Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch. 5—WNBQ—Chicago
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 27—WKOW-TV—Madison
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

11:45 a. m.—World Series—WTMJ-TV (4), WNBQ (5), and WGN-TV (9).

7 p. m.—Arthur Godfrey: new to this station—WKOW-TV (27).

7 p. m.—The Big Picture: Korean war scenes—WMTV (33).

8 p. m.—TV Theater: "Lobbies Never Lie"—WTMJ-TV (4) and WNBQ (5).

9 p. m.—Boxing: Johnny Bratton vs. Al Wilson—WKOW-TV (27), WTMJ-TV (4), and WBBM-TV (2).

9 p. m.—This Is Your Life: fall series starts—WNBQ (5).

WEDNESDAY MORNING

7:30
5—Today
8:00
2—Rayner Shine
9:00
2—Arthur Godfrey
4—Dink Dong School
5—Dink Dong School
7—Pied Piper
9—Your Figure, Ladies
9:30
4—Glamor Girl
5—Glamor Girl
7—Emmy Sheehy
9—Serial Special
10:00
4—Hawkins Falls
5—Hawkins Falls
7—Beulah Karney
9—A to Z of Cookery
10:25
4—Time Out
5—The Bennetts
10:30
2—Strike It Rich
5—3 Steps to Heaven
10:45
5—Follow Your Heart
11:00
2—Bride and Groom
4—Breta Grieve
5—Creative Cookery
7—Danny O'Neill
11:15
2—Love of Life
9—Hi Ladies
11:30
2—Search for Tomorrow
4—Series Prevue
9—Series Previte
11:45
2—Guiding Light
4—World Series
5—World Series
9—World Series

THE WHOLE FAMILY ENJOYS TELEVISION AND
NON-CARBONATED, FRUIT-FLAVORED
• Orange • Tomato
Bire-ley's
• Grape • Grapefruit

WEDNESDAY AFTERNOON

12:00
2—Lunch with Billy
7—Happy Pirates
12:30
2—Garry Moore
7—Time for Fun
1:00
2—Double or Nothing
7—All About Baby
1:30
2—Art Linkletter
7—The Dowds
2:00
2—The Big Payoff
7—Claude Kirchner
2:30
2—Bob Crosby
7—Movie Quick Quiz
3:00
2—Petticoat Party
4—Welcome Travelers
5—Welcome Traveler
7—Shopper Matinee
9—TV Matinee
33—Matinee Theater
3:30
4—On Your Account
5—On Your Account
3:45
2—UN Assembly
4:00
2—Movie Time
4—Library Story
5—Atom Squad
7—Family Movie
4:15
4—Plato the Parrot
5—Gabby Hayes
33—News
4:30
4—Howdy Doody
5—Howdy Doody
9—Trail Blazers
33—Roddy Mac
5:00
2—Garfield Goose
4—Foreman Tom
5—Elmer the Elephant
7—Laugh Time
27—Comedy Time
33—Way Out West
5:15
7—Hootie Kazootie
27—Time Out for Fun
5:30
2—Gene Autry
4—Sports Picture
5—Karnival Kwik
7—Adventure Time
27—Crusader Rabbit
33—Music; Sports
5:35
27—Foy Willing
5:45
4—News; Weather
9—Ernie Simon
33—News; Weather

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★ Complete Installation
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Open Every Evening Except Saturday
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WEDNESDAY EVENING

