Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch. 5—WNBQ—Chicago
Ch. 13—WREX-TV—Rockford
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 17—WKOW-TV—Madison
Ch. 39—WTVO—Rockford
Ch. 21—WMTV—Madison

TODAY'S BEST BETS

6 p. m.—Bulletin Board: Yahara Fishermen's club—WMTV (33).

7 p. m.—Bishop Fulton J. Sheen: "Three Times in the History of Every Nation"—WMTV (33).

7 p. m.—Milton Berle: with Judith Anderson, Cyril Ritchard, Georgia Gibbs—WTMJ-TV (4).

7:30 p. m. — Red Skelton: Clem becomes shoeshine boy—WKOW-TV (27).

7:30 p. m.—Theater: Laraine Day, Richard Conte in "Turn Back the Clock"—WMTV (33).

8 p. m. — Danny Thomas: mother-in-law observes 60th birthday—WMTV (33).

8:30 p. m.—TV Hour: "The Sins of the Fathers," with Elliott Nugent, Walter Hampden, Betty Field, Gene Lockhart—WMTV (33).

TUESDAY MORNING

7:00
2—Morning Show
4—Today
5—Today
7—Chicago Parade
8:00
7—Breakfast Club
23—Breakfast Club
9:00
2—Arthur Godfrey
4—Ding Dong School
5—Ding Dong School
7—Beulah Karney
8—Your Figure Ladies
9:30
4—One Man's Family
5—One Man's Family
7—The Pied Piper
8—Time for Stories
9:45
4—3 Steps to Heaven
5—3 Steps to Heaven
10:00
4—Home
5—Home
7—Play House
8—A to Z of Cookery
10:30
2—Strike It Rich
7—Tommy Bartlett
11:00
2—Valiant Lady
4—What's New?
5—Bride and Groom
7—Danny O'Neill
8—Four to Go
11:15
2—Love of Life
5—Hawkins Falls
11:30
2—Search for Tomorrow
5—Betty White
11:45
2—Guiding Light
4—News
13—Feature Film

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TUESDAY AFTERNOON

12:00
2—Brighter Day
4—Man Next Door
5—Noontime Comics
7—Lunch Hour
9—Hi Ladies
12:15
2—Portia Faces Life
12:30
2—Garry Moore
4—Weather; Time Out
5—Bob and Kay
12:45
9—Dr. Preston Bradley
1:00
5—Creative Cookery
7—All About Baby
9—Watch to Win
13—Love of Life
1:15
7—The Doctor Answers
13—Brighter Day
1:30
2—Art Linkletter
4—Woman's World
7—Swingalong
9—Sewing School
13—Story Theater
3—Tune Parade
2:00
2—The Big Payoff
4—Kate Smith
5—Kate Smith
9—Paul Dixon
13—The Big Payoff
33—Matinee Theater
39—Kate Smith
2:30
2—Bob Crosby
13—Bob Crosby
27—The Christophers
2:45
27—Bob Crosby
3:00
2—Woman With Past
4—Welcome Travelers
5—Welcome Travelers
7—Jerry Lester
9—Movie Quick Quiz
13—Search for Tomorrow
27—Woman with Past
39—What's Cookin'
3:15
2—Secret Storm
13—Secret Storm
27—Search for Tomorrow
3:30
2—Petticoat Party
4—On Your Account
5—On Your Account
9—Index: Information
13—Robert Q. Lewis
27—Robert Q. Lewis
33—Ship's Reporter
39—On Your Account
3:45
33—M. Griffin: News
4:00
4—Gretchen Corbin
5—Pinky Lee
7—Home Theater
9—Trail Blazers
13—TV Kitchen
27—Mid-Way Feature
33—Roddy Mac
39—Pinky Lee
4:15
4—Museum Explorer
4:20
2—Movie Time
4:30
4—Howdy Doody
5—Howdy Doody
7—Garfield Goose
33—Way Out West
39—Howdy Doody
4:45
13—Story Book Lady
5:00
4—Foreman Tom
5—Elmer the Elephant
7—Joe Kelly
9—Bob Atcher Ranch
13—Trail Tales
27—Comedy Time
39—Captain Bob
5:15
27—Time Out for Fun
33—Red Barry
39—Fun Time
5:25
27—Crusader Rabbit
5:30
2—Gene Autry
5—Close Up
7—Laugh Time
13—Stand By
27—Western Playhouse
5:45
33—L. Landman, Sports
5:55
4—News: Weather
7—Bob and Ray
33—M. Griffin, News
39—Early Edition
5:55
33—P. Ekern, Weather

tops in television
Madison Has A Date at Eight
(Every Morning)
with Don McNeill and His
BREAKFAST CLUB
CHANNEL 33 WMTV

