

Can Sportscasters Spot A Curve?

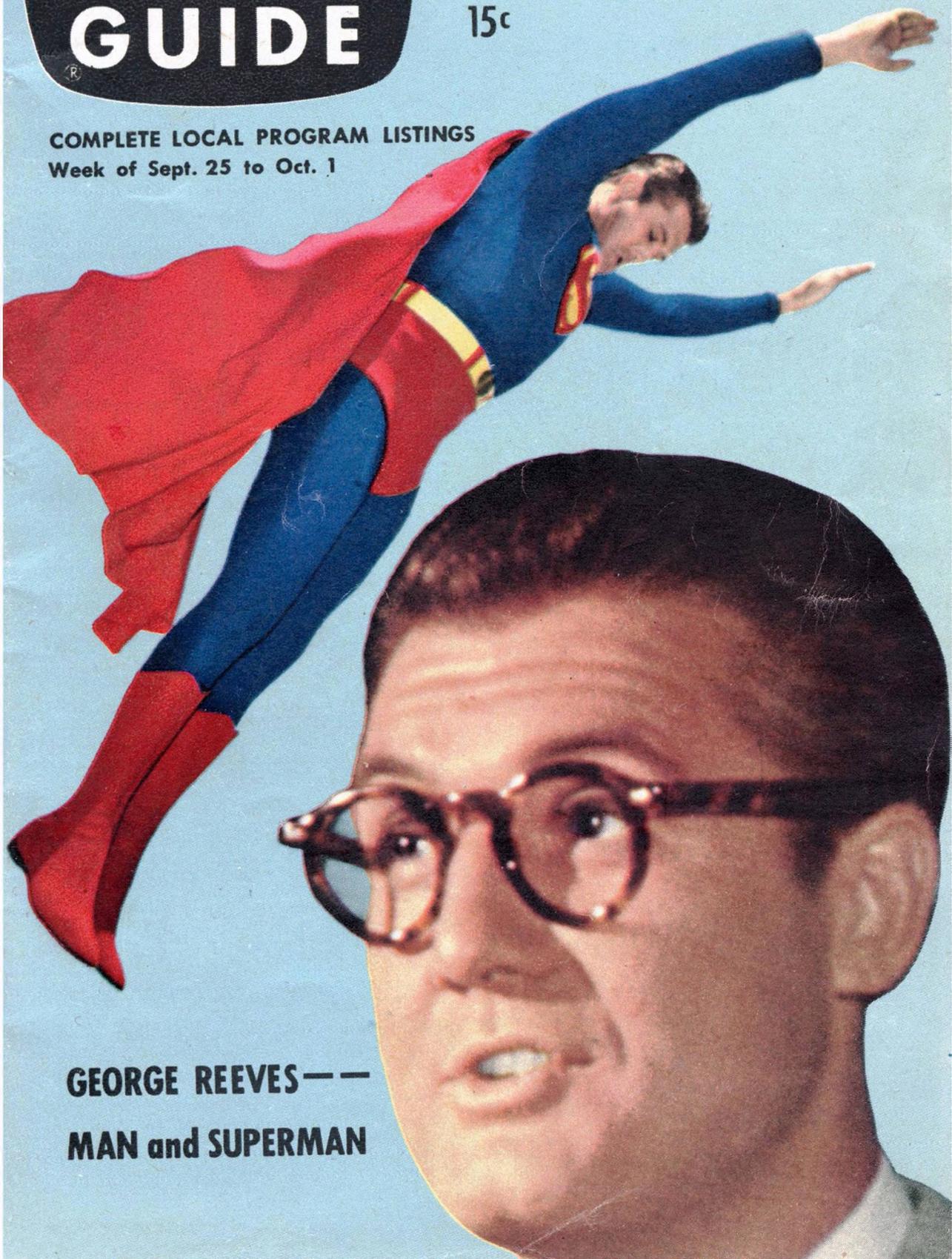
MLA

**TV
GUIDE**

**VIEWING GUIDE
TO WORLD SERIES**

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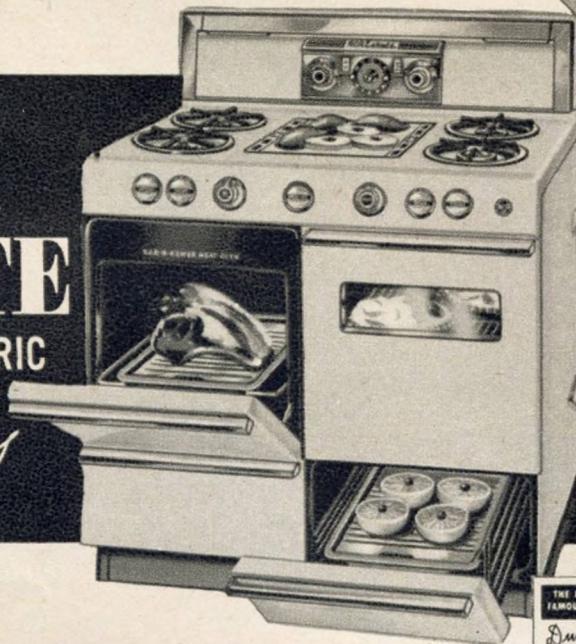
COMPLETE LOCAL PROGRAM LISTINGS
Week of Sept. 25 to Oct. 1



**GEORGE REEVES — —
MAN and SUPERMAN**

RCA's newest!

RCA ESTATE GAS AND ELECTRIC *Ranges*



THE RANGE CHOSEN BY
FAMOUS FOOD AUTHORITY
Duncan Hines
RCA ESTATE Ranges

Famous for the finest in radio, recorded music, television, air conditioning! . . . now RCA proudly presents the newest member of the family . . . the beautiful RCA Estate Gas and Electric Ranges. See them at your dealer's first chance you get!

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Grills, Bakes, Barbecues . . . all at once!
. . . *Plus Automatic Cooking*



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RCA ESTATE APPLIANCE CORPORATION, HAMILTON, OHIO
A Radio Corporation of America Subsidiary
OUR 111TH YEAR

See RCA Estate on NBC-TV—Molly Goldberg Show every week. Hear Tony Martin Sunday nights . . . NBC Radio.

TV Teletype*



NEW YORK

Bob Stahl reports:

BING CROSBY, after much hesitation on the brink, has finally taken the TV plunge. It's definite now that he'll do several shows in the FRED WARING-General Electric Film Theater time period Sunday nights on CBS. The exact dates have not yet been decided.

* * *

Looks definite for ETHEL MERMAN to do at least two starring roles on Comedy Hour this season . . . Because EDDIE CANTOR guested on JACK BENNY's show last year, BENNY will reciprocate by guesting on CANTOR's first appearance on Comedy Hour this year, Oct. 18 . . . PAUL WINCHELL has signed to do recordings for Mercury Records.

* * *

BILL (HOPALONG CASSIDY) BOYD tops the list of headliners who will appear in Macy's annual Thanksgiving Day Parade in New York. The parade will be televised by NBC . . . Preceding New York's shindig, NBC will telecast Gimbel's 33rd annual Thanksgiving Day Parade from Philadelphia. ROY ROGERS and KUKLA, FRAN and OLLIE will head the Philadelphia festivities.

* * *

TEX McCRARY's all-out backing of PRESIDENT EISENHOWER in last year's campaign has resulted in a new TV program, The President's Week. A Sunday afternoon quarter-hour, it will have film clips of IKE in action, as well as a big-name guest . . . MEL ALLEN, sportscaster, is penning a book of sports anecdotes titled "How About That."

* * *

DEAN MARTIN and JERRY LEWIS planning a fun-filled travelog based on their recent trip to Europe for their first show of the season Oct. 4. The comedy team are revising their format this year, featuring more ad libs and wide-open clowning . . . JANE FROMAN shooting golf again for the first time since her clipper crash during the war.

* * *

It's still indefinite, but there's a good chance that Garroway at Large may wind up in the Friday night at 8 period on NBC. The Dennis Day Show would be moved to a different evening . . . BISHOP FULTON J. SHEEN bringing out a book to include all his talks from last season's Life Is Worth Living show. It's slated for publication Oct. 15 by McGraw-Hill.

* * *

The famed Sadlers Wells ballet troupe from England may appear on Your Show of Shows after the completion of their New York run . . . Hall of Fame planning a one-hour version of Shakespeare's "King Lear." It will star LOUIS CALHERN, who played the title role in the recent Broadway production. An adaptation of THOMAS WOLFE's "Of Time and the River" is also slated for that show.

*Trade-mark registered by Teletype Corporation

(Hollywood Teletype on page 12)

as we see it

Britain is about to take the plunge into commercial television—well, almost. The Government there will set up a new TV service that will accept and telecast advertising, but will not permit sponsorship of programs.

Presumably, then, Government employees will select and produce the programs and every so often there will be spot announcements from advertisers. This will differ from the present setup in which Government employees select and produce the programs and there are no spot announcements from advertisers. Anyway, viewers there will finally have a choice of two channels.

Earl de la Warr, British Postmaster General, whose department is in charge of mail, telephones and telegraph besides radio and television, says, "There is a world of difference between accepting advertising and sponsoring. The press accepts ads, but they remain responsible for their own news columns . . . We are not going to adopt the American system of dependence upon sponsoring."

The good Earl apparently didn't consider that the press is an information medium and TV is primarily an entertainment medium. Nor did he see fit to mention that the press is not Government-controlled as is his British Broadcasting Corporation.

The American system he dislikes is private enterprise. Under that system the viewer, by accepting or rejecting a program, eventually decides what he is to see on television. The choice is not made for him by a network, a sponsor, or a Civil servant. If a sponsor's show does not attract an audience or sell goods, a new show, one that does please the audience and sell goods, must be found.

We don't care too much whether or how the British get advertising on television, but let them stop knocking our system, which is doing pretty doggedly well.—M. P.



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Walter H. Annenberg,
Editor and Publisher

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HOW THEY MAKE **SUPERMAN** FLY



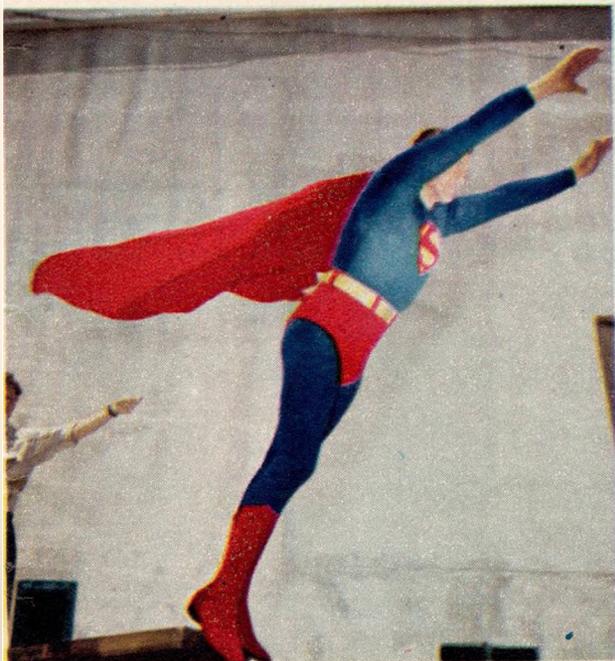
It's a film trick, kiddies,
so don't try any take-offs

IT IS a mark of the deepest affection that the production crew which earns its daily bread by shooting the *Superman* TV film series refers to its star, George Reeves, as "Stuporman." In any other business, this would be insulting. In Hollywood, it is the accolade.

Reeves, a man who looks a good deal younger than he is, is as good-natured a hero as is extant in TV today. He carries the *Superman* role on his broad shoulders with a delicate sense of balance, kidding himself when among adults but taking it dead seriously when among the younger fry. To him, *Superman* is a cross between a job and a dedication. The same sense of dedication, inspired by Reeves' own genuine feeling on the subject, is evident in the attitude of the crew when one of them says, "Well, let's get Stuporman into his rig and get moving."

They're kidding on the square, ashamed to admit baldly that they go for this business of playing hero to the kids, yet at the same time sharing a secret satisfaction in knowing they

◀ It's easy: Producer Whit Ellsworth tests the springboard, then *Superman* bounces when cue is given and, at top, he flies.



have a part in doing exactly that.

It is perhaps a commentary on our souped-up way of life that something dedicated to the kids of our time can be turned out on an assembly-line basis with little or no "heart" deliberately injected into the proceedings. An A. A. Milne could sit down at his leisure, turn his thoughts to the happy-faced little tykes of his era, and then lovingly pen his stories about Christopher Robin and Sir Edward Bear and Roo. *Superman*, with a five-films-in-two-weeks shooting schedule staring it in the face, has no time for such airs. The button is pushed, the script is ground out, the cameras turn and another *Superman* film is finished.

Youngsters Most Important

The indefinable "heart" of the show springs from Reeves himself and from Whit Ellsworth, the producer. Contrary to some opinion, Hollywood is not entirely populated by pompous oafs and dollar-mad sharpshooters. Reeves and Ellsworth, while not at all averse to turning a profit from the venture, are genuinely concerned with the influence *Superman* has on a generation of youngsters to whom Tom Swift is an old-fashioned fuddy-duddy who couldn't do anything more sensational than make a motorcycle or a flying ship or a submarine—sheer child's play in these hectic times.

Reeves and Ellsworth are chiefly concerned at the moment with the tendency of more than one youngster

to take up solo flying as an avocation. If *Superman* can do it without wings or other visible means of support, so can they — with disastrous results. Thus the *Superman* crew is now rushing to completion a film short in which Reeves, as *Superman*, explains that only he has the power to fly and that no one else must ever try it.

