Radio

FREQUENCIES

WIBA	1310	WCFL	1000	KMOX	1120
WHA	970	WIBU	1240	WGN	720
WLW	700	WENR	890	WIND	560
WBBM	780	WTMJ	620	WJJD	1160
WCCO	830	WMAQ	670	WLS	890

WHA and WHA-FM Sunday

5:00 Symphony Hall
10:25 News
10:30 Reviewing Stand
11:00 Concert
11:55 News
12:00 Sunday Musicale
1:30 News
1:45 Veteran Wants to Know
2:00 Encore
3:00 Meet the Press
3:30 Scandinavian Hour
4:00 Southland Singing
4:15 Sunday Music Hour

WHA-FM ONLY

5:25 Tabernacle Choir
5:30 London Forum
6:00 News
6:15 Dinner Musicale
6:45 Operetta Favorites
7:00 Concert Hour
7:30 Wisconsin Yarns
8:00 Chamber Musicale
8:25 News
8:30 Concert Hall
9:00 Voices of Strings
9:30 Edmund Hockridge
10:00 News

OTHER STATIONS SUNDAY

—MORNING—

6:05 Sunrise Serenade WIND
7:00 Country Church WGN
7:00 Ave Maria Hour WTMJ
7:05 Organ Music WIBA
7:15 The Trumpeteers WBBM
7:30 Carolina Calling WBBM
7:30 Musical Clock WIBU
7:30 Interfaith Service WTMJ
7:30 Sermons in Song WIBA
7:35 Cathedral of Music WGN
7:45 Voice of the Army WIBA
7:45 Sacred Heart WJJD
8:00 Coast to Coast Bus WCFL
8:00 Ev. Lutheran Service WTMJ
8:00 Young Peoples Church WIBU
8:05 Children's Hour WLS
8:15 Story to Order WIBA WMAQ
8:15 Christian Science WJJD
8:15 Salt Lake City Choir WBBM
8:30 Masters of Rhythm WTMJ
8:30 Tone Tapestries WIBU
8:30 Capital Cathedral WIBA
8:45 Sacred Heart WIBA
8:45 Johnson Family WBBM
8:45 Religion in the News WMAQ
9:00 National Radio Pulpit WMAQ
9:00 Church of the Air WBBM
9:00 Radio Bible Class WIBU
9:00 Sunday Devotions WIBA
9:00 Hawaii Calls WGN
9:15 The Pet Parade WIBA
9:15 Little Brown Church WLS
9:30 Invitation to Learning WBBM
9:30 Voice of Prophecy WIBU
9:30 Bethel Lutheran Church WIBA
10:00 Voices Down the Wind WMAQ
10:00 Bahai Program WJJD
10:00 Unitarian Society WIBA
10:05 Wings Over Jordan WBBM
10:15 Sunday Melody WIBA
10:15 Dixie Four WIBU
10:15 Human Rights WJJD
10:15 Fine Arts Quartet WLS
10:30 Hour of Faith WLS
10:30 1st Lutheran Church WIBU
10:30 Reviewing Stand WGN
10:30 Democracy USA WBBM
10:45 Science Frontiers WBBM
10:45 Holiday Tunes WIBA
10:45 Bob Houston WMAQ
11:00 World Front WMAQ
11:00 Peoples Church WJJD
11:00 Bible Fellowship WIBU
11:15 Congregational Church WIBA
11:30 Eternal Light WMAQ
11:30 Farm Hour WIBU
11:30 Lutheran Hour WGN
11:30 As Others See Us WBBM

