

VB VERTICAL-VALVE FIREBALL ENGINE . POWER STEERING TWIN-TURBINE DYNAFLOW . DYNAMIC FLOW MUFFLER POWER BRAKES\* • COMPLETELY NEW SWEEPSFEAR STYLING BALANCED MILLION DOLLAR RIDE . CUSTOM-RICH INTERIORS TILT-AWAY SLIDE-AWAY FRONT SEATS (2-door models) PANORAMIC ONE-PIECE WINDOWS FRONT AND REAR DOUBLE-RAIL FRONT BUMPER . AIRCONDITIONER for Super and Roadmaster Available Now!

Rivière and Sodan model

A woman's touch works wonders here

## DADMAS **Custom built by Buick**

TUST finger-tip pressure on the steering wheel lets her park and slow-maneuver with far less effort.

For Power Steering - standard equipment at no extra cost on every 1953 Buick **ROADMASTER-gives her easy turning of the** front wheels, even when this two-ton automobile is standing still.

Just a toe-touch on the gas pedal gives her dazzling getaway, or gentle cruising pace, or

soaring power to glide easily up the long, steep hills.

For Twin-Turbine Dynaflow and the world's newest V8 Engine give her a combination of quick, quiet getaway and infinite smoothness that no other car in the world can equal.

She can gentle this big, beautiful bundle of high-powered energy to a swift, sure halt with merely light pressure on the brake pedal-for Power Brakes\* reduce needed pedal pressure by 50%.

She can replace summer's humid heat with

refreshingly cool air by a flip of a switchfor Buick Airconditioning circulates up to 300 cubic feet of cooled, dustless, filtered, draft-free air per minute.

Actually, the wonders - and the thrills never seem to cease as you drive this superb ROADMASTER - the greatest Buick in fifty great years.

We'd like both the Mr. and the Mrs. to see it, try it, judge it. Why not drop in this week? \*Optional at entra cast on Roadmaster and Super models only.



WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM BU 



Dial 7-2231

Modison, Wisconsin

WHA and WHA-FM 970 Kc.—55.7 Megs. WEDNESDAY A. M. Weather Roundup; Farm Featur Band Wagon News; Weather Morning Melodies Broadcast on Broadcasts Music 6:00 Mount 9:00 Broadcast on Broadcast 9:20 Music 9:30 Young Experimenters 9:30 Markets: Weather 9:30 Markets: Weather 10:00 Homemakers Program 10:30 League of Women Voters 10:35 Views of the News 11:00 History of Russia 11:00 Musicale P.M. 12:20 News 12:30 Faim Program 1:00 Chapter a Day 1:30 Journeys in Music 2:00 Recent History of China 2:50 Taik About Words 3:00 Music You Want 3:30 Northwestern Resiewing Stand 4:00 Music of the Mastera Ridgeway Glee Club, **Band Plan Concert** RIDGEWAY - The Ridgeway high school band and glee club, will give a pre-festival concert at 8 p. m. Thursday in the high

Tole 7:00
 Tolevision "heatar
 Strike It Rich
 Strike It Rich
 Television Theater
 D-Television Theater
 To aruso Show
 Front Pare Detective
 1:39
 Asainst Crime
 Wainst Crime
 Wainst Crime

AR-Man 7- Wrestling 19- Camera Eye 8:00

3— Boxing 4— Boxing 4R—Boxing

5:15 Fretich Program 5:30 Legislative Forum 5:45 News: Sports 6:00 Organ Melodies 6:30 Dinner Musicale Musicaie FM ONLT 5:45 Dinner Musicale 7:00 Views of the News 7:15 The Musican Comm 7:30 Drama of Poetry 1:00 Cooper Union 1:00 PM Concert 1:30 News (to 11) WMFM 104.1 Megs. WEDNESDAY A. M. Risera; Newa Risera 6:00 Early Risers; News 6:30 Early Risers; News 7:30 News; Yawn Patrol 7:35 Yeather Bureau; Yawn Patrol 7:35 Feature; Yawn Patrol 7:35 Feature; Yawn Patrol 7:35 Feature; All to Prayer 7:35 Seature; Jawn Patrol; Weather Bureau 8:32 Naves; Clobewatcher Bureau 8:33 Clockwahers; News 9:30 Datace Bad 10:00 Months Musical Variety 10:30 Sonse of Yesterday 11:45 Sacred Heart Program P. M. 12:00 News 12:15 Fre Game Sports Program 12:15 Eastball 2:35 Rote Rendezvous; New; 3:00 Artists Fortrait 3:30 Mac: News 4:00 Juke Box Jamboree 4:00 Juke Box Jamboree Juke Hox Jambores Frankie Garle Uncle Bill Day in Sports: News Bible Fellowship Wheel of Fortune Esperanto Now Off the Record News: Musidal Menu Bud McEltor

5.55 News; Aushoaa zecnu 6:15 Bud McElroy 6:30 Musical Menu; News 7:00 Collector's Album 7:30 Márine Show 7:45 Sports Record 8:15 Serenade in Blue 8:30 Package of New Records 8:30 Package of New Records 8:34 Sucet the Artist; News 8:45 Meet the Artist; News

WIL

Sharpen Your John T. Flynn News

Lawrence Welk Tex Williams George Cates Owen Bradley:

**γ** τ

Owen Bradley: News One Oh Four & One Club News (to 12)

4R-Scoreboard 5-- 11th Hour Feature 7-- News

10:10 7— Starlight Theater 10:15

News
11:80
3- Time to Smile
Night Cwi Mavie
11:30

3- Tom Mercein 7- What's New? 12:00

3- News; Movies 12:20

levision SERVICE

REPAIRS All Makes Phone 5-3494

4-> News 10:30 3- Dragnet 4- Murder Before 18 9- News

a 5D-Style Show 9:00 A- Vic Perry 4E-Douglas Phirbanks 5D-Weatherman 5D-Sound Stage 5 7-Forelgan intrigue 9-Request Playhouse 9:10 5-Dorsey Connors 9:15 4-Sports; Weather 5-Cilton Unicy

4- Sports; Weat 5- Clifton Utley

9:30 3- News: Weather 4- Chicago at Night

4R-Weather; News 5D-Weather; News

Television Engineers, Inc., 1004 S. Park St.

Television freq1-the BUICK CIRCUS HOUR-every fourth Tuesday

TODAY'S GAG

appear.

groups.

school gymnasium.

NORFOLK, Va. (UP) --- An ovsterman show 1 up at the ficial 8:15 Security office and wanted to 8:30 know how much he as a li-employed citizen—owed the gov-ernment. The clerk asked "What was your het income?" "Tven a government man ought to 'ow you don't take oysters with a net," the man replied. 11:00

Ensembles and soloists also will

The band and chorus will take part in a district music festival at Fennimore on Saturday.

Mrs. James Hood directs these