Actually, of course, Reeves' flying stunts are simplicity itself to anyone even vaguely familiar with the theater — which automatically must include anyone who ever saw Maude Adams or Betty Bronson fly cumber-somely about the premises in their stage presentations of *Peter Pan*. Hollywood has improved on the original with the use of trick photography, produced almost entirely in the laboratory — and Reeves' dramatic entrance into a scene more often than not is accomplished by the simple expedient of having him stand on a five-foot ladder just out of camera range and leap easily into the proceedings. The power of suggestion makes the illusion quite complete, particularly to the youngsters.

Reeves Isn't Weapon-proof

Reeves' toughest problem, oddly enough, is that of making personal appearances. Because *Superman* is supposed to be impervious to such things as bullets, knives and other weapons, he is a natural proving ground for the younger inquiring mind. Also naturally, Reeves wants no part of such field tests and has had

Superman checks with Head Cameraman Hal Stine, left, and Director George Blair.



to decree that his personal appearances as *Superman* be made on-stage in a theater, where he at least has a sporting chance to catch any sharp-honed or blunt-edged objects that might be tossed at him in a purely scientific but at the same time highly dangerous manner.

Based on the long-popular comic strip of the same name, *Superman* deals with the activities of *Clark Kent* and *Lois Lane*, star reporters of *The Daily Planet*, who keep running into crime and other adventure stories



Reeves explains stunt to Jack Larson, who plays role of cub reporter in film.

which invariably need the valiant services of *Superman*. *Kent*, of course, is *Superman* in disguise, which explains how *Superman* always seems to know precisely where he's needed.

Lois Lane, *Kent's* sidekick in these matters, is currently being played by Noel Neill, who played the same role in the original motion picture serial version of *Superman*. Phyllis Coates, however, had the part for the first 26 films, which are still making the

rounds in many cities. *Jimmy Olsen*, the inevitably confused cub reporter, is played by Jack Larson, while a veteran character actor, John Hamilton, roars pleasantly through the series as *Perry White*, editor of *The Daily Planet*.

Reeves himself, the two-ply star of the proceedings, is a thoroughly likeable man with a ready grin, a keen sense of humor and no illusions about his importance in the TV hierarchy.

In between his *Superman* chores, he has appeared recently in such pictures as *The Blue Gardenia*, *Bugles in the Afternoon* and *From Here to Eternity*, as well as in a number of TV dramatic films. *Superman* he takes genially in stride, albeit with a strong undercurrent of responsibility to the kids. He has given up smoking, believing that *Superman* should never be seen with a cigaret—and not trusting himself to confine his smoking behind closed doors.

He also makes a point of never being seen with a girl, an even more difficult proposition considering that he is an attractive bachelor.

The inside story of DRAGNET

What's Jack Webb really like when he's *not* Sgt. Friday? How do they make DRAGNET so true to life? Don't miss the behind-the-scenes story, *The Cops' Favorite Make-Believe Cop* in this week's issue, now on sale.

A CURTIS PUBLICATION

The Saturday Evening
POST
September 26, 1953 - 15¢

Santa Claus

ON YOUR TV SET



Warren Hull with youngsters on *Strike It Rich* program.

"I wish I wuz a whipped cream pie, As goeey as can be; I wish I wuz a whipped cream pie, On Ladies Date I'd be."

For this literary effort Mrs. Edythe Guzik, of Jackson Heights, N. Y., received first prize in a *Ladies Date* jingle contest—a \$400 chrome and porcelain gas range.

Her experience is typical of the way in which many viewers are discovering the "Santa Claus" in their TV sets.

Over at *Strike It Rich*, where as much as \$9000 a week could be picked up (\$400,000 was given away last year), Warren Hull asks money-backed questions.

The Big Payoff, replacing the *Colgate Comedy Hour* this summer, upped the afternoon ante of \$7000 in merchandise to \$10,000. In a year and a half on TV, Emcee Randy Merriman and Bess Myerson have handed out \$750,000 worth of clothes, plus 52 mink coats, 104 round trips to Europe and 25 automobiles.

On *Break the Bank*, where the bank holds any amount from \$500 to \$13,000, the payoff is for answers to questions.

A typical question involved naming the one-time ambassador to Spain who was married to Lillian Russell. A Pittsburgh man broke the bank

with this one. It was Ambassador Alexander T. Moore, also from Pittsburgh.

On *Two for the Money*, conducted by Herb Shriner, the average combined take for three couples is \$1500, but recently, two Navy men walked off with \$3600.

Although the questions are easy, contestants are haunted by the ticking of a clock and the sounding of a buzzer when they are wrong. One man slowed himself down considerably when, in listing words rhyming with tune, he said, "Moon, spoon, and if you'll pardon the expression, spittoon."

The real fun quiz, *You Bet Your Life*, the sixth most popular TV show in the country, achieved its status because of Groucho Marx. Money is incidental to Groucho's wit.

In the past year, two sets of contestants, unshaken after a bout with the master, walked off with over \$6000 each from the jackpot alone. Most people, however, "break up" in the entanglement. Typical quip: Bachelor: "I've been cooking for 56 years." Groucho: "You must be pretty well done by now."

Or: Airline pilot: "I've just imported 56 harem girls to an Arab sheik."

Groucho, "It must have been thrilling to see 56 girls take off."

The pilot: "The proper pronunciation of the word *sheik* is *shake*."

Groucho: "With 56 girls, I'd think it would be shock."

This brand of humor is scarcely in the same league with that of a show on which an emcee smeared with whipped cream is considered the funniest sight of the day. But if you plan to supplement the family income through giveaways, the smaller the show, the greater your chance.

Money For Problems

A number of other shows, some of them new, are adding to the flow of money from television. *On Your Account*, with Win Elliot as master of ceremonies, presses cash on people with problems. *Beat the Clock*, with Bud Collyer and Roxanne, is one of the game-type giveaways with merchandise and money as prizes.

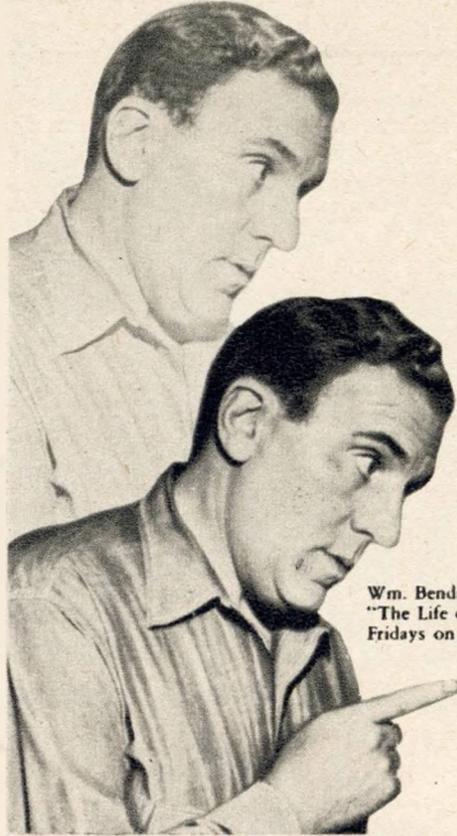
Fred Allen's new show, *Judge For Yourself*, introduces talent-judging as a contest and has up to \$2000 in prizes. *Name That Tune*, with Red Benson and Vicki Mills, uses musical clues. The new Jan Murray show, *Dollar A Second*, is a quiz in which the contestants race against time.

Bert Parks hands out the cash on *Double Or Nothing* and Jack Smith does the honors on *Place The Face*, although apart from the cash they are widely different shows. Bud Collyer also has introduced a new one, *On Your Way*.

Not Everybody Wins

The theory that giveaways shower loot about at random is debunked by the fact that most of them, like all other TV productions, are carefully budgeted. The big payoff, for instance, occurs once in every two to three weeks, or to one out of every 40 contestants. Bank-breakers fare about the same. Conceivably, any contestant could have the answer to any question. But as one giveaway's press agent said, "When we're over our budget, a contestant's chance of knowing the answer to the big money question is on a par with knowing the serial number on the \$5 bill in my wallet."

To see the REAL LIFE of Riley, change to this new G-E Tube



Wm. Bendix, Star of "The Life of Riley", Fridays on NBC-TV

● Overnight, swap eye strain for better-than-new picture clarity. Have a G-E Aluminized Tube put in your old TV. Costs little. Brightness up 100%. Blacker blacks, whiter whites. Only a G-E Aluminized Tube gives so much picture contrast. Tube Department, General Electric Co., Schenectady 5, New York.



ALUMINIZED TUBE

Call the serviceman who handles G-E Tubes. He'll make this amazing changeover quickly and economically.

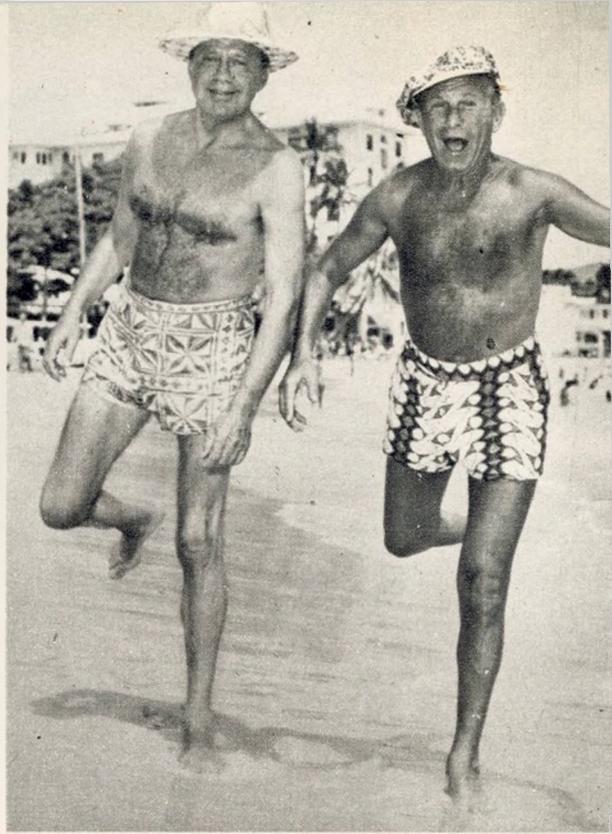


You can put your confidence in—

GENERAL  ELECTRIC



Grass skirts and ukes: George and Jack give it their best Hawaiian treatment.



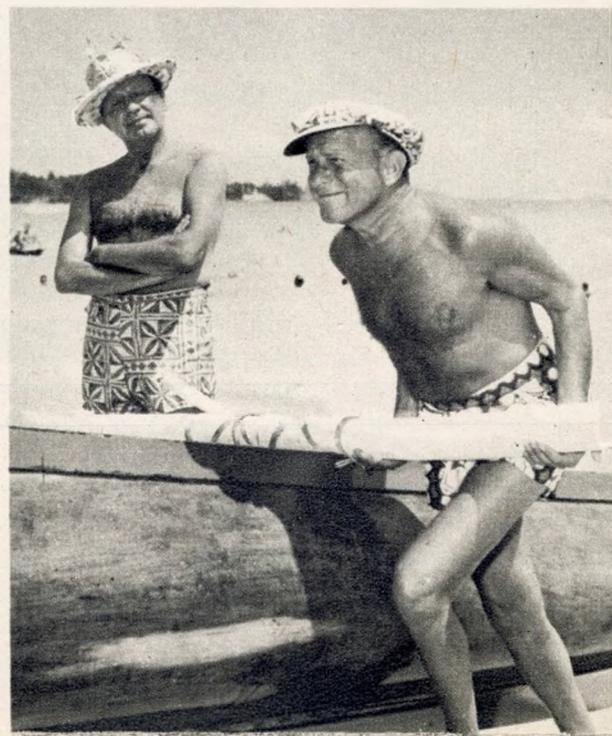
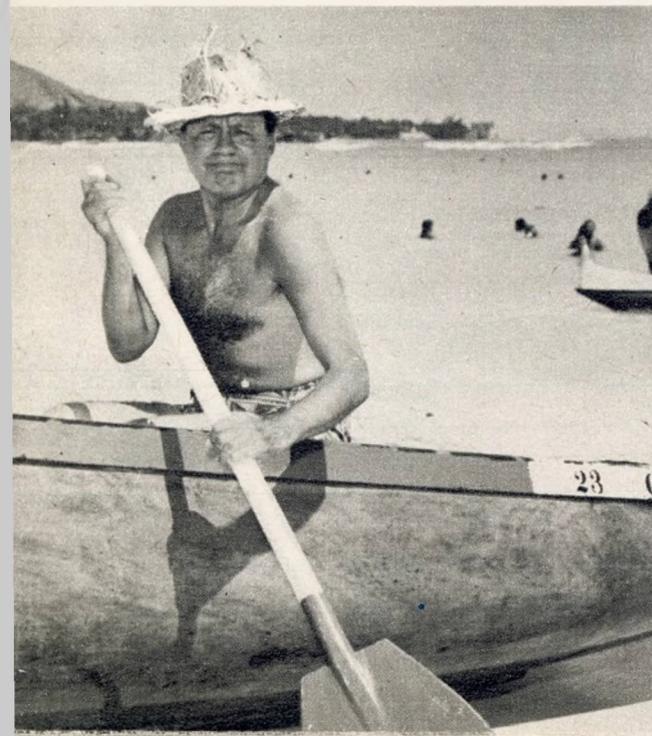
The beach boys: Jack denies his trunks are made from Bing's discarded shirts.



