WISC .

1480 kg.

* Top o Morning News
Top O'Morning
John McVans

Breakfast
 Club

Breakfast Club

• My True Story; Whisp's Streets • Betty: News

* Ladies Fair: News

Queen tor

Baseball
Baseball
Baseball
Baseball

4:00 * Just Plain Bill * Music Betty Mary Casey 4:15 * Fr't page Far'll * Mr. Music Showcase 4:30 * Lorenzo Jonea * Jon & Sparkle Harmony 4:45 * Doctor's Wife * Birthday Club

* Mister Music

Mister Music; Sports ·

Flamond: News

* News: Music * Fulton Lewis

• Mystery

2:00 * Life Beautiful * Baseball 2:15 * Road of Life * Baseball; Score: 2:30 * Pepper Young * Secret Song 2:45 * R'ht to H'p'n's * Mr. Music

3:00 Backstage Wife Mister
3:13 Stella Dallas Music: Betty
3:30 Widder Brown
3:45 Wom'n in Hise Music

5:15 Madison 5:15 Mour 5:39 News 5:45 Dorts: News

6:00 * News Perade 6:15 * Mel Moments 6:30 * News of World 6:45 * 2 M'n's Pamily

Marx
Truth or
Consequences

7:00 * Walk a 7:15 Mile 7:39 * Wednesday 1:45 Serenade

WIBA

5:69 Frolic: Farmers 6:15 Forum 6:30 Musical 6:45 Clock: Naws

7:80 Alex Dreier 7:35 Musical Clock 7:36 Journal News 7:45 Clock: Sports

Radio Jimetable

WEDNESDAY

WKOW

1878 kg

Farm Hour Uncle Julius Farm Reporter
Tops in Sports Farm Hr: Mkts
Rural
News: Tops in Chapel of Air
Sports: Heatter Weather: Mkts
Music: News

Time
Arthur Godfrey * Music in Air
Time
* Sweet Music

Time Job Bervice
Music Speaks Mid-Morning
Jackpot Quis Matines

News: Band News: Morni Aunt Jenny Matthes Helen Trent News Our Gal Sunday Farm News

Cur'ent Quest'ns * Hubba Hubba House * Hubba Hubba

Mortenson
Show; Easy
List'ning; News

* Chapel in
the Sky
Melody
Hour

News: Weather News Family Skeleton Tips. Tunes Music Sports time Edw. R. Murrow Bing Sings

Music: Markets News and Markets Farm and Home

News Band Parade Hour Melody

Flesta Time

University Special

Marsie, Scotty Farm Front Old Timers Jambores

Old Timera Jamboree

Old Timers Jambores

Wisconsin Farm Hour At Your Request

Arthur Godfres News

Uncie Julius

Top Tunes: Scores Music: Hits Allan Jackson

FB1 in Peace and War

Playhouse on Broadway What's My Line?

Doctor Christian

Keynotes by Carle

News; The Ed Slivers Show

News Parm Parade

20:45
2- Bride and Groom
4- Guiding Light
4R-Quiding Light
4R-Quiding Light
10:35

Sparta Area Radio **Operators Hold** Annual Field Day

event other communications were cut off. Three portable transmit-SPARTA — Amateur radio opters were used in the test.

Amateur radio opters were used in the test.

Members of the Sparta Amateur radio opters were used in the test. erators of this area learned val-

erators of this area learned valuable lessons over the weekend in their annual field day, which began Saturday at 4 p.m. and ended Sunday.

Seven operators, assuming that the area had been bombed and that all communications were cut off, set up a 250-watt generator and other equipment on top of a 400-toot hill at the Cataract tower site north of Sparta, home on leave from Korea, said The area was isolated and all The area was isolated and all he taught English to Korean, said supplies, including two tents, with a Sears-Roebuck catalogue water, portable radio sets, and as a textbook.

ABC.

ABC.

TICHAEL HINN, formerly newscaster at WISC and water.

