WHYN, Baby Station of Area, Now Expanding Its Quarters

Attractive Building at South Hadley Falls Houses Two Studios, Engineer's Room, Offices—Other Studios at Holyoke and Northampton

Located on the banks of the Connecticut river across from Mount Tom is a one-story radio station. Holyoke's WHYN, which went into operation on the airwaves early in 1941 as an independent station with transmitter and modernized studio location at South Hadley Falls. Today, only a few years after its inception, the station is expanding with addition to and building for additional offices.

An attractive building, which stands also welcome beyond the houses which border the roads leading to it, the brick studio is designed with glass-brick windows, has two soundproof studios for broadcasting, an engineering room with encased wall fixtures covered with numerous dials, several offices and a roomy lounge.

Three members, and P. J. Montague, commercial manager, are also original staff are still with the station, to should be a sufficient for head of the station with encased wall fixtures covered with numerous dials, several offices.

Three members, The Holyoke station has also welcomed back to its folds John H. Von-station has also welcomed back to its folds John H. Von-station is folded to its folds John H. Von-station and staff nembers, and former navy ensign, who served on an LST in the Mediterranean as a still with glass-brick and attended the School of Radio windows, has two soundproof studies and attended the School of Radio With numerous dials, several offices and a roomy lounge.

Three members, and P. J. Montague, commercial manager, are also original staff and former navy ensign, who served on an LST in the Mediterranean as a state of Massachusetts State college.

Now an affiliate of Yankoës and Mutual networks, WHYN maintains staff are still with the station, one havings.

PROGRAMS CLASSIFIED

COMEDY AND MUSIC

P. M. 1.30-Sammy Kaye WSPR 1.30—Sammy 4.00—Your America, WHYN, WOR 4.30—RCA show WTIC 5.00—Mary Small WSPR 5.30—Charlotte Greenwood,

Charlotte Greenwood, WSPR ## 6.00—Hall of fame WSPR 6.00—Ozzie and Harriet, WMAS, WDRC 6.30—Gildersleeve WBZA, WGY 6.30—Baby Snock, WMAS, WDRC 7.00—Jack Benly

7.00—Jack Benny,
WBZA, WTIC, WGY
7.30—Blondle .. WMAS, WDRC
7.30—Bandwagon,
WBZA, WTIC, WGY

WBZA, WITC, WBZA, WITC, WBZA, WITC, WBZA, WTIC, WGY WBZA, WTIC, WGY WBZA, WTIC, WGY \$.30—Star theater. WMAS, WDRO 10.30—Parkyakarkus show, WBZA, WTIC, WGY DRAMA

P. M.

\$.00—Six Bells.
WSPR, WHYN, WHAI

\$.30—One man's family.
WBZA, WFIC, WGY

\$.30—Land of lost,
WHYN, WHAI, WOR

\$.00—The Shadow,
WHYN, WHAI, WOR

7.30—Thin man, WMAS, WDRC

9.00—Human adventure,
WHYN, WHAI, WOR

10.00—Browstone theater.
WHYN, WHAI, WOR

10.00—Theater guild of the air,
WSPR

11.30—Pacific story.
WBZA, WTIC, WGY
LIGHT CLASSICAL Symphonio A. M. 11.30—Honored music WTIC P. M. P. M.
2.00—Stradivari, WMAS, WDRC
2.30—John Charles Thomas,
WBZA, WTIC, WGY
5.00—New York Philharmonic,
WMAS, WDRC

4.30—Electric hour, WMAS, WDRC 5.00—Family hour.
WMAS, WDRC WMAS, WES.