Holiday in HAWAII

Jack is paddling his canoe on dry land just to show he can do it the hard way.

This is easier: Jack explains that he's just fiddling around while George burns.





Shuffle off to Buffalo: the routine is familiar for two veteran vaudevillians, but Jack and George will find it's a long way from Waikiki Beach to New York State.

Two of the Nation's greatest comedy teams, George Burns and Gracie Allen and Jack Benny and Mary Livingstone, spent vacations together at the Royal Hawaiian Hotel in Honolulu.

When George and Jack hit the beach, all Hawaii braced itself for a new high in comedy antics. But it

turned out that, when clowning for their own amusement, the million-dollar comedians do just about the same stunts as the rest of us. The cameraman caught a fair sampling.

As George said to Jack: "We're here just for fun. What do they want us to do, bring our writers along?"

Mary Livingstone, left, and Gracie Allen join their husbands: Jack was back in time to do his September 13 show, George and Gracie's new series will begin October 5.



HOLLYWOODDan Jenkins reports:

MARY SHIPP, the Miss Spalding of the now dormant Life With Luigi show and wife of CBS Vice-President HARRY ACKERMAN, is the final choice for the Jane Stacy role in My Friend Irma, replacing CATHY LEWIS . . . IDA LUPINO, JOAN FONTAINE and EDMUND O'BRIEN will star alternately in a series of 39 new TV films called Port of Call, a glorified guided tour of the cities of the world. Much of the background film has already been shot.

* * *

EDGAR BERGEN, one of the original big-name TV film enthusiasts, will do the bulk of his six CBS-TV shows this season on a live basis. He says the canned laughter of filmed comedy shows changed his mind . . . MARTHA RAYE's first monthly NBC-TV show in the CAESAR-COCA Saturday night spot will feature MARGARET TRUMAN and ROCKY GRAZIANO as guests.

* * *

PATRICE MUNSEL will make 13 operatic TV films in Italy . . . WANDA HENDRIX and BILL LUNDIGAN are being sought to star in a Kerry Drake feature picture, after which they would take the same roles in a subsequent TV film series . . . BURT LANCASTER has been set for the October 4 MARTIN & LEWIS Comedy Hour, with FRANK SINATRA inked in for JIMMY DURANTE's Nov. 8 show.

* * *

Hollywood Director EDDIE BUZZELL will direct the first three MILTON BERLE shows, then returns here to start a new film series, Third Girl From the Right . . . ALAN YOUNG and NBC-TV are in the serious talking stage . . . Gross-Krasne Productions are now casting for a new Lorelei in the Big Town series, JANE NIGH quitting in favor of motherhood.

* * *

Republic Studios clearing the decks for production of TV films on its own lot, first major movie studio to announce such plans. Seven independently-produced film series already are being shot there . . . BING CROSBY ENTERPRISES, producers of Rebound and Crown Theater, have suspended TV film production "indefinitely."

* * *

GORDON MAC RAE has set up a corporation to produce a film series of his own now that he's out from under his Warner Bros. contract. Warners, incidentally, now have only five stars under exclusive contract . . . RCA-NBC will have sunk no less than \$25,000,000 into color TV by the end of this year.

* * *

DAVID NIVEN and CHARLES BOYER have wound their season's Four Star Playhouse chores in advance, freeing NIVEN to make a picture in London and BOYER to play the lead opposite MARY MARTIN in "Kind Sir" on Broadway, opening Nov. 4 . . . SEYMOUR BERNS, an old Hollywood hand, is directing the Red Skelton Show on CBS-TV.

OHIO TELETYPE



Sales continue to soar on BONNIE LOU'S Tennessee Wig Walk . . . The new WHIO-TV tower is up to 200 feet already . . . Target date for completion is November 15th with a remote chance of making the grade by the middle of October . . . WLW-TV will carry the World Series exclusively in the area.

* * *

GEORGE BRYANT has replaced DICK HYDE, at least temporarily, on Cinderella Weekend . . . Cincinnatians will be pleased to know that Dick will again be seen locally via WCPO when the ERN WEST-MORE show gets underway on a nationwide hookup out of New York.

* * *

The PHANTOM RANGER'S new horse TRIGGER JR. won a gold cup for his performance at the Cheviot Fair last week . . . By the way TRIGGER SR. is ROY ROGER'S horse . . . Officials of King Records have informed WLW that BONNIE LOU'S waxing of Seven Lonely Days is currently heading the Holland Hit Parade.

* * *

Channel nine begins airing Star Quest from 11:00 a.m. to noon Sunday . . . The show will feature amateur talent but aims to stick pretty much with adult performers and avoid the inordinate number of cute but talentless kids that invariably run away with such contests.

* * *

EARL GREEN has switched channels; from two to six . . . Hayrider FREDDIE LANGDON took First Prize in the International Fiddler's Contest at the Kentucky State Fair at Louisville last Thursday.

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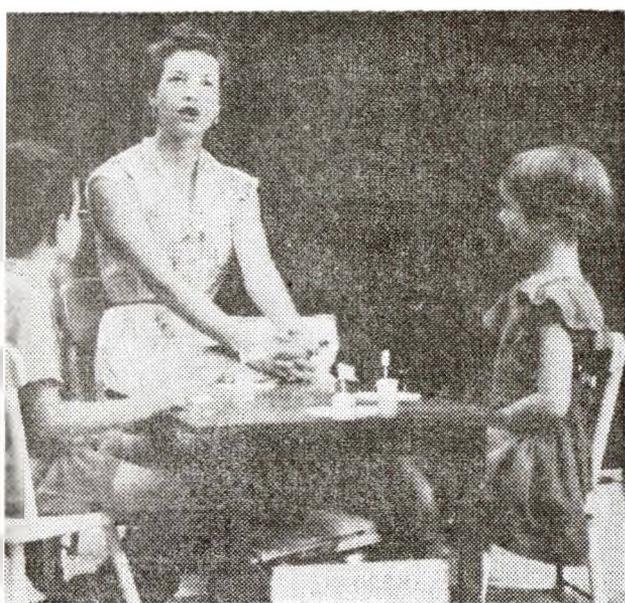
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THE 3 R's AND MARTY

IF YOU'RE very young and even if you're not "as young as you used to be," you're sure to enjoy WKRC-TV's "Play School". Especially designed for children from the ages of 4 to 6 it has been endorsed by both the PTA and the Board of Education. You might think with such an exalted seal of approval that "Play School" is "all work and no play". But that's just where you're wrong. For the past couple of years, the authors of "Play School" have been working very hard to build the kind of a show that not only mothers and teachers but small fry too, will welcome. And here at last is just such a show. . . . because



Marty Kay spinning a tale to an attentive youngster audience and Angie, the poodle.

from all reports the children love their "Play School" and mothers and teachers have echoed the children's sentiments.

The two guiding spirits of the show are well equipped for their jobs as writer and director. Martha Ransohoff is a U.C. lecturer in child development, and acts as educational director adviser at the same time assisting C'amri Cameron, wife of a U.C. Sociology professor who writes and directs the show. And who should know better how to write for children than a mother of two preschool children? Mrs. Cameron was associated

with the theater in California and Indiana before Katie, 5 and David, 3 altered her career.

Painless Education

Both Martha and C'amri long had cherished the belief that there must be a way for television to entertain children and at the same time sneak in a little education. With this in mind they set up the present format of "Play School" and even added some ideas to help children entertain themselves. The result is a most entertaining half hour program.

The cast is a small one; it consists of a pretty television actress, Marty Kay and a picturesque French Poodle by the name of Angie. These two with Shirlee Jester, talented staff pianist, make a very gay and interesting trio. Angie, by the way is a thoroughbred but she's not a trick poodle. She'll jump over a stick or shake hands with you and generally cooperate but it's evident she's happiest when she's pleasing Marty. She seems only too glad to obey when commanded to relax and watches the "squiggle" game with the greatest of interest.

The "Squiggle Game" is one of the highlights of the show. To "Squiggle" all you have to do is have paper and pencil handy. Then draw a straight line. You're then asked to mail your "Squiggle" to Marty who will turn it into a lovely bird or duck or maybe a kitten, autograph it and send it back to you. Judging from the number of "Squiggles" received this is a very popular feature of "Play School".

Equally popular is the song which Marty sings, at the same time inviting all the children at home to join her. And since no children's program would be complete without a story, Marty tells about all her lovely feathered friends and illustrates with some of the Natural History Museum's finest bird specimens. You may even be rewarded for watching the program by being introduced to a real live parakeet and finding out just how to care for it. As in all children's stories, there is a moral to Marty's tales. And the moral of our story is if you want to know just what the small fry are interested in these days don't miss "Play School" on WKRC-TV, Channel 12 daily Mon. thru Fri., from 8 to 8:30 a.m.



Correspondence for this department should be addressed to Managing Editor, TV Guide, 707 Arcue Bldg., Springfield, Ohio

Mysterious Mysteries

Now that you've published the present-day crop of top Western Stars' pictures, why not give us oldtimers a nostalgic thrill and do the same by the oldsters such as Hoot Gibson, Tim McCoy, Ken Maynard, etc? After all, their movies are still on TV. And although some of them are a little over-acted, they still bring back pleasant days. . . Too bad they took Lee Tracy off the Martin Kane show and otherwise loused up one of the best whodunits on TV. You once stated they needed a new format. Well, now they need their old program back plus Tracy. The plots are so complicated now that I'm sure no one takes the trouble to figure them out. It would take too long.

Springfield, O. Harold F. Griffin
Only takes Mark Stevens a half hour.

Frank Buck Music

Why does Willie always give Buddy Ross a big fanfare before he plays his accordian? We think Brownie is just as good but he gets no big introduction. We would also like to see more jungle shows.

Fountain City, In. C. H. Brown
With what sort of introduction?

International Giveaways

The hurricane must have steered Havana's channel four into Lewisburg Friday, Sept. 11. The program was a giveaway called *Spin The Wheel* in English along with a Spanish title.

Lewisburg, O. Clayton M. Line
Looks like it'll take more than a hurricane to get rid of the giveaways.

LAST CHANGE



To get this wallet FREE

This beautiful vinyl plastic wallet or a pocket secretary is yours FREE if you submit two new one-year subscriptions to TV GUIDE before September 30.

Fill in the handy order form below and specify your choice of gifts in simulated calfskin or lizardgator.

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 707 Arcue Bldg., Springfield, Ohio
 Please send me the simulated calfskin
 lizardgator wallet secretary and
 enter my subscriptions to TV GUIDE.

1 yr.—\$5 2 yrs.—\$8 3 yrs.—\$11
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All Times are Eastern Standard

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WTVN
6
COLUMBUS

WBNS
10

WLW-D
2
DAYTON

WHIO
7

WLW-T
5
CINCINNATI

WCPO
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12

Friday September 25

- 6:45 ② ④ ⑤ FORECAST—Farm News
Howard Chamberlain will emcee.
- 7:00 ② ④ ⑤ TODAY—Garroway
Dave and Frank Blair give news,
weather, sports with records and
fashions.
- ⑨ DON'S CLUBHOUSE—Variety
Don Roberts, host and Loco the
Clown with Willie Wonderful films
and special educational, sports
and hobby topics.
- 8:00 ⑨ WESTERN ROUNDUP—Movie
Full length movie of the West.
- 8:30 ② ⑤ MORNING MATINEE
Judy Perkins and Russ Brown
- ⑦ WHI OPENERS—Variety
Jack Jacobson, Charlie Reeder
Ted Ryan.
- 8:45 ⑩ KIDS ONLY—Children
Jip Houston hostess to guests.
- ⑫ CBS NEWS
Late news from around the world.
- 8:55 ④ MID-MORNING MEDITATION
Five minutes of prayer.
- 9:00 ② ④ ⑤ DING DONG SCHOOL
Nursery school of the air,
- ⑦ ⑫ WHEEL OF FORTUNE—Fri
Todd Russell is emcee.
- ⑨ UNCLE AL—Children
Sketches for the kiddies
- 9:15 ⑩ THIS IS THE LIFE—Fri. only
- 9:30 ② ④ ⑤ MOVIES FOR MOM
Half-hour film.
- 9:45 ⑩ FOR THE LADIES
Series of films especially for the
woman of the house.
- 10:00 ② ④ ⑤ HAWKINS FALLS
Life in a small town.
- ⑦ ⑫ I'LL BUY THAT—Friday only
Mike Wallace, moderator.
- ⑦ ⑫ ARTHUR GODFREY—T. & Th
- ⑥ PROSPECTOR BILL—Storyteller
Chats for the housewife.
- ⑩ TAKE TEN—Lockard
Murray Lockard, assisted by Roger
Garrett, Dick Zubel

- 10:15 ② ④ ⑤ THE BENNETTS—Serial
⑨ GARNET GRAYSON SUGGESTS
Beauty and household tips.
- 10:30 ② ④ ⑤ THREE STEPS TO HEAVEN
Story of a small town girl's ad-
venture and romance when she
comes to live in New York.
- ⑥ LADIES HOME THEATER
Full length movie.
- ⑦ ⑩ ⑫ STRIKE IT RICH—Quiz
Warren Hull host to contestants.
- ⑨ KITCHEN SHOW—Hints
Norma gives recipes and tips.
- 10:45 ② ④ ⑤ FOLLOW YOUR HEART
Nicky, a gangster, comes to visit
Julie.
- 11:00 ② ④ ⑤ GLAMOUR GIRL
Harry Babbitt, host and emcee.
- ⑦ ⑫ BRIDE AND GROOM
John Nelson, host.
- ⑨ UNCLE AL'S CORNER—Kids
Al Lewis draws for the kiddies.
- ⑩ JEAN'S KITCHEN FAIR
- 11:15 ⑦ ⑫ LOVE OF LIFE—Serial
- 11:30 ② ④ ⑤ FIFTY-FIFTY CLUB
Ruth Lyons and Willie Thall.
- ⑦ ⑩ ⑫ SEARCH FOR TOMORROW
- 11:45 ⑦ ⑩ ⑫ GUIDING LIGHT

AFTERNOON

- 12:00 ③ MIDDAY NEWS—Reports
Local and national report.
- ⑦ STREETMAN—Interviews
Lou Emm chats with passersby.
- ⑨ WESTERN THEATRE
- ⑩ GLOBETROTTER—News
Norman Dohn's midday news.
- ⑫ CINDERELLA WEEKEND
Valuable prizes given daily.
- 12:10 ⑩ FARMTIME—Bill Zipt
Latest farm and market reports.
- 12:15 ③ PHANTOM RIDER—Western
Full length western feature.
- ⑦ VIRGINIA PATTERSON
- ⑩ LOVE OF LIFE—Serial
In the midst of failure and defeat,
Van sees her way clearly with
Paul.

