Today's Radio Highlights

Sports

12.25 p.m. — Baseball (WIBA-FM): Cincinnati at Chicago.

5:45 p.m. — Sports Parade (WIBA): Commodore Morgan Manchester on Mendota Yacht club's summer program.

Manchester

7:30 p.m. — Roundy (WIBA).

7:45 p.m. — Baseball (WIND) White Sox at St. Louis.

8:30 p.m. — Sports Newsreel (WMAQ): Franchot Tone, guest master of ceremonies.

+ + +

Variety

7 p.m.—Stars and Starters (WIBA): Fredric March and Florence Eldridge, guests . . . **Cloud Nine** (WKOW): network debut; Hal Start, Art Peterson, Lon Saxon, others.

+ + +

Drama

7:30 p.m. — Up for Parole (WKOW): childhood dream leads girl into crime . . . **Theater** (WGN) Hume Cronyn and Marsha Hunt in "A Letter from Evie."

8 p.m.—Dimension X (WIBA): on new schedule; "Mars Is Heaven."

8:15 p.m. — Stars on Parade (WFOW): William Gargan in "Antiques Anonymous."

8:30 p.m.—Confidentially Yours (WIBA): new series with Jack Lait, crime reporter; story of Frankie Nevada, bold bank robber.

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Documentary

9 p.m. — Wanted (WIBA): new series based on interviews with crime witnesses, police officials; story of Willie "The Actor" Sutton, sought for armed robbery and jailbreak.

+ + +

Music

10:30 a.m. — Jack Berch (WIBA): Fontane sisters, guests.

11:15 a.m. — Ranch Hands (WIBA): "Tennessee Tears," "Eighth of January," "Golden Slippers."

4:30 p.m.—Curt Massey (WBBM): and Martha Tilton: "The Picnic Song," "La Vie en Rose," 'Lullaby of Broadway," 'September in the Rain."

8 p.m.—Songs for Sale (WBBM): Joan Edwards, Martin Block, Johnny Johnston, Jackie Robbins, guests.

9:15 p.m. — Mindy Carson (WMAQ): "What Is This Thing Called Love?," "Roses," 'Someone to Watch Over Me."

+ + +

Discussion

5:15 p. m. — You and Keeping Cool (WKOW): C. B. Palmer, author of "Slightly Cooler in the Suburbs."

6:30 p. m. — Eddie Cantor (WMAQ): "Israel, the Promised Land."

+ + +

Farm Programs

12:15 p. m. — Farm Service (WIBA): "Summer Management of the Dairy Herd," Prof. Robert Niedermeier and J. D. Torke.

12:30 p. m. — Farm Program (WHA): "Let's Meet Alice in Dairyland," Donald E. Wilkinson; question box.

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For Children

5 p. m.—Playtime (WIBA): "The Waltzing Elephant."

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Miscellaneous

9:15 a. m.—The Kelseys (WGN): Louis Bromfield, guest.

9:30 a. m. — Carson · Gulley (WISC): city chicken, baked white fish, liver and onions.

10 a. m.—Homemakers (WHA): "The Plymouth Adventure," Hazel Straight Stafford.

Alcoholic Center Has 245 Patients During First Year

Madison's center for treatment of alcoholics in the E. Washington hospital had 245 patients in its first year of operation since opening last July, the city health department reported Thursday.

Dr. C. K. Kincaid, health commissioner, said "an amazing number" of the patients already have paid their fees, which include a flat $10 admission fee, $5 daily for Madison residents, and $7 daily for non-residents.

Out of charges billed, totaling $11,231, $4,678 has been paid, Dr. Kincaid said.

Last month 21 patents were admitted and three were still at the center on July 1.

The charges, totaling $11,231, do not cover the cost of operation, for which the state contributes $25,000 yearly, Kincaid explained.

