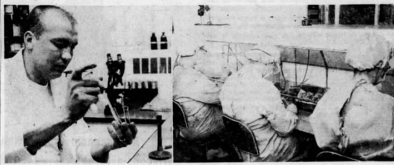


Industry Growing at Rapid Pace

(Continued from Page 1)
As in the past, the rate of change...
Other area commission hearing...

Research, Production at Scientific Labs



Madison Scientific Laboratories, Inc. 201 N. Sherman Ave.
In an example of the type of service and manufacturer of...
Madison from Illinois in 1948...

Baraboo success, in which the Delta, Baraboo, Lake Geneva...
The Baraboo success, in which the Delta, Baraboo, Lake Geneva...
The Baraboo success, in which the Delta, Baraboo, Lake Geneva...

Madison, 100 of its employees, 11 new research were...
Madison, 100 of its employees, 11 new research were...
Madison, 100 of its employees, 11 new research were...

Madison...
Well Served By North Central Airlines
North Central provides 17 daily scheduled flights between...

Madison...
Well Served By North Central Airlines
North Central provides 17 daily scheduled flights between...

NORTH CENTRAL AIRLINES
America's Leading Jet Airline
Serving Madison and 51 big cities in nine states

Quick Paint

Quick-Drying Paint permits fast redecoration of business...
Quick-Drying Paint permits fast redecoration of business...
Quick-Drying Paint permits fast redecoration of business...

BUSINESS REVIEW SECTION—PAGE 7

W. O. Zimmerman A BIG NAME IN HEATING FOR OVER 27 YEARS
W. O. Zimmerman has kept pace with the progress of Madison by always offering the residents of...

PENNEY'S ALWAYS FIRST QUALITY
There's a Beautiful New Penney's In your Future....
the finest potato chips in the nation! are made in MADISON
Manufacturers of fine snack food products for a quarter-century.
RED DOT FOODS, INC. Madison, Wisconsin

YESTERDAY... Mixing paint was a tedious job for an expert who used white lead and oils and his own tinning.
TODAY... It's all done automatically by machine in a few seconds!
See the fabulous new paint invention... automatic COLOR CAROUSEL
CHOOSE YOUR COLOR! ANY TYPE PAINT!
A CENTURY OF PIONEERING!
Headquarters in Madison for:
• MIRRORS • WALLPAPERS
• WINDOW SHADES • PAINTS
• WINDOW GLASS • TABLE TOPS
• STORE FRONTS • DECORATING SERVICES
Lots of FREE PARKING! 1124 Super St. Dial 7-2567

J.C. PENNEY CO.
YES! There's a beautiful new Penney Store coming to Madison. A store-of-the-future in design and convenience, for the thousands of "thrift and quality conscious" customers we have served the past 21 years.
Notwithstanding the beautiful modern setting in which we shall invite you to shop, our crystal-gazing is of no purpose. It is the J. C. Penney Company's enthusiastic expression of faith in DOWNTOWN MADISON and its future as Southern Wisconsin's GREATEST SHOPPING CENTER!
This Beautiful New Penney's in your future (and ours) was made possible by your continued and growing patronage. It is our sincere hope that the years ahead prove that our faith in each other is well founded and that Downtown Madison will continue to be SOUTHERN WISCONSIN'S "SHOPPING CENTER"