2—Bob Elson
4—Blue Room
7—News; Sports
9—Capt. Video
27—News
33—Bulletin Board
6:15
4—Bel Trio
5—Dorsey Connors
9—Number, Please
27—Weather; Sports
33—Flash Gordon
6:30
4—Eddie Fisher
5—Eddie Fisher
7—A Date with Judy
27—Western Playhouse
6:45
2—Perry Como
4—News Caravan
5—News Caravan
33—News; Weather
7:00
2—Arthur Godfrey
4—I Married Joan
5—I Married Joan
7—Feature Film
9—Theater of Romance
27—Arthur Godfrey
33—The Big Picture
7:30
4—My Little Margie
5—My Little Margie
27—Triangle Theater
33—A Date with Judy
8:00
2—Strike It Rich
4—Television Theater
5—Television Theater
7—Stu Erwin
9—Barn Dance
27—Strike It Rich
33—Feature Theater
8:30
2—I've Got a Secret
7—Invitation Playhouse
9—On Your Way
27—Liberace
8:45
7—Do It Yourself
9:00
2—Boxing
4—Boxing
5—This Is Your Life
7—Wrestling
9—Times Sq. Playhouse
27—Boxing
33—Game of the Week
9:15
27—On Broadway
9:30
5—TV Playhouse
9—Liberace
33—U. W. Sports
9:45
2—Sports Spot
4—Newsreel
10:00
2—News; Miss Lee
4—Adv. in Sports
5—Weather; Connors
7—Wed. Night Movie
9—Request Playhouse
27—Weather; Sports
33—News; Weather
10:15
2—Sports; For Men
4—News; Weather
5—News; Sports
7—News
33—Star Theater
10:30
4—Pro Highlights
27—Club 27
10:45
2—Kup's Column
5—Herbie Mintz
11:00
2—Hollywood Theater
4—Dragnet
5—11th Hour Feature
7—News; T. Duggan
27—Feature Film
11:30
4—Tom Mercein
11:45
9—Snooze Time
12:00
2—Midnight Theater
4—News; Movie
7—Night Owl Movie

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OPEN Every Night (except Saturday) Till 9 P. M.
NOW MIGHTIER THAN EVER
See the All-New 1954 MAJESTIC, with all-channel tuning
ON STATE AT GILMAN
AMERICAN
TELEVISION • APPLIANCES
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WHA and WHA-FM

970 Kc.—88.7 Mcs.
WEDNESDAY
A.M.
7:15 Weather; Farm Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
8:35 News for Children
9:00 American Composers
9:30 Let's Write
9:50 Markets; News
10:00 Homemakers Program
10:30 Musical Moments
11:30 Noon Musicale
P. M.
12:20 News
12:30 Farm Program
1:00 Chapter a Day
1:30 Journeys in Musicland
2:00 The Rambler
3:00 Afternoon Concert
3:30 Northwestern Reviewing Stand
4:00 Music of the Masters
5:00 French Program
5:15 Music Album
5:30 Magazine Rack
5:45 News; Weather
6:00 Dinner Musicale
FM ONLY
6:15 Dinner Musicale
7:00 Views of the News
7:15 Concert Airs
7:30 Acting Successfully
8:00 Viktor Lowenfeld
8:30 News of Wisconsin
9:00 FM Concert
10:30 News (to 11)

WMFM

104.1 Mcs.
WEDNESDAY
A. M.
6:00 Early Risers; Farm Feature
6:30 News; Early Risers
6:55 Layman's Call to Prayer
7:00 News; Yawn Patrol
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:57 Weatherman
8:02 News; Clockwatchers
8:27 Weatherman
8:30 Clockwatchers; News
9:00 Stars Sink
9:30 Dance Band; News
10:00 Morning Musical Variety
10:30 Songs of Yesterday
11:00 Old Timers Hall
11:30 Navy Band
11:45 Sacred Heart Program
P. M.
12:00 News
12:15 Noontime Frolics; News
1:00 Music (news at 1:55, 2:55 & 3:55)
4:00 Juke Box Jamboree
4:15 Ralph Flanagan
4:30 Easy Listening; News
6:00 Bible Fellowship
6:15 Meet the Artist
5:30 Esperanto Now
5:45 Off the Record; News
6:00 Musical Menu; News
7:00 Sports; Marine Show
7:30 Old Timers Party; News
8:00 Here's to Veterans
8:15 Serenade in Blue
8:30 New Records; Sports of the Day
9:00 Sharpen Your Wits
9:30 John T. Flynn; News
10:00 Dance Bands; News
11:00 One Oh Four & One Club
11:35 News (to 12)

Largest Evaporation Plant in World Opens

GREEN BAY (AP)— The Northern Paper Mills put a $2,000,000 sulphite liquor evaporation plant into operation Tuesday and set two world's records in the campaign to clean up rivers and streams flowing through industrial areas.

Milan Boex, company president, turned a valve which sent a flow of spent sulphite liquor into the huge stainless steel evaporating equipment. The liquor, a residue of papermaking, will be reduced to 65 per cent concentration of solids atomized with stream and burned in industrial boilers.

It has taken two years to build the evaporating plant which Boex said "is the world's largest evaporator devoted to stream improvement. The Fox River and Green Bay now climb into top place as major bodies of water most completely cleared of sulphite pollution anywhere in the world.