IF YOUR SON IS FIVE OR OLDER . . .

Now is the time for him to own a man-sixed life insurance policy at little boy's rates. Acquaint him with low cost security and the Northwestern Mutual, The savings for him will be substantial,

WHY SHOULD YOU INSURE YOUR BOY?

Because he will own a man-sized policy at little boy's rates.

3. If he enters military service his policy will have a no-war clause.

The operators made 150 outside

contacts and learned how valua-

ble their setups would be in the

2 His insurability will be safe-guarded as to health, occupation or residence. 5. It will be the foundation of his future investment program.

Dick Woodman Northwestern Mutual Life Insurance Co.

401 Wisconsin Ave., Madison

7-1401 or 3-3648

DOG SHOW

Dane County Fairgrounds SUNDAY, JUNE 28 SEE!



HUNDREDS OF CHAMPION PARADING OBEDIENCE-TRAINED DOGS IUMP HURDLES

ACTION FROM 10. A. M. TO 6 P. M. IN 5 RINGS

Refreshments Available

Admission: Adults 75c Children 25c

You can see it

BETTER on a



FIREMEN'S PARK

WATERLOO

THURSDAY, JUNE 25 DANCING EVERY THURSDAY NIGHT



TIP O' THE MORNING: The Sugar Bowl game on New Year's Day will be televised and broadcast exclusively by ABC.

WKOW, now is with WFAA-

5:86 Welcome 9:15 Travelers 9:39 Bob Hope 9:45 Wed. Melody TV, Dalias, Tex. Barbara Britton and Richard Denning, stars of the tele-vision version of "Mr. and 0:35 Rich Pays Mrs. North," will take over 11:06 Betty Cass the roles in the radio version (CBS-WKOW) Tuesday. Waiter Cassel and Elaine Mal-

water Cassel and Elaine Maibin will play the romantic leads
in "Rio Rita" at the St. Louis
Municipal Opera June 29-July 5.
Norb Locke, who conducts "Un-Norb Locke, who conducts "Un-cle Ned's Squadron" on WMAQ

(8 a. m. Satur-days) has received a citation from the Illnois wing of the Air Force Assn. for his "untiring effor forts in promot-ing aviation and forts in air power and the education of he youth of America."

Everett Mitchell, of the "Na-tional Farm and Home Hour" NBC-WIBA), will MITCHELL

speak at the Plowman's banquet of the National Soil Conservation eld Days and plowing contests Eau Claire in September. He will also describe the play match on his program at noon Saturday, Sept. 19.

Eric Sevareid, chief Washing-ton correspondent of CBS Ra-dio, received the honorary de-gree of doctor of humanities at the 1953 commencement from the 1953 commencement rere-monies of Cornell college, Mt. 9:45 News; Music Vernon, Ia.

wonies of Cornell college, Mt.
Vernon, Ia.
"Salome's" winning combination will be reunited for "The Story of Mary Magdalene." Members are Rita Hayworth, star;
Buddy Adler, producer; H a r r y
Kleiner, playwright, and probably
William Dieterle, director.

DISCS OF THE DAY: Recent pops" records

** Johnnie Ray and Doris Day

They will be assisted by the

Make the TV side-by-side test . . . turn on any other set first . . . then turn on a Crosley. You'll be convinced . . .

CROSLEY TV

While a student at Leland Stanford university, Mr. Ross set his first world records as a swimmer. In 1920, he was a member of the U. S. swimming team ber of the U. S. swimming team at the Olympic games in Anti-werp, Belgium, and won the 400 and 1.500 meter events. During his career as a swimmer, he won all lime critics will agree, come and distributed in the considering the thousand and Considering the thousand and Considering the thousand and Stanford university, Mr. Ross set his first world records as a swimmer. In 1920, he was a member of the U. S. swimming team at the Olympic games in Anti-werp, Belgium, and won the 400 and 1.500 meter events. During his career as a swimmer, he won all clime critics will agree, come and distributed in the considering the thousand and considering the thousand and considering the thousand and staributed with such speed.

