

# Ham Radio's Best Advertisement Ever!

A note for W6CF by Bart Lee, K6VK

“Here's a Message from Milwaukee,” she says –



## “Here's a message from Milwaukee”

This thoughtful wife knows that the moment her husband tunes in on Schlitz the reception is good. For Schlitz has a very special *taste* that beer-lovers are changing to with ultra high frequency. Taste Schlitz, yourself. You'll soon know why—

Schlitz tastes so good to so many people,  
it's first in sales in the U.S.A.

RADIO HEADLINER: “The Halls of Ivy”, with the Ronald Colmans, Wednesdays, NBC.  
TELEVISION HIT: “Schlitz Playhouse of Stars”, Fridays, CBS-TV.



© 1952, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

The Beer that made Milwaukee Famous

The California Historical Radio Society (CHRS) at KRE had a framed Schlitz beer ad from 1952 on its museum walls, and now has an original in the W6CF hamshack. It wasn't the beer, it was the scene - a 1950s wife bringing a cold beer into an amateur radio operator husband's radio shack, so he can start out the evening on the radio right. This is widely regarded as a classic ham radio scene. The wife almost looks like a stewardess, but that's just the fashion of the day. The ham sits at the controls of RME receiver with a National NC-170 next to it. He is still wearing his necktie. He's got a Callbook nearby and QSL cards on the wall -- some DX too. A logbook awaits his first entry of the evening. His call is W3H [something]. His console is impressive, almost phantasmagorical.

The text reads: "Here's a Message from Milwaukee' This thoughtful wife knows that the moment her husband tunes in on Schlitz the reception is good. For Schlitz has a very special taste that beer lovers are changing to with ultra high frequency...." Maybe Falter wrote the copy too.

John Philip Falter painted this scene for Schlitz. No one has been able to find out if he was a ham. He certainly has a good artistic sense of the gear. Some comment chalks the subservient wife up to sexism, but again, it's just a fashion of the day. Falter did a stunning WAVES recruiting poster that absolves him of any such (retrospective) commercial sins.

(de K6VK) ##