8.00—Symphony of air.
WEZA, WTIC, WGY
6.30—Evening party ... WSPR
8.00—Sunday evening hour.
WSPR

WBZA, WTIC, WGY

A. M. 10.30-Weather WHA1 11.00-W. Sweeney. WMAS, WDRC P. M.
1.15—Chase, WHYN, WHAI, WOR
1.15—Murrow ... WMAS, WDRC
6.45—Shirer ... WMAS, WDRO
6.30—Foster,
WHYN, WHAI. WOR

A. M.

9.00—Dr Gilkey WSPR

8.43—Christian Science .. WBZA

10.00—Bible classes.
WHYN, WHAI

10.20—Southernaires ... WSPR

10.45—Second Congregational.
WHAI 11.00—Eternal light WBZA
11.00—Church of Unity .. WSPR
Noon—Pilgrim hour,
WHYN, WHAI

P. M. 12.30—Lutheran . WHYN. WHAI 6.00—Catholic WBZA, WGY VARIETY

A. M. 9.15—Story to order, WTIC, WBZA 9.15—Coast-to-coast ... WSPR P. M. 1.15—World series, WHYN, WHAI, WOR 2.00—Chaplain Jim,

DESIGN FOR LIVING FOLK-SONGS OF ALL NATIONS

Presented by Wm. Kavanagh Furniture Co. Sunday 12:00-WMAS

REPAIR SERVICE Redios, Cleaners, Flat-Irons, Lemps, Toesters, Mixers, Wringef Relis, Yacuum Regs and Brushes. Bring It In, We'll Fix It COLLINS ELECTRIC

WHAI, WOR 2.00—Harvest of stars, WBZA, WTIC, WGY 8.00—World parade, WBZA, WTIC, WGY 4.00—Orson Welles WSPR 4.00—Army hour, WBZA, WTIC, WGY

WBZA, WTIC, WGY

5.00—Parade of stars,
WBZA, WTIC, WGY

5.30—Gone Autry, WMAS, WDRC

6.15—Yale interprets ... WTIC

7.00—Opinion requested,
WHYN, WHAI, WOR

7.30—Quiz kids WSPR

9.00—Request performance,
WMAS, WDRC

10.00—Take it or leave it,
WMAS, WDRC

10.30—We, the people, 10.30—We, the people, WMAS, WDRC

HIGH SCHOOL MUSICIANS

BROADCAST WEDNESDAY

Will Participate in Program
Originating at Municipal
Auditorium

More than 400 musicians from the
Springfield senior high and trade
schools will join in a special treas
ury loan program from Municipal
Auditorium Wednesday night in observance of the 26th anniversary of
American Educational week. The
Auditorium will be used as a studio
for the half-hour broadcast which will
not admit a studio audience. Station WMAS will carry the program.
Anthony Viggiano, music director of
the High School of Commerce, is
chairman of the city's music committee for this week. He will lead the
ensemble in the opening and closing
numbers of the program, "Annerica"
Country."

The Classical high school band will

WBZA—Springfield—1930

A. M.

1.30—News

8.40—News

8.43—Christian Belence

9.40—News

1.43—Bolitaire time
11.43—Bolitaire time
11.43—Singing canaries
12.30—News
12.30—News
12.30—News
12.30—News
13.30—Tone portraits
13.30—Tone portraits
13.30—Tone portraits
13.30—Anny hor
14.30—Sunday at four-thirt
15.30—Anny hor
15.30—News
16.40—News
11.30—News
12.30—Manday
12.30—Manday
12.30—Manday
13.30—Anny hor
12.30—Manday
13.30—Mews
13.45—Bolitaire time
13.45—Bolitaire time
13.45—Bolitaire time
13.45—Washington views
13.30—Tone portraits
13.30—Anny hor
13.30—News
13.45—News
14.45—Bolitaire time
13.45—Washington views
13.30—More and music
11.43—Music
12.30—News
12.30—News
13.45—News
11.45—Bolitaire time
13.40—News
12.30—News
12.30—News
13.40—News
13.

the Beautiful" and "This Is My Country."
The Classical high school band will take part, as will the girls' glee club of the High School of Commerce, the boys' glee club of Technical high school and a mixed chorus from Trade school. Music directors from the schools will be Bert Cropley, Classical; Mrs Annetta Leitl, Trade; Max T. Ervin, Technical, and Mr Viggiano.