Considering the thousand and Considering the thousand and distributed with such speed.

Considering the thousand and Stanford university. First open therefore Pocal Point Point Page Detective 7-100 Nive Pront Page Detective 7-100 Nive Pr

Starred programs are also carried on coresponding FM stations FM channels: WIBA-FM, 101.5 M. WWCF (WIBU), 94.9 M. WISC-FM, 98.1 **Solumbia: "Candy Lips," a swingy piece with free-style backing, and "Let's Walk Thata Way." rhythm monetty.

***Champ Butler (Columbia): "Gypsy Low," a country-style fine, and "Till Now," forceful ballad.

***Paul Weston Orchestra (Columbia): "Shane," theme music from the movie in the "Grand Canyon" style, and "Gigi," light-hearted instrumental.

**RECITAL: Piano pupils of Miss Beth Mitch—12 world war I and flew his first combat mission Nov. 8, 1918. He reentered the air force in 1943; Lawrence, Donald Manson, Alan as a captain and became aide to Manson, James Svanoe, Carol Gen. Jimmy Doolittle, his class-lass, Nancy Sieber, Marjoric mate in flying school during Novild War I. He left the service as a licutenant colenel.

**PECITAL: Piano pupils of Miss Beth Mitch—2 world War I and flew his first combat mission Nov. 8, 1918. He reentered the air force in 1943; Lawrence, Donald Manson, Alan as a captain and became aide to Manson, James Svanoe, Carol Gen. Jimmy Doolittle, his class-lass, Nancy Sieber, Marjoric mate in flying school during Wisconsin Art Goes Abroad," Wisconsin Art Goes Abroad, World War I. He left the service in flying school during as a licutenant colenel.

**CHAMPA COLUMNA COLU

the former Olympic swimming a inflor attraction in fiself, tech-champion was best known for his nically speaking. To our knowl-"400 Hour," which he had con-ducted on WMAQ since 1935, or any other type and of its scope except for time out when he served in World War II.

entity caused by slight underexposure of the original film—make the whole ceremony a brilliant formal pose.

Here's a perfect opportunity to see the family in relatively inbeautiful one.

Watch the queen as she sits on King Edward's chair and you'll see her throw a quick glance and can have. betray the happiness of the queen, her husband, the the balcony to her left where her son, Prince Charles stands in garet.

The intimacy of this film is fits what's going on hefore him.

The news services made a big what's going on before him.

The news services made a big to-do about the queen's hair gredients.

The intimacy of this film is fits most striking feature—the principal element of its fascinating in gredients.

The intimacy of this film is fits most striking feature—the principal element of its fascinating in gredients.

The intimacy of this film is fits most striking feature—the principal element of its fascinating in gredients.

The intimacy of this film is fits most striking feature—the principal element of its fascinating in gredients.

to-do about the queen's hair gredients.

styling. Women will be quick to notice that her beauticians did an excellent job. Despite the spectacle like it.

Introducing the New Flavor-Blanded



Get ten cans of Doggis Dinner— the new flavor-blended dog food from any grocery store. Mail the ten can labels to Doggie Dinner Co., Bedferd, Ohio. You will receive, in return, a credit letter which, under terms of offer, will entitle you to 10 free cans o Doggie Dinner at your grocer's

THE TASTIEST FOOD YOU CAN GIVE YOUR DOG HURRY-Offer Ends June 27

oest tasting food you can give a dog. So don't wait—get your 10 came Doggie Dinner by midnight Saturday and mail in the 10 labels to— DOGGIE DINNER CO., BEDFORD, ONIO

Today's Radio **Highlights**

Drama

WIEU

6:30 p. m.-Great Gildersleeve (WMAQ): plan to escape Leroy's

Uncle Julius
Farm Hr: Mkts
Chapel of Air
Weather: Mkts
Coffee Club
News
We'ther: Coffee
Club: News
Markets: Coffee
Club: News
Markets: Coffee
Club: News
Markets: Coffee
Club: News
Musical Clock
Kitchen Club
Musical Clock
Arthur Godfrey
Arthur Godfrey
Arthur Godfrey
Arthur Godfrey
Arthur Godfrey
Musical Clock

3— Animal Playtime
5— Animal Playtime
5D— Prolog to Pro-

Music

Music You Want Pacation Serial 3 p. m. — Music You Want

(WHA): "Piano Concerto in A
Ninor," Grieg.

