Himber Orch.—WMAQ
11:00—Moon River—WLW
11:00—Dance Music (to 12)—WTMJ
11:30—Paul Pendarvis Orch.—WGN
11:30—Earl Hines Orch.—WMAQ
11:30—Bob Crosby Orch.—WGN
11:30—Henry King Orch.—WBBM
11:30—Emil Flindt Orch.—WCFL
11:45—Frank Novak Orch.—WENR
12:00—Lawrence Welk Orch.—WENR
12:00—Freddie Ebner Orch.—WMAQ
12:00—Roger Pryor Orch.—WGN
12:00—Tony Cabot Orch.—WBBM
12:00—Nite Watch (to 4)—WIND
12:30—Freddie Martin Orch.—WMAQ
12:30—Fran Eichler Orch.—WENR
12:30—Henri Gendron Orch.—WBBM
12:30—Jose Manzanares Orch.—WGN
1:00—Charlie Engle Orch.—WBBM
1:00—Bob Crosby Orch.—WGN

WIBA Saturday

A. M.
7:00—The Musical Clock
7:30—Morning News Edition
7:35—Musical Clock
8:30—Today's Almanac
8:50—Society Reporter
9:00—NBC The Ranch Boys
9:15—Church in the Wildwood
9:30—NBC to be announced
10:00—NBC No School Today
10:30—NBC Do You Remember
11:00—NBC Call to Youth
11:15—Agric. Adj. Program
11:30—NBC Farm and Home Hour
P. M.
12:30—Noon News Edition
12:50—Market Reports
1:00—Melody Moments
1:15—NBC Keenz Orchestra
1:30—Gridiron Parade
1:40—Pre-Game Dope
1:45—Football: Wisconsin vs. Marquette
4:15—NBC Top Hatters
4:30—NBC Swingology
4:45—NBC Sky Patrol
5:00—Campus Jamboree
5:15—Today's Football Scores
5:30—News Edition
5:45—Sportscast
6:00—Concert Ensemble
7:30—NBC "Old Gray Mare Comes Back"
8:00—NBC National Barn Dance
9:00—Hollywood
9:15—Club Chanticleer
9:30—NBC Rhythm Concert
10:00—Night News Edition
10:15—Club Chanticleer
10:20—NBC Hotel Biltmore
10:45—Hollywood

News Broadcasts

FRIDAY NIGHT

5:25—WENR
5:30—WIBA WIND
6:00—WCFL
6:30—WMAQ
6:45—WLS
7:00—WCFL
8:30—WGN WCFL
9:45—WIND
10:00—WIBA WLW
10:00—WENR
10:15—WMAQ
10:30—WBBM
10:45—WIND
1:15—WBBM

Sports Reviews

FRIDAY NIGHT

5:00—WJJD WIND
5:15—WBBM WLW
5:30—WENR WIND
5:45—WIBA WTMJ
6:30—WGN WLS
6:45—WGN WCFL
6:45—WBBM WLW
8:15—WIBA
8:37—WGN
10:15—WTMJ

News Broadcasts

SATURDAY

A. M.
6:30—WIND
7:00—WLS WBBM
7:15—WLW
7:30—WIBA
8:00—WJJD
8:15—WLS
8:40—WMAQ
9:45—WIND
10:00—WIND
10:30—WLW
11:30—WGN
P. M.
12:00—WIND
12:15—WJJD
12:30—WIBA WLW
1:45—WBBM
4:45—WLW
5:00—WBBM
5:25—WENR WMAQ
5:30—WIBA WIND
6:00—WCFL
6:45—WLS
7:00—WCFL
8:30—WGN
9:45—WIND
10:00—WIBA WLW
10:30—WBBM
10:45—WIND
1:30—WBBM