Radio Progam Schedules by the Clock

FRIDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.	WBBM 780 kc.	WENR-WLS 890 kc.	WGN 720 kc.	WMAQ 670 kc.
6:00	Sunrise	* Top o' the	Breakfast Symph.	* Silent	News Roundup	Capt. Stubby	The Bill	Norman
6:15	Frolic	Morning	Farm World	* Silent	News	Bob Atcher	Evans Show	Ross
6:30	Musical	* Moments on	Farm	* Rural	Listen	Dolph Hewitt	The Bill	Norman
6:45	Clock	the Mount	Program; Mkts.	Roundup	to Cliff	News	Evans Show	Ross; News
7:00	News; Musical	* Top O'Morning	Coffee Club	* News; Farm	News	Breakfast	News	Your
7:15	Clock	* Hinn News	News	Service	Patrick O'Riley	Club	Two Ton Baker	Neighbor
7:30	News	* Top o' the	Coffee	* News; Weather	Gold Coast	Breakfast	Tello-Test	Norman
7:45	Musical Clock	Morning: News	Club; News	* Farm News	Shopping	Club	Today's the Day	Ross News
8:00	Musical	* Breakfast	Markets: Coffee	Prayer League	Bing Crosby	My Story	News	Welcome
8:15	Clock	Club	Club	* Musical	Arthur	My Story	Record	Travelers
8:30	Market Basket	* Breakfast	News: Coffee	Clock	Godfrey	Betty Crocker	Relay	Double or
8:45	News	Club	Club	Musical Clock	Arthur Godfrey	John B. Kennedy	Record Relay	Nothing
9:00	Welcome	* My True	Reverend	* News: Pioneers	Arthur	Capt. Stubby.	Record Relay	Love and Learn
9:15	Travelers	Story: Joann	Epp	Freddy Martin	Godfrey	Buccaneers	The Kelseys	Terkel Time
9:30	Gilbert's	* Carson	Music of	Reedsburg Hour	Grand Slam	Kitchen Club	The Tom	Jack Berch
9:45	Gallery	Gulley	the Day	Shopping Quiz	Rosemary	News	Moore Show	Lora Lawton
10:00	Terkel Time	* Lady of	News of America	Women's News	Wendy Warren	Ladies Be	Kate Smith	Norman
10:15	Pentagon Report	the House	Music for You	Chore Boys	Aunt Jenny	Seated: Beauty	Virginia Gale	Ross
10:30	Jack Berch	* Quick As	Here's	Mid Morning	Helen Trent	Martha and	Answer Man	Norman
10:45	Trading Post	a Flash	Howard	Matinee	Our Gal Sunday	Helen	News	Ross
11:00	Linda's 1st Love	* Ladies Be	Dick Haymes	News: Matinee	Big Sister	Farm World	Tommy Bartlett	News
11:15	Ranch Hands	Seated: Beauty	Console	Headlines	Ma Perkins	Today	June Davis	Elizabeth Hart
11:30	Farm	* Tello Test	Reflections	Farm and Home	News	Dinner	Market Reporter	Philip Hayes
11:45	Roundup	* Bing Crosby	Jackpot Quiz	Farm Front	Guiding Light	Bell	News	Food Magician
12:00	* News: Roundup	* Man on Street	Dinner Concert	Music Markets	2nd Mrs. Burton	News	Ladies	Double or
12:15	* Farm Service	* Hinn News	News	* News	Perry Mason	L. Burlingham	Fair	Nothing
12:30	News	* The Bob	Mkts.; Farmyard	* News and Mkts.	Nora Drake	Beat Otto's	Queen for	Live Like
12:45	March Time	Swanson Show	Frolics	Farm and Home	Brighter Day	Band	a Day	a Millionaire
1:00	Double or	* The Bob	Ladies	Farm Service	Nona f'm Nowhere	Bride and	Tune	Life Beautiful
1:15	Nothing	Swanson Show	Fair	St Hays and	Hilltop House	Groom	Test	Road of Life
1:30	Love and Learn	* The Bob	Queen for	Daughter	Winner	Quick As	The Menjous	Pepper Young
1:45	Magic in Music	Swanson Show	a Day	Toby and Joe	Take All	a Flash	Harold Turner	Right to Hap'ness
2:00	Life Beautiful	* Dolly	Luella	* Music	Strike It	Nancy Craig	Radio Quiz	Backstage Wife
2:15	Road of Life	Madison	Mortenson	Booth	Rich	Art Baker	Second Spring	Stella Dallas