—AFTERNOON—

12:00 Music at Noon WIBA
12:00 Borth Sisters WIBU
12:00 America United WMAQ
12:15 This Is America WTMJ
12:15 Raymond Swing WENR
12:30 Doorway to Life WBBM
12:30 Hello Wisconsin WIBA
12:30 Toby, Chore Boys WIBU
12:30 Amateur Hour WENR
12:30 Wayne King WTMJ
12:30 U. C. Roundtable WMAQ
12:45 Joey Tantillo Orch. WIBA
12:45 World Series WGN
1:00 Robt. Q. Lewis WBBM
1:00 Robt. Merrill WIBA WMAQ WTMJ
1:30 Bob Reid Sings WBBM
1:30 Jas. Melton WIBA WMAQ WTMJ
1:30 Sunday Vespers WENR
1:45 Here's to You WBBM
1:55 Football WJJD WIND
2:00 CBS Symphony WBBM
2:00 Madison Talks It Over WIBA
2:00 Football WTMJ
2:00 Story of Lassie WENR
2:00 Eddy Howard Orch. WMAQ
2:30 Dress-Up Quiz WGN
2:30 One Man's Family WIBA WMAQ
2:30 Old Timers WIBU
3:00 House of Mystery WGN
3:00 Watertown Parade WIBU
3:00 Quiz Kids WIBA WMAQ
3:00 Sammy Kaye Orch. WENR
3:30 Hour of Charm WBBM
3:30 Detective Story WGN WIBU
3:30 The Law and You WIBA
3:30 Patti Page WENR
3:30 Musicana WMAQ
3:45 Nursery Schools WIBA
4:00 Family Hour WBBM
4:00 The Shadow WGN WIBU
4:00 Theater WIBA WMAQ
4:00 Bill Lance WENR
4:30 Jean Sablon WBBM
4:30 Quick As a Flash WGN WIBU
4:30 David Harding WENR
4:30 Open House WTMJ
5:00 Ozzie & Harriet WBBM
5:00 Those Websters WGN WIBU
5:00 Drew Pearson WENR
5:00 Catholic Hour WMAQ
5:15 Gems of Melody WIBA
5:30 Ginny Simms WBBM
5:30 Playhouse WTMJ
5:30 Nick Carter WGN WIBU
5:30 Star Preview WIBA WMAQ
5:30 Greatest Story WENR

—EVENING—

6:00 Gene Autry WBBM
6:00 Jack Benny WIBA WMAQ
6:00 Sherlock Holmes WGN WIBU
6:30 Blondie WBBM
6:30 Bandwagon WIBA WMAQ
6:30 Gabriel Heatter WGN WIBU
6:30 Exploring the Unknown WENR
7:00 Sam Spade WBBM
7:00 Edg. Bergen WIBA WMAQ WTMJ
7:00 Mediation Board WGN
7:00 Lutheran Hour WIBU
7:00 Detroit Symphony WLS
7:30 Crime Doctor WBBM
7:30 Lutheran Laymen WIND
7:30 Jimmie Fidler WGN WIBU
7:30 Fred Allen WIBA WMAQ WTMJ
7:45 Hebrew-Christian Hr. WIBU
8:00 Corliss Archer WBBM
8:00 Your Children Today WGN
8:00 Back to God Hour WIBU
8:00 Walter Winchell WENR
8:00 Merry Go Round WIBA WMAQ
8:15 Louella Parsons WENR
8:30 Tony Martin WBBM
8:30 Jim Backus WGN WIBU
8:30 Theater Guild WENR
8:30 Familiar Music WIBA WMAQ
9:00 Christopher Wells WBBM
9:00 Stars of Tomorrow WGN
9:00 Old Time Religion WIBU
9:00 Garry Moore WIBA WMAQ WTMJ
9:30 Principals' Club WBBM
9:30 Jimmie Fidler WENR
9:30 Pres. Truman WIBA WMAQ WGN
9:45 Beryl by Candlelight WENR
10:00 The Answer Man WGN
10:00 Revival Hour WIBU
10:15 Request for Security WMAQ
10:15 Behind the News WIBA
10:15 A Place to Live WENR
10:15 Harry Cool Orch. WGN
10:15 Peoples Platform WBBM
10:30 Bus. and Prof. Women WIBA
10:30 Symphonette WMAQ
10:45 Guest Star WENR
10:45 Sunday Musicale WIBA
10:45 Samuel's Trio WBBM
11:00 Jose Melis Orch. WBBM
11:00 Tommy Carlyn Orch. WGN
11:05 Beasley Smith WIBA
11:15 Benny Strong Orch. WENR
11:30 Marty Gould Orch. WBBM
11:30 Buddy Moreno Orch. WGN
11:30 Fine Arts Quartet WENR
11:30 Dave Garroway WMAQ
11:30 Henry Russell Orch. WIBA
11:45 Tony Di Pardo Orch. WGN
12:00 Salon Concert WTMJ
12:00 Midnight Matinee WBBM
12:00 David LeWinter Orch. WGN
12:00 Promenade Concert WMAQ
12:00 Off the Record WENR
12:05 Night Watch (to 6) WIND
12:15 Harry Cool Orch. WGN
12:30 Sherman Hayes Orch. WGN
12:30 Footlight Favorites WENR
12:45 Tay Voye Orch. WBBM
1:00 Matinee at Midnight WBBM

