

# Radio Program Schedules by the Clock

## FRIDAY

WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 730 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00 Sunrise 6:15 Frolic 6:30 Musical 6:45 Clock	6:00 Top of the Morning 6:15 Moments on the Mount 6:30 News 6:45 Musical	6:00 News: Ray and Tom 6:15 Farm World 6:30 Chores: Markets	6:00 Silent 6:15 Silent 6:30 Rural 6:45 Roundup	6:00 News Roundup 6:15 News 6:30 Listen to Cliff 6:45 News	6:00 Bob Atcher 6:15 Dolch Hewitt 6:30 Happy Hank 6:45 News	6:00 The Bill Evans Show 6:15 The Bill Evans Show 6:30 News 6:45 News	6:00 Norman Ross 6:15 Norman Ross 6:30 News 6:45 News
7:00 News: Musical 7:15 News 7:30 News 7:45 News	7:00 Top O' Morning 7:15 Top of the Morning 7:30 News 7:45 Musical	7:00 Coffee Club 7:15 Coffee Club 7:30 News 7:45 News	7:00 News: Farm 7:15 News: Weather 7:30 News 7:45 News	7:00 News: Gold Coast 7:15 News: Gold Coast 7:30 Shopping 7:45 News	7:00 Breakfast 7:15 Breakfast 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News
8:00 Musical Clock 8:15 Market Basket 8:30 Musical Clock 8:45 News	8:00 Breakfast Club 8:15 Breakfast Club 8:30 News 8:45 News	8:00 Markets: Coffee Club 8:15 Markets: Coffee Club 8:30 News 8:45 News	8:00 Prayer League 8:15 Prayer League 8:30 Musical 8:45 Musical	8:00 Binge Crosby 8:15 Arthur Godfrey 8:30 Arthur Godfrey 8:45 Arthur Godfrey	8:00 My Story 8:15 My Story 8:30 Victor Lindlar 8:45 Victor Lindlar	8:00 News 8:15 News 8:30 News 8:45 News	8:00 Welcome 8:15 Welcome 8:30 News 8:45 News
9:00 Welcome 9:15 Trainers 9:30 Gilbert's Gals 9:45 Hearing Gals	9:00 My True Story 9:15 My True Story 9:30 Carson 9:45 Guller	9:00 Reverend 9:15 Reverend 9:30 Say It 9:45 With Music	9:00 News: Pioneer 9:15 News: Pioneer 9:30 News: Pioneer 9:45 News: Pioneer	9:00 Arthur Godfrey 9:15 Arthur Godfrey 9:30 Grand Slam 9:45 Rosemary	9:00 Capt. Stubby 9:15 Capt. Stubby 9:30 Kitchen Club 9:45 Kitchen Club	9:00 The Kellers 9:15 The Kellers 9:30 The Tom Moore Show 9:45 The Tom Moore Show	9:00 Love and Learn 9:15 Love and Learn 9:30 Dave Garaway 9:45 Jack Berch
10:00 Love and Learn 10:15 Dave Garaway 10:30 Jack Berch 10:45 Today's Music	10:00 Lady of the House 10:15 Lady of the House 10:30 News 10:45 News	10:00 Behind the Story 10:15 Behind the Story 10:30 News 10:45 News	10:00 Women's News 10:15 Women's News 10:30 News 10:45 News	10:00 Wendy Warren 10:15 Wendy Warren 10:30 Helen Trent 10:45 Helen Trent	10:00 Ladies Be Seated 10:15 Ladies Be Seated 10:30 Martha and Helen 10:45 Martha and Helen	10:00 Kate Smith 10:15 Kate Smith 10:30 Virginia Gale 10:45 Virginia Gale	10:00 Norman Ross 10:15 Norman Ross 10:30 News 10:45 News
11:00 Linda's 1st Love 11:15 Ranch Hands 11:30 News 11:45 Roundup	11:00 Ladies Be Seated 11:15 Ladies Be Seated 11:30 News 11:45 News	11:00 Here's Howard 11:15 Here's Howard 11:30 News 11:45 News	11:00 News: Madras 11:15 News: Madras 11:30 News: Madras 11:45 News: Madras	11:00 Big Sister 11:15 Big Sister 11:30 News 11:45 News	11:00 Farm World 11:15 Farm World 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News
12:00 News: Roundup 12:15 News: Roundup 12:30 News 12:45 News	12:00 Backstage 12:15 Backstage 12:30 News 12:45 News	12:00 Uncle Julius 12:15 Uncle Julius 12:30 News 12:45 News	12:00 Music Markets 12:15 Music Markets 12:30 News 12:45 News	12:00 2nd Mrs. Burton 12:15 2nd Mrs. Burton 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News	12:00 News 12:15 News 12:30 News 12:45 News
1:00 Double or Nothing 1:15 Double or Nothing 1:30 News 1:45 News	1:00 The Bob Swanson Show 1:15 The Bob Swanson Show 1:30 News 1:45 News	1:00 Ladies Be Seated 1:15 Ladies Be Seated 1:30 News 1:45 News	1:00 Farm Service 1:15 Farm Service 1:30 News 1:45 News	1:00 Nona's Nowhere 1:15 Nona's Nowhere 1:30 News 1:45 News	1:00 News 1:15 News 1:30 News 1:45 News	1:00 News 1:15 News 1:30 News 1:45 News	1:00 News 1:15 News 1:30 News 1:45 News
2:00 Life Beautiful 2:15 Life Beautiful 2:30 News 2:45 News	2:00 Life Beautiful 2:15 Life Beautiful 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News	2:00 News 2:15 News 2:30 News 2:45 News
3:00 Backstage Wife 3:15 Backstage Wife 3:30 News 3:45 News	3:00 Hannibal 3:15 Hannibal 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News	3:00 News 3:15 News 3:30 News 3:45 News
4:00 News: Madison 4:15 News: Madison 4:30 News 4:45 News	4:00 Jerry Harper 4:15 Jerry Harper 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News	4:00 News 4:15 News 4:30 News 4:45 News
5:00 Playtime 5:15 Playtime 5:30 News 5:45 News	5:00 Challenge of 5:15 Challenge of 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News	5:00 News 5:15 News 5:30 News 5:45 News
6:00 Light-Up Time 6:15 Light-Up Time 6:30 News 6:45 News	6:00 E. C. Hill: Fiesta 6:15 E. C. Hill: Fiesta 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News	6:00 News 6:15 News 6:30 News 6:45 News
7:00 Stars and Stripes 7:15 Stars and Stripes 7:30 News 7:45 News	7:00 The Fat Man 7:15 The Fat Man 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News	7:00 News 7:15 News 7:30 News 7:45 News
8:00 Screen Directors 8:15 Screen Directors 8:30 News 8:45 News	8:00 Ozzie and Harriet 8:15 Ozzie and Harriet 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News	8:00 News 8:15 News 8:30 News 8:45 News
9:00 Life of Riley 9:15 Life of Riley 9:30 News 9:45 News	9:00 Boxing 9:15 Boxing 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News	9:00 News 9:15 News 9:30 News 9:45 News
10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News	10:00 News 10:15 News 10:30 News 10:45 News
11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News	11:00 News 11:15 News 11:30 News 11:45 News