TUESDAY EVENING

6:00
2—Bob Elson
4—Blue Room
5—Capt Video
13—News; Weather
27—J. Harper, News
33—Bulletin Board
39—Capt Video
6:15
4—Tommy Sheridan
7—John Daly
9—Number Please
13—Sports; News
27—Thompson Weather
33—John Daly
39—Sports; Weather
6:20
27—Schermerhorn Sports
6:30
4—Dinah Shore
5—Dinah Shore
7—Cavalcade of Americas
27—Foy Willing
33—House of Worship
6:45
2—Jo Stafford
4—News Caravan
5—News Caravan
13—Four Good Years
27—Jo Stafford
33—M. Griffin, News
39—News Caravan
6:55
39—Ekern Weather
7:00
2—Gene Autry
4—Milton Berle
5—Milton Berle
7—Sam Irwin
9—Bishop Sheen
13—Boxing
27—Say It with Music
33—Bishop Sheen
39—Milton Berle
7:15
27—Public Prosecutor
7:30
2—Red Skelton
7—Of Many Things
9—Pantomime Quiz
13—Public Forum
27—Red Skelton
33—Theater
8:00
2—Meet Millie
4—Fireside Theater
5—Fireside Theater
7—Danny Thomas
9—Badge 714
13—Danny Thomas
27—Meet Millie
33—Danny Thomas
39—Fireside Theater
8:30
2—Suspense
4—Circle Theater
5—Circle Theater
7—TV Hour
13—Meet Millie
27—Liberace
33—TV Hour
39—Bishop Sheen
9:00
2—Danger
4—Fred Allen
5—Fred Allen
9—48th St. Theater
13—Badge 714
27—Stock Car Races
39—Fred Allen
9:30
2—See It Now
4—Triangle Theater
5—Mr. and Mrs. North
7—Name's the Same
9—I Led 3 Lives
13—City Detective
27—The Unexpected
33—Badge 714
39—P. I. Detective
10:00
4—Match Your Wits
7—Life of Riley
9—Theater
13—Weather; News
27—Thompson Weather
33—M. Griffin; News
39—News; Weather
10:10
27—Schermerhorn Sports
33—P. Ekern; Weather
10:15
4—News: Weather
27—J. Harper, News
33—Star Theater
10:30
4—Mr. Dist. Attorney
7—The Visitor
13—Theater
27—Feature Film
39—Playhouse
11:00
2—Playhouse
4—City Detective
5—Bowling
11:30
4—Dollar a Second
12:00
2—The Late Show
4—News; Sports
7—Night Owl Movie
13—News

Your King-size Station
WREX-TV 13 CBS-ABC
Channel ROCKFORD

—TONIGHT—
7:00—Boxing from Rainbo
7:30—Public Forum
8:00—Make Room for Daddy
8:30—Meet Millie
9:00—Badge 714
9:30—City Detective
10:00—Weather, News, Sports

POLITE HEISTER

HARTFORD, Conn. (U.P.) — A man walked into a dry cleaning shop with a gun and ordered Mrs. Carmella Albanese to give him the money. After she gave him $50, he kissed her hand and said, "You are such a nice woman."

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EDUCATION ..... HRS. I WORK .....

Today's Radio Highlights

Drama

7:30 p.m. — Barrie Craig (WIBA): detective prevents adventurers from liquidating each other . . . **Mr. and Mrs. North** (WKOW): shortcut leads to trouble instead of money.

CLARK

8 p.m.— Dragnet (WIBA): on trail of masked bank bandits.

8:30 p.m.— My Friend Irma (WKOW): landlady decides to have her face lifted.

8:35 p.m. — Crime and Peter Chambers (WIBA): new series with Dane Clark as private detective.

9 p.m.—Fibber McGee (WIBA): sleepwalking. . . **High Adventure** (WISC): woman enchanted with mysteries of Orient becomes problem to her husband.