FRIDAY RADIO PAGE

NEWS BROADCASTS

SUNDAY

A. M.			P. M.		
6:00	WIND	KMOX	12:15	WENR	WIBA
6:30	WIND		1:30	WHA	
7:00	WIBA	WIBU	2:15	WENR	
7:00	WBBM	WIND	2:30	WENR	
7:30	WGN		2:45	WBBM	
8:00	WIBA	WMAQ	5:00	WIBA	WENR
8:00	WLS	WBBM	5:15	WTMJ	WENR
8:55	WGN		7:00	WIND	
9:00	WLS	WIND	7:35	WBBM	
9:30	WJJD	WIND	8:00	WENR	WIND
9:45	WMAQ	WGN	9:00	WIND	
10:00	WLS	WIND	10:00	WBBM	WIND
10:00	WIBU	WBBM	10:00	WIBA	WMAQ
10:25	WHA	WGN	10:00	WTMJ	WENR
10:45	WTMJ		10:15	WIBA	
11:00	WIBA	WIND	10:30	WGN	WCCO
11:25	WGN		10:45	WGN	
11:55	WHA		11:00	WIBA	WENR
			11:00	WMAQ	WIND
			11:55	WIBA	
12:00	WTMJ	WIND	12:55	WMAQ	
12:00	WBBM	WGN	1:00	WIND	WGN

Sports Reviews

SUNDAY

P. M.		P. M.	
1:40	WJJD	4:30	WIND
1:46	WIND	8:30	WIND
		10:20	KMOX

WHA MONDAY

7:30 Band Wagon
7:45 News
7:58 Program Review
8:00 Music You Want
8:30 Weather Report
8:33 Morning Melodies

WHA and WHA-FM

9:00 News and Views
9:15 Musical Greeting
9:30 Ranger Mac
9:50 Music
9:55 Weather Report
10:00 Homemakers
10:30 Wisconsin Words
10:45 Piano Melodies
11:00 Prof. Cameron
11:50 Noon Musicale
12:30 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Exploring Science
1:58 Weather Report
2:00 Following Congress
2:30 Music of Masters
3:00 News
3:45 Editor's Desk
4:00 Masterworks
4:30 Rehabilitation
4:45 Waltz Lives On
5:00 Musical Varieties

WHA-FM ONLY

5:15 Musical Varieties
5:30 Music Album
5:45 News
5:55 Sports Roundup
6:00 Dinner Musicale
6:30 BBC Newsreel
6:45 Operetta Favorites
7:00 Organ Concert
7:30 FM Pioneers
8:00 Music of Masters
9:00 Concert Hour
9:30 News
9:45 Night Music