4 p. m. — Music of the Masters
(WHA): "Symphony No. 1," Mahler.

8 p. m. — Summer in St. Louis
(WBBM): music from "Cyrano

(de Bergerac,"

9 p. m. — FM Concert (WHA-FM); Act 3 of "Boris Godou-now."

Chow Time Parm Service Mrs. at Market Si Haves and Nora Drake Daughter Musical Matinse • Hubba Hubba Religion

10:15 p. m. — Your Paster Speaks (WIBA): the Rev. Rich-Party • U. W. Band Speaks (WIBA): the Rev. Rich-Wizard of Odds • Chapel in Sky and Snyder, First Congregational church.

Discussion

10:30 a. m. — Women Voters (WHA): "Congressional Strings on the Public Purse," Mrs. John G. Lee, National president. Lee, National president 11 a. m. J Academic Freedom (WHA): panel of University of Wisconsin faculty members. 2 p. m. — Freshman Forum (WHA): "The Foods We Eat,"

2 p. m. — Freshman Forum (WHA): "The Foods We Eat," Dorothy L. Hussemann.

Sports

12 m.—Baseball (WISC): White Sox vs. Yankees.

12:25 p. m.—Baseball (WMFM): Cubs vs. Phils.

7:45 p. m. — Sports Record (WMFM): "Bum of the Month Club."

7:55 p. m. — Baseball (WISC): Matter Party Sports Record (WMFM): "Bum of the Month Club."

7:55 p. m. — Baseball (WISC): Matter Party Sports Record (WMFM): "Bum of the Month Club."

7:55 p. m. — Baseball (WISC): Matter Party Sports Record (WMFM): "Bum of the Month Club."

7:55 p. m. -- Baseball (WISC); Braves vs. Pirates.

5— Break the Bank 5D—Break the Bank 1:25

OPEN

7- News

Variety

9 p.m. -- Bob Hope (WIBA): and Victor Mature,

Form Programs

12:15 p.m. — Farm Service
(WIBA): Using Nitrogen Fertilizer on Corn," C. J. Chapman and
Frank Mayfield.

12:30 p.m. — Farm Program
(WHA): "Make Our Alfalfa
Stands Last," Art Peterson: "National Consequation of the count of the count

Wagenen.
Flute players will be Phyllis Before that he was a sports. Before that he was a sports writer at the Chicago Journal, and Agren Harrington. They will be accompanied by Miss Mitchell and Martha Porter.

At the Shows

(Reviewed by Richard Vesey)
Opening this afternoon at the services for Norman Ross, affectionalety known to thousands of radio listeners as "Uncle Normle," were held Tuesday at the Northminster Presbyterian church, Evanston, Ill.

Mr. Ross, who was 57, died of a heart attack Friday night.

The former Olympic swimming champion was best known for his "400 Hour," which he had conducted on WMAQ since 1935, except for time out when he served in World War II.

While a student at Leight is a sports writer at the Chicago Journal, and a promoter of sports events.

At the Shows

(Reviewed by Richard Vesey)
Opening this afternoon at the Madison theater is a full-length look of Women Voters o

al.

The highlight of the film, naturally, is the actual coronation in Westminster Abbey.