WIBA-FM 101.5 M. WWCW (WIBU), 94.9 M. WISC-FM 98.9 M.  
\* Starred programs are also carried on corresponding FM stations. FM channels:

### WFOV-FM

104.5 Mhz. FRIDAY

8:00 Yarn Patrol  
8:30 Clockwatchers  
9:00 Ben Lick  
9:10 Herb Kern  
9:30 Dance Band  
10:00 Morning Variety Show  
10:30 Show Tunes  
11:00 Show Tunes  
11:00 News  
11:05 Polka Time  
11:15 Marching Along  
11:45 Sacred Heart Program  
P. M.

12:00 News  
12:05 On a Tropical Isle  
12:30 Vic Damone  
12:35 Manhattan Moods  
1:00 News  
1:05 Paul Cantano  
1:15 Benny Lee  
1:30 10 Stafford  
1:35 Norman Rhythms  
1:55 News  
2:00 Paul Williams Show  
2:35 News  
3:00 Music Party  
3:30 Smooth Music  
3:55 News  
4:00 Duke Box Jamboree  
4:15 Kiddle Storyline  
4:30 Avino Rey  
4:55 News  
5:00 Off the Record  
5:35 News  
6:00 Musical Menu  
7:00 News  
7:05 Debut Show  
7:15 Debut Show  
7:30 Package of New Records  
7:45 News  
8:00 News  
8:05 News  
8:10 News  
8:15 News  
8:20 News  
8:25 News  
8:30 News  
8:35 News  
8:40 News  
8:45 News  
8:50 News  
8:55 News  
9:00 News  
9:05 News  
9:10 News  
9:15 News  
9:20 News  
9:25 News  
9:30 News  
9:35 News  
9:40 News  
9:45 News  
9:50 News  
9:55 News  
10:00 News  
10:05 News  
10:10 News  
10:15 News  
10:20 News  
10:25 News  
10:30 News  
10:35 News  
10:40 News  
10:45 News  
10:50 News  
10:55 News  
11:00 News  
11:05 News  
11:10 News  
11:15 News  
11:20 News  
11:25 News  
11:30 News  
11:35 News  
11:40 News  
11:45 News  
11:50 News  
11:55 News  
12:00 News