10:30 p.m. — Mickey Spillane (WISC): girl client slain.

Music

11 a.m.—Curt Massey (WGN): "Swinging on a Star," "That's Amore."

11:25 a.m. — Jack Berch (WISC): "Somebody Bad Stole de Wedding Bell."

12 m.—Muiscal Basket (WISC): "Blue Rive."

4 p.m.—Music of the Masters (WHA): Bach's "Coffee" cantata.

6 p.m. — Tennessee Ernie (WKOW): "Wanted," "I Don't Know."

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

9:15 p.m. — Show Tunes (WKOW): "Showboat."

Religion

10:15 p.m. — Your Pastor Speaks (WIBA): the Rev. Roy Zimmer, Christ Presbyterian church.

Discussion

11 a.m. — Freshman Forum (WHA): "What Causes Glaciers?," Prof. Sheldon Judson.

2 p.m. — Contemporary Trends (WHA): "Economic Monopoly and Concentration in the American System," J. T. Morgan.

8 p.m. — Town Meeting (WISC): Editors Report on Europe and the Middle East."

Farm Programs

7:22 a.m.—Farm Hour (WHA): "How Wisconsin Established Its Food Standards," F. J. Griffith.

12:15 p.m. — Farm Service (WIBA): "Oat Varieties for Spring Planting," Bill Clark and Frank Mayfield.

12:30 p.m.—Farm Hour (WHA): "Tobacco Seedbed Hints," W. B. Ogden; "Prevent Root Maggots on Vegetables," R. K. Chapman.

Miscellaneous

10 a.m.—Homemakers (WHA): "Bird Calls from the Shade Trees," J. J. Hickey; "To Save It or Throw It Away," Josephine Pollock.

10:30 a.m.—Make Up Your Mind (WBBM): with Faye Emerson.

8:15 p.m.—Excursion in Science (WMFM): "Modern Day Detergents."

9 p.m. — Louella Parsons (WKOW): with Elizabeth Taylor.

WHA—WHA-FM
970 K. C.—88.7 Mcgs.
TUESDAY
A. M.
7:15 Weather Roundup; Farm Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
8:55 News for Children
9:00 Radio Journal
9:30 Growing Up
9:50 Markets; News
10:00 Homemakers Program
10:30 Wisconsin Words
10:45 Views of the News
11:00 Freshman Forum
11:50 Noon Musicale
P. M.
12:20 News; Farm Program
1:00 Chapter a Day
2:00 Contemporary Trends
2:30 Talk About Art
3:00 Afternoon Concert
3:30 Books of Today
4:00 Music of the Masters
5:00 Music for Fun
5:15 Review of London Weeklies
5:30 News; Weather; Sports
6:00 Dinner Musicale
FM ONLY
6:45 Dinner Musicale
7:00 Views of the News
7:15 Concert Airs
7:30 Masterworks from France
8:00 History of the American Frontier
8:50 Music
9:00 FM Concert
10:50 News (to 11)

WMFM
104.1 Mcgs.
TUESDAY
A. M.
7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:57 Weatherman
8:02 News; Clockwatchers
8:26 Weatherman; News Headlines
8:30 Clockwatchers; News
9:00 Musical Roundup
11:00 Old Timers Hall
11:30 Navy Band
11:45 Music Just for You
P. M.
12:00 News; Noontime Frolics
12:31 Weatherman
12:34 Noontime Frolics; News
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to; News
2:00 Music Matinee; News
3:00 Music Matinee; News
4:00 Juke Box Jamboree
4:15 Frank Petty Trio
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
5:30 Off the Record; Weatherman
5:50 Off the Record; News
6:00 Baseball Highlights
6:05 Musical Menu; News
7:00 Showcase
7:30 Old Timers Party
7:45 Sleepy Joe
8:00 Your Navy Show
8:15 Excursions in Science
8:30 Package of New Records
8:45 Twilight Time; News
9:00 Sharpen Your Wits
9:30 Guest Star; News
10:00 Bob Dewey
10:15 Lombardo Land

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Now, for only 89c, end splash!
Save soap, hot water, work!