2:30	Pepper Young	* Chance of	Mary Casey's	* Voice of Army	News	News	Linda's 1st Love	Lorenzo Jones
2:45	R'c to Happiness	a Lifetime	Show Case	* Science Exc'n.	King's Jesters	Prairie Traveler	Lanny Ross	Widder Brown
3:00	* Backstage Wife	* Surprise	News	Chapel in	Paul	The Bob	L. Barrymore	A Girl Marries
3:15	* Stella Dallas	Package	Easy Listening	the Sky	Gibson	Atcher Show	Marshall Kent	Portia Faces Life
3:30	* Lorenzo Jones	* Jerry	Treasury	* Melody	Paul Gibson	Happy Landing	Spotlight	Just Plain Bill
3:45	* Widder Brown	Harper	Bandstand	Hour	Gold Coast	Beulah Karney	Singing Story	Front P' Farrell
4:00	* News: Madison	* Tourist	Harmony	* Melody	News	Fun	Cisco	News
4:15	Hour	Time	House	Hour	News	House	Kid	Dave
4:30	* Madison	* Uncle Dick's	Harmony	* Band Parade	Curt Massey	Green	B-Bar-B	Garroway
4:45	Hour	ABC Club	House	* Serenade	Bill Costello	Hornet	Riders	News
5:00	* Playtime	* Fun	News	Fiesta Time	Garry	News	News	6 O'clock Special
5:15	* News	House	You and . . .	* University	Moore	Edwin C. Hill	Chicagoland	News of World
5:30	* Sports; News	* Green	You Asked	Special	Stepping Out	Lone	Gabriel Heatter	I Man's Family
5:45	* Fiesta Time	Hornet	For It	* Univ. Special	To Be Ann'd	Ranger	Fulton Lewis, Jr.	R. Harkness
6:00	* 1 Man's Family	* E C Hill: Fiesta	News	* Sports Time	Cloud	The Fat	Rudy	Stars and
6:15	* News of World	* Elmer Davis	Sizing Up Sports	Old-Time Band	Nine	Man	Vallee	Starters
6:30	* Hymns	* Lone	Wayne King	News	Up for	This Is	Carmen Cavallero	Eddie Cantor
6:45	* Music. News	Ranger	Edw. R. Murrow	Bing Sings	Parole	Your FBI	Orch.; News	Design for List'g
7:00	* Stars and	* The Fat	The Show	Serenade	Songs for	The Thin	2,000	Dimension
7:15	Starters	Man	Goes On	Farm Front	Sale	Man	Plus	X
7:30	* Roundy	* This is	Bob	* Troubadours	Songs for	The	Theater	Confidentially
7:45	* Serenade	Your FBI	Eberle; News	* Jamboree	Sale	Sheriff	Theater	Yours
8:00	* Dimension	* The Thin	Songs for	Old Timers	The Rex	Salesman—	Theater	Wanted
8:15	X	Man	Sale	Jamboree	Allen Show	a Career	Theater	Wanted
8:30	* Confidentially	* Guy	Songs for	* Old Timers'	Capitol	Louis Prima	Hollywood	Bill Stern
8:45	Yours	Lombardo	Sale	Jamboree	Cloak Room	Orchestra	Theater	Pro and Con
9:00	* Wanted	* Salesman—	Escape	* University	News	News	Behind the Story	To Be Ann'd
9:15	* Wanted	a Career	Escape	Farm Hour	Sports; Weltzel	Casey	Chicago at Night	Rio Rhythms
9:30	* Friday	* Louis Prima	Capitol	* News: At Your	Conservation	Ted Malone	News: Songs	Downs
9:45	Serenade	Orchestra	Cloak Room	Request	Story of Day	Platter Party	This Is the Story	Digest
10:00	* News	* Hinn News	News	* At Your	Joe Sanders	Insomnia Ltd.	Frank Edwards	News
10:15	* Tonight's Music	* Frank Edwards	Sports	Request	Dance Orch.	Frankie Masters	Henry Brandon	Sports: Music
10:30	* Concert	* The Ed	Dance	* At Your	Tommy Ryan	J. Featherstone	Benny Strong	The Chez
10:45	Master	Silvera Show	Music	Request	Orchestra	Bill McCune	Orch.; News	Show
11:00	* News: 1310	* News: The	News: Lawler's	* Silent	Matinee at	The John	Chuck Foster	The Chez
11:15	Club	Ed	Folly	* Silent	Midnight	McCormick	Orchestra	Show
11:30	1310	Silvera	Lawler's	* Silent	Matinee at	Show	Wayne Gregg	The Chez
11:45	Club; News	Show	Folly	* Silent	Midnight	News	Orchestra	Show

* Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM . . 101.5 M. WWCF (WIBU) . . 94.9 M. WISC-FM . . 98.1 M.

WHA & WHA-FM

FRIDAY

A. M.
7:00 Morning Farm Program
7:30 Band Wagon
7:45 News
7:58 Weather Report
8:00 Morning Melodies
8:45 Fun Time
9:00 Political Geography
9:50 Markets
9:55 Weather Report
10:00 Homemakers Program
10:30 Piano Melodies
10:45 News and Views
11:00 Readings from Philosophers
11:30 Program Review
11:45 Noon Musicale

P. M.
12:20 News
12:30 Noon Farm Program
1:00 Chapter a Day
1:20 Music Appreciation
2:10 Radio Journal
2:30 Music You Want
3:00 Opera
3:50 News
4:00 A Long Life
4:30 Music of the Masters
5:30 Book Trails
5:45 News
6:00 Organ Melodies
6:30 Dinner Musicale
7:15 News and Views

FM ONLY
7:30 Chapter a Night
8:00 Showcase
8:50 News of Wisconsin
9:00 FM Concert
10:55 Night News

WFOW-FM

104.9 Megs.
FRIDAY

A. M.
8:00 Yawn Patrol
8:30 Clockwatchers
9:00 Ben Light
9:15 Hero Light
9:30 Dance Band
10:00 News
10:05 Morning Variety Show
10:30 Show Tunes
10:45 Zany Tunes
11:00 News
11:05 Polka Time
11:30 Marching Along
11:45 Sacred Heart Program

P. M.
12:00 News
12:05 Music for Dreaming
12:30 Club 15
12:45 Jan August
1:00 News
1:05 Benny Lee
1:15 Viennese Waltzes
1:30 Jo Stafford
1:45 Music America Loves
1:55 News
2:00 Record Matinee
2:55 News
3:00 Music Party
3:30 Smooth Music
3:55 News
4:00 Juke Box Jamboree
4:15 Kiddie Storytime
4:30 Alvino Rey
4:55 News
5:00 Ken Griffin
5:15 Hit Preview
5:30 Off the Record
5:55 News
6:00 Musical Menu
7:00 News
7:05 Request Show
8:00 News
8:05 Request Show
8:15 Voice of the Army
8:30 Package of New Records
8:45 Twilight Time
8:55 News
9:00 Barclay Allen
9:30 Art Kassel
9:55 News
10:00 Wayne King
10:30 Ray Noble
10:55 News
11:00 Vaughn Monroe
11:30 Tiny Hill
11:35 News
12:00 Tex Beneke
12:30 Benny Goodman
12:55 News (to 1:00)

BUY U. S. SAVINGS BONDS!