OTHER STATIONS MONDAY

—MORNING—

5:00 Country Hour WBBM
5:00 Smile a While WLS
5:30 Breakfast Frolic WJJD
5:30 Early Bird WMAQ WIND
5:30 Farm Hour WGN
5:35 Top o' the Morning WTMJ
6:00 Paul Gibson WBBM
6:00 Farm Bulletin Board WLS
6:00 Farm Frolic WIBA
6:00 Old Time Music WGN
6:05 Dawn Serenade WIND
6:15 Town and Farm WMAQ
6:15 Morning Devotions WLS
6:30 Rural Roundup WIBU
6:30 Prairie Ramblers WLS
6:30 Musical Clock WIBA
6:30 Farm Service WGN
7:00 Sage Riders WLS
7:00 Norman Ross WMAQ
7:05 Farm Service WIBU
7:05 Musical Clock WIBA
7:15 Rex Allen, Range Riders WLS
7:30 Listen to Cliff WBBM
7:30 Happy Hank WLS
7:30 State Journal News WIBA
7:45 Farm Frolic WIBU
7:45 Morning Parade WIBA
8:00 Editor's Diary WIBU
8:00 Your Neighbor WMAQ
8:00 Simon Speaks (to 10) WJJD
8:00 Breakfast Club WLS WCFL
8:05 Morning Parade WIBA
8:15 Betty WIBA
8:15 Two Ton Baker WGN
8:15 Shady Valley Folks WIBU
8:30 Paul Gibson WBBM
8:30 Norman Ross WMAQ
8:30 Happy Birthday WGN
8:30 Trading Post WIBA
8:45 Wishing Well WGN
9:00 Fred Waring WMAQ WIBA WTMJ
9:00 Mr True Story WLS
9:15 To You, Mi Lady WGN
9:15 Hebrew-Christian Hour WIBU
9:25 Betty Crocker WLS
9:30 Evelyn Winters WBBM WCCO
9:30 Say It With Music WIBU
9:30 Road of Life WMAQ WIBA WTMJ
9:30 Norman Ross WGN
9:45 Joyce Jordan WIBA WMAQ
9:45 David Harum WBBM WCCO
9:45 Listening Post WLS
10:00 Tom Breneman WLS
10:00 Arthur Godfrey WBBM WCCO
10:00 June Baker WGN
10:00 Nelson Olmsted WMAQ
10:00 Morning Melody WIBA
10:15 Katie's Daughter WIBA WMAQ
10:30 Galen Drake WLS
10:30 Grand Slam WBBM WCCO
10:30 Heart's Desire WIBU WGN
10:30 Jack Berch WIBA WMAQ WTMJ
10:45 Lora Lawton WIBA WMAQ WTMJ
10:45 Rosemary WBBM WCCO
11:00 Elson and Simon WJJD
11:00 Welcome Travelers WLS
11:00 Wendy Warren WBBM WCCO
11:00 Kate Smith WIBU WGN
11:00 Linda's First Love WIBA
11:00 Food Magician WMAQ
11:00 Today's Children WTMJ
11:15 Echoes from the Tropics WMAQ
11:15 All Churches' Hymns WTMJ
11:15 Mary Foster WIBA
11:15 Victor H. Lindlahr WGN
11:15 Aunt Jenny WBBM WCCO
11:20 Farm and Home Hour WIBU
11:30 Helen Trent WBBM WCCO
11:30 Musical Milkwagon WMAQ
11:30 Light of the World WTMJ
11:35 Farm Roundup WIBA
11:45 Claudia WGN
11:45 Our Gal Sunday WBBM WCCO

