WISCONSIN STATE JOURNAL, TUESDAY, JUNE 2, 1953



## for Mildness and Flavor **CAMELS AGREE WITH MORE PEOPLE**

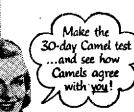
	THE FACTS! Latest published figures show CAMELS
LOOK A.	Latest published figures show CAMELS far more popular than any other cigarette!
CAMEL	
2nd have	Camel's lead over and Place Brand 43%
3rd PLACE	Camel's lead over 3rd Place Brand 54%.
Ath mas	Camel's lead over 4th Place Brand 144%-!

Find out for yourself why

than any other cigarette!

America's smokers have given Camels the greatest vote of confidence in cigarette history! There have been many extravagant claims by other cigarettes . . . many different trick experiments . . . many newsfangled smokes . . .

Yet Camels are America's first choice in cigarettes by the widest margin ever! Camels are 43% ahead of the second-place brand!



There must be a reason – and it's this: Camels give you greater smoking pleasure!

Smoke only Camels for 30 days and see how you enjoy Camels' rich flavor and cool mildness - pack after pack!

## AMERICA'S MOST POPULAR CIGARETTE

<ul> <li>b:15 p. m. — Nation's Husiness (WMAQ): "The Excess' Profits Tax," Rep. Daniel A. Reed (R-N, Y.)</li> <li>7 p. m.—America's Town Meeting WENR: "Is Advertising Responsible for Our High Standard of Living?:" Nadine Miller, Dr. H. D. Gideonse,</li> <li>Wariety</li> <li>8 p. m. — Martin and Lewis (WIBA): with Jeff Chandler.</li> <li>8:30 p. m. — Fibber McGee and Molly (WIBA): adventure with a lost cat.</li> <li>Form Programs</li> </ul>	E Than	Year More People Buy <b>A VICTOR</b> Any Other TELEVISION C. C. Collins & Son, Inc.
12:15 p. m Farm Service		· · · · · · · · · · · · · · · · · · ·
(WIBA): "A Good Fly Control Pro- gram." Dr. E. H. Fisher and Frank	WHA, WHA-FM	12:30 Farm Program. 1:00 Chapter a Day.
Mayfield.	976 Kc.—88.7 Mess. TUESDAY	2:00 Recent History of Chins.
I2:30 p. m. — Farm Program (WHA): "Disease Control in Flow-	A. M. 7:15 Weather Houndum: Warm Pesture	2:56 Talk About Music. 3:00 Music You Want.
ers," E. K. Wade and G. E. Beck; "All-Purpose Garden Dusts," E. K.	7:20 Band Wagon. 7:45 News; Weather. 8:00 Morning Melodics.	3:30 London Forum. 4:09 Music of the Master. 5:00 Review of British Weekiiss. 5:15 Music Album.
Wade.	8:00 Morning Melodies. 9:00 Sovereign Ladies.	5:30 Legislative Forim.
Miscellaneous	9:00 Sovereign Ladles. 9:30 Musical Varietics. 9:50 Markets; News. 10:00 Homemakers Program.	5:45 News; Sports. 6:00 Weather; Dinner Musicale.
10 a. mHomemakers (WHA):	10:30 Public Welfare Program. 10:45 Views of the News.	6:45 Music for Fun. 7:00 Views of the News.
"Garden Grouping for Effective [Color," Mrs. Oliver Rundell;	11:00 Freshman Fotum, 11:50 Noon Musicale.	7:15 French Music. FM Only
"Queenship, the Art of Monarchy,"	P. M. 12:20 News.	7:45 Concert Airs. 8:00 Greek and Roman Culture. 8:50 News of Wisconsin.
Mary and Norman Michie.		9:00 FM Concert. 10:50 News (to 11).
TV Actress Reveals	Columbus Graders	TICSDAT
New Son's Politics	to Present Operetta	6:00 Early Risers; News 6:30 Early Risers; News 7:00 News: Yawn Patrol 7:15 Weatherman; Yawn Pstrol
HOLLYWOOD (P) — Television's	COLUMBUS Grades four,	7:00 News: Yawn Patrol 7:15 Weatherman: Yawn Patrol
Mrs. North gave birth to a son Monday and immediately disclos-	five, and six under the direction of Doris Dyke, high school music	7:30 Feature: Yawn Patrol
ed her politics. The new son of actress Barbara	director, will present an opperetta,	WMFM
Britton and Dr. Eugene Czukor was named Dwight Timothy.	"Mulligan's Magic," Wednesday night.	7:45 Layman's Call to Prayer
"Naturally, we'll call him Ike	A 90-voice chorus will supple-	7:45 Layman's Call to Prayer 7:50 Yawn Patrol: Westherman 8:02 News: Clockwatchers 8:30 Westherman; Clockwatchers
for short," said the mother.	ment the program. Members of the cast are:	8:55 News 9:00 Stars Sing
	Anthony Patton, Matthew Paust, Charlotte Wright, Sandra Hughes, Nancy Sarbacher, Peter Van Roo, Reauford Downing Russell Pap-	10:30 Songs of Yesterday 11:00 Old Timers Hall
	Beauford Downing, Russell Pan- mier, Diane Broderdorf, Don Bea-	trate pacific strate riogram
III . ""U ZI "" . I I	ver, Joann Bondehagan, Mary	P. M. 12:00 News 12:15 No Game Today; News
PANORAMIC	Clare Nenmann, Robert Schultz, Judy Weiner, and Therese Murphy.	1:00 No Game Today; News 2:00 No Game Today
		2:30 Dance Band 3:30 Mac's: News 4:00 Juke Box Jambores
<b>VISION</b>	Gen. Gruenther to Fly	4:10 Juke Box Jambores 4:15 Ciyde McCoy 4:30 Uncle Bill; News
	to United States Today	5:00 Bible Fellowship 5:15 Wheel of Portune
STRANDEDA	PARIS (1) - Gen. Alfred M.	5:55 News: Musical Menu
STROMBERG-	Gruenther, newly-designated su-	
	preme Allied commander in Eu- rope, will leave by plane today for	
	the United States, it was announc- ed Monday.	7:45 Sleepy Joe 8:00 Favorite Drama
Get the best at	A SHAPE headquarters an-	8:15 Guest Star 8:30 Package of New Records
	nouncement said Gruenther is re- turning to receive an honorary de-	9:00 Sharpen Your Witz
Home Maker's	gree at Rutgers University, New	9:45 News 10:00 Blue Barron
Hardware & Appliance, Inc.	Brunswick, N. J., on Wednesday. Informed sources said he might	10:15 Buddy Morrow 10:30 Ray Noble
123 W. Mifflin St.	Brunswick, N. J., on Wednesday. Informed sources said he might confer with President Eisenhower before returning.	10:45 Les Paul; News 11:00 One Oh Four & One Olub
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