- 12:30** 7 10 12 **GARRY MOORE SHOW**
- 1:00** 2 **SHOPPING WITH CORNELIA**
Fashion views and shopping news.
- 4 **SHOOT THE WORKS**
- 5 **MOTHER'S MOVIE—Film**
"The Mystery" with Robert Armstrong.
- 6 **NITA'S GUEST BOOK**
Nita Hutch chats informally.
- 7 10 12 **DOUBLE OR NOTHING**
Bud Collyer, emcee.
- 9 **MATINEE MOVIE—Film**
Full length movie shown.
- 1:30** 2 **COFFEE CLUB—Variety**
Betty Ann Horstman, hostess.
- 4 **MOVIE MATINEE—Film**
- 7 10 12 **LINKLETTER'S PARTY**
- 1:45** 5 **FIVE MINUTES TO LIVE BY**
Inspirational talk.
- 1:50** 5 **MOTHER'S MOVIE—Cont'd**
- 1:55** 2 **HELLO NEIGHBOR—Talk**
Guest minister, priest or rabbi.
- 2:00** 2 4 5 **KATE SMITH SHOW**
Frankie Carle and his orchestra.
Myron Cohen, comedian and the
Katydid.
- 6 9 **PAUL DIXON SHOW**
Wanda Lewis sketches as well as
pantomimes.
- 7 10 12 **THE BIG PAYOFF—Quiz**
Randy, Bess and Betty Ann.
- 2:15** 5 **BREAK THE BANK**
Audience participation program.
- 2:30** 2 4 5 **WELCOME TRAVELERS**
Tommy Bartlett greets tourists.
- 7 **VIRGINIA PATTERSON**
United Lutheran Church representative
guest.
- 10 **HOMEMAKERS HOBNOB**
Tom Gleba and Jeanne Shea.
- 12 **BOB CROSBY SHOW**
Guest, Donna Reed, screen star.
"It's a Great Big Wonderful
World", "Dear Old Girl".
- 3:00** 2 4 5 **ON YOUR ACCOUNT**
Win Elliot emcees interviews.
- 6 **SIX IS COOKIN'—Hints**
Culinary tips by Betty Syx.
- 7 **ERNIE LEE SHOW—Music**
Music by the Kentucky Colonel.
- 12 **LADIES' HOME THEATRE**
"Gangs of Chicago."
- 3:15** 7 **UNCLE BOB—Kids**
Entertainment for the kiddies.
- 10 **LADIES MATINEE—Movie**
"Storm Over Bengal".

- 3:30** 2 4 5 **LADIES CHOICE—Variety**
Johnny Dugan, singing host.
- 6 **TIME OUT FOR MYSTERY**
- 10 **BRIDE AND GROOM**
John Nelson hosts TV nuptials.
- 3:45** 7 **MOVIE MATINEE—Film**
"His Lordship Regrets".
- 10 **SHARP COMMENTS**
Miss Sharp brings news and views.
News of interest to central
Ohioans.
- 4:00** 2 4 **ATCM SQUAD—Science**
Steve Elliot investigates the strange
device which has landed in Colo-
rado and assist it in its "desire"
to escape from earth in the fifth
and final episode of "A Strange
Visitor to Colorado".
- 5 **PIC-A-PAC—Dick Hageman**
Dick Hageman and Jane Lynn.
- 10 **AUNT FRAN—Children**
Aunt Fran brings favorite stories.
- 12 **PHANTOM RANGER—Movie**
"King of the Stallions."
- 4:15** 2 4 **GABBY HAYES—Western**
- 4:30** 2 4 5 **HOWDY DOODY—Kids**
With Buffalo Bob and Clarabel.
- 6 **PROSPECTOR BILL—Storyteller**
Bill introduces a western film.
- 4:35** 10 **SONGTIME—Kids**
Featuring Mary Ellen Schott as
"Miss Donnie".
- 4:45** 9 **SIX-GUN PLAYHOUSE—Film**
- 10 **WESTERN ROUNDUP—Film**
Full length western show.
- 5:00** 2 **SUPERMAN—Space Hero**
Starring George Reeves, Phyllis
Coates, Jack Larson and John
Hamilton.
- 4 **COMEDY CARNIVAL—Kids**
Animated cartoons for the kiddies.
- 5 **CARTOON CARNIVAL—Kids**
Animated cartoons set to music.
- 7 12 **KENNY ROBERTS—Kids**
- 5:20** 4 **SPORTS AND WEATHER**
Ball scores and weather outlook.
- 5:30** 2 4 **MEETIN' TIME**
Sally Flowers and Billy Scott.
- 5 **GABBY HAYES—Western**
Tales as only Gabby himself can
spin them.
- 5:40** 9 **POLICE BLOTTER—Report**
Local police reports.
- 5:45** 5 **FIVE-FORTY-FIVE REPORT**
Weather and news by Peter Grant.
- 6 **NEWS, SPORTS AND WEATHER**
Complete evening roundup.
- 7 **SPORTS NEWS—Report**
Scores and results.

Friday September 25

9 PAT HARMON'S SPORT SHOW
Comments on sports of the day.

12 VARIETY TIME—Film

5:55 7 WEATHER TOWER—Report
Ted Ryan's forecast of the weather

EVENING

6:00 2 4 5 TV SOUNDSTAGE
"Exit Laughing". Arnold Moss, Ruth Matteson, Pat Breslin. A woman learns the whereabouts of her missing husband via newspaper headlines after 12 years of mystery.

6:00 6 7 9 CAPTAIN VIDEO
10 OPERATION UNIVERSE
Adventures of the 25th Century
12 CHEERS AND JEERS
Charlton Wallace and criticism.

6:10 12 SPORTS—Reports
Comments from the world of sports.

6:15 10 SPOTLIGHT REVUE—Variety
Quarter hour of films with music.
12 NEWS AND REPORTS
Today's news; tomorrow's weather.

6:25 10 RAIN OR SHINE?—Report
Joe Holbrook gives latest weather
12 WEATHER—Reports
Daryl Parks gives report.

6:30 2 4 5 EDDIE FISHER—Music
Guest, Morton Downey.
6 9 STU ERWIN SHOW
An unloved love seat sends Stu on a fool's errand.

7 10 12 CBS NEWS—Edwards
Doug Edwards relates the news.

6:45 2 4 5 NEWS CARAVAN
John Cameron Swayze's report.

7 10 12 PERRY COMO SHOW
Selections are "P. S. I Love You", "Row, Row, Row", "You Alone" and "Triplets".

7:00 2 4 5 THE GOLDBERGS
Rosie runs into unforeseen obstacles when she plans to send Sammy a tape recording of a typical family dinner.

(Sponsored by RCA Victor.)

6 9 OZZIE AND HARRIET
"Operation Economy". Ozzie decides to save money but ends up trying to save face.

(Sponsored by Hotpoint appliances.)

7:00 7 10 12 MAMA—Comedy
Katrin enters business college and meets an interesting young man.

7:30 2 4 5 LIFE OF RILEY—Comedy
"Chester A. Riley" believes that he is exercising horse sense when he buys a broken down nag.

6 FISHING FOR FUN
Dana Williams, Columbus sportsman and businessman.

7 10 12 MAN AGAINST CRIME
"Sic Transit Gloria". Mike Barnett ignores a warning not to testify in a waterfront rackets inquiry and solves a puzzling murder.

9 MY FAVORITE STORY
Adolphe Menjou host.

8:00 2 4 5 BIG STORY—Drama
The story of a reporter, William A. Graves of the Springfield, Mo., Leader and Press, who helped clear a man unjustly suspected of a double murder.

6 9 LIFE BEGINS AT 80—Panel
Georgiana Carhart and Fred Stein, panelists.

7 10 12 PLAYHOUSE OF STARS
"Desert Tragedy" starring Broderick Crawford. A Chicago gunman travels to Arizona in search of hidden gold.

8:30 2 5 TIMES SQUARE PLAYHOUSE
"Mardi Gras". Herbert Marshall takes us aboard a coastal steamer with Ellen Martin and her aunt when they dock at New Orleans at Mardi Gras.

4 ORIENT EXPRESS—Drama
"The Diamond" with Francaise Rosay, Marylin Buford.

6 ROCKY KING—Mystery
"Acid Test". A dead man is found outside the city limits, stripped of all identification.

7 12 FOOTLIGHTS THEATRE
"Double Exposure" starring George Brent, Dan Duryea. George Brent portrays an easily angered city editor bent on exposing a crooked political machine.

9 HALF HOUR THEATER
"Girl or Ghost" with Gloira Saunders.

10 HOLLYWOOD THEATRE
"Hemmingway".

9:00 2 4 5 CAVALCADE OF SPORTS
Danny Nardico vs. James J. Parker, 10 round heavyweight bout from St. Nicholas Arena, New York.

9 CHANCE OF A LIFETIME
Dennis James, emcee.

- 7 10 12 MR. AND MRS. NORTH**
"Murder in Short Pants". When Pam and Jerry have their nephew, Little Jace, visit them, he turns out to be a junior super-sleuth.
- 9:30 6 7 9 DOWN YOU GO—Quiz**
Dr. Bergen Evans, moderator. Panelists: Toni Gilman, Carmelita Pope, Francis Coughlin and Robert Breen.
- 10 FOOTLIGHTS THEATRE**
"Double Exposure" starring George Brent, Dan Duryea. George Brent portrays an easily angered city editor bent on exposing a crooked political machine.
- 12 OUTDOOR RAMBLER**
Jim Thomas, emcee, shows outdoor films.
- 9:45 2 4 5 GREATEST FIGHTS—Film**
- 10:00 2 4 5 ALL STAR MOVIE—Film**
4. "Brute Man" with Tom Neal.
5. "Riot Squad" with Richard Cromwell.
- 6 DOORWAY TO MURDER**
- 7 NEWS—Reports**
News with Don Wayne.
- 9 PANTOMIME HIT PARADE**
Stars Dottie Mack with Bob Braun.
- 10 LOOKING WITH LONG**
- 12 FRONT PAGE NEWS**
George Palmer gives latest reports.
- 10:05 7 SPORTS—C. Hinkle**
Ball scores and sports news.
- 10:10 7 ERNIE LEE SHOW—Songs**
- 12 WEATHER—Daryl Parks**
Report for the next 24 hours.
- 10:15 10 TV WEATHERMAN—Reports**
Bob McMasters gives the weather.
- 12 HOME THEATRE—Movie**
"Old Fashioned Girl" and "Gangs in Chicago."
- 10:25 10 FLORASCOPIES—Earl Flora**
Latest results from the sports world.
- 10:30 7 SPORTS SCOPE—Lu Emm**
Lu chats informally with a guest.
- 10 CAVALCADE OF FASHION**
- 10:45 10 TO BE ANNOUNCED**
- 11:00 2 4 5 THREE CITY FINAL—News**
Peter Grant's world summary.
- 6 7 9 SOHIO REPORTER—News**
Summary by Warren Guthrie.
- 10 NEWS WITH PEPPER**
Bill Pepper's news analysis.
- 11:10 6 SPORTS SHOW—Joe Hill**
Joe Hill comments on sports today.

- 7 LOCAL EDITION—News**
Fred Brophy gives top local news.
- 9 SPORTS DESK—Reports**
Latest scores in sports.
- 10 ARMCHAIR THEATRE—Movie**
"Night Wind".
- 11:15 2 4 5 FAMILY PLAYHOUSE**
4. The Mozart "Story" with Hans Holt.
5. "So's Your Aunt Emma" with Zasu Pitts.
- 6 HOME THEATRE—Movie**
"Pvt. Angelo" with Peter Ustinov.
- 7 PENNY ARCADE—Movie**
"Million Dollar Weekend" stars Gene Raymond.
- 9 STARLIGHT THEATER—Movie**
- 12:15 4 NEWS—Late Reports**
- 9 NEWS—Late Reports**
Latest bulletins.
- 12:45 5 LOCAL NEWS**
- 12:50 5 REAR BUMPER—J. Shepherd**
Jean Shepherd's records.
- 1:00 5 WEATHER AND NEWS**
Final report.