Sports Reviews

SATURDAY

A. M.
6:00—WLS
10:35—WLW
11:45—WLS
P. M.
12:30—WGN WLS
2:50—WIBA

Markets

SATURDAY

A. M.
10:00—WBBM
P. M.
1:40—WIBA
2:10—WBBM
3:30—WIND WJJD
3:40—WGN
4:15—WBBM
5:15—WIBA WLW
5:30—WMAQ WIND
5:30—WENR
5:45—WIBA WIND
5:45—WTMJ WBBM
6:00—WJJD
6:30—WGN WLS
6:45—WGN WCFL
8:37—WGN
10:15—WTMJ

9:00—Dance Music (to 10)—WTMJ
9:30—Tiny Hill Orch.—WGN
9:30—Richard Himber Orch.—WMAQ
9:45—We, the Wives—WBBM
10:00—Joe Manzanares Orch.—WGN
10:00—National Barn Dance—WLS
10:00—Glen Miller Orch.—WBBM
10:00—Ennio Bolognini Orch.—WMAQ
10:15—Johnny Messner Orch.—WMAQ
10:15—Roger Pryor Orch.—WGN
10:30—Emil Flindt Orch.—WCFL
10:30—Dick Jurgens Orch.—WGN
10:30—Mark Fisher Orch.—WIND
10:30—Abe Lyman Orch.—WMAQ WLW
10:45—Tony Cabot Orch.—WBBM
11:00—Johnny Long Orch.—WGN
11:00—Charlie Agnew Orch.—WIND
11:00—Sammy Kaye Orch.—WBBM
11:00—Dance Music (to 12)—WTMJ
11:00—Moon Rivier—WLW
11:00—Erskine Hawkins Orch.—WMAQ
11:30—Emil Flindt Orch.—WCFL
11:30—Bob Crosby Orch.—WGN
11:30—Paul Pendarvis Orch.—WBBM
11:30—Blue Barron Orch.—WMAQ WLW
12:00—Shep Field Orch.—WGN
12:00—Nite Watch (to 4)—WIND
12:00—Tony Cabot Orch.—WBBM
12:00—Voice of Hawaii—WMAQ
12:00—Lawrence Walk Orch.—WENR
12:30—Hugo DePaul Orch.—WGN
12:30—Henri Gendron Orch.—WBBM
12:30—Freddie Ebener Orch.—WMAQ
12:30—Joe Sudy Orch.—WENR
1:00—Charlie Engeles Orch.—WBBM
1:00—Jack McLean Orch.—WGN

Short Wave Saturday

Moscow—3 p. m.—Broadcast in English. RAN, 31 m., 9.6 meg.

Schenectady—4 p. m.—El Chico, Spanish Revue. W2XAF, 31.4 m., 9.53 meg.

Boston—4 p. m.—Saturday afternoon variety. W1XAL, 25.4 m., 11.79 meg.

Berlin—5 p. m.—Fireworks at the weekend. DJD, 25.4 m., 11.77 meg.

Budapest—5 p. m. — Musical Variety. HAT4, 32.8 m., 9.12 meg.

London—5:20 p. m.—"Hindlip Hall — A Great House of England," a play by L. du Garde Peach. GSG, 16.8 m., 17.79 meg.; GSP, 19.6 m., 15.31 meg.; GSO, 19.7 m., 15.18 meg.; GSD, 25.5 m., 11.75 meg.; GSB, 31.5 m., 9.51 meg.

Caracas—6:15 p. m.—Orquesta Tupinaamba. YV5RC, 51.7 m., 5.8 meg.

Rome—6:30 p. m.—"American Hour." 2RO, 25.4 m., 11.81 meg.; IRF, 30.5 m., 9.83 meg.

Tokyo—7:15 p. m.—Chorus. JZK, 19.7 m., 15.16 meg.; JZJ, 25.4 m., 11.80 meg.

Berlin—8:15 p. m. — Merry-go-round. DJD, 25.4 m., 11.77 meg.

Tokyo—8:45 p. m.—A Talk on Current Problems; Samisen Concert. JZK, 19.7 m., 15.16 meg.