Sit reasonably close to the screen. The rich colors — apparently caused by slight underex—ently caused by slight underex—Here's a perfect opportunity to possure of the original film—make see the family in relativity to



This offer is made to introduce the new Flavor-Blend Doggie Dinner-



WEDNESDAY MORNING

6... I'll Buy That. 3... Strike It Rich 4... Strike It Rich 4R... Strike It Rich 5... Mrs. U.S.A. 4R—Strike It Rich
5— Mrs. U.S.A.
5D—Mrs. U.S.A.
7— Let's Exercise
7— Weather: News
18:06
3— Time Out
4— Bride and Groon
4R—Bride and Groon
4R—Strike Cookery

11:00 3— What's New? 4— Lunch with Billy 4R—News 5— Noontime Comics 7— Hanny Birth 7- Happy Pirates
6- Hi Ladies
11:15
7- Movie Quin
11:30 11:30
4— Garry Moore
4R—Garry Moore
5— Rob and Kay
5D—Wonderful Worle
7— Time for Fun
11:43

1- News

First Curtain
18:15
4— Love of Life
4— Love of Life
4— Search for Tomorrow 3— News
4R—Search for Tomorrow 3— Jack
5D—Sewing School
9— World Report

4R—Garry Moore
5D—Bow and Key
7— Time for Fun
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:45
11:4



Complete Installation

* Any type UHF Conversion

Television Engineers, Inc. 1004 S. PARK ST.

Оред Menday, Wednesday, Frl. Eves. Locally Owned

WEDNESDAY AFTERNOON

2:38
3— Ladies Choice
4— Movie Time
5— Ladies Choice
5D—Ladies Choice
2:45
9— 10th Inning
2:35
7— News 4— Western Movie 4R—TV Chronicle 5— Karnival Kwis 5D—Circle 3 Ranch 7- Adventure Ti 9— Ernie Simon 6:50 7- News

3:00 3- Woman's W 8- News 5-News
5:66
3- Sports Picture
4- Sports
4R-Capt. Video
5- Weather: Sports
7- News; Sports
9- Capt. Video
5:16
5- Dorsey Connews
5:15

SD—Hawkins Falls
7—Family Movie
9— Television Matines
3.15
5— Gabby Haves
5D—Gabby Haves
3.—Howdy Doody
3—Howdy Doody
5D—Howdy Doody
7— Rootis Razoutis
9— Time for Beany
4—Garfield Googs
4—Garfield Googs
4—Garfield Googs
4—The Buddies 3- News: Weather
News: Town Crier
5:35

3— Blue Room
4— News
4R—Date with Jude
5— Eddie Flaher
5D—News
7— Date with Jude
9— News
5-48 4— Garfield Goose
4R—The Buddles
5— Elmer the Elephani:
5D—Fun-TV
7— Laugh Time
9— Watch to Win
4:13
3— Betty Furness
4:30
3— Foreman Tors

S- News S:45

3- News Caravan

4- Perry Como

5- News Caravan

5D-News Caravan

8- Newsreel 2- Foreman Tom

EVENINGS NOW MICHTER THAN EVER

Why pay \$30 to \$100 to convert your present set. We offer highest trading, in town.

UHF-VHF models . . . \$199.95

STATE GILMAN

TELEVISION · APPLIANCES WEDNESDAY EVENING

3— I Married Joan
4— Arthur Godfrey
4R—Afthur Godfrey
5— I Married Joan
5D—I Married Joan
7— Laurel and Hardy
9— Adventure Theater
6:30

5:36
5— City Deak
5D—With the Swayzes
5D—With the Swayzes
5:48
5— Newered
4— Sports Spot
4R—Sports Spot
5D—Two for the Show
5:30
3— Mr. and Mrs. North
4— News
4R—Douglas Pairbanks
5— Westherman
5D—19th Hole
7— Foreign Intrigue
6— Command Serf. 7- Laurel and Hardy
9- Adventure Theater
9- Adventure Theater
5- Cavalcade
5D—Cavalcade
7- Stu Erwin
1- 100
3- Television 'heater
4- Strike it Rich
4R-Boston Blackie
55- Television Theater
7- Focal Point
9- Front Page Detective
7-115