THE ADVENTURES OF

Ozzie & Harriet

WITH
DAVID & RICKY






7:00 P. M.
CHS. 6-9

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Quality Appliances

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FOR YOU

TO SEE
EACH THRILL PACKED
MINUTE OF THE
BEST COLLEGE AND
PROFESSIONAL FOOTBALL
GAMES THIS SEASON

Watch

THE CLEVELAND BROWNS

SUNDAYS AT 2 P. M.
STARTING OCTOBER 4

THE PRO GAME OF THE WEEK

SATURDAYS AT 8 P. M.
STARTING OCTOBER 3

and

THE NOTRE DAME GAMES

SUNDAYS AT 7:30 P. M.
STARTING SEPTEMBER 27

on **WTVN**
6 for sports

Saturday September 26

- 7:00 ② BREAKFAST SERIAL—Film
7:15 ④ ⑤ INDUSTRY ON PARADE
Presented by the NAM.
- 7:30 ② SUN UP TRAIL
Full length western feature.
④ FILM FEATURETTE
⑤ WESTERN FOR YOUNGSTERS
- 8:00 ⑥ SUNRISE WESTERN THEATRE
The goodie gets the baddie this morning.
- 8:30 ② ④ ⑤ MORNING MATINEE
Hostess Judy Perkins and Russ Brown entertain studio guests.
- 8:30 ⑦ THIS IS THE LIFE
Freddie Fisher and one of his pals lose one of Grampa's priceless collector-stamps
⑨ F.O.P. QUIZ—Panel Show
Police quiz on sports and safety.
- 9:00 ② ④ ⑤ CADLE TABERNACLE
Message by Rev. James DeWeerd.
Music by the Swanee River Boys.
⑥ ⑨ TOOTSIE HIPPODROME
Variety show for the children.
⑦ CHILDREN'S WORKSHOP
Brownies from Centerville, Ohio.
⑫ SMOKIN' GUNS—Western
"King of the Stallions."
- 9:30 ② TV STORY HOUR—Film
Complete movie for all the family.
④ FILM—Featurette
⑤ ATOM SQUAD—Science
Drama concerning secret government operators.
⑥ ⑦ SMILIN' ED—Kids
"The Bee Hunter."
Smilin' Ed presents the story of "Little Fox's" adventures the day the Sioux lad tries his skill at finding wild honey.
- ⑨ THE BIG WHEELS—Kiddies
Red Thornburg chaperones winner.
- 10:00 ④ A HEALTHIER COLUMBUS
A frank health discussion.
⑤ TV STORY HOUR—Movie
⑥ ⑦ ⑨ SPACE PATROL
Adventures in the 25th century.
⑫ FILM FEATURETTE
- 10:15 ④ MAGIC WINDOW
Care and feeding of animals.
- 10:30 ② CARTOONS—Film
Animated funnies for the kids.
④ TV STORY HOUR
"Young and Willing" with Susan Hayward.
⑥ ⑨ SPACE CADET
"The Outpost of Danger".

- 10:30 ⑦ ⑩ ⑫ **ROCKET RANGERS**
 "The Looters of Leeron". A gang of prospectors smuggling atomic materials from an unknown planet shanghai Rod Brown to work in their mines.
- 11:00 ② ⑤ **MR. WIZARD**—Educational
 A scientific discussion and demonstration.
- ⑥ **FILM FEATURE**
- 11:00 ⑦ ⑩ ⑫ **BIG TOP**—Circus Acts
 The Flying Hartzells, trapeze artists; Sonny Cole, elephant act; the Two Adamsons, perch act; Payo and Mae, unicycle juggling act.
- ⑨ **UNCLE AL**—Kiddies
 Al Lewis entertains the kiddies
- 11:30 ② ④ ⑤ **FOR EVERY MAN**
 Chase College discusses legal problems that befall all families.
- ⑥ **FUTURE PILOT**—Instructive
 Aviation instruction with Ken Frisco
- 11:45 ⑥ **COLUMBUS FIRE DEPARTMENT**
 Tips on fire prevention.
- 11:55 ② ⑤ **FIVE MINUTES TO LIVE BY**
 Inspiration through prayer
- 12:00 ② **TO BE ANNOUNCED**
- ④ **CARTOON CARNIVAL**
 Animated cartoons for the kiddies.
- ⑤ **EXCURSION**
 Burgess Meridith points out interesting places and subjects around the country.
- ⑥ **FILM**—Featurette
- ⑦ **CARTOON**—Film
- ⑨ **SMILIN' ED**—Kids
 "The Bee Hunter."
- ⑩ **HOPALONG CASSIDY**
 Hoppy catches up with outlaws of the old west.
- ⑫ **THE LONE RANGER**
 A crime suspect helps the Lone Ranger trap a ruthless bandit in order to prove his own innocence.
- 12:30 ② ④ ⑤ **PRE-GAME SPORTS SHOW**
 Preview of the collegiate activity for the day.
- ⑦ **WESTERN THEATRE**—Film
 "Roarin' Lead".
- ⑨ **FEATURE FILM FARE**
- ⑩ **LAUREL AND HARDY**
 The two madmen of mirth with another comedy.
- ⑫ **CIRCLE 12 RANCH**
 Dolly Good and daughter entertain the small fry.

Tune in Before—
 Enjoy the game More!
 GM "Game of the Week"

Dartmouth
 vs
Holy Cross

Don't miss the
PREVIEW
 FROM THE
OLDSMOBILE
PRESS BOX



RED
GRANGE



BUD
PALMER

Meet the stars close up!
 See the highlights of
 previous games! Be sure
 to tune in early!

WLW-TV
 Saturday — 12:30 p.m.
 Channels 2-4-5

YOUR
OLDSMOBILE
DEALER

Saturday September 26

- 12:45** ② ④ ⑤ **COLLEGIATE FOOTBALL**
Dartmouth vs. Holy Cross at Lynn, Mass. Mel Allen and Lindsey Nelson will announce.
- ⑥ **PREVIEW WITH JOE HILL**
Joe runs down the present baseball situation.
- 12:55** ③ **BASEBALL**—Tentative
Cleveland Indians vs. Detroit Tigers.
- 1:00** ⑦ ⑩ **LONE RANGER**—Western
A crime suspect helps the Lone Ranger trap a ruthless bandit in order to prove his own innocence.
- 1:30** ⑦ **CARTOONS**—Film
Animated cartoons on film
- ⑩ **TWO FOR THE SHOW**
Complete movie for the family.
- ⑫ **HOLLYWOOD PLAYHOUSE**
Full length film drama.
- 2:00** ⑥ **GOLDEN WEST**—Film
Full-length western
- ⑦ ⑨ **BASEBALL**—Tentative
Cincinnati Reds vs. Milwaukee
- 2:30** ⑫ **TRAVEL TIME**—Film
Films of interesting places in U.S.A.
- 3:00** ⑥ **GOLDEN WEST FILM**
⑨ **ON STAGE CINCINNATI**
Presenting local young talent
- 3:30** ② ④ ⑤ **SCOREBOARD**—Sports
Sports scores from around the country.
- ⑥ **SILVER THEATRE**—Movie
Full-length movie.
- ⑦ **WESTERN THEATRE**
Tentative showing of "Strange Voyage".
- ⑨ **COCO'S CIRCUS**—Amateurs
Amateurs perform for Coco.
- ⑩ **TWO FOR THE SHOW**—Cont'd
- ⑫ **GREEN THUMB**—Horticulture
Tips in gardening.
- 3:45** ② ④ ⑤ **WRESTLING**—Columbus
Frankie Talaber vs. Whitey Walberg; Eddie Gosset vs. Lou Klein; Ray Stevens vs. Joe Scarpello.
- 4:00** ⑨ **WESTERN ROUNDUP**—Film
⑫ **REPORT TO CINCINNATI**
Cliff Mercer is moderator
- 4:30** ⑫ **LOOKIN' ON**—Film
Filmed travelogue and commentary.
- 4:45** ⑫ **THE CHRISTOPHERS**
Guest interviewed by Father Keller.
- 5:00** ⑥ **FILM FEATURE**—Movie
Half hour drama.
- ⑦ **DRAW YOUR CONCLUSIONS**
Bob Penny host to charade team.

- ⑨ **SIX-GUN PLAYHOUSE**
⑫ **BIG PICTURE**—Film
Authentic Films of World War II.
- 5:30** ⑤ **HOPALONG CASSIDY**
Hoppy catches the baddies of the old west.
- ⑥ **THE BIG PICTURE**—Film
Authentic Films of World War II.
- ⑦ **WESTERN THEATRE**—Movie
"Western Racketeer".
- ⑩ **COWBOY G-MEN**—Film
Pat and Stoney working for the government catch a couple of crooks.
- ⑫ **VARIETY TIME**—Film
- 5:45** ② ④ ⑤ **TO BE ANNOUNCED**
⑫ **RED BARBER**—Sports
The old redhead chats informally.
- 6:00** ② ④ ⑤ **ORIGINAL AMATEUR HR.**
Ted Mack host to talented contestants.
- ⑥ ⑨ **MEADOWBROOK**—Music
The Korn Kobblers, zany musicians are featured.
- ⑩ **WILD BILL HICKOK**—Film
A girl, disguised as a man, saves the life of Wild Bill in a story of stolen guns and a decoy pack train.
- ⑫ **CINDERELLA WEEK END**
Audience participation show. Big prize is trip to New York.
- 6:30** ② ④ ⑤ **ETHEL AND ALBERT**
Ethel buys a ring and by some strange circumstance, her friend's and neighbors think she has stolen it.
- ⑦ ⑫ **BEAT THE CLOCK**
Contestants race the clock for prizes. Bud Collyer, host.
- ⑨ **TERRY AND THE PIRATES**
Terry and Hotshot are in trouble in the Orient.
- ⑩ **KIT CARSON**—Western
Kit and El Toro land a couple of gunmen.
- 7:00** ② ④ ⑤ **MIDWESTERN HAYRIDE**
Willie Thall, emcee. Regulars include Red and Zeke Turner, Bonnie Lou, Buddy Ross.
- ⑥ **RINGSIDE WITH RASSLERS**
Interviews with famous matmen.
- ⑦ ⑩ ⑫ **JACKIE GLEASON SHOW**
The lovable comedian assisted by Art Carney, Audrey Meadows and the June Taylor Dancers.
- ⑨ **SHOWCASE THEATER**—Film
Complete movie for the family.

- 7:30 ⑨ MADISON SQUARE GARDEN**
Pro Tennis—Jack Kramer and Pancho Segura vs. Frank Sedgeman and Ken MacGregor; Basketball—N. Y. U. vs. Dayton; Boxing—Willie Troy vs. Bobby Jones; Hollywood Ice Review.
- 8:00 ② ④ ⑤ SHOW OF SHOWS**
Stars Sid Caesar and Imogene Coca with Carl Reiner and guests.
- ⑥ ⑨ SATURDAY NITE FIGHTS**
Joey Giambra vs. Tuzo Portuguez, 10 rounds; middleweights.
- ⑦ ⑩ ⑫ TWO FOR THE MONEY**
Comedy quiz with Herb Shriner as host.
- 8:30 ⑦ ⑫ MY FAVORITE HUSBAND**
George Cooper decides to go duck hunting with the boys but when Liz finds out the feathers fly at home.
- ⑩ ARTHUR MURRAY SHOW**
Guests are Carl Erskine, Gil Hodges, Russ Meyer and the Billy Williams Quartet.
- 8:45 ⑥ ⑨ FIGHT TALK—Interview**
Guest Homer Smith, Captain of the Princeton University Football team.
- 9:00 ⑥ WRESTLING FROM CHICAGO**
Jack Brickhouse describes the action.
- ⑦ ⑩ ⑫ MEDALLION THEATRE**
A corpse with a slashed throat, is found in a locked room. A careful search fails to turn up any weapon and Inspector Grodman, recently retired from Scotland Yard, decides to investigate the case.
- ⑨ GOLDEN THEATRE—Film**
Full length movie is shown.
- 9:30 ② ④ ⑤ HIT PARADE—Music**
"Ain't Misbehavin" . . . the dancers; "Jingle, Jangle, Jingle" by Dorothy Collins.
- ⑦ ⑫ MIRROR THEATER—Drama**
"Heads or Tails" starring Joanne Dru and John Ireland.
- ⑩ INTO THE NIGHT—Mystery**
Half hour of mystery and intrigue.
- 10:00 ② ④ ⑤ WRESTLING—Dayton**
Ruffy Silverstein vs. Jack Vansky; Jackie Nichols vs. E. Francis; Tony Cosenza vs. Hercules McIntire.
- ⑦ DEATH VALLEY DAYS**
"The Chivaree". A time-honored custom of serenading newlyweds on their wedding night, until the couple invite the serenaders in for refreshments.
- 10:00 ⑩ JEWELER'S SHOWCASE**
"The Lone Rider of Brooklyn". A youngster from Brooklyn wins a cow pony and, after sadly learning that the city has no place for his horse, finds a happy solution to his problem through the wisdom of his cowboy hero.
- ⑫ FRONT PAGE NEWS**
George Palmer reporting.
- 10:10 ⑫ WEATHER—Daryl Parks**
- 10:15 ⑨ SPORTS SHOWCASE—Guests**
Ronald Gibbs, guest.
- ⑫ HOME THEATRE—Movie**
"Lead Soldiers" "Fighting Mad."
- 10:30 ⑦ ROCKY KING—Mystery**
"Cold Fire". A conflagration destroys the warehouse of a retail appliance store and a charred body is found in the ruins by the police.
- ⑨ GOLDEN THEATRE—Film**
"Curley" starring Larry Olson and Frances Rafferty.
- ⑩ THE WEB—Mystery**
"One for the Road." An ex GI is threatened with a murder charge and the only witness who can prove his innocence is missing in Korea.
- 11:00 ⑦ NEWS—Reports**
Final reports with Ted Ryan.
- ⑩ MYSTERY THEATRE—Movie**
"House of a Thousand Candles".
- 11:10 ⑦ WEATHER—Reports**
Complete regional forecast.
- 11:15 ⑦ SATURDAY NITE THEATRE**
"Chance of a Lifetime" with Basil Radford.
- ⑨ WRESTLING—Chicago**
Jack Brickhouse describes the action.
- 12:00 ② NEWS—Reports**
- 12:15 ② MIDNIGHT MYSTERIES**
- ④ SATURDAY THRILLER—Film**
"Hidden Enemy" with Warren Hull.