London—10 p. m.—"The Twilight Serenaders," fantasy in music and story. GSI, 19.6 m., 15.26 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m., 9.51 meg.

WIBA Sunday

A. M.
7:00—NBC Peerless Trio
7:15—NBC Cloister Bells
7:30—NBC Tonic Pictures
8:00—NBC Coast-to-Coast Bus
8:20—Melodies
8:45—News Edition
9:00—The Norwegian Hour
9:30—NBC Woodwind Ensemble
10:00—Sunday Song Service
10:15—Workers Alliance
10:30—NBC Madrigal Singers
11:00—First Congregational Church
P. M.
12:00—Tony Salerno's Orchestra
12:30—Noon News Edition
12:45—NBC Horse and Buggy Days
1:00—NBC The Magic Key
2:00—Children's Plays: Mrs. E. R. Schmidt
2:15—NBC Sunday Drivers
2:30—NBC Second Guessers
3:00—America Thru the Years
3:30—NBC World is Yours
4:00—NBC Tune Types
4:30—NBC Vincente Gomez
4:45—NBC Master Builder
5:00—NBC The Catholic Hour
5:30—Joe Tantillo's Orchestra
6:00—NBC Jack Benny & Company
6:30—NBC The Band Wagon
7:00—NBC Charlie McCarthy
8:00—Electricity Speaks
8:15—The New Norway
8:30—NBC Album of Familiar Music
9:00—Club Chanticleer
9:15—NBC Paradise Restaurant
9:30—Hollywood
9:45—Aloha Land
10:00—Night News Edition
10:15—Hollywood
10:30—Sunday Night Serenade
11:00—Club Chanticleer
11:15—NBC Hotel Schroeder Orch.
11:30—NBC Savoy Ballroom