U. S. Sprays Some Ridicule on Red Spud Bug Charge

WASHINGTON — (UP) — The state department Thursday applied a strong dose of diplomatic DDT to Russia's formal charge that American war planes dropped potato bugs over Eastern Germany, causing a serious spud shortage.

"What has happened is obvious enough," the department said in a drollish statement which ridiculed the Moscow government for identifying itself with such puerile "propaganda."

"The Communist authorities in Eastern Germany have failed to bring the bug problem under control and protect the agriculture of other Soviet satellite countries and of the Soviet Union.

"Moreover, they are in need of an excuse for the anticipated (potato) shortage.

"Instead of holding them responsible for the hardship their failure will cause to the people of Eastern Germany and Eastern Europe, the Soviet government has resorted to a well-known device and invented a 'saboteur' — this time in the guise of the U. S. air force."

"It is interesting to note," the state department observed "that the Soviet propagandists have borrowed this whole invention from the Nazis who, during the war, used to level the same fantastic charges against Allied airplanes."

Costello, Capone Gangs Pictured as Allied in Crime

WASHINGTON —(UP)— A Chicago crime fighter testified Thursday that the "Frank Costello gang" in New York City and the "Capone syndicate" in Chicago wield a "tremendous influence" in many parts of the nation.

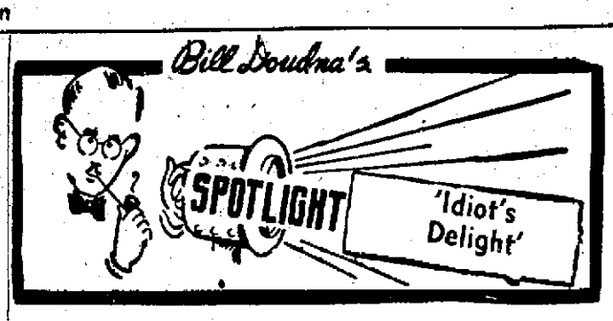
Virgil Peterson, operating director of the Chicago Crime Commission and a former FBI agent, told the special senate crime investigating committee there is evidence the two groups have joined in an alliance in many branches of crime.

The committee also heard Gov. Luther W. Youngdahl of Minnesota, appeal for federal help to the states in stamping out crime. He suggested that congress, as well as state legislatures, pass laws imposing heavy penalties that "far outweigh" any illegal gains from crime.

Youngdahl reported on the success of a Minnesota law which revokes the business license of any establishment harboring slot machines. But he said the federal government implicit "permission" for operation of the machines by issuing federal tax stamps for them.

TO ATTEND COURSE

Dr. C. K. Kincaid, city health commissioner, will attend a two-week course in public administration for health officers at Northwestern university, Evanston, Ill., July 17-29, he announced Thursday.



TIP O' THE MORNING: In the fall, "Just Plain Bill" and "Front Page Farrell" will be added to the WIBA schedules.

+ + +

"Idiot's Delight" is a futile solitaire, and war is equally futile—that's the message of the Robert E. Sherwood play which opened Thursday night at the Wisconsin Union theater. It will be repeated at 8 tonight and at 8 p. m. Saturday.

Wisconsin Players, opening their summer playbill, gave a finished production to the tragic comedy which the Lunts performed in 1937 at the Parkway theater. There were some moments in which individual actors, even such experienced ones as Ordean Ness, weren't able to project their lines to everyone, but aside from this there was little fault.

Fredrick A. Buerki directed "Idiot's Delight," and it will stand out as one of his best jobs. The program gave no credit for the setting, so one may assume that Buerki contributed that, too, for it was one of the calibre to which he has accustomed us.