TUNEFUL and TERRIFIC!

YOUR HIT PARADE

presented by LUCKY STRIKE

SATURDAYS, 9:30 P.M. — Chs. 2 - 4 - 5

Sunday September 27

- 7:00 ⑨ **KNOW YOUR WORLD**
Travelogue for your viewing pleasure.
- 8:00 ⑨ **FAITH FOR TODAY**
Guest minister each Sunday.
- 8:30 ② ④ ⑤ **CHURCH BY THE ROAD**
Guest Minister and choir each week.
- ⑨ **THIS IS THE LIFE**
Wealthy businessman Roger Brownlee accepts the challenge to work on a neighborhood mission committee and immediately has some shaky moments.
- 9:00 ② **TO BE ANNOUNCED**
④ **NEW HORIZONS—Film**
⑤ **FILM FEATURE**
⑦ **GOOD SHIP ZION—Religious**
Rev. Loren Kolb and the Gospel Mariners Quartette.
⑨ **UNCLE BOB AND THE COMICS**
Sunday funnies read and explained to the kids.
- 9:30 ② **TO BE ANNOUNCED**
④ **FILM—Short Subjects**
⑦ **CARTOONS—Film**
Filmed fun for the kids.
⑨ **TOWN MEETING OF THE AIR**
Timely topics brought into focus by the panel.
- 10:00 ② **DOWNHOMERS—Music**
Instrumental combo and special song arrangements with Guy Campbell, Shorty Cook, Hank Gunder and Rusty Rogers.
④ **THE WORLD THIS WEEK**
Review of the week's news.
⑤ **FILM—Short Subjects**
⑦ **PRAIRIE RAMBLERS—Music**
Special folk music.
⑨ **SPOTLIGHT ON YOUTH**
Teenagers on parade.
⑩ **THE CHRISTOPHERS**
Factual discussion with guest celebrities.
⑫ **SMOKIN' GUNS—Film**
- 10:15 ⑩ **THE PEALES—Talk**
Discussion of everyday problems by Doctor and Mrs. Norman Vincent Peales.
- 10:30 ④ ⑤ **HOME FIXIN'**
Economical tips on home repairs.
⑨ **THE BIG PICTURE**
Authentic films of our Army in action.
⑩ **TO BE ANNOUNCED**

- 11:00 ② ④ ⑤ **THEATRE FOR YOUTH**
Animated Cartoons with musical background for the kiddies pleasure.
- ⑦ **WESTERN THEATRE—Film**
⑨ **ACCORDION HOUR**
Music for your listening pleasure.
- ⑩ **GHENRY GNOME**
Strictly for the kiddies.
⑫ **RELIGIOUS—Show**
- 11:30 ⑨ **STARQUEST**
Amateurs parade before the cameras.
⑫ **FACT FORUM**
Discussion show with a purpose.

AFTERNOON

- 12:00 ② ④ ⑤ **STARMAKER REVUE**
Amateur talent from the tri-state area will perform.
⑥ **FILM FEATURE**
⑦ **SWAP SHOP—Ted Ryan**
Ted Ryan introduces items that people want to swap or sell.
⑨ **JOHNNY MACK BROWN**
"Prairie Express."
⑩ **TWO GUN PLAYHOUSE**
⑫ **U.C. IN THE HOME**
University professor discusses interesting topics.
- 12:30 ② **DAYTON SALES EXEC. CLUB**
Dayton business men discuss timely topics.
④ **TIME CHANGE SHOW**
⑤ **FLORAL MAGIC**
Floral tips for the home.
⑦ **IT'S YOUR WORLD**
Guest and panel discuss problems of the day.
- 12:45 ④ ⑤ **CITY FARM EXTRA**
Farm problems on review.
- 1:00 ② **TO BE ANNOUNCED**
④ **JIMMY RAWLINS SHOW**
Amateur talent on parade.
⑤ **DIAMOND SQUARE DANCE**
⑥ ⑨ **COMMUNITY CHEST**
Special DuMont presentation with special guests.
⑦ ⑫ **PRESCRIPTION FOR LIVING**
Health problems on review.
⑩ **COLUMBUS TOWN MEETING**
Panel discussion with Columbus citizens.
- 1:30 ④ **PROMOTION SHOW**
⑨ **COWBOY G-MEN—Western**
"Hang the Jury."
⑫ **CHAPEL OF DREAMS**
Rev. Morris Coers conducts service.
- 1:45 ② ④ ⑤ **PRE-GAME HIGHLIGHTS**
Preview of today's football activity.

- 2:00** ② ④ ⑤ **PRO FOOTBALL**
Chicago Bears vs. Chicago Cardinals.
- ③ ⑦ ⑨ **PRO FOOTBALL**
Pittsburgh Steelers vs. Detroit Lions at Detroit.
- ⑩ **REQUEST THEATRE—Movie**
- ⑫ **SUNDAY CINEMA—Movie**
"Dangerous Ground" and "Shamrock Hill."
- 3:00** ⑩ **COLUMBUS CHURCHES**
Services from a local church.
- 3:30** ⑩ **TO BE ANNOUNCED**
- 4:00** ⑩ **YOU ARE THERE**
"The Moscow Purge".
- ⑫ **JUVENILE JURY—Panel**
Jack Barry moderates small fry panel.
- 4:30** ⑤ **ZOO PARADE—Animals**
R. Marlin Perkins displays animals from Lincoln Park Zoo.
- ⑥ **PRO FOOTBALL ROUNDUP**
Late scores from around the league.
- ⑩ **LIBERACE—Music**
Classical and popular selections by the noted piano stylist.
- ⑫ **STARS OF TOMORROW**
Amateur show with youngsters.
- 4:45** ② **SPORTS AND NEWS**
Late round-up and news flashes.
- ④ **GAME IN REVIEW**
Summary of today's football game.
- ⑥ **TO BE ANNOUNCED**
- 5:00** ② ④ ⑤ **HALL OF FAME—Drama**
The story of Catherine Parr, the Queen who outlived Henry VIII and saved the lives of his children, including the future Queen Elizabeth, in a time of strife and disension.
- ⑥ ⑦ ⑨ **SUPER CIRCUS—Acts**
Claude Kirschner, ringmaster, assisted by Mary Hartline and Nicky and Scampy.
- ⑩ **LAMP UNTO MY FEET**
"The Difference" by Palmer Thompson. Guest panelist: Dr. Roscoe Foust, Church of the Ascension, New York City. Moderator: Dr. Lyman Bryson.
- ⑫ **OMNIBUS—Drama**
- 5:30** ⑩ **MAN OF THE WEEK**
Outstanding figure discusses important topics.
- 6:00** ② **KIT CARSON—Western**
Kit and El Toro catch some more bandits of the old West.
- ④ ⑤ **MEET THE PRESS—Panel**
Martha Roundtree and Lawrence Spivak with guest and newsmen.
- ⑥ **LIFE OF ST. PAUL—Religious**
"Visit to Corinth".

- ⑦ **TO BE ANNOUNCED**
- ⑨ **CISCO KID—Western**
Another adventure of the old West with Cisco and his buddy Pancho.
- 6:00** ⑩ **ADVENTURE—Educational**
Film clips of life among the Australian Aborigines. Guest is Dr. Harry Shapiro.
- 6:30** ② **YOUR TV THEATRE—Film**
Half hour Hollywood stories.
- ④ ⑤ **ROY ROGERS—Western**
"Dead Man's Hills". Roy and Pat Brady track down a gang of outlaws encamped near an old silver mine in an area known to be arid and dangerous.
- ⑥ **GEORGIE JESSEL SHOW**
Guests: Lilo, French chanteuse, star of "Can Can" and Jan Peerce, Metropolitan opera tenor.
- ⑦ **TO BE ANNOUNCED**
- ⑨ **YOU ARE THERE**
"The Birth of a National Anthem".
- ⑩ **THE OHIO STORY**
An interesting incident in the growth of a great State.
- ⑫ **WILD BILL HICKOK**
"Flashy Sweetwater Singer". The attempt of Wild Bill and Jingles to deceive a straight-laced parent as to the true vocation of his daughter, a singer in a dance hall, touches off kidnappings, hot pursuits and a series of pistol battles.
- 6:40** ⑩ **EDITORS DESK—News**
Five minute summary of late news.
- 6:45** ⑩ **TV WEATHERMAN**
Bob McMaster and the weather report.
- 6:55** ⑩ **SPORTS SHOW**
Five minutes of sports news.
- 7:00** ② ④ ⑤ **PAUL WINCHELL SHOW**
Paul Winchell and guest Sally Forrest portray an employer and his employee engaged in a psychological duel.
- ⑥ ⑨ **YOU ASKED FOR IT—Acts**
Art Baker emcees unusual acts requested by viewers.
- ⑦ **OZZIE AND HARRIET—Comedy**
"Operation Economy". Ozzie tries to save money but winds up trying to save face.

To really enjoy TV,
read **TV GUIDE** every week

Sunday September 27

7:00 ⑩ ⑫ QUIZ KIDS—Panel

Joe Kelly asks questions of the youngster brain trust.

7:30 ② ④ ⑤ MR. PEEPERS—Comedy

Harvey shows the home movies that he and Marge took during the summer.

Brighten
your home

with easy-to-do
homcraft ideas —
fun for the entire family
on

HOBBY TIME

SUNDAYS
10:30 P. M.

CHANNEL 10

WBNS-TV

SUNDAY'S FUN DAY WHEN YOU WATCH

PRIVATE SECRETARY

Starring **ANN SOTHERN**

presented by **LUCKY STRIKE**

SUNDAY 7:30 p.m., Chs. 7-10-12

7:00 FRANK LEAHY SHOW

The Notre Dame football coach interviews the coaches of his school's football opposition each week.

⑦ ⑩ ⑫ PRIVATE SEC'Y—Comedy

Susie tries to make sure that her job will be open on her return from vacation, but doesn't count on a well disguised glamour girl replacing her.

7:45 ⑥ ⑨ COLLEGIATE FOOTBALL

Filmed review and commentary of previous Saturday's Notre Dame football game.

8:00 ② ④ ⑤ THE BIG PAYOFF

Randy Merriman and Bess Myerson present their "dream" quiz.

⑦ ⑩ ⑫ TOAST OF THE TOWN

Guests: Patachou, French singer; Peter Lind Hayes and Mary Healy; Darvas and Julia, dance team; Walter Dare Wahl, comedian.

9:00 ② ④ ⑤ TV PLAYHOUSE—Drama

"0 For 37". A young baseball player discovers that his home is just as important as his career.

⑥ ⑨ WALTER WINCHELL—News

Dynamic news commentator with his unique brand of exclusives.

⑦ ⑩ ⑫ FRED WARING—Music

Fred Waring and all the Pennsylvanians return.

9:15 ⑥ ⑨ ORCHID AWARD—Variety

Host is Donald Woods with the DeMarco Sisters as guests.

9:30 ⑥ ⑨ THE PLAINCLOTHESMAN

A father makes a desperate effort to bring romance into the life of his eldest with tragic results.

⑦ ⑫ ARTHUR MURRAY PARTY

Guests: Richard Tucker, tenor; Billy De Wolfe, comedian; Burton's Birds.

⑩ HOLLYWOOD OFF BEAT

"Unlucky Three".

10:00 ② ④ ⑤ LETTER TO LORETTA

Miss Young portrays a youthful society matron who attempts to give her young son the parent-child relationship his father fails to understand.

⑥ ⑨ DOLLAR A SECOND—Quiz

Two contestants vie against each other and time. Jan Murray, emcee.

10:00 ⑦ ⑫ **THE WEB**—Mystery
"Combination for Murder". A wealthy young woman marries a fortune hunter against the wishes of her aunt and learns of his true character.

⑩ **TV PLAYHOUSE**—Film
"One Strange Day".

10:30 ② ⑤ **MAN AGAINST CRIME**
Mike Barnett (Ralph Bellamy) has a close call with death as he solves another case.

④ **EXCURSION**—Guest & Topics
Roland La Starza discusses sports and sportsmanship.

⑥ **OHIO STATE FOOTBALL**
Joe Hill with film clips of yesterday's game.

⑦ ⑩ ⑫ **WHAT'S MY LINE**
Host John Daly and panelists Dorothy Kilgallen, Arlene Francis, Bennett Cerf and Steve Allen with Television's number one quiz game.

⑨ **GEORGIE JESSEL SHOW**

11:00 ② ④ ⑤ **THREE CITY FINAL**
Peter Grant's world-wide report with cutouts for local news.

⑥ **NEWS**—Reports
Earl Green reporting.

⑦ ⑩ **SUNDAY NEWS SPECIAL**
Don Hollenbeck's world report.

⑨ **STARLIGHT THEATRE**
"Grandpa Goes To Town."

⑫ **FRONT PAGE NEWS**
George Palmer reporting.

11:15 ② ④ ⑤ **FAMILY PLAYHOUSE**
5. "Skyway" with Ray Walker.

⑫ **HOME THEATRE**—Movie
"Pretender" with Albert Dekker, Katherine Craig.

⑦ **SUNDAY NITE THEATRE**

⑩ **HOBBY TIME**

⑫ **HOME THEATRE**
"Counterfeiters."