—AFTERNOON—

12:00 Dinner Bell Time WLS
12:00 Big Sister WBBM WCCO
12:00 Let's Have Fun WGN
12:00 The Grenadiers WTMJ
12:05 Farm Roundup WIBA
12:15 Farm Service WIBA
12:15 Ma Perkins WBBM WCCO
12:30 Young Dr. Malone WBBM
12:30 Elizabeth Hart WMAQ
12:45 Believe It or Not WMAQ
12:45 Famous Names WGN
12:45 Guiding Light WBBM WCCO
1:00 Mrs. Burton WBBM WCCO
1:00 Queen for a Day WGN
1:00 Today's Children WIBA WMAQ
1:00 Big Sister WTMJ
1:00 Ted Malone WLS
1:10 Si Hays and Daughter WIBU
1:15 Woman in White WIBA WMAQ
1:15 School Time WLS
1:15 Young Dr. Malone WTMJ
1:15 Perry Mason WBBM WCCO
1:27 Holly Sloane WMAQ
1:30 Look Your Best WBBM
1:30 Martin Block WGN
1:30 Holly Sloane WIBA
1:30 Skip Farrell WTMJ
1:30 Bride and Groom WLS
1:30 Simon Speaks WJJD
1:30 Queen for a Day WIBU
1:40 Betty Crocker WMAQ
1:45 Light of the World WMAQ

FOOTBALL

CARDINALS

VS

CHICAGO BEARS

WJJD

1160 on Your Dial

1:55 p. m.

Jack Brickhouse reporting

YOUR RADIO HOSTS:

ATLAS Prager BEST BEER IN TOWN

RICH REWARD!

Collect yourself a barrel of laughs as reward for listening to "Those Websters"! Hear America's most lovable family turn every-day living into a topsy-turvy treat. This rollicking hit show is brought to you every week direct from Hollywood by delicious Quaker Oats. Tune in—*for fun!*

"THOSE WEBSTERS"

WIBU 5:00 p. m.

TODAY AND EVERY SUNDAY

Today's Aces

Special Events

9:30 p. m. — Pres. Truman (WIBA): and Charles Luckman on food conservation.

* * *

Religion

9 a. m. — National Radio Pulpit (WMAQ): returns to the air; Dr. Ralph W. Sockman on "Displaced Minds" . . . **Church of the Air** (WBBM): Elder M. E. Petersen, Mormon.

10:30 a. m. — Hour of Faith (WLS): the Rev. M. J. Watley on "Paul, the Great Saint, Greatest Missioner."

11 a. m. — Peoples Church (WJJD): "What to Do Next."

1:30 p. m. — National Vespers (WENR): Bishop G. Bromley Oxnam on "The Triumph That Lies in Defeat."

5 p. m. — Catholic Hour (WMAQ): the Rt. Rev. Msgr. Joseph McGlinchey on "These Are the Missions;" the Rev. J. J. Mitty on mission work.

* * *

Discussion

10:30 a. m. — Reviewing Stand (WHA): "Should We Resume Price Controls Now?"; Mrs. R. M. Kiefer, National Association of Retail Grocers; Alex Elson, Chicago city rent commission; Ralph Helstein, CIO United Packing House Workers.

11 a. m. — World Front (WMAQ): Gil Kingsbury reports from London.

12:30 p. m. — Round Table (WMAQ): "The Meaning of the Marshall Plan;" Profs. Herman Finer, and Lloyd Metzler, Dean B. M. Loomer, University of Chicago.

2 p. m. — Encore (WHA): introductory psychology, Prof. Norman Cameron.

3:30 p. m. — The Law and You (WIBA): George Hadland, chief conservation warden, and Atty. W. S. Stafford on "Negligence and the Law of Hunting."

3:45 p. m. — Pre-School Nurseries (WIBA): the Rev. W. B. Waltmire, stories of three Madison parents.

* * *

Drama

11:30 a. m. — Eternal Light (WMAQ): story of Catholic bishop who saved condemned Jews' Torah.

12:30 p. m. — Doorway to Life (WBBM): at new time.

3 p. m. — House of Mystery (WGN): tale of an Irish ghost.

4 p. m. — Theater (WIBA): new series with Howard Lindsay as master of ceremonies; "A Connecticut Yankee in King Arthur's Court."

4:30 p. m. — Counterspy (WENR): plus talk by Rear Admiral E. M. Zacharias, former intelligence chief.

5:30 p. m. — Hollywood Star Preview (WIBA): Robert Young, Gloria Grahame . . . **The Greatest Story** (WENR): story of a boy's sacrifice for ailing grandfather.