7:18
7:30
7:30
4— Man Against Crime
4R—Men Against Crime
4R—Men Against Crime
4R—Men Bestling
9— Camera Eye
8:86 9:10
4— Meat Miss Lee
Dorsey Connors
9:15
4— Sports; For Men
5— News
5D—Eddie Fisher
9:30

News: Weather News iR-Weather; News

5— This is Your Life 5D—Weathers Newe 5D—This is Your Life 7— Charles Laughton 9:43

3.30

5. Sports 9:43 3-48 Sports
4- Kup's Column
4R-Ivory Etchings
5- Herbie Mints
5D-Theater
7- K. Ashton Stevens
18:38
4- Sports Final
4R-Scoreboard
5- 11:45

5- lith Hour Feature 7- News

OPEN

CILMAN

16:18 7 —Chicago C 18:15 4- Murder Before 12

3- Dragnet
8- News
10:45
8- Theoter
11:00
3- Time to Smile
4-Night Owl Morie
1- Night Owl Theater
11:38
8- Tom Mercain
12:00
3- News: Movies

THE WHOLE FAMILY ENJOYS TELEVISION AND

NON-CARBONATED, FRUIT-FLAVORED

WEDNESDAY

A. M.

6:00 Early Risers; News
6:30 Early Risers; News
6:30 Early Risers
7:00 News; Yawn Patrol
7:15 Weatherman; Yawn Patrol
7:30 Feature; Yawn Patrol
7:30 Feature; Yawn Patrol
7:45 Layman's Cail to Prayer
7:50 Yawn Patrol; Weatherman
8:02 News; Clockwatchers
8:00 Weatherman
8:03 Clockwatchers; News
9:00 Sters Sing
9:00 Sters Sing
9:00 Band
10:00 Morning Musical Variety
10:00 Morning Musical Variety
10:00 Morning Musical
11:30 Navy Band
11:45 Sacred Heart Program
P. M.

1:00 News
1:15 Pre Game Sports Program
1:15 Pre Game Sports Program
1:235 Baseball
1:45 Post, Gams Program; News
1:00 Juke Sox Jambores
4:15 Eddie Miller
4:16 Edde Listening; News
5:00 Bible Fellowship
1:15 Wheel of Fortune
5:20 Esperanto Now

7:30 Marine Show
7:45 Sports Record
3:00 Tune Time
3:10. Sevenade in Blue
8:30 Fackage of New Records
8:30 Sharpen Your Wite
8:30 John T. Flynn
8:45 News
10:00 Ray Robbins
10:15 Wolff Phillips
10:15 Wolff Phillips
10:45 Thy Hill: News
11:40 One Oh Four & One Club
11:45 News (to 12)

8-Week Music Course Opens at Janesville

JANESVILLE - The Janesille recreation department started an eight-week instrumental music course Monday. Classes will be in session for

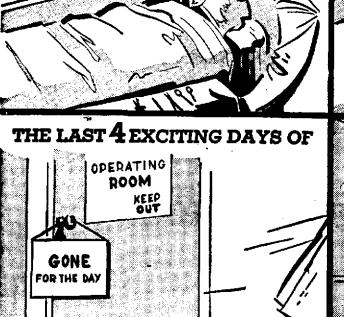
eight weeks for beginner, intermediate, advanced, and ensemble Eugene Erickson of the high school music staff is the instruc-

WMTV's Tower is erected . . .

WMTV's Transmitter is here . . WMTV's Building is enclosed . . . WMTV's Initial programs are ready ."

WMTV is not yet pin-pointing its opening date of telecasting







IN MOTION" ADMISSION FREE

P. S. Everywhere people are saying, "It's the greatest auto show yet." Over 100 action-packed exhibits delight young and old! Take the whole

JUNE 19 THROUGH JUNE 28-10:30 A.M. TO 18:30 P.M. MILWAUKEE ARENA . MILWAUKEE