MODERNIZE your kitchen sink for just 89c in 10 seconds time! Firestone Velva-Flo Aerator on your faucet ends splatter and splash—no drenched clothes or floor. Millions of tiny bubbles save soap and hot water! Wash and rinse faster. Drinking water tastes better. Also a vegetable needle spray. Fits any faucet. In pastel colors. 89c

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Radio Timetable

TUESDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WISU 1240 kc.
6:00	Sunrise	Farm Hour	Bkft. Symph.	Music, News
6:15	Frolic	• Top o' Morn	Dairy; Farm	Farm Reporter
6:30	Musical	• News; Top o'	Hour	Rural
6:45	Clock; News	Morn; Hearts	Weather; Mkts.	Roundup
7:00	Alex Dreier	• Top O'Morn	Sports; Coffee	• News; Farm
7:15	Musical Clock	• News	Club; News	Service
7:30	News	• Top O'Morn	Weather News	• News; Weather
7:45	Musical Clock	• John McVane	Music; News	• Farm Frolic •
8:00	Musical	• Breakfast	Coffee	• Prayer Learns
8:15	Clock	Club	Club; News	• Musical
8:30	Musical Clock	• Breakfast	Edith Hansen	Clock
8:45	News	Club	Music; News	• Musical Clock
9:00	Welcome	• My True	Arthur Godfrey	Lodi
9:15	Travelers	Story; Whitn's	Time	on the
9:30	Bob Hope	Streets	Arthur Godfrey	Air
9:45	Break the Bank	• A Girl Marries	Time	Taxpayers
10:00	Strike It	• Romances	Arthur Godfrey	News
10:15	Rich	• Betty, News	Time	Musical Variety
10:30	Phrase Pays	• Queen for	Music Speaks	Mid-Morning
10:45	Second Chance	a Day	Morning Music	Matinee
11:00	P. Frederick	• News; Calendar	News; Band	• News; Matinee
11:15	Carson Gulley	• Eberle; Berch	Aunt Jenny	Matinee
11:30	Morn Melody	• Hazel Markel	Helen Trent	News; Farm Fcm
11:45	Farm Roundup	• Bing Sings	Our Gal Sunday	• Farm Front
12:00	• News; Roundup	• Musical Basket	Farm Journal	Music; Markets
12:15	• Farm Service	• News	News	News
12:30	• News	• Braves	Mkts; Weather	Farm & Home
12:45	• Polka Party	Bandwagon	Land Use	Hour
1:00	• Trading Post	• Braves	Chow Time	Farm Service
1:15	• Calendar	Bandwagon	Jockey's Choice	St Hays and
1:30	• Betty Cass	• Braves	Nora Drake	Daughter
1:45	Column	Bandwagon	Static	Chr'n Science
2:00	• Life Beautiful	• Braves	Static	The
2:15	• Road of Life	Bandwagon	House —	Music
2:30	• Pepper Young	• Braves	Party	Box
2:45	• Happiness	Bandwagon	Wizard of Odds	• U. W. Music
3:00	• Backstage Wife	• Braves	News; Luella	• Chanel in
3:15	• Stella Dallas	Bandwagon	Mortenson	the Sky
3:30	• Widde, Brown	• Braves	Show; Bridal	• Blue Serenade
3:45	• Wom in House	Bandwagon	Etiquette	• Story Time
4:00	• Just Plain Bill	• Cousin	The	Variety
4:15	• Front P Farrell	Henry	Showcase	Hit Tunes
4:30	• Lorenzo Jones	Time	Harmony House	• News
4:45	• Marriage Pays	• Birthday Club	Top Tunes	• Band Parade
5:00	• Madison	• Sergeant	Allan Jackson	Fiesta Time
5:15	Hr.; J. Berch	Preston	Top Tunes	University
5:30	• News	• Sky	Scores; All Hits	Special
5:45	• Music; News	King; Sports	Lowell Thomas	Univ. Special
6:00	• Dinner	• News; Music	Tennessee Ernie	News
6:15	Music; News	• Fulton Lewis	Weather; News	Old Time Band
6:30	• News of World	• Captain	Choraliers	Sports Time
6:45	• I Man's Family	Starr; News	Edw. R. Murrow	Bing Sings
7:00	• Dinah Shore	• Mus. to Please	People	Bing Sings
7:15	• F. Sinatra	• Sammy Kaye	Are Funny	Farm Front
7:30	• Barrie	• J. Vandercook	Mr. and	Old Timers
7:45	Craig	• Bill Stern	Mrs. North	Jamboree
8:00	• Drag-	• America's	The Lewises	Old Timers
8:15	net	Town	Onstage	Jamboree
8:30	• News; Peter	Meeting	My Friend	Old Timers
8:45	Chambers	• G. Heatter	Irma	Jamboree
9:00	• Fibber McGee	• High	Louella Parsons	University
9:15	• Heart of News	Adventure	Show Tunes	Farm Hour
9:30	• Music; Sports	• L. Greene; Off	News; Remember	News; Music
9:45	• Singing Stars	the Record	Beulah	for Listening
10:00	• News	• News	News	Music
10:15	• Your Pastor	• Frank Edwards	Sports	for Listening
10:30	• The 1310	• Mickey	Some of	Silent
10:45	Club	Spillane	the Best	Silent
11:00	• News 1310	• Ken Harris	News; Promised	Silent
11:15	Club	Orchestra	Land	• Silent
11:30	The 1310	• Dance Orch.	The Promised	• Silent
11:45	Club; News	• Sports Report	Land	• Silent