Other Stations Sunday

A. M.
7:30—For Your Information—WJJD
7:30—Early Morning Melodies—WIND
8:00—Coast to Coast Bus—WLW WMAQ
8:00—Church Services—WTMJ
8:00—Everybody's Hour—WLS
8:30—Melody Moments—WCFL
8:30—Wings Over Jordan—WBBM
9:00—Little Brown Church—WLS
9:00—Radio Pulpit—WMAQ
9:00—Church of the Air—WBBM
9:15—Safety Program—WTMJ
9:30—Rhythm Masters—WTMJ
9:30—Ancient Instruments—WMAQ
10:00—Bureau of Missing Persons—WJJD
10:15—Neighbor Nell—WMAQ
10:15—N. U. Reviewing Stand—WGN
10:30—Safety Program—WBBM
11:00—Southernaires—WLS
11:00—Silver Strings—WMAQ
11:00—Peoples Church—WJJD
11:15—Voice of Romance—WBBM
11:30—World We Live In—WBBM
11:30—Radio City Music Hall—WLW
11:30—Your Business—WGN
11:30—U. C. Roundable—WMAQ
11:55—Weather; Markets—WLS
P. M.
12:00—Shakespeare's England—WMAQ
12:00—Radio City Music Hall—WENR
12:15—Sweetheart Songs—WGN
12:30—Horse and Buggy Days—WENR
12:30—Men With Wings—WGN WLW
12:45—Say It With Music—WMAQ
1:00—Of Men and Books—WBBM
1:00—Magic Key—WTMJ WLW WENR
1:00—Question-Air—WMAQ
1:15—Bob Becker Dog Chat—WGN
1:25—Sox vs. St. Louis—WBBM WGN WJJD WCFL
1:30—Kidoodlers—WMAQ
1:45—From Brazil—WMAQ
2:00—Sunday Drivers—WMAQ
2:00—Smoke Dreams—WLW WENR
2:15—Cardinals vs. Dodgers—WIND
2:30—Rangers Serenade—WMAQ
2:30—Second Guessers—WENR
3:00—Sunday Vespers—WENR
3:00—Strange As It Seems—WMAQ
3:15—A Step Ahead—WMAQ
3:30—The World Is Yours WMAQ WTMJ
3:30—Benno Rabinoff—WENR
3:45—Barry McKinley—WENR
4:00—There Was a Woman—WENR
4:30—Ben Bernie—WBBM
4:30—Vicente Gomez—WENR WTMJ
4:30—Spelling Bee—WMAQ
4:45—The Master Builder—WENR
5:00—Amateur Hour—WENR
5:00—Silver Theater—WBBM
5:00—Lone Ranger—WGN
5:00—Catholic Hour—WMAQ
5:30—Laugh Line—WBBM
5:30—Show of the Week—WGN
5:30—A Date of Today—WLW WMAQ
6:00—People's Platform—WBBM
6:00—Jack Benny—WLW WMAQ WTMJ
6:00—Dick Jurgens Orch.—WGN
6:00—Popular Classics—WENR
6:15—Suppertime Frolic—WJJD
6:30—Wayside Theater—WBBM
6:30—Musical Steelmakers—WGN
6:30—Seth Parker—WTMJ WENR
6:30—Band Wagon—WMAQ
7:00—Cubs vs. St. Louis—WIND
7:00—Orson Welles—WBBM
7:00—Your Sunday Date—WGN
7:00—Variety Hour WLW WTMJ WMAQ
7:30—Songs We Remember—WLS
8:00—Merry-Go-Round—WMAQ
8:00—Tiny Hill Orch.—WGN
8:00—Playhouse—WENR WLW
8:00—Sunday Evening Hour—WBBM
8:30—Walter Winchell—WLW WENR
8:30—Sunday Eve. Club—WIND
8:30—Familiar Music—WTMJ WMAQ
8:45—Irene Rich—WENR WLW
8:45—Bob Crosby Orch.—WGN
9:00—Charlie Agnew Orch.—WIND
9:00—Russ Morgan Orch.—WENR
9:00—Riddles in Rhythm—WBBM
9:00—Good Will Hour—WGN
9:00—Horace Heidt—WLW WMAQ
9:15—Vocal Varieties—WENR
9:30—Vocal Varieties—WMAQ
9:30—Cheerio—WENR WTMJ
9:30—Headlines & By-Lines—WBBM
10:00—Count Basie Orch.—WBBM
10:15—Johnny Messner Orch.—WENR
10:15—Dick Jurgens Orch.—WGN
10:30—Paul Pendarvis Orch.—WBBM
10:30—Abe Lyman Orch.—WMAQ
10:30—Earl Hines Orch.—WENR
10:40—Roger Pryor Orch.—WGN
11:00—Moon River—WLW
11:00—Jerry Blaine Orch.—WGN
11:00—All Nations Church—WCFL
11:00—Henry King Orch.—WBBM
11:00—Dance Music (to 12)—WTMJ
11:30—Music As You Desire It—WENR
11:00—Lawrence Welk Orch.—WMAQ
11:30—Lou Saillies Orch.—WBBM
11:30—Bob Crosby Orch.—WGN
11:30—Earl Hines Orch.—WMAQ
11:45—Chick Webb Orch.—WENR
12:00—Nite Watch (to 4)—WIND
12:00—Leon Mojicas Orch.—WENR
12:00—Tony Cabot Orch.—WBBM
12:00—Savoy Sultan Orch.—WGN
12:00—Dean Hudson Orch.—WMAQ
12:30—Henri Gendron Orch.—WBBM
12:30—Dean Fossler, Organ—WMAQ
12:30—Jose Manzanares Orch.—WGN
12:30—Barney Rapp Orch.—WENR
1:00—Bob Crosby Orch.—WGN

Four Big 10 Tilts to Be Broadcast

Four football games involving Big Ten teams will be broadcast Saturday in the Madison area.

The Wisconsin-Marquette battle at Camp Randall stadium will be aired by WIBA, WHA, WTMJ, and WISN at 1:45 p. m. At the same hour, the Minnesota-Nebraska game will be broadcast by WMAQ, WCCO, and KSTP, and the Northwestern-Kansas State tilt by WJJD. The Ohio State-Indiana game will be carried by WLW at 12:45 p. m. That station may broadcast part of the Notre Dame-Kansas encounter after the Big Ten game.