### Bill Boardman's SPOTLIGHT

Royal Philharmonic

**TIP O' THE MORNING:** Gregory Peck will star in the film version of "Appointment in Samarra."

Music-lovers who want to hear the Royal Philharmonic orchestra have been so insistent about buying tickets well in advance for the Nov. 27 concert that the Wisconsin Union boxoffice will begin receiving orders June 19.

The orchestra, with Sir Thomas Beecham conducting, will play in the University of Wisconsin stock pavilion under sponsorship of the Wisconsin Union music committee. Barbara Connell, Waukesha, is chairman.

Here's how the ticket sale will work, as announced by the Union: "Mail orders will be received starting June 19 at the boxoffice, with students and Union members receiving first preference.

"Students may leave names and stamped, self-addressed envelopes at the boxoffice before leaving the university this spring, and order blanks will be sent to them about June 16. Some student tickets will not be put on sale until Sept. 11 in order to take care of freshmen and other new students next fall."

PIANISTS: Four piano pupils of Stella Kayser of the Wisconsin School of Music won superior ratings in the recent competitive music festival conducted by the Federation of Music Clubs in Milwaukee.

They were Karl Hoppe, son of Mr. and Mrs. Paul E. Hoppe, 5737 Old Sauk rd.; Howard Goldberg, son of Mr. and Mrs. Mark Goldberg, 2802 Colgate rd.; Larry Heilprin, son of Mr. and Mrs. Bernard Heilprin, 3926 Manitoway Way, and Francesca Schumacher, daughter of Mr. and Mrs. Carl Schumacher, 2250 Sherman ave.

RECITAL: String students of Mrs. Elisabeth Petzold will present their spring program Sunday at 2 p. m. in the Shorewood school gymnasium. The program will consist of string solos and ensembles. Students appearing will be: Dolly Mae Bessert, Karen Clausen, and Commissioner Ben L. Marcus.

Marcus fired Bell Mar. 27, charging him with "insubordination, neglect of duty, inefficiency, and lack of cooperation."

Later he told the personnel board, meeting to consider Bell's request for a hearing, that Bell had tried to "undermine" his policies.

Since Bell's dismissal, Marcus has taken personal charge of enforcement work, with particular emphasis on truck weights and licensing.

State Sen. Gordon A. Bubolz (R-Appleton) announced immediately after Bell's dismissal that the legislative council committee on departmental administration, which he heads, will investigate the motor vehicle department.

GET FAIR NOTICE  
JAMESTOWN, N. Y. — (U.P.) — The Personal Finance Co. hopes that a notice posted on its safe will discourage prospective cracksmen. The notice reads: "Mr. Safecracker, you are wasting your time here. All our cash has been deposited in the Bank of Jamestown night depository. Try there."

### Today's Radio Highlights

**Music**

10:30 a. m. Jack Berch (WIBA) and 10:45 Page.

11:15 a. m. — Ranch Hands (WIBA): "Don't Say It's Too Late," "Rose of the Alamo," "Oklahoma Stomp."

4:30 p. m. — Curt Massey (WIBA) and Martha A. Tilton: "Someday," "Loves Me," "Get Happy," "Happy Times," "Music of the Masters" (W. H. A.): "Symphony No. 40," Mozart.

5:30 p. m. — Bob Crosby, Andrews sisters; "When the Sun Goes Down," Foster medley.

6:30 p. m. — Hymns of the World (WIBA): "The Gospel Bells," "Asleep in Jesus," "God Bless Our Native Land."

9 p. m. — FM Concert (WHA-FM): "Symphony No. 3," Hanson.

10:15 p. m. — Sweet Adelines (WIBA): Minorettes, Four Lakes Folk in barbershop harmonies.

12 p. m. — Midnight Prince (WISC): new program with Bryan Duncan at the piano.

**Sports**

5:45 p. m. — Sports Parade (WIBA): Milt Diehl, East high coach, on Saturday's state track meet.

6:25 p. m. — Baseball (WIND): Cubs at Pittsburgh.

9 p. m. — Boxing (WISC): Kid Gavilan vs. George Small.

9:30 p. m. — Bill Stern (WIBA) and Jackie Robinson.

**Drama**

1:30 p. m. — WHA Players

(WHA) a Madison astronomer and his "Tunnel to Vulcan."