SELECTED PROGRAMS

TOMORROW

Sereen Guild Players teams Greer
Gurson and Richard Ney, husband and wife in real life, for an adaptation of "Next Time We Love."
The Telephone Hour brings back to its microphone Nelson Eddy in an all-request program.
Cavaleade of America secures James Stewart for the lead in "The Sallor Who Had to Have a Horse."
Veice of Firestone invites Eleanor Steber to take the spotlight on this week's program.
Radio Theater, a high-stander on the Hooperntings list of the top 15, costars Anne Baxter and Robert Young in "Guest in the House."
Information Please is host to its two guest experts. Frank Logsar sone.

Steber to take the spotlight on this week's program.

Radio Theater, a high-stander on the Hooperatings list of the top 15, costars Anne Baxter and Robert Young in "Guest in the House."

Information Please is host to its two guest experts, Frank Loesser, songwriter, and Bill Mauldin, cartoonist, hath forman annument. both former army men.
TUESDAY

Cencert Time will give the premiere performance of Weldon Hart's "Symphonic Movement," the win-ning composition in a network con-test sponsorod by American this

year.

This Is My Best turns its spotlight on Agnes Moorehead and Ray Collins who costar in "Colone! Paxton and the Haunted Horse."

Theater of Romance revives the former movie, "Casanova Brown," with Henry Fonda in the title role.

WEINESDAY

WEDNESDAY
Frank Sinatra plays hosts to the Andrews Sisters, Patty, Maxene and Laverne.
Great Moments in Music gives a performance of Verdi's "Othello" with Jean Tennyson, soprano; Mario Lanza, tenor, and Robert Weede, bertions.

week as an evening feature.
Suspenso stars Zachary Scott, currently being seen in the movie,
"Mildred Pierce," when he plays
the lead role in "Murder Off-Koy."
America's Town Meeting poses the
question "Should we have a single
department for our armed forces?"
FRIDAY

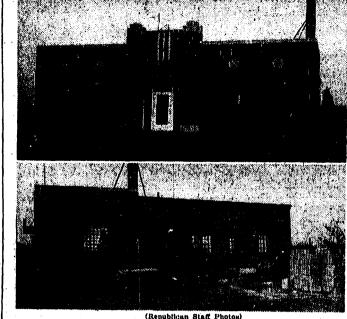
Danny Kaye returns to his air show following a six-week tour overseas. Freedom of Opportunity tells the story of Patricia Van Delden, an American woman who was the leader of the Dutch underground diving the way.

tender of the butch underground during the war.
Ladles, Be Seated will originate from the State thenter at Hartford, Ct.
SATURDAY
Opry House Mailnes is another product of Nashville, Tenn., which broadcasts the new series bringing clear-cut American folk music to listeners on MBS. Boston Symphony Orchestra under Dr Serge Koussevitzky gives the

• There's only one gift the hard-of-hearing really want-to hear better again! What better gift could Make it your way of saying "Morry Christmas" every day of the year!

AUDIPHONE CO. - STANLEY C. HILL, Distributor

WHYN Expands Quarters



The baby station of broadcasters in this area, Holyoke's WHYN, is being enlarged for more offices. The modernized building is located on the banks of the Connecticut river, across from Mount Tom at South Hadley Falls. The upper photo shows the entrance to the building, while the lower photo gives a picture of construction now

11.45—Organ reveries
Noon—Pilgrim hour
12.30—Lutheran hour
1.00—News
1.30—Catholio truth p
1.45—Outsin calls
2.00—Chaplain Jin
2.46—Dale Garnegie
2.30—Bill Gunningham
2.45—Outsin Calls
3.30—News
3.30—News
3.45—Oharles Grant
4.00—Murder is my h
4.30—The Nébbs

3.30—Nick Carter
3.00—News
3.00—News
3.50—Treasury salute
3.30—Cedric Foster
3.46—Fullon Lewis, Jr.
1.00—Opinion requested
1.30—California melodies
1.00—Mediation board
3.45—Gabriel Heatter
1.00—Human adventure
1.30—Double or nothing
1.00—Operatio revue
1.30—What's name of song?
1.00—News and song?