Other attractions Saturday:

11:30 a. m.—Farm and Home Hour (WIBA, WMAQ): Colorado 4-H club members.

1 p. m.—Col. Robert R. McCormick (WMAQ): replies to Sen. Sherman Minton (d., Ind.) on freedom of the press.

"STAINS GO LIKE MAGIC WITH BAB-O. I JUST SPRINKLE A LITTLE BAB-O ON A DAMP CLOTH AND RUB GENTLY TO KEEP MY HOUSEHOLD BRIGHT AND CLEAN. BAB-O IS THE BEST CLEANER I EVER USED. I CAN'T PRAISE IT ENOUGH."

From a user's letter (Minnesota). Name on request.

Why thousands are switching to Bab-O

Join the two million women who save time and needless drudgery with Bab-O, because Bab-O dissolves grease. It makes cleaning amazingly easier than scouring and scrubbing with ordinary cleansers. For once grease is gone, stain and grime come off with a wipe.

Prove this by trying Bab-O on your bathtub, sink or refrigerator. It can't harm costly enamel—is easier on hands. Costs less because it goes further. So get Bab-O with your next grocery order—today. Save work—save money—save porcelain surfaces.

TUNE IN "DAVID HARUM" 11:00 A. M. E.S.T. Monday thru Friday NBC Red Network.

LOOK! Special offer on every can

BAB-O
The GREASE-DISSOLVING Cleaner

NEW "BUILDER-UPPER" CEREAL WINS TOWN!

Try This Brand New Breakfast Treat Tomorrow!

Delicious! Vitally different! Little Kurnels with the 2 big extras has captured the town! Grocers say they never have seen a new breakfast food sell so fast. Everyone's talking about the delightful new extra crispness that doesn't "wilt" or go "soggy" in milk or cream. Big cheers, too, for that other "extra." In every serving of Little Kurnels, there's actually more "builder-upper" mineral (calcium) than in an extra ½ glass of milk! So do as thousands are doing! Switch to Little Kurnels. Children love its lasting crispness! And they need its mineral for strong teeth, rugged bodies. Grown-ups, too, need calcium. So play safe. Beginning tomorrow, give the whole family this great new breakfast discovery with the 2 extras everybody's talking about. Ask your grocer for Little Kurnels today.

LISTEN TO SPORTS REVIEW EVERY NIGHT WLS—7 P. M. CHICAGO TIME

New Ready-To-Eat Wheat Cereal
LITTLE KURNELS

GREET THIS AUTUMN "CLEAN-UP" BRIGADE

SPECIAL SATURDAY, OCT. 1ST

BROOMS Elmdale Quality ..... Ea. 47c
CLEANSER Dirgo ..... Can 5c
BLEACH Energy Full Strength .... Qt. Btl. 15c
WINDEX Washes Windows Without Water .... Btl. 17c
WINDEX SPRAYS ... each 12c
CLOTHES PINS .... 2 doz. 5c
MOP STICKS Best Grade .... Ea. 10c
MOP HEADS 8-oz. Size ..... Ea. 15c
SCRUB BRUSHES Our Best, Ea. 25c
Gloss Starch Shur-fine .... 3 lb. pkgs. 25c
Clothes Lines Keystone Sash Cord, Ea. 23c
LYE Elmdale Full Strength ..... 3 cans 25c

P and G SOAP 7 Giant Bars 25c

Johnson's Glo-Coat Pint Can 59c ½ Pint Free

FREE A 25c Tube of Johnston's Blem Spot Remover With Each Bottle JOHNSON'S FURNITURE POLISH A 64c Value All for 39c