11:30 ⑩ **ARMCHAIR THEATRE**—Movie
"Covered Trailer".

12:15 ④ **NEWS**—Reports

⑥ **NEWS**—Reports

Want to share
my *Personal*
mail?

LORETTA YOUNG

opens some more fascinating mail on

"LETTER to LORETTA"

America's most exciting, intimate,
dramatic show.

WLW-TV

CHANNEL 2-4-5 • 10 P.M.

TONIGHT

PRESENTED BY *Tide*, Washday Miracle,
AND *Lilt*, Home Permanent



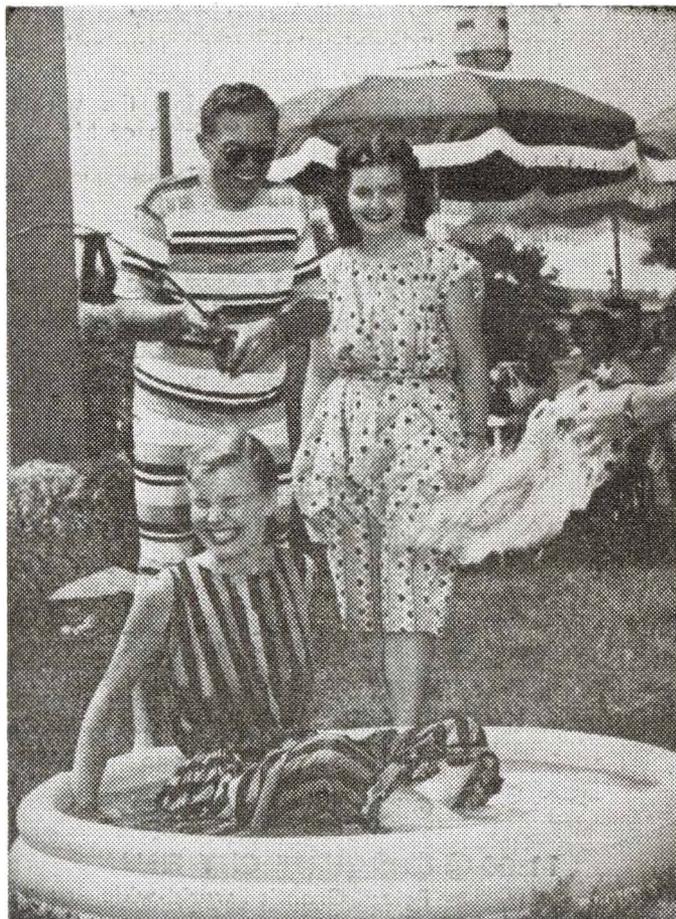
WLW D's "Coffee Club" is one show on which the audience can wave away at the camera to their hearts' content without fear of being branded "TV Idiots" or any of the uncomplimentary monickers commonly attributed to the overzealous video guest. Hostess Betty Ann Horstman operates on the theory that the various women's groups come to the Dayton station to have a good time and that it's her job to see to it that they do. With teammates Arvie Recore and Dick Shafer and vocalist Nancy Rifner, Betty Ann has been showing her guests a good time on the "Coffee Club" for the past two years.

Graduating to video from WONE and WING, Betty Ann started out on channel two on a thrice weekly 15 minute afternoon spot. In short order she was advanced to a daily billing and teamed with Arvie and Dick with a time extension to a half hour. The combine adopted the "Coffee Club" title in January, 1952, a long time ago by video standards, and with an average of six sponsors daily, it's a pretty good bet they'll be with us for some time to come.

Talent Pool

The success of "Coffee Club" is all the more amazing when you consider that the show has inadvertently served as a talent pool for a couple of New York network programs. Practically everyone knows the tale of the McGuire Sisters, who started here. Successor Barbara Rettig followed suit by guesting with Arthur Godfrey and winning a two week engagement on the Garry Moore show during the summer. By this time Betty Ann & Co. were veteran improvisers and promptly pulled 17 year old vocalist Nancy Rifner out of the grab bag. Of course, established protocol practically dictates that she too will follow in the nomadic footsteps of her predecessors.

But there can be no doubt that the afternoon standby will weather the storm as gracefully as it has in the past; for instance when Jim Bolen was sidelined by the same union edict that benched Neal VanElls on Studio Wrestling. Then there was the back injury to Arvie Recore from which he's still recuperating. Troupers that they are, Betty Ann took to more



JIVE AND JAVA

The "Coffee Club" Continues and High Water

pantomime and Dick Shafer took to more instruments, and the "Coffee Club" continued on schedule.

Ably directed by Bill Brescka, a colleague of playwright Rod Serling at Antioch College, the "Coffee Club" is a 24 hour a day proposition with the cast. Several evenings each week, the crew gets together, usually at Betty Ann's, and all concerned give the show a going-over while the two Horstman daschunds, Baron and Countess, and Dick's fox terrier, Bozo, follow suit with the furniture.

Critical Critic

The show's most intense critic is Mrs. Shafer, whom Dick met at a USO dance in Charleston, S.C. about a decade ago. Maggie watches the show religiously with



The whole "Coffee Club" cast gets in the act on the lawn of the Dayton studio.



seemed to be the main idea of an outdoor production.

The show's other 'family' critic is Betty Ann's husband, Jim Venable, who coaches the star's pantomimes. Jim is a veteran of the New York productions of "Oklahoma" and "Bloomer Girl" and has directed his own stock company; which is how the two met, when Jim was in Dayton producing the Junior League Follies.

No Canned Commercial

A past master of the unrehearsed commercial, Betty Ann once pounced on the opportunity of interrogating one of the few male studio guests on the merits of such-and-such a product. Common courtesy and good taste would seem to entail an endorsement of the product in accepting an invitation to a program for which the sponsor foots the bill. But the law of averages still hasn't been repealed and Betty Ann happened on a minister, who was no doubt justified in putting honesty above all else when he replied, "No, I hate the stuff." Thinking the curt reply to be a gag, or perhaps out of sheer desperation, Betty Ann hurriedly inquired about still another product, to which the high-principled cleric replied. "No, I don't like that either." The next day Betty Ann was back on the job as usual and not in the hospital bed that would have claimed a lesser showman after such a disaster.

But the 23 year old lass has been at the game too long to become unnerved very easily. A graduate of U. D. and summer stock, Betty Ann has been on the stage since she was six, campaigning with her politician grandfather. Her workday usually starts about 6:00 a.m. what with personal appearances and radio engagements on WIZE, Springfield, WKNB, Richmond, and WING, Dayton in addition to her TV schedule. She's usually home by about 6:00 in the evening, unless she has a late hour benefit or some such. Besides the "Coffee Club" her favorite chore is a four hour disc jockey session on Saturday afternoon via WING. As Betty Ann puts it, "What woman wouldn't enjoy just gabbing for four hours?"

(Continued on A-19)

A SESSION

Continues Through Heat, Hail

an eagle eye out for flaws, miscues and various faux pas. But there have been a few impromptu mishaps whose detection hardly required an eagle eye.

If there has ever been a time that the cast questioned the wisdom of the cliché about the show going on, it was the afternoon Arvie Recore tore his bathing suit in the most obvious place, naturally. Hamming it up in the very best Godfrey style, the crew decided that bathing suits and swimming pools should be the order of the day. Unfortunately, the pools were of the inflated rubber variety and the bathing suits were resurrected from the gay nineties. But everyone managed to get wet and Arvie was able to secure a little additional ventilation on one of the warmest days of the year; all of which

DAYTIME PROGRAMS

MONDAY — THURSDAY

- 6:45 ② ④ ⑤ FORECAST—Farm News
Howard Chamberlain with news.
- 7:00 ② ④ ⑤ TODAY—Dave Garroway
Mon.: Football Roundup.
Tues.: Garroway interviews the man
in the street outside his 49th street
studio.
Wed.: World Series Feature—Re-
mote from Yankee Stadium featur-
ing interviews.
Thurs.: Film of the six most beauti-
ful women in New Orleans.
- ⑨ DON'S CLUBHOUSE—Kids
Don Roberts, host and Loco the
Clown with Willie Wonderful films
and special educational, sports
and hobby topics.
- 8:00 ⑨ WESTERN ROUNDUP—Movie
Full length feature of the west.
- 8:05 ⑦ MORNING REFLECTIONS
Ten minutes of religion.
- 8:15 ⑦ UNCLE BOB—Kids
Bob Campbell with his kids show.
Watch for the special TV Guide
contest coming up shortly.
- 8:30 ⑩ UNITED NATIONS APPEALS
- 8:35 ⑩ TOURING THE TOWN
Jip Houston guides you through
Columbus.
- 8:45 ⑦ MORNING SERIAL—Film
Film feature divided into segments.
- 8:55 ④ MID-MORNING MEDITATION
Five minutes of prayer.
- 9:00 ② ④ ⑤ MOVIES FOR MOM
Full length film feature.
- ⑨ UNCLE AL—Children
Drawings for the kiddies.
- ⑩ TAKE TEN—Lockard
Murray Lockard, assisted by Roger
Garrett and Dick Zubel.
- 9:30 ⑦ WHI OPENERS—Variety
Jack Jacobson, Ted Ryan and
Charlie Reeder with comedy-variety.
- 10:00 ② ④ ⑤ DING DONG SCHOOL
Frances Horwich and her childrens
school of the air.
- ⑦ ⑩ ⑫ ARTHUR GODFREY TIME
Arthur and all the gang. From his
home in Virginia.
- ⑨ WOMAN'S PAGE—F-M-W Th.
Hints for the housewife.
- ⑨ FASHIONS BY FOLEY—Tues.
Bernice Foley, fashion expert.
- 10:15 ⑨ GARNET GRAYSON SUGGESTS
Beauty and household tips.
- 10:30 ② ④ ⑤ GLAMOUR GIRL—Ladies
Harry Babbitt, host and emcee.
- ⑥ LADIES HOME THEATRE
Housewives take time out for film
feature.
- ⑨ KITCHEN SHOW—Hints
Norma gives recipes and cooking
tips.
- 11:00 ② ④ ⑤ HAWKINS FALLS—Serial
An accident is attributed to a hit
and run driver, and suspicions bring
about some unusual reactions.
- ⑨ UNCLE AL'S CORNER—Kids
Al Lewis draws for the kiddies.
- 11:15 ② ④ ⑤ THE BENNETTS—Serial
Wayne Bennett finds himself caught
in a web of circumstances. What
ends in murder.
- ⑦ ⑫ BAIRD'S PUPPETS—T-Th.
Bill and Cora Baird with their
Marionets.
- ⑩ TO BE ANNOUNCED—T-Th.
- 11:30 ② ④ ⑤ THREE STEPS TO HEAVEN
A small town girls romance and
adventure in the big city.
- ⑦ ⑩ ⑫ STRIKE IT RICH—Quiz
The quiz with a heart. Warren
Hull emcees with guest lending a
helping hand.
- 11:45 ② ④ ⑤ FOLLOW YOUR HEART
Story of a society girl's engage-
ment to a man of her mother's
choice.
- ⑥ NITA HUTCH—Guest Book
Nita chats informally.
- 12:00 ② ④ ⑤ FIFTY-FIFTY CLUB
Ruth Lyons and Willie Thall with
chatter and surprises for the ladies.
- ⑥ MIDDAY NEWS—Reports
Local and national news reports.
- ⑦ ⑫ BRIDE AND GROOM
A couple tell their love story and
are married before the cameras.
- ⑨ COLIN CALLING
- ⑩ GLOBETROTTER—News
Norman Dohn's midday news re-
ports.
- 12:10 ⑩ FARMTIME—Bill Zipf
Latest farm and market reports.
- 12:15 ⑥ PHANTOM RIDER—Movie
Western feature will be shown.
- ⑦ ⑩ ⑫ LOVE OF LIFE—Serial
The trials and tribulations of Van-
essa Dale and the travel agency
business.
- 12:30 ⑦ ⑩ ⑫ SEARCH FOR TOMORROW
Joanne's fight to keep her young
daughter and find happiness with
the man she loves.