11.00-News 11.15-Tommy Dorsey

WOR-New York-718

8.00--California melodies
8.30-News
8.46--Bing Grosby
9.00--Unics Don
9.30--Radio chapel
10.10--Frank Kingdon
11.00--Judy frang
11.13--Musikal beauty box
11.30--Wilh Dorothy and
Diok
Noon--Show shop
12.80--One man's destiny
12.40--News

45—News
69—Canary pet show
11k—11ka Chase
30—Sweetheart time
100—Talka

-News -Max Lerner -Nows

7.13—Max Lerner
7.43—Max Lerner
7.43—Max Lerner
8.04—Médiation board
8.43—Gabriel Heatter
9.00—Human adventure
9.30—Polible or nothing
10.00—Operatio revue
10.30—Hollywood theater
11.23—Weather
11.23—Weather
11.30—Duke Billington
21.43—Musio, news atl night
WGY—Schemeckady—319
8.90—News
8.90—News
8.90—News
8.95—George Crooks

under way on the side entrance to the building, erected in 1941 the year when the station went on the air.

On the Airwaves Today

2.35—American Education
week
3.06—N. Y. Philharmonic
4.30—Biegtric nour
5.01—Family hour
5.03—Gene Autry
5.43—William L. Shire
6.00—Uzate and tharriet
6.30—Baby Snooks
7.30—Thit man
7.30—Biondie
8.00—Beutah show
8.50—Crime dootor
8.51—Net Calmer
9.00—Request performance
9.50—Star theater
10.60—Take it or leave it
10.30—Ve, the people

WHYN-Holyoke-1400

WHYN-Holyoke-1400

8.00—Percy Crawford
8.30—Radio carcilers
8.45—Nows
9.00—Wealey radio léague
9.30—Voice of prophecy
10.00—Bible class
10.30—Pro Arte guartet
11.40—Merry cavallers
Noon—Pilgrim hour
Pilgrim hour
1.00—Nows
1.50—Music for Sunday
1.45—Music for Sunday
1.45—Music for Sunday
1.45—Music for Millions
2.00—Biblio Drummond
2.10—Mill Cuantingham
2.13—Dale Claraegle
3.00—Six bells
3.00—Land of lost
4.00—Murder is my hobb
4.10—The Nebbs

60—Murder is my hob
30—The Nebbs
00—The Nebbs
00—The Shadow
30—Nick Carter
00—Quick as a fiash
10—Cedrio Foater
43—Fution Lewis, ir
10—Opinion requested
0—Sepactor Walsham
0—California melodies
5—Gabriet Inacter
1—Human adventure A
1—Double or nothing
1—Rowary hour
1—News
1—To be announced

-Aews -To be announced -Your American music -Your American

WTIC-Hartford-1980

8.30—Sabbath message
bors

8.00—News
9.15—Story to order
9.30—Musto of other
Americas
9.15—News of week
10.00—High lights of Bible
10.30—Laura Gaudet
10.45—Treasury salute
11.55—Church in wildwood
11.35—Church musto

P. M.

12.30—World of music
1.00—News
1.15—America united
1.30—Box at opera
1.43—Three-quarter time
2.00—Harvest of stars
2.30—John Oharles Thomas
3.00—World parade
3.30—One man's family
4.00—Army hout
4.30—ROA show
5.00—Symphony of air
6.00—News

-Father Joseph Muset -Sabbath message

WBZA-Springfield-1939

.30—One man's family .10—Army hour .30—Synday at four-thirty .00—Symphony of air .80—Catholle hour .30—Cildersleevs .10—Jack Bonny .30—Bandwagon .30—Sees 7.3.1—News 8.00—Charlie McCarthy 8.30—Fred Allen 9.60—Merry-go-round 9.30—Album of familiar 9.30—Album of tamma.
musio
10.00—Hour of charm
10.35—Parkyakarkus show
11.005—Weather
11.105—Weather
11.15—America united
11.130—RCA show