After a shakedown period of several weeks, the evaporator will receive 101,000 pounds of sulphite liquor every hour and reduce it to 15,500 pounds of 65 per cent concentration of solids. The process will return hourly more than 85,000 pounds of distilled water to the Fox River.

Today's Radio Highlights

Drama

7 p.m.—FBI in Peace and War (WKOW): agent uncover wine smuggling racket.

7:30 p.m. — Dr. Christian (WKOW): an overdose of mother-in-law . . . **Great Gildersleeve** (WMAQ): "Say a Kind World for Everybody" campaign.

COTTEN

8 p.m.—Radio Playhouse (WISC): new series with Joseph Cotton as producer and narrator; Jessie Royce Landis, Hedda Hopper, Sidney Blackmer in "Fade Out." . . . **Lewises Onstage** (WKOW): "The Loving," depicting three kinds of people.

8:30 p.m.—Big Story (WIBA): Pittsburgh reporter wins over reluctant witness, helps solve murder mystery.

10:45 p.m.—Deadline (WISC): hoodlum, birthday, and honest cop from story's backgrounds.

+ + +

Music

7:45 p.m. — George Morgan (WIBA): "The Panhandle Rag," "Kisses on Paper," "Blue Raindrops," "Open Thy Merciful Arms."

11:25 a.m. — Jack Berch (WISC): "Side By Side."

4 p.m.—Music of the Masters (WHA): "Violin Concerto No. 5," Vieuxtemps.

5:30 p.m. — Court Massey (WBBM): "Hey, Joe," "September Song."

7:15 p.m. — Sammy Kaye (WISC): with Bob Carroll.

8:15 p.m.—Serenade in Blue (WMFM): "Hi Neighbor," "Song from Moulin Rouge," "Tico Tico."

9 p. m.—FM Concert (WHA-FM): "I Pagliacci."

+ + +

Religion

10:15 p. m.—Your Pastor Speaks (WIBA): the Rev. W. D. Helsabeck, First Christian church.

+ + +

Sports

11:45 a. m. — World Series (WISC), with pre-game interviews; Al Helfer and Gene Kelly in play-by-play description.

7:30 p. m.—Roundy (WIBA): football predictions.

+ + +

Miscellaneous

10 a. m.—Homemakers (WHA) "A Visit to a Cookie Factory."

12:15 p. m. — Farm Service (WIBA): "Soil Conservation Practices," Jack Densmore, Bill Clark, and Frank Mayfield.

2:15 p. m.— House Party (WKOW): with national women's pistol champion.

2 Taverns, Restaurants Deny Food, Beer Charge

The operators of two taverns and restaurants, in Madison and Middleton, pleaded not guilty in Superior Court Tuesday to charges involving the handling of food and serving of beer to minors.

Cameron J. Hubanks, operator of the Hasty Tasty restaurant and bar, 1439 University ave., pleaded not guilty to selling beer to a 17-year-old Madison boy, permitting him to enter the tavern, and permitting the bar to operate without a licensed bartender on duty. He was released on $200 bail pending trial Oct. 14.

His brother, Richard Hubanks, 1109 Whittier st., was also scheduled for trial Oct. 14 and released on $25 bail after he pleaded not guilty to charges of operating the Hasty Tasty restaurant without a food handler's permit, and hiring employes who had no food handler's permits.

Lyman F. Steve, operator of the Sports Bowl tavern, Middleton, pleaded not guilty to charges of selling beer to a 15-year-old Waunakee boy, who was picked up intoxicated in Waunakee last Saturday night. Steve was released on $100 bail pending trial Oct. 15.

FOOD PACKS MOUNT

BERLIN (UP) — The second American distribution of food to hungry East Germans passed the 2,000,000th package mark Tuesday. Some 70,000 packages were distributed Tuesday to bring the total for the second food distribution program to 2,025,000.