KIRK'S HARD WATER CASTILE SOAP 4 Bars 19c

SHINOLA SHOE POLISH Liquid or Paste Each 9c

C AND H CANE SUGAR 10 LB. BAG 51c

NAVY BEANS CHOICE MICHIGAN HAND PICKED 3 LBS. 13c

MACARONI OR SPAGHETTI A FINE VALUE 4 LBS. 25c

Cenwis Bread 24 oz. Loaf 10c
Weber's Pan Biscuits ... Doz. 10c
Wisconsin's Finest Butter Lb. Print 28c
Sugar or Struessel Coffee Cake 15c
Danish Ass't Rolls ..... Doz. 28c
Pumpkin Spice Layer Cakes ..... Ea. 29c

New Dry Onions 10 Lb. Bag 19c
Hollandale Potatoes 15 Lb. Peck 19c
Sweet Potatoes 6 Lbs. 25c
Delicious Apples 4 Lbs. 25c
Fresh Garden Peas or Green Beans 9½c
252 Calif. Oranges Dozen 21c

RESTOCK THE PANTRY

ELMDALE
Peas .... 3 17-oz. cans 23c
Elmdale Wax Beans .... 2 20-oz. cans 19c
Elmdale Green Beans .... 2 20-oz. cans 19c
Shurfine Fancy Red Salmon .... 16-oz. can 25c
Shurfine Tomato Juice .... 3 20-oz. cans 25c
Shurfine Salad Dressing .... Qt. Jar 35c

S. O. S. Magic Scouring Pads "The Soap Is in the Pad" Cleans and Polishes In One Operation 2 4-Pad Pkgs. 27c 8-Pad Pkg. 23c

TIMMES SELF RISING Pancake or Buckwheat Flour 5 Lb. Bag 21c

A PERFECT DINNER
Hot Shurfine Tomato Juice
Leg O' Lamb
Baked Potatoes Currant Jelly
Dr. Phillips' Grapefruit Salad
Shurfine Salad Dressing
Hot Pan Rolls Butter
Lemon Layer Cake Shurfine Coffee

• ARMOUR'S STAR LEG O' LAMB Rich in Flavor Always Tender ... Lb. 27c
• Fresh Ground Meat for Loaf, lb. 19c A Tasty Blend, Beef - Pork - Veal
• Armour's BACON Squares . . lb. 21c Economical, Boil with Green Beans
• Armour's Beef Liver . lb. 19c A Rich Blood Builder
• Armour's Home Style Ring Bologna, lb. 19c Bring to Boil. Serve Hot.
• Fresh Dressed Broiling Chickens . . lb. 24c

ZION PARTY MIX CANDIES 12-oz. Pkg. 23c

TIMELY HOME NEEDS
Shurfine Coffee .... Lb. Bag 25c
Shurfine Milk .... 4 14½-oz. cans 25c
Viking Fresh Coffee .... 2 lbs. 33c
French's Bird Seed 19-oz. pkg. 15c
French's Bird Gravel .... 24-oz. pkg. 10c
Dr. Phillip's GRAPE-Fruit .... 2 20-oz. cans 29c

BUTTER-NUT COFFEE Regular or Drip Grind 1 Lb. Tin 29c

Chow Mein Noodles with each can of La Choy Prepared Chow Mein

BOTH for 25c

BRER RABBIT Pure New Orleans Molasses Green Label 1½ Lb. Can 15c

ZION CHOCOLATE MOUND COOKIES A 25-Cent Value 17c Per Pound

MORTON'S SALT Plain or Iodized 2 26-oz. Pkgs. 17c

GOLD MEDAL KITCHEN TESTED FLOUR 5 Lb. Bag 27c 24½ lb. Bag 83c 49 lb. Bag $1.59

WOODBURY'S BEAUTY SOAP Contains Vitamin D 3 Bars 25c

NEW MEMBER IRENE'S GROCERY—560 North Street Many Extra Specials Saturday

MEMBERS OF N.R.O.G. CENTRAL WISCONSIN FOOD STORES HOME-OWNED HOME-MANAGED THE WORLD'S LARGEST FOOD DISTRIBUTORS