WSPR—Springfield—1276 A. M. Mid.—News, music to 1 a.m.

congress
4.40-Voice from South-

1.10 And Small
5.70—Mary Small
5.30—Charlotte Greenwood
6.00—Hall of fame
6.30—Evening party
7.00—Drew Pearson
7.13—News
7.30—Quiz kids
6.00—Sunday evening hous
9.00—Walter Winchell
9.15—Louella Parsons
Hollywood mystery
9.45—Jimmle Fidler
10.00—Theater guild of air
11.00—News
11.10—News

WMAS—Springfield—1450 A. M.

8.00—News
8.05—Organ fantasies
8.05—Organ fantasies
8.05—Organ fantasies
8.05—Organ fantasies
9.00—News
9.15—Newlyal hour
10.15—News
10.35—Treasury loan gram
10.45—Morning melodies
11.01—Warren Sweeney
11.03—Orrist ohurch

January.

Agriculture Department

.30—ROA show
.00—Symphony of air
.00—News
.13—Tale interpreta
.30—Smith and Bowe
.00—Jack Benny
.30—Handwagon
.00—Oharile Mc Carthy
.30—Fred Allen
.00—Merry-go-round
.30—Fred Millar music
.00—Hour of charm
.30—Predyskarkus show
.00—News
.13—Cear Saerchinger
.30—Pacific story
id.—News music to 1 a.m. WHAI—Greenfield—1240 A. M. 8.00—Church of air 8.30—Radio carollers 8.30—Radio carollers 8.45—News 9.00—Radio league 9.30—Voice of prophecy 10.00—Detroit Bible class 10.20—Weather 19.35—News

WGY—Schenects 9.—819
8.00—News
8.05—Steorge Crooks
8.05—Steorge Cr first radio performance of Proko-fiett's "Symphony No 5," a number inspired during the war and in-troduced to the Russian people last **WORKSHOP SPEAKER**

Miss Dorothy E. Miller of Somer Leave It to the Girls invites Conrad set, continuity supervisor of radio Nagel to match wits with a round-table of leading women in their respective fields. stations WBZ and WBZA, will be the fifth speaker to lecture at the Springfield Radio Workshop at the High School of Commerce Wednes-day night. Her topic will be "This is continuity" is continuity."

Urges FM for Colleges The United States department of SECOND UNION SEEKS agriculture will send a report of FM STATION LICENSE FM broadcasting to state agricultural

extension directors of state colleges For the second time in less than in this country, it was revealed rea month a union has applied for a contly.

Entitled "FM for you." the report gives in brief outline the scientific basis and educational possibilities of FM broadcasting. The aim of the report is to arouse enthusiasm for more FM station applications by state colleges. According to department spokesmen, profitable opportunities are available for agricultural extension work through FM.

license to maintain an FM (frequency modulation) station. The Amalgamated Ciothing Workers of America-CIO is the latest to approach the FCC. Sidney Hillman, ACW head, was second in the race for permission to operate an FM station with David Qubinsky of the International Ladies Garment Workers union, an arch rival of Hillman, filing application early last month.

Also a recent application was re-ceived by the FCC was from the "Book-of-the-Month club, which seeks a station at Now York city, the same desired site sought by both unions. At Chicago NBC Studio The accent is on glamor in the NBC Chicago studios where 90 per cent of the female secretarial staff were enrolled in a four-week course whose aim is to make the girls the "easiest to look at" group of females in an office.

"easiest to look at" group of the man office.

The idea is the brainchild of Jack Ryan, NBC Chleago press manager, who believes in making a pleasantly lovely atmosphere between the NBC bublic and employes in relations delivers.

What is the middle name of Thomas L. Thomas? Answer: Unpronounceable: The La stands for Liyfnwy, which is reason enough why Thomas does not use the name.