Donald E. Soule and Marjorie Parkin carried the roles created by Alfred Lunt and Lynn Fontanne—a small-time girl-show producer and the mistress of a munitions magnate. Soule was deadly serious almost all the way, from his earnest concern for the quality of his show to his long devotion to a mysterious girl.

Miss Parkin gave the essential glamor and brittleness to her role, to say nothing of a highly credible Russian accent.

There were 23 in the cast, and almost everyone with lines to speak was cast well.

Special notes go to Sherry Abrams, as a dour German scientist who finally renounces his rats for his nationalism; a familiar actor masquerading as George T. Spelvin and playing a waiter; Fred Metzner as the effeminate playmaster of the Alpine hotel; E. A. Glick as a highly vocal hotel manager; Ennio Rossi as a conscientious but sympathetic Italian army officer; G. Guy Stallard and Nona Blum as very British honeymooners; Edwin T. Morgan as a "world citizen" who, when war threatens, becomes thoroughly French, and Ordean Ness as the cold, calculating merchant of death.

This is Sherwood's best play, to my mind. Its philosophy is spread thin yet has a sharp flavor; its comedy is high and constant, except for moments of poignant tragedy; its dramatic impact is as solid as that of the bombs bursting outside the hotel in the final scene.

This was the Players' first venture with Sherwood; it should not be the last—how about "The Road to Rome?"

+ + +

CAVALCADE: One of the country's largest carnivals, "Cavalcade of Amusements, will end its Madison engagement Saturday night. It is playing on a lot near the end of E. Washington ave., under auspices of the Veterans of Foreign Wars.

Top billing goes to Sally Rand's revue. The famed fan-dancer's show differs from the usual carnival production, having a semblance of a script and special songs. Costumes and settings are above average, but the so-called comedy needs needs drastic cleanup. Besides Miss Rand's familiar fan dance, the revue has some good stepping by another, unnamed woman.

"Little Harlem" shares the far end of the midway with Miss Rand and a set of ferris wheels. Outstanding acts are a ventriloquist and a male tap dancer.

The midway also has an abundance of rides, both adults' and children's, and the customary line-up of other shows and concessions. Outstanding "front" is a cutout effect on an ape show, something new in its line.

+ + +

BAND CONCERT: Here's the program which the Madison Musicians' band, directed by Ralph V. James, will present at 3 p. m. Sunday in Vilas park:

"Salute Wisconsin," Kraushaar; "Entrance and March of the Peers," Sullivan; "Mirella" overture, Gounod; "Finiculi-Finicula," Denza;

"Sequoia," LaGassey; 'March O Poco," Moore; "Begin the Beguine," Porter; "Knightsbridge March," Coates;

"Strike Up the Band," Gershwin; "Cowboy Rhapsody," Gould; "Song of India," Rimsky-Korsakow; "The Klaxon March," Fillmore;

"Donkey Serenade," Friml-Stothart; "Rhythmoods," Ellington; "Forward Forever," Sousa.

Kerl Finally Gets Collection Case

The long-drawn-out business of collecting a circuit court fine from Teck's Ice Cream Co., Middleton, was finally placed in the sheriff's hands Thursday afternoon.

Asst. Dist. Atty. Arthur R. Jones obtained an execution order in circuit court which directs Sheriff Herman P. Kerl to confiscate $55.90 worth of the firm's personal property because the firm has refused to pay a fine and court costs assessed by Circuit Judge Herman W. Sachtjen last Mar. 15.

The firm was fined $50 and $5.90 court costs nearly four months ago for producing strawberry ice cream which did not contain the required proportion of butterfat.

Gerald Wrend, the firm's production manager, who appeared in court, did not pay the fine, and Dist. Atty. Robert W. Arthur for several months did not take action to collect it despite repeated requests by Clerk of Circuit Court Myrtle L. Hansen.

REANNOUNCE EXAM

The city personnel division reannounced a civil service examination Thursday for Engineering Aid II, with a July 15 deadline for applications. The position pays $209.65 to $254.65 monthly, including cost of living adjustment.