6:30 p. m. — "Henry's Private Angel" (WGN): businessman goes on rapid tour of the world.

7 p. m. — "Up for Parole" (WBBM): love-crazed robber pleads for second chance.

7:30 p. m. — Theater (WGN): Marlene Dietrich in "Camille."

8 p. m. — Screen Directors Playhouse (WIBA): Joan Crawford in "Flamingo Road" and Harriet and Harriet (WISC): "Woman With Wings," story of Jacqueline Cochran; narration by Jinx Falkenburg.

**Farm Programs**

11:30 a. m. — Farm Roundup (WIBA): "How Much Grass Will Pigs Profitably Consume?" Bob Grummer.

12:15 p. m. — Farm Service (WIBA): "Steady Pork Supply from Feeder Pigs," John Torke.

12:30 p. m. — Farm Program (WHA): "Fruit and Vegetable Inspection," Elmer Peterson; question box.

### Discussion

8:30 a. m. — Contemporary Literature (WHA): Prof. Paul Fuler on "The Time of Your Life."

11 a. m. — Far East History (WHA): Prof. Eugene Boardman on "China in the World War, 1941-45."

3 p. m. — Contemporary Trends (WHA): Prof. W. W. Boehm on "The UN and International Social Welfare."

8:30 p. m. — Meet the Press (WKOW): Cornelius Vanderbilt Whitney.

8:45 p. m. — Pro and Con (WMAQ): "Rent Control," Sen. Scott Lucas (D-Ill.).

**Miscellaneous**

7:30 p. m. — Roundy (WIBA).

8 p. m. — Air Force Hour (WKOW): Memorial Day Tribute.

### Firemen Free Girl Caught in Railing

Sandra Stone, 22-year-old daughter of Mr. and Mrs. John Stone, 2546 Myrtle st., was a little scared but none the worse for wear Thursday after a rescue squad from the No. 1 fire company hoisted her head from between the metal railings at her home.

Sandra had put a new twist on the old hand-in-the-bottle trick and placed her little head in between the railings on the porch. When she couldn't get her head out, her mother called the fire department.

Firemen sawed the base of one railing with a hacksaw and Sandra was free.

**For Lasting Energy**

**CREAMETTES**

MORE TENDER  
MORE DELICIOUS  
MACARONI

### Take the grief out of a WEATHER STRIP JOB

Call in a Chamberlin Man

- FREE ESTIMATE
- EASY PAYMENTS
- NATIONALLY KNOWN

Let the Chamberlin Man seal drafty, fuel-wasting doors and windows once and for all. With Chamberlin's famous Metal Weather Strips, he'll make doors and windows fit right, keep out cold, dust and dirt. He's a specialist in home comfort. Call today for a free demonstration and estimate. Chamberlin's 53 years of experience and nearly 3 million satisfied customers are your assurance of a top-notch job.

Also: 2-in-1 storm windows and screens • rock-wood insulation • caulking

Phone now!  
Home or Office Phone 5-2698  
CHAMBERLIN CO. OF AMERICA

## LAST CHANCE BEFORE MEMORIAL DAY!

Going Fast!  
SPECIAL LOT  
600x16 TIRES

NATIONALLY FAMOUS BRANDS

SI. Blom. but FULL GUARANTEE  
Regular 1st Line GILLETTE 6.00 x 16  
UNCONDITIONAL ROAD HAZARD GUARANTEE  
First Quality . . . 6.00 x 16

SPECIAL 9.88 PLUS TAX

## SEAT COVERS

Goodyear and Assorted Brands  
Val. to 16.95 \$5.95  
Goodyear De Luxe \$9.95  
Val. to 24.95

## BADGER TIRE & SUPPLY CO.

1024 Regent St.—Madison Wis.  
Phone 5-9151

Complete Stock — Custom Covers  
Plastic Deluxe Grade  
A new addition to our line . . . from America's largest seat cover manufacturer.  
Sold elsewhere at \$34.95

### WHA & WHA-FM

WHA & WHA-FM 970 Kc., 101.5 Mhz. FRIDAY

7:30 Morning Farm Program  
7:30 Bandwagon  
7:35 Morning News  
7:45 Morning News  
8:00 Music Report  
8:00 Music Report  
8:30 Contemporary Literature  
8:30 Contemporary Literature  
8:30 Nursery School of the Air  
8:30 Job Bulletin Board  
8:30 Weather Report  
10:00 Homemakers Program  
10:00 Homemakers Program  
10:45 News and Views  
10:45 News and Views  
11:00 History of the Far East  
11:30 Noon Musicale  
P. M.