GOOD PLAYS, MUSIC FEATURE PROGRAMS LISTED FOR TODAY

Afternoon, Evening Broadcasts Have Wide Appeal-Walter Huston Cast in Two Eugene O'Neill Plays Two plays by Bugene O'Neill, "The Emperor Jones" and "Where the Cross is Made," are adapted for radio tonight on "Thenter Guild On the Air" with Waiter Huston starred in both, The first-half hour at 10 will carry "The Emperor Jones" with Canada Loe in the lead role. Huston will have a major part in the dramalization, followed a half-hour later on the same program by the second story, a tale of lost treasure along the coast of California. Huston will portray Capt Bartlett, master of a whaling vessel: (WSPR, 10 to 11 p.m.).

Mrs Raymond Clapper, widow of

whaling vessel: (WSPR, 10 to 11 p. m.),

Mrs Raymond Clapper, widow of the well-known war, correspondent, Kids' are wondering about Robert substitutes on "Opinion Requested" for Lée Cherne, off on a tour to Europe. Included on the panel are Robert Nathan, deputy director of the office of war mobilization and reconversion, and Inez Robb, woman correspondent (WHYN, WHAI, WOR, 7 to 7.80 p. m.).

BOB BURKE

Another Will Rogers? This is what many listeners to the "Quis What many listeners to the "Quis What wondering about Robert Burke, 14, who stands of feet, 4 inches in his cowboy boots and has a sincere drawl. He calls himself a "DP from drawl. He calls himself a "DP from Years," his home state. Translated, a displaced person.

The highest-paid child in "Male" and the highest-paid child in "Male" and the many listeners to the "Quis What many listene

to 7.80 p. m.).

Juck Benny, Mary Astor, Kathryn Bobby Hockey, has probably the smal-formance" tonight when the program adopts a variety format (WMAS, WDRC, 9 to 9.30 p. m.). On these same stations tonight at 10.30 the, "king of the Seabees," Vice-Admiral Ben F. Morrell, will be heard on "We, the people" with Dr Brnest B. Chain, codiscoverer of penticilin and, one of the year's Nobel award winners, Symphonic programs occupy a fair shere of a by the state of the state o the year's Nobel award winners, Symphonic programs occupy a fair share of air time today. This afternoon at 3 to 4.30 on CBS stations WMAS and WDRC, Claudio Arrau, Chilean planist, is heard as soloist with George Szell conducting the New York Philharmonic in an all-Beethoven program. Arrau is heard in the "C major Plano Concerto—Opus 15," with the balance of the program consisting of the overture to "Prometheus" and the "Symphony in F major, No 3."

theus" and the "Symphony in F major, No 8."

Later this afternoon, at 5 on NBC
stations WBZA, WTIC and WGT,
Arturo Toscanini conducts the orchestra on "Symphony of the Air" in
Schubert's "Symphony No 7 in C
major" and the overture to Rossini's
"Il Signor Bruschino," Tonight at 3
over American's WSPR station, Leonard Warren, baritone, will be heard
as featured soloist with Eugene Ormandy conducting the orchestra on
"Sunday Evening Hour." His solos
include the "Prologue" from Leoncavallo's "Il Pagliacci," Griffes's "An
Old Song Resung" and Clarke's "The
Blind Ploughman."

WHYN Program Format

Scheduled for Change Northampton will have its own program, effective tomorrow, when Holyoke's WHYN stations adopts a new program format for its "Northampton Merry Go-Round." Five minutes will be allowed on the half-hour air show strictly for local news.

Transcriptions will remain a regular portion of the program, with several other additions included on the air show, designed to interest Northampton residents. The five-aweek series will be broadcast 3 to 3.30 every afternoon as a sustaining feature.

Texan 'DP'



BOB BURKE

SPRINGFIELD SYMPHONY TEACHER OF CLARINET

SMITH COLLEGE LONGY SCHOOL OF MUSIC BOSTON, MASS.