Williamson Street on the Air!

GUY LOMBARDO SHOW
8:30 - 9 P. M.
TONIGHT
Sponsored by
Capital City Indian Sales
Colonial Heating Service
Electric Motor Repair Co.
John & Noth Refrigeration
Star Food Shop
Steele Radio Service
Standard Roofing & Siding

WISC
FM 98.9 MC AM 1480 KC

Kool-Aid
MAKES 10 BIG DELICIOUS COLD DRINKS!
KOOL-AID 5¢
6 FLAVORS

Family Favorite
Creamettes
MACARONI
MORE TENDER · MORE DELICIOUS

Kids Love its FLAVOR!
Star-Kist CHUNK STYLE Tuna

Klinke CONTROLLED QUALITY
Fresh Dressed POULTRY by the piece!
BREASTS LEGS WINGS
whole birds, too! Buy it fresh DAILY at
KLINKE POULTRY MARKETS
101 N. HAMILTON
Univ. & Highland, 3255 Monona

DOUBLE YOUR MONEY BACK IF NOT DELIGHTED
Soft Strong Lintless
AS ADVERTISED IN McCALL'S AND GOOD HOUSEKEEPING

THE BIG PARADE OF NBC SHOWS
TONIGHT!
DIMENSION X
gripping adventure in time and space
WIBA
Dial 1310—8 P. M.
or WIBA-FM 101.5

Why rinse?
new No-Rinse Surf gets your wash so clean you need never rinse again!
NO-RINSE Surf
NEW FAMILY WASH SUDS DISCOVERY!
cuts washday time in half! NO RINSING NEEDED
Yes, a clean, clean wash—really sweet-smelling CLEAN—in half the time, with half the work! Try No-Rinse Surf—then show your neighbors 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!
1 Cuts washing time and work in half!
2 Clothes come whiter—colors brighter!
3 Actually helps clothes wear longer!
4 Wash dries sweet and soft!
5 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.
'My neighbors couldn't believe my no-rinse wash was clean!" SAYS MRS. ANNE WELTON 4326 N. 41st ST., MILWAUKEE
"Is it WHITE? they asked. . . . I showed them that No-Rinse Surf—without rinsing—gave me the whitest wash they'd seen!"
"Is it BRIGHT? they asked. . . . I let them compare the colored washables I'd washed in No-Rinse Surf with their colors!"
"Does it smell SWEET? they asked. . . . Smell it, I said. They'd never smelled a wash so sweet, so clean, so fragrant!"
"Does it leave the tub CLEAN? they asked. . . . A clean wash, I said, leaves a clean tub. No-Rinse Surf didn't leave a ring!"
See for yourself with No-Rinse Surf—only washday product approved by U.S. Testing Co. for no rinsing!

All Lean Meat
ORLEANS ALL MEAT 100% HORSE MEAT DOG FOOD
YOUR DOG NEEDS
THE ANIMAL PROTEINS FOUND IN MEAT, AND HORSE MEAT IS AS NOURISHING AS BEEF AND MORE EASILY DIGESTED
1 lb. Net Wt. with natural juices
ALL MEAT No cereal or other ingredients added. Nothing in the can but fresh-ground, cooked Horse Meat.
NO BOTHER No unpleasant task of unwrapping the raw meat, thawing and cooking it. No need to store in your refrigerator. Just open can and feed.
ORLEANS ALL MEAT is sold by A&P and Other Leading Food Stores

For Easy to Fix One Dish Meals
DOUBLE WRAPPED FOR YOUR PROTECTION
RED CROSS ELBOW MACARONI
RED CROSS SPAGHETTI
RED CROSS MACARONI
FINEST SINCE 1860
THIS PRODUCT HAS NO CONNECTION WHATSOEVER WITH THE AMERICAN NATIONAL RED CROSS