Starred programs are also carried on corresponding FM stations.
FM channels: WIBA-FM, 101.5 M. WWCF (WIBU), 94.9 M. WISC-FM, 98.1

3 New Productions to Open on Broadway Stage This Week

NEW YORK (U.P.)—Three shows this week, and the Broadway season of 1953-54 will just about have had it.

Only two new productions are slated for the rest of April and May.

"The Magic and the Loss," a new comedy by Julian Funt, will arrive at the Booth theater tonight. Madison's Uta Hagen, Robert Preston, and Lee Bowman head the cast.

"Anniversary Waltz" reaches the Broadhurst on Wednesday night. This play by Jerome Chodorov and Joseph Fields has something of a family flavor.

HAGEN

Bernard Hart is co-producer with Joseph M. Hyman. His brother, Moss Hart, noted playwright and director, staged the comedy. The leading lady is Mrs. Moss Hart, professionally known as Kitty Carlisle. The latter has had a considerable career but only as a singing actress. This is her first work in a non-musical.

This play also marks the reunion of Moss Hart and MacDonald Carey, who is co-starred with Miss Carlisle.

It was Hart who gave Carey his big stage break 13 years ago in Hart's "Lady in the Dark" when he made the aspiring young actor Gertrude Lawrence's leading man.

Hollywood took Carey from there, and he's been a big movie marquee name ever since. This is his first return to the Broadway stage.

This relationship business can get even more involved. Thursday night's opening is a new musical comedy called "By the Beautiful Sea."

The authors of the libretto are Herbert and Dorothy Fields and the latter wrote the lyrics to Arthur Schwartz' music. The Fieldses are brother and sister of the Joseph Fields of "Anniversary Song," whose Jerome Chodorov is a brother of Edward Chodorov, author of the current hit, "Oh Men! Oh, Women!"

"By the Beautiful Sea," a period piece involving Coney Island, brings back Broadway's beloved Shirley Booth in the leading role. This is her second effort in a musical.

The first was a few seasons back in "A Tree Grows in Brooklyn," and, oddly enough, that also had music by Schwartz, lyrics and book by Miss Fields.

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VOR Oil BURNER

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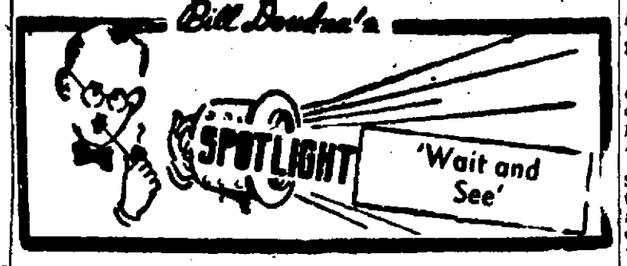


DAVE MATSON AND DAVE WEINER

FOR his fourth consecutive appearance in a Harlesfoot club show, Dave Matson, 1610 Waunona Way, will play a male role for the first time. Dave Weiner, Milwaukee, will continue as a chorus "girl" in his fourth straight show.

Both will be in "Wait and See," which will be at the Wisconsin Union theater April 26-May 1 after an eight-city tour.