Beginners - Advanced Students For Further Information Write

76 BELMONT AVE.

Request *

JACK BENNY KATHRYN GRAYSON SIDNEY GREENSTREET **MARY ASTOR**

YOU REQUEST, THE STARS PERFORM

PRESENTED BY Campballa sours



i resented by your lue coal' dealer





Prayer. The Sacred Heart Program is heard every weekday of the year over Station WSPR

at 7:00 A. M.

SPECIAL:

Begin on Tuesday, Nov. 13, a vitally important series on the Peace Plan of the Blessed Mother of God, the story of Fatima in Portugal. "It Starts the Day Right"

TONIGHT



"TISSUE STARVATION"

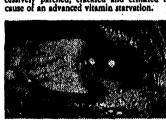
Early and Advanced Signs



SCARLEY-RED DISCOLORATION and pro-nounced lesions of the tongue, as well as bleed-ing and screeness in the gums, may be caused by advanced "Tissue Starvation".



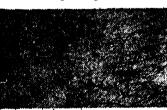
BOCTORS CASL conditions like this "Mossic Pavement" skin. Note how the skin is ex-cussively parched, crackled and crinkled be-cause of an advanced vitamin starvation.



AN EXAMPLE OF an advanced "Tissue Starva-tion" producible by a severe and prolonged lack of vitamins. Note thickening and dis-coloration of the eye whites.



A CONTINUING, even though relatively deficiency of vitamins in the body may about tongue lesions like these and teness and swelling in the gums.



ROUGH SKIM — most often found on arms and thighs, but possible anywhere on the body — are often caused by even a mild, chronic "Tissue Starvation" for vitamin A.



COMMON, OR EARLY, vitamin deficiency in the eye tissues. Bye tissues should be clear and bluish-white when in perfect health—nos-"muddy" or cloudy-looking.

The Signs of Vitamin Deficiency often appear first in Eyes, Skin, Tongue and Mouth

FOST Americans are deeply ignorant of M the true nature of vitamins. In contrast to the general belief, vitamins are not merely a daily diet need—not merely elements in our food. Vitamins are part and parcel of every

> THE MILES PLAN FOR HEALTH PROTECTION

1. PROPER DIET. Vitamin deficiencies may accrue gradually in the body issues throughout your entire life. So try to eat a balanced diet every day from now on. 2. PROTECTIVE VITAMINS. Take one capsule of One-A-Day Multiple Vitamins every day.

3. CONDITIONING FACTORS. Certain conditions and habits (diarrhea, over-indulgence, etc.) increase vitamin needs. Protect yourself then by taking extra vitamins. 4. SEE YOUR POCTOR — If you think you have lesions—as above—that indicate vitamin deficiency. body tissue. And if you've a shortage of vitamins in your system, signs of tissue deficiency
—of "Tissue Starvation"—may appear in your body itself.

Even overweight people can have a "Tissue Starvation"! And advanced medical opinion tells us that literally thousands of Americans do show some signs of "Tissue Starvation," producible by a lack of vitamins in the body.

The cases to the left above—the advanced 'cases-were chosen from a population group long subject to severe vitamin deficiencies. They do not depict conditions frequently found in American life. But the right column represents the early or

common stages of "Tissue Starvation." Watch for these signs. Look at your eyes, your tongue, in the mirror. Run your hand over your skin-over your thighs and arms: These signs, of course, may result from such conditions as irritation, or infection, or other forms of mainutrition, but "Tissue Starvation" due to vitamin deficiency is a frequent

and basic cause. So help guard against this form of "Tissue Starvation" by taking One-A-Day (brand) Multiple Vitamins. You get all the known needed vitamins in One-A-Day Multiple Vitamins - A, B1, B2, C and D, plus Niacin, Amide, Calcium Pantothenate and Ba.





you give some loved one than the new Western Electric Model 63 Hearing Aid . . . offering "Full Color" hearing for more realistic speech and music? Come in. Learn full details about the smaller, lighter, low-priced Model 63.

1562 MAIN ST. Rooms 603 - 463, TRL. 7-1997