6:30 p. m. — Exploring the Unknown (WENR): William Eythe in account of science's war on airplane injuries.

8:30 p. m. — Theater Guild (WENR): June Duprez, Basil Rathbone in "The Admirable Crichton."

9 p. m. — Christopher Wells (WBBM): and a poor little rich boy.

* * *

Music

9 a. m. — Symphony Hall (WHA): "Belshazzar's Feast," Walton; "Consecration of the House," Beethoven.

1 p. m. — Robert Merrill (WIBA): and Susan Reed; "Donkey Serenade," "I'll See You Again," "Black Is the Color of My True Love's Hair," "Petticoat Lane," "Le Danza."

1:30 p. m. — James Melton (WIBA): "Lady of Spain," "In the Gloaming," "Little David, Play on Your Harp," "Mattinata," "Student Prince" serenade.

2 p. m. — CBS Symphony (WBBM): Bernard Hermann, conductor; Eileen Farrell, William Hess, and Chester Watson in "L' Enfant Prodigue," Debussy, plus "Water Music," Handel-Harty; "The Walk to the Paradise Garden," Delius; "On Hearing the First Cuckoo in Spring," Delius.

HOWARD LINDSAY
WIBA at 4

3:30 p. m. — Hour of Charm (WBBM): "Temptation," "Almost Like Being in Love," "I Wonder Who's Kissing Her Now," "Peg o' My Heart," "Ask Anyone Who Knows" . . . Patti Page (WENR): new series.

4 p. m.—Family Hour (WBBM): includes talk by Warren R. Austin; music, "El Relicario," "Liebestraum," "That's My Desire," "Yours Is My Heart Alone," "Freedom Train," "The Breeze and I."

5:30 p. m. — Ginny Simms (WBBM): "You Go to My Head," "I Wish I Didn't Love You So," "I See Your Face Before Me."

7 p. m. — Detroit Symphony (WLS): Karl Krueger, conductor; "Medea" overture, Cherubini; "Symphony in B Flat," Andre; "Symphony No. 1," Beethoven.

8 p. m. — Merry - Go - Round (WIBA): "All My Love," "I Have But One Heart," "Don't Tell Me," "When You Were Sweet 16."

8:30 p. m. — Familiar Music (WIBA): "Gypsy Love Song," "Deep in My Heart," "My Little Grey Home in the West," "Moon Love," "Lover."

* * *

Documentary

10:30 a. m.—Democracy U. S. A. (WBBM): story of and talk by Carol Brice.

9:30 p. m.—Chicago Principals Club (WBBM): "An Answer to 'Report Uncensored.'"

* * *

Variety

1 p. m. — Robert Q. Lewis (WBBM): at new time.

6 p. m.—Jack Benny (WIBA): returns to the air with Mary Livingstone, Phil Harris, Dennis Day, Rochester, Don Wilson.

6:30 p. m. — Bandwagon (WIBA): Alice Faye and Phil Harris return.

7 p. m. — Edgar Bergen (WIBA): and Charlie McCarthy; Don Ameche, guest.

7:30 p. m. — Eddie Cantor (WIBA): returns to the air; Jay (Mr. District Attorney) Joystyn and Len (Harrington) Doyle, guests.

JACK BENNY
WIBA at 3 and 6

Quiz

3 p. m.—Quiz Kids (WIBA): Jack Benny and Fred Allen, guests.

* * *

Sports

12:45 p. m. — World Series (WGN).

1:55 p. m.—Football (WJJD, WIND): Cardinals vs. Bears.

2 p. m.—Football (WTMJ): Packers vs. Rams.

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Miscellaneous

3:30 p. m.—Scandinavian Hour (WHA): new series; story of Leif Erickson's discovery of America, music by Ran Male chorus.

* * *

Monday's Daytime Aces

8 a. m. — Music You Want (WHA): "Suite No. 3, in D," Bach.

9 a. m. — Fred Waring (WIBA): "I'll See You in My Dreams," "I Had the Craziest Dream," other dream songs.