Tonight! ★ Première!
PHILCO
RADIO PLAYHOUSE
A brilliant new program bringing you *on radio* the great plays of The Philco Television Playhouse
Your Producer and Host
Joseph
COTTEN
Star of Stage and Screen
THE PLAY: "FADE-OUT . . . A Story of Hollywood"
by Sumner Locke Elliott
THE CAST: ORIGINAL TV STAR CAST
• Jessie Royce Landis
• Sidney Blackmer • Hedda Hopper
THE TIME: 8:00-8:30 P. M. C. S. T.
WISC and ABC Radio Network
Brought to you by
Casey O'Brien
124 W. Mifflin 6-0247
2046 Atwood 4-7583
NEXT WEEK: Joseph Cotten stars in "Dr. Hudson's Secret Journal" by Lloyd C. Douglas

Radio Timetable

WEDNESDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00	Sunrise	• Farm Hour	Uncle Julius	Farm Reporter
6:15	Frolic	• Top o' Morn	Farm Hr; Mkts	Rural
6:30	Sons of Pioneers	• News; Top o' Morn; Heatter	Chapel of Air Weather; Mkts	Roundup Music; News
6:45	Clock; News			
7:00	Alex Dreier	• Top o' Morning	Coffee Club	• News; Farm Service
7:15	Musical Clock	• News	News	• News; Weather
7:30	Journal News	• Top o'Morning	We'ther; Coffee Club; News	• Farm News
7:45	George Morgan	• John McVane		
8:00	Musical	• Breakfast Club	Coffee Club; News	• Prayer League
8:15	Clock	• Breakfast Club	Kitchen Club	• Musical Clock
8:30	Musical Clock		Music; News	• Musical Clock
8:45	News			
9:00	Welcome Travelers	• My True Story; Whisp'g Streets	Arthur Godfrey Time	• Rio on the Air
9:15				• Music in Air
9:30	Bob Hope		Arthur Godfrey Time	• Sweet Music
9:45	Break the Bank	• Betty News		
10:00	Strike It	• Calendar; Bob Eberle; News	Arthur Godfrey Time	News
10:15	Rich			• Job Service
10:30	Phrase Pays	• Queen for a Day	Music Speaks	Mid-Morning Matinee
10:45	Wed. Melody		Morning Music	
11:00	Betty Cass	• Double or Nothing	News; Band	News; Morning Matinee
11:15	Column	• Bill Ring	Aunt Jenny	
11:30	Farm	• World Series	Helen Trent	News
11:45	Roundup		Our Gal Sunday	Farm News
12:00	• News; Roundup	• World Series	Uncle Julius	Music; Markets
12:15	• Farm Service	• World Series	News	News and Markets
12:30	• News	• World Series	Mkts.; Weather	
12:45	• Polka Party	• World Series	Report; Parade	Farm and Home
1:00	• Trading Post	• World Series	Chow Time	Farm Service
1:15	• P. Frederick	• World Series	Jockey's Choice	Si Hayes and Daughter
1:30	• Dave Garroway	• World Series	Nora Drake	• Variety
1:45	• Melody Parade	• World Series	Jockey's Choice	
2:00	• Life Beautiful	• World Series	Current Quest'ns	• Afternoon Variety
2:15	• Road of Life	• Mak. Marquee	House Party	• U. W. Band
2:30	• Pepper Young	• News	Wizard of Odds	• Chapel in Sky
2:45	• R'ht to H'p'n's	• Mr. Music		
3:00	• Backstage Wife	• Mister Music; Betty	News; Lucille Mortenson	• Chapel in the Sky
3:15	• Stella Dallas		Show; Easy Listen'g; News	• Melody Hour
3:30	• Widder Brown	• Mister Music		
3:45	• Wom'n in H'se			
4:00	• Just Plain Bill	• Betty; Music	The Showcase Harmony House Top Tunes	News Band Parade Hour • Melody
4:15	• F. P. Farrell	• Big Jon and Sparkie		
4:30	• Lorenzo Jones	• Birthday Club		
4:45	• Madison Hour			
5:00	Madison Hour	• Mister Music • Wild Bill Hickok	Allan Jackson Top Tunes All Hits Lowell Thomas	Fiesta Time • The University Special
5:15	• News			
5:30	• Sports; News			
5:45				
6:00	• Alex Dreier	• News; Music • Fulton Lewis • Lone Ranger; News	Family Skelston Weather; News Dinner Music Edw. R. Murrow	• News Tips. Tunes Sports Time Bing Sings
6:15	• Mel. Moments			
6:30	• News of World			
6:45	• I Man's Family			
7:00	• My Son	• 3-City Byline • Sammy Kaye • J. Vandercook • Mus. to Please	FBI in Peace and War Doctor Christian	Bing Sings Farm Front • Old Timers Jamboree
7:15	Jeep			
7:30	Roundy			
7:45	• Serenade			
8:00	• Groucho Marx • The Big Story	• Radio Playhouse • Serenade • G. Heatter	The Lewises On Stage 21st Precinct	Old Timers Jamboree Old Timers Jamboree
8:15				
8:30				
8:45				
9:00	• Scarlet Pimpernel • Music; Sports • Singing Stars	• Perry Como • Off the Record • Elmer Davis	Top Hat Concert News; Hits of the Day	• Wisconsin Farm Hour • At Your Request
9:15				
9:30				
9:45				
10:00	• News	• News • Frank Edwards • Hill; Wismer • Deadline	News Sports Some of the Best	• News; At Your request • At Your Request
10:15	• Your Pastor			
10:30	• White House Report			
10:45				
11:00	• News; 1310 Club	• Deadline • News; Music • Easy Street	News; The Ed Silvers Show	• Silent • Silent • Silent • Silent
11:15				
11:30	The 1310 Club; News			
11:45				