Matson will have the male lead, while Weiner will be at the left end of the kick chorus.

Both started as choristers in the 1951 production of "Good News." The next year, Matson played Bubbles Lamar in "Follow the Girls" and in 1953 he was "Nails" in "Red, Hot, and Blue."

Open ticket sale for the Madison engagement will begin Wednesday at the theater boxoffice.

TIP O' THE MORNING: Dave Garroway's new radio show will be on WIBA and WIBA-FM Sundays from 7 to 9 p.m. beginning April 18.

TRYOUTS: Director Al Barraclough will continue tryouts at 8 tonight for roles in "The Man Who Came to Dinner." The auditions will be conducted in the Madison Theater Guild's workshop, 702 E. Main st.

The play has 25 male roles and nine for women.

"We particularly need character women," Barraclough said.

The Kaufman-Hart comedy will be presented May 13-15 at West high school.

ON TV: Madison will represent the state in a network television show to be presented next fall if production plans go through. Right now, the producer is looking for a sponsor for the proposed 48-week series, which would be filmed in cooperation with the U. S. Junior Chamber of Commerce (JCC).

Madison was chosen as Wisconsin representative after a statewide study of scrapbooks submitted by local JCC units. Arlie Mucks, Lake View Heights, was project chairman for Madison.

Under the plan, the city's recreation, business, and industrial activities would be filmed.

'BITTER SWEET': A request —will the writer of a letter about "Bitter Sweet" please send his address to this department?

ON RADIO: The Sauk County Male chorus, which sang on WIBA's "Farm Service" program Monday, will be back on that station with a different set of numbers at 12:45 p. m. Sunday.

NAMES IN THE NEWS: After 13 uninterrupted months, **Rosalind Rusell** left the Broadway cast of "Wonderful Town" Saturday night. **Carol Channing** took over the role Monday. Miss Russell has gone to Hollywood to make a movie.

Ralph Meeker now is listed as star of "Picnic" on Broadway—his first star billing on the stage. The New York City run will end Saturday, after which the show will start a coast-to-coast tour.

Ronald Colman will start work next week on filming "The Halls of Ivy" for television. Reports says that its $50,000 per show will make it the most expensive half-hour on the air.

Johnny Mercer will write the score for the musical version of "Daddy Long Legs," to be filmed with **Fred Astaire** and **Leslie Caron** starring.

On Broadway, **Adele Longmire** played **Raymond Massey's** sweetheart in "Abe Lincoln in Illinois." In California, she appeared as his daughter in "Second Threshold." On **Robert Montgomery's** television show Monday night, she was Massey's future daughter-in-law.

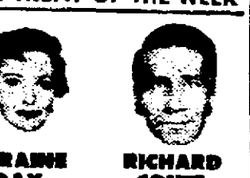
Vivian Vance and **William Frawley**, of "I Love Lucy," will be in New York City during late April and early May, and will appear on **Milton Berle's** May 4 show.

Prairie du Sac Pupils to Present Operetta

PRAIRIE DU SAC — Pupils of the first through third grades of the Prairie du Sac school will present an operetta, "Goldilocks' Adventure," Friday night May 7.

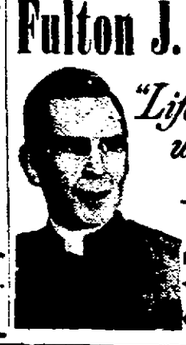
Mrs. James Bogart will direct. Sandra Gattshall will have the title role, with Cristeen Anlauf and Jerome Gruber as her parents.

Tonight
Ford Theatre
TV's TREAT OF THE WEEK



LARAINE DAY RICHARD CONTE
in
TURN BACK THE CLOCK
WMTV 7:30 P.M.
CHANNEL 33

Admiral
presents
television's outstanding personality of the year
Bishop Fulton J. Sheen



"Life is worth Living"
Day—Tuesdays
Time—7 p.m.
Channel 33

Once you try it "over ice"...you're Sure

Put Seagram's 7 Crown to *the test*—the one real test for a whiskey. Try it "over ice" in a glass by itself. That's the way you will get its true taste—and truly, that taste makes you sure...you've found America's finest whiskey.

Say Seagram's and be Sure

SEAGRAM DISTILLERS CORPORATION, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.