9:15 a. m. — To You, Milady, a Melody (WGN): new series.

9:25 a. m. — Betty Crocker (WLS): and actress Margery Wilson.

9:30 p. m. — Ranger Mac (WHA): "Bird Travelers."

10 a. m.—Homemakers (WHA): "Not-to-Be-Forgotten Fires," "To Know Good Poultry." . . . **Nelson Olmsted** (WMAQ): "Edna's Fruit Hat." . . . **June Baker** (WGN): with Mr. and Mrs. Louis Calhern.

11 a. m. — Food Magician (WMAQ): the story of cheese.

11:30 a. m.—Musical Milkwagon (WMAQ): "Apple Blossom Wedding," Brazil."

FRED ALLEN
WIBA at 3, and 7:30

12:30 p. m. — Farm Program (WHA): "Buy and Apply Commercial Fertilizer," C. J. Chapman; "What's Ahead in Live Stock Products," James Lacey.

1:30 p. m. — Exploring Science (WHA): "Soap and Water."

2:30 p. m. — Paul Whiteman (WENR): presents Mildred Bailey record of 1927.

3:45 p. m. — Adventure Parade (WIBU): "The Count of Monte Cristo."

4:30 p. m. — Rehabilitation (WHA): "Harvey Carlis, Cardiac."

5:15 p. m. — Lum 'n' Abner (WBBM): try to solve a mystery.

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MAUTZ

"88" ONE COAT FLAT PAINT

Washable, oil base paint for walls and ceilings. 8 pastel shades and white.

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Koltes & Esser Hdwe. — 324 W. Lakeside St.

EAST SIDE

Albright Grocery — 2809 Buckeye Road

Commercial Ave. Grocery — 2633 Commercial Ave.

Continental Stores — 6 North St.

Dunn's Grocery — 1306 Packers Ave.

Mell's Hardware — 2309 Atwood Ave.

Ralph E. Moore Station — 2605 E. Johnson St.

Harbort Pennco Station — 2040 Sherman Ave.

They're Back! Sealtest ICE CREAM STRAWBERRY Tarts

Pure vanilla ice cream topped with *crushed* strawberries and whipped cream. Are they good? You bet they are! And so easy to serve, too. Order from your neighborhood Sealtest dealer now.

Box of Four ONLY 57¢

NOW ON SALE at your neighborhood Sealtest dealer

Enjoy them tonight!

Luick Sealtest ICE CREAM

PICK PERSONALIZED PRESENTS for CHRISTMAS

MAIL ORDERS? O.K.!

Prove your early thoughts of worthwhile friendships by providing practical, personalized gifts that are different and appreciated. NOW is the time to order. We will wrap and mail at proper time for Christmas delivery. If a direct shipment gift, give us your name and address too and card will be included.

Personal present for perfect pals. Useful for busy folks.

100 for $1.25
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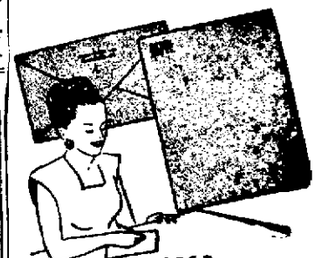

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Choice of first name, monogram, or complete name and address.

100 Sheets 50 Envelopes $1.89

If she takes pride in her jam, how she would love these.

2 pads $1.25
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Have they a bar? Cocktail size (No. 1); Dinner (No. 2); choice one line name or monogram.

No. 1 Size 100 for $1.50
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Disposable guest towels with monogram are an ideal gift.

25 for $1.50
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Send these early and they'll solve many gift sending problems.

2 pads $1.25
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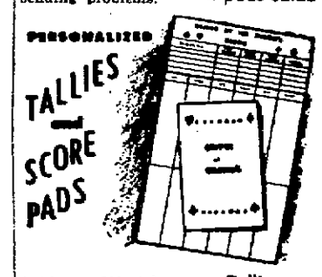

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