Zorn to Head U.W. Center at Green Bay

Dr. Roman J. Zorn, River Falls native and holder of two degrees from the University of Wisconsin, has been appointed director of the Extension Center at Green Bay, the University of Wisconsin announced Tuesday.

Prof. Zorn, an historian, succeeds Director O. E. Briggs, who has returned to full-time teaching at the Racine and Kenosha Centers.

ZORN

"With the cooperation of the people in the Green Bay area, we look forward to the continued development under Dr. Zorn of an outstanding center of undergraduate and adult education at Green Bay," Dr. L. H. Adolfson, director of the Extension Division, said.

Zorn will hold the rank of assistant professor of history and will teach history part-time.

He was graduated from the River Falls high school and received his Bachelor of Education degree from River Falls State Teachers College in 1937. After two years of teaching in the Amery high school, Zorn earned his Master of Philosophy degree at the University in 1940 and served as a teaching assistant in history here until 1943.

During 1943-44, Zorn was an instructor in the Armed Services training program. From 1945-50, he was instructor and assistant professor of history at the University of Arkansas.

During the 1947 summer session, Zorn was a lecturer in history at Wisconsni, in the 1950-51 academic year he was visiting assistant professor of history at the University of Missouri.

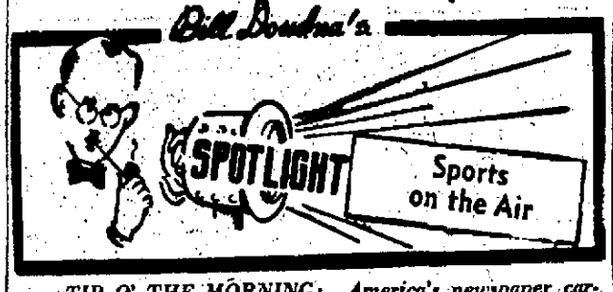
John W. Vandercook
AND THE NEWS
WISC 7:30 P. M.
Monday thru Friday
1480K ABC Network
Sponsored by
CIO CONGRESS OF INDUSTRIAL ORGANIZATIONS

Community Center

WEDNESDAY, SEPT. 30
Young Adult club, 7 p. m., with dance at 8:30; duplicate bridge, 7:30 p. m.

Municipal Affairs

WEDNESDAY, SEPT. 30
City board of review: 9:30 a. m., city hall.
County judiciary committee: 7:30 p. m., courthouse.



TIP O' THE MORNING: America's newspaper carriers will be saluted Friday on "Today" (WNBQ) and "Breakfast Club" (WISC).

• • •

ONCE a year, there's a major conflict of interest between sports events. It comes this weekend, when both the World Series and the Wisconsin-Marquette football game will be on the air. If the series goes to five games, it will run into competition for attention from the Green Bay Packers, too.

Only Madison stations directly affected are WISC and WISC-FM, and here's how they'll work it out:

On Saturday, they will carry the World Series from 11:45 a. m. until the game's end—about 2:15 p. m. Then they will move to Camp Randall to pick up the Badger game in progress.

If the series continues on Sunday, WISC and WISC-FM will broadcast baseball from 12:45 p. m. until the game's conclusion. Meanwhile, it will record the Packers' meeting with the Chicago Bears, and broadcast the entire game after the Yankee-Dodger engagement.