12:30 News Program  
1:00 Chapter a Day  
1:30 Was Playday  
1:30 Standings in Literature  
2:30 Music You Want  
2:30 Contemporary Trends  
2:30 Music  
4:30 A Long Life  
4:30 Music of the Masters  
5:30 Book Talks  
5:30 News  
5:30 Grand Melodies  
6:30 Dinner Musicale  
FRIDAY ONLY

7:15 News and Views  
7:30 Chapter a Day  
8:30 Guarantees of Mozart and Beethoven  
8:30 News of Wisconsin  
9:45 FX Concert  
10:55 Night News (to 11)

### Homer Bell Appeal Goes to Personnel Board This Morning

The state personnel board will open its hearing at 9 a. m. today on the appeal of Homer G. Bell from his dismissal as chief of the enforcement division of the motor vehicle department.

Bell will be represented at the hearing by Atty. Charles J. Curran, Mauston, former Juneau district attorney.

Atty. W. J. P. Aberg, Madison, will represent the motor vehicle

### WHA & WHA-FM

WHA & WHA-FM 970 Kc., 101.5 Mhz. FRIDAY

7:30 Morning Farm Program  
7:30 Bandwagon  
7:35 Morning News  
7:45 Morning News  
8:00 Music Report  
8:00 Music Report  
8:30 Contemporary Literature  
8:30 Contemporary Literature  
8:30 Nursery School of the Air  
8:30 Job Bulletin Board  
8:30 Weather Report  
10:00 Homemakers Program  
10:00 Homemakers Program  
10:45 News and Views  
10:45 News and Views  
11:00 History of the Far East  
11:30 Noon Musicale  
P. M.

12:30 News Program  
1:00 Chapter a Day  
1:30 Was Playday  
1:30 Standings in Literature  
2:30 Music You Want  
2:30 Contemporary Trends  
2:30 Music  
4:30 A Long Life  
4:30 Music of the Masters  
5:30 Book Talks  
5:30 News  
5:30 Grand Melodies  
6:30 Dinner Musicale  
FRIDAY ONLY

7:15 News and Views  
7:30 Chapter a Day  
8:30 Guarantees of Mozart and Beethoven  
8:30 News of Wisconsin  
9:45 FX Concert  
10:55 Night News (to 11)

### The Badger Wine Shop Presents THE "Don Sinaiko Show"

Tonight and Every Friday Night  
**WIBA**  
(10:30 P.M.)

THIS WEEK'S GUEST STAR:  
**Bobby Peck**

Popular Madison 12 year old singer. Many people will know Bobby from the Memorial Union Theater and as soloist at the Luther Memorial Church.

Sponsored by: "The Party Store" with FREE party glassware.

**DON SINAIKO'S Badger Liquor Shop**

# Why rinse?

## new No-Rinse Surf gets your wash so clean you need never rinse again!

Yes, a clean, clean wash—really sweet-smelling CLEAN—in half the time, with half the work! Try No-Rinse Surf—then test your wash for all those things that mean "it's clean!"

All you do is wash—wring—dry! There's no reason to rinse when you use No-Rinse Surf! Just take your wash right from the tub and run it through the wringer or spin-drier. Clothes come whiter, brighter than with any other soap or suds you can buy!

Lever Brothers guarantees it! We guarantee your wash will come off the line cleaner, softer, smoother-ironing. And No-Rinse Surf is safe for fabrics—the only washday product approved by the United States Testing Company for no rinsing!

- Cuts washing time and work in half!
- Clothes come whiter—colors brighter!
- Actually helps clothes wear longer!
- Wash dries sweet and soft!
- Clothes iron like a dream!

OR TRIPLE YOUR MONEY BACK! If you are not completely satisfied, return unused portion in package to Lever Brothers Co., 80 Varick St., New York 13, N. Y., and triple the purchase price, plus postage, will be refunded.

"How did I know my wash was clean with no rinsing?" WROTE MRS. ROBERT A. SEITZ 2537 N. 53RD ST., MILWAUKEE

- It's WHITE! "I used No-Rinse Surf, and without rinsing I still got my white things whiter than ever before!"
- It's BRIGHT! "I've never seen my colored washables so bright. No-Rinse Surf just floated the dirt away . . ."
- It's SWEET SMELLING! "Ummmm, I've never had a wash with such a sweet . . . clean . . . fresh fragrance."
- And leaves your tub CLEAN! "You know a clean wash leaves a clean tub . . . and I'd never seen my tub so clean!"

See for yourself with No-Rinse Surf—only washday product approved by U.S. Testing Co. for no rinsing!