vision contract with NBC.

gram is on the air at 10:15 p.m.

City, for many years,

Shakespearean festival this summer.

"Dr. Christian" on CBS radio.

SPOTLIGHT WISCONSIN STATE JOURNAL, FRIDAY, MAY 15, 1953

SECTION 1, PAGE 15



FOR THE FIRST 100 SETS



with UHF \$249.95

. \* \*

## PURCHASED ON OR BEFORE JUNE 21, 1953

## LET'S FACE THE FACTS!

#### WHEREAS:

1. There will be two new UHF television stations in Madison in just a short time.

2. Many thousands of Madison families that do not already own TV sets, are waiting for the local stations to go on the air.

3. At that time, due to the heavy demand, it will be virtually impossible for all to get the TV sets of their choice and properly installed.

#### THEREFORE:

For those who are planning to purchase a TV set after a Madison station is on the air-

### WE AT BRICKERS:

are offering to you, now A FREE UHF INSTALLATION with any Hallicrafters TV set ordered on or before June 21, 1953. UHF RECEPTION WILL BE GUARANTEED . . . any adjustments to the installation will be made at no cost to you.

# Hurry — This offer for 100 Sets Only!

Order your Hallicrafters TV set and have it installed FREE NOW . . . or use our layaway plan and have it installed FREE LATER.

Small down payment. convenient -terms

.





Bruss.

\* · · ·

SUNDAY INSOMNIA

7:00 3- Playhouse of Stars 4- Playhouse of Stars 4R-Playhouse of Stars 5- The Big Story 5D-The Big Story 7- Terry and Pirates

Organizations

FRIDAY, MAY 15 Spring concert: 8 p. m., East high school auditorium,

CARLSON

Get the best at

Home Maker's

HARDWARE & APPLIANCE, INC.

123 W. Mifflin St.

Open Monday &

Friday evenings

'ril 9



2

10:15 4-- News 16:30 3-- T-Men in Action 4-- Murder Briore 12 9-- News 11:40