But if the series ends Saturday, the Packer-Bear broadcast will start just before the opening whistle.

+ + +

NAMES IN THE NEWS: A three-day exhibition of gouaches by **Paul Terence Feeley**, art teacher at Bennington college in Vermont, will open Friday, Oct. 9, in the main hall of Milton college.

Prof. H. L. Crouch, head of the Milton college speech department, is conducting tryouts for the school's first play of the esason, "Angel in the Pawn Shop." It will be given in the gymnasium Nov. 11 and 12.

FEELEY

Harry Babbitt, former Kay Kyser vocalist who now is m. c. of "Glamor Girl," has been offered a recording contract by Columbia.

Ralph Paul, announcer on "Strike It Rich," has made his singing debut in a New York night club.

Angela Lansbury will be Ronald Colman's leading woman in a forthcoming TV series based on Somerset Maugham stories.

Mel Allen's coverage of the 1953 World Series marks the 11th time he has been the "voice" of the baseball classic.

Sammy Kaye and his orchestra will open a three-week engagement Monday at the Last Frontier hotel in Las Vegas.

Dr. Sigvart A. Hofland, professor of music at Luther college, Decorah, Ia., has written a cantata for the centennial program at the Luther Valley Lutheran church near Orfordville on Sunday. It will be sung by the college's Nordic Cathedral choir, directed by **Weston Noble**.

George Raubacher will begin a sports show on WISC at 8:30 p. m. Thursday. **Tom Moore's** "Ladies Fair" will return to that station at 10 a. m. Monday.

Al Gilbert will broadcast the dedication of the Madison East Shopping Center via WIBA at 11:30 a.m. Thursday.

Betty Clooney, here recently on WKOW-TV's muscular dystrophy telethon, will team up with the Three Suns for a new series on Mutual.

Legislative Council Meetings Scheduled

Legislative Council hearings and committee meetings for October were announced Tuesday as follows:

Motor Vehicle Insurance Committee, Oct. 9; Industrial Development Committee, Oct. 20; Highway, Oct. 23 and Council meeting Oct. 23.

New Parcel Post Rates to Begin

New postage rates for fourth class matter (parcel post), go into effect Thursday, Acting Postmaster Elmo Cooper warned Tuesday.

Detailed rate tables are available at the main postoffice and all branch stations, he announced.

New base rates, however, are 18 cents for the first pound, local, 23 cents first second and third zones; 24 cents fourth zone; 26 cents fifth zone; 28 cents sixth zone; 30 cents seventh zone and 32 cents eighth zone.

For each additional pound the rate is 1.45 cents, local; 3.95 cents zones 1 and 2; 5.15 cents zone 3; 6.9 cents zone 4; 9.25 cents zone 5; 11.95 cents zone 6; 15.2 cents zone 7; and 18.05 cents zone 8.

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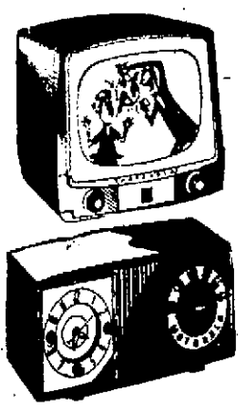
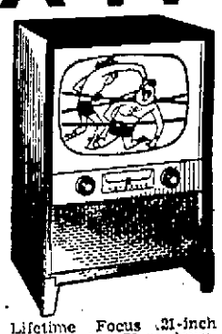

New mahogany plastic table model. Stain, warp-fade-proof. 17-in. tube. Built-in UHF-VHF antenna. New, improved 1954 model. Price includes Federal Excise Tax.
MODEL 17T15
239.95
MOTOROLA CLOCK RADIO
Lowest price ever. Appliance outlet, automatic timer, Telechron clock. Ivory, Leaf Green, Cherry Red. Model 53C1.
Model 53C1 ..... 32.95

Lifetime Focus 21-inch picture tube. Glare down, sound up, walnut finish console. Mahogany or blond finish, only slightly more. Fed. excise tax inc.
Model 21K12W .. 339.95
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If you like beer you'll *love* Schlitz

It's dry and mellow, with no harsh bitterness, and only the kiss of the hops.
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The Beer that Made Milwaukee Famous