- 12:45** ⑦ ⑩ ⑫ **GUIDING LIGHT**—Serial
1:00 ② ④ ⑤ **WORLD SERIES**—Tentative. Wednesday-Thursday.
 ⑥ **POP THE QUESTION**
 Audience participation quiz show.
 ⑦ **STREETMAN**—Lou Emm
 Interviews by Lou from downtown
 ⑨ **PAUL DIXON SHOW**
 ⑩ **TO BE ANNOUNCED**
 ⑫ **CINDERELLA WEEKEND**
 Winner of quiz receives week end for two in New York.
- 1:15** ⑦ **VIRGINIA PATTERSON**—Ladies News, views and interviews with Virginia assisted by Charlie Reeder.
- 1:30** ② **SHOPPING WITH CORNELIA**
 Shopping news and fashion views.
 ④ ⑤ **MOVIE MATINEE**—Film
 Full length feature film.
 ⑥ **SIX IS COOKIN'**—Hints
 Culinary tips by Betty Syx.
 ⑦ ⑩ ⑫ **GARRY MOORE SHOW**
 Mon.: Garry tackles the all important problem of what women should do with their old mink coats. Selections are "Granada" and "Love me, Love Me."
 Tues.: Garry and Durward debate the relative advantages of their heights. Ivan Sanderson brings a rare animal. Denise sings "Life is A Beautiful Thing."
 Wed.: Garry portrays "The Little Man." Song "Oh, Ma Ma."
 Thurs.: Garry and cast demonstrate how conversation can be simulated.
- 2:00** ② **TRAILHANDS**—Musc
 Folk music for your listening pleasure.
 ⑥ **HERE'S NITA**—Variety
 Nita Hutch, hostess and femcee.
 ⑦ ⑩ ⑫ **DOUBLE OR NOTHING**
 F-M-W
 Bert Parks asks the questions.
 ⑦ ⑫ **I'LL BUY THAT**—T-Th
 Mike Wallace, host and emcee.
 ⑩ **HOMEMAKERS HOBNOB**—T-Th
 Tom Gleba and Jeanne Shea.
 ⑨ **PAUL DIXON SHOW**
 Pantomimes with Paul, Wanda and Sis.
- 2:30** ② **COFFEE CLUB**—Variety
 Betty Ann Horstman, hostess to guests. TV GUIDE story appears on page A-16.
 ④ **SHOOT THE WORKS**
 Spook Beckman emcees audience participation show.
 ⑤ **PIC-A-PAC**—Dick Hageman
 Dick Hageman and Jane Lynn with their giveaways.
 ⑦ ⑩ ⑫ **LINKLETTER'S PARTY**

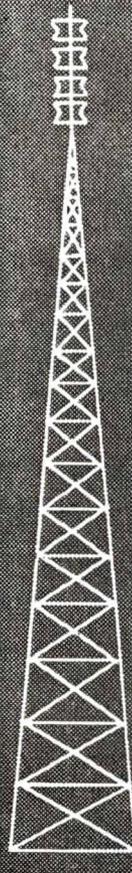
COFFEE CLUB (Cont'd)

Hailing from Amery, Wisconsin, Arvie Recore is practically a Gem City native since being discharged from the AAF at Wright-Patterson Field in 1945. Instead of returning to the dairy country, Arvie decided to stick around and he's been a regular on Dayton radio and TV ever since. He's married and the father of three sons and a daughter.

Dick Shafer is a native of Troy but attended high school at Stivers in Dayton before journeying to George Washington University in St. Louis. In the service Dick led an Army band that greeted returning hospital ships in Charleston Harbor. Upon discharge in 1946, Dick made the west coast nightclub circuit before returning to more familiar surroundings in 1949.

Petite Nancy Rifner is a senior at Wilbur Wright High School and "Coffee Club" is her first professional engagement.

Considering the excellent company she's in she can plan on a long and successful career.



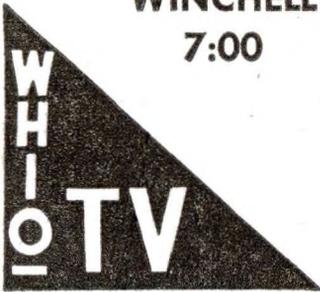
WLW-T

**YOUR
 WORLD
 SERIES
 STATION**

CHANNEL 5

CHANNEL 7
TONIGHT

**WALTER
WINCHELL**
7:00



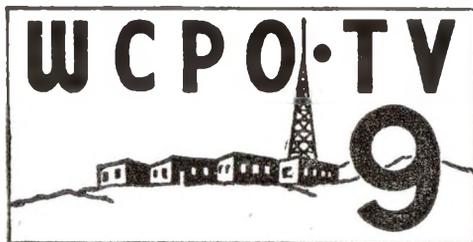
READ IT IN TV GUIDE

NEW YORK FEATURE FIGHTS

"the best in boxing"

Every **MONDAY** Night
10:00 P.M.

on



Monday September 28

- 3:00 ② ④ ⑤ **KATE SMITH SHOW**
Barbara Carroll Trio; King Odum Quartett; Drama; Ballentine, The Magician.
- ⑥ ⑨ **PAUL DIXON SHOW**
Pantomines with Paul, Wanda and Sis.
- ⑦ ⑩ ⑫ **THE BIG PAYOFF**
Randy Merriman and Bess Myerson.
- 3:30 ⑦ **VIRGINIA PATTERSON**
Courteous driver is guest.
- ⑩ **BRIDE AND GROOM**
John Nelson hosts TV nuptials.
- ⑨ **WESTERN THEATRE FILM**
- ⑫ **BOB CROSBY SHOW**
- 3:45 ⑦ **MATINEE MOVIE**
- ⑩ **SECOND CHANCE**
- 4:00 ② ④ ⑤ **WELCOME TRAVELERS**
Tommy Bartlet greets tourists.
- ⑥ **TO BE ANNOUNCED**
- ⑩ **AUNT FRAN**—Children
Aunt Fran brings favorite stories.
- ⑫ **LADIES' HOME THEATRE**
- 4:30 ② ④ ⑤ **ON YOUR ACCOUNT**
Win Elliot emcees quiz show.
- 4:35 ⑩ **SONG TIME**—Music
Featuring Mary Ellen Schott as "Miss Donnie."
- 4:45 ⑩ **WESTERN ROUNDUP**
Full-length western movie.
- 4:55 ⑫ **NEWS AND WEATHER**
- 5:00 ② **TO BE ANNOUNCED**
- ④ ⑤ **ATOM SQUAD**—Science
- ⑥-⑦-⑫ **KENNY ROBERTS**—Kids
Bobby Wagner, dances.
- ⑨ **SIX GUN PLAYHOUSE**
"The Purple Vigilantes."
- 5:15 ② ④ ⑤ **GABBY HAYES**
Western tales (mostly tall).
- 5:30 ② ④ ⑤ **HOWDY DOODY**—Kids
With Buffalo Bob and Clarabell.
- ⑥ **EARLY HOME THEATRE**
- ⑦ **CARTOONS**—Film
Animated cartoons for the kids.
- ⑫ **SUN DOWN RANCH**
- 5:55 ⑦ **WEATHER TOWER**—Ryan
Ted Ryan's forecast of the weather.
- 6:00 ② **TO BE ANNOUNCED**
- ④ **COMEDY CARNIVAL**
Filmed cartoons for the children.
- ⑤ **ALL STAR MOVIE**—Hageman
- ⑦ **ERNIE LEE**—Music
Songs by the Kentucky Colonel.

- 6:00 PLAYHOUSE THEATRE**
"Romance of the Rio Grande."
10 RAMAR OF THE JUNGLE
Jon Hall stars as Ramar.
12 EARLY HOME THEATRE
- 6:20 4 SPORTS TODAY**
Short resume of the sports news.
- 6:25 4 PAINT INSTRUCTIONS**
- 6:30 2 4 MEETIN' TIME**—Interviews
Sally Flowers with Billy Scott.
7 SOHIO REPORTER
Late day news roundup.
10 CHET LONG—News
Local and national news of the day.
12 NEWS—Palmer
- 6:40 9 POLICE BLOTTER**
Local Police reports.
10 EDITORS DESK
12 WEATHER REPORT
Daryl Parks reporting.
- 6:45 6 THREE STAR FINAL**
Early evening news flashes.
7 9 WAITE HOYT
Sports resume and interviews.
10 TV WEATHERMAN
Bob McMasters and the weather.
12 SPORTS
Daryl Parks reporting.
- 6:55 10 FLORASCOPIES**—Reports
Earl Flora's sports news.
- 7:00 2 TO BE ANNOUNCED**
4 5 PATTI O'HARA SHOW
Snappy music with peppy Patti.
6 9 CAPTAIN VIDEO
"Operation Treachery." Traitor
Marcus Gayo has placed a Martian
Boy, the exact image of the Video
Ranger, on board the Galaxy.
7 WALTER WINCHELL
Rapid fire news commentary.
10 OLD DUTCH POLKA
Johnny Vadnal and his band.
12 TO BE ANNOUNCED
- 7:10 5 PETER GRANT**—News
Late local and national news.
- 7:15 4 SERENADE**—Music
Popular music stylings.
5 LIGHTS ON MUSIC
6 NEWS—Reports
Earl Green and the news.
7 ORCHID AWARD—Variety
Host is Donald Wood with De-
Marco Sisters as guests.
9 MARGE AND JEFF
A cocker spaniel named Paisley
brings despair and laughter to the
lives of a pair of newlyweds.
Stars Marge Greene and Jess Cain.
12 NEWS—Reports
Late local and national news.

A New Time
for

LOOKING WITH LONG

Chet Long with the latest
happenings on the local
and national newsfronts
will now be seen at

6:30 p.m.

Monday thru Friday

CHANNEL 10

WBNS-TV

FOR THE FINEST
AFTERNOON
ENTERTAINMENT

The PAUL DIXON Show

with

SIS CAMP & WANDA LEWIS

2:00 P. M. — 4:30 P. M.

on

WCPO-TV

CHANNEL

9

CHANNEL 7
TONIGHT

DON
WAYNE
11:00

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O
TV

READ IT IN TV GUIDE



11:15 P. M. — NITELY

WKRC-TV

CHANNEL 12

CINCINNATI

Monday September 28

- 7:25 ⑫ WEATHER—Report
Daryl Parks reporting.
- 7:30 ② ⑤ DANCE PARTY—Variety
Kathryn Murray hostess to guests.
- ④ BOB AND RAY—Comedy
The satire kids spoof the conventional.
- ⑥ ⑨ THE JAMIE STORY
Starring Ernest Truex and Brandon de Wilde. The perfect understanding that develops between Jamie, the little orphan boy, and his grandfather.
- ⑦ ⑩ ⑫ CBS NEWS—Edwards
Doug Edwards' world summary.
- 7:45 ② ④ ⑤ NEWS CARAVAN
John Cameron Swayze's report.
- ⑦ ⑩ ⑫ PERRY COMO SHOW
- 8:00 ② ④ ⑤ NAME THAT TUNE
Comedy-musical quiz featuring Red Benson and Vicki Mills, vocalist.
- ⑥ TALENT PATROL—Acts
Arlene Frances hostess to Army talent.
- ⑦ ⑩ ⑫ BURNS AND ALLEN
Gracie and Blanche Morton go to the movies to see "We're Not Married". Gracie thinks the judge in the picture looks like the judge who married her and George, therefore, they're legally not married.
- ⑨ TWENTY QUESTIONS—Quiz
Animal, vegetable and mineral game.
- 8:30 ② ④ ⑤ VOICE OF FIRESTONE
Guests: Mildred Miller, mezzo soprano and Jerome Hines, Bass. Selections include "Only a Rose", "One Alone", "Habanera" and "Son Lo Spirite".
- ⑥ BIG ISSUE—Discussion
Panel discussion of world affairs.
- ⑦ ⑩ ⑫ TALENT SCOUTS
Godfrey presents professional talent trying to get the big break.
- ⑨ WRESTLING—Film
The grunt and groaners in action.
- 9:00 ② ⑤ TO BE ANNOUNCED
- ④ JUVENILE JURY—Kids
Jack Barry moderates with panel of children from three to twelve years of age.
- ⑥ BOXING—New York
Coley Wallace vs. Bill Gilliam, 10 rounds; heavyweights.
- ⑦ ⑩ ⑫ RACKET SQUAD—Drama
Captain Braddock investigates the case of a wealthy widow

- 9:30** ② ④ ⑤ **ROBERT MONTGOMERY**
 "The Big Money". The story of a World War I hero who devoted his entire post war existence to pursuing money, a commodity he was certain was the cure for all ills and the answer to all problems.
- ⑦ ⑨ ⑩ **RED BUTTONS SHOW**
 1. Red is a shoeshine boy in a takeoff on Mickey Spillane.
 2. Red's first apartment.
 The company includes Joe Silver, Jean Carson, Sam Birch and Ralph Stantley.
- ⑫ **FOREIGN INTRIGUE**
 Sydna Scott and Jerome Thor.
- 10:00** ⑦ ⑩ ⑫ **STUDIO ONE**—Drama
 "Hound-Dog Man" with Jackie Cooper. The story of a 12-year-old boy's desire for a dog and his attachment to a "no good" hunter.
- ⑨ **BOXING**—New York
 Coley Wallace vs. Bill Gilliam, 10 rounds; heavyweights.
- 10:30** ② ④ ⑤ **WHO SAID THAT**
 Walter Kiernan, quotemaster, asks questions of guest panelists.
- 11:00** ② ④ ⑤ **THREE CITY FINAL**
 Peter Grant's world-wide report.
- ⑥ ⑨ **SOHIO REPORTER**
 Warren Guthrie and the news.
- ⑦ **FRONT PAGE NEWS**
 Don Wayne reporting.
- ⑩ **NEWS WITH PEPPER**
 Final report of the day.
- ⑫ **NEWS**—Reports
- 11:10** ③ **JOE HILL**—Sports
 Joe Hill gives latest news on sports.
- ⑨ **SPORTS DESK**
 Colin Male with late scores.
- ⑩ **RAIN OR SHINE?**
 Late weather information.
- ⑫ **NEWS AND WEATHER**
 George Palmer and Daryl Parks.
- 11:15** ② ④ ⑤ **FAMILY PLAYHOUSE**
 5. "Vacation Days" with Freddie Stewart.
- ⑥ **HOME THEATRE**
 "Strange Impersonation" with Brenda Marshall and William Gargan.
- ⑦ **PENNY ARCADE**
 "Paris Underground".
- ⑨ **PANTOMIME HIT PARADE**
 Dottie Mack, Colin Male and Bob Braun.
- ⑫ **HOME THEATRE**—Film
- 11:30** ⑩ **ARMCHAIR THEATRE**
 "Girl From God's Country" with Chester Morris.

ZANIEST COUPLE



**BURNS
 AND
 ALLEN**

**MONDAYS
 AT
 8:00 P.M.**

WKRC-TV

CHANNEL 12

CINCINNATI

● **SHOP** *at*
 ● **HOME**
 ● **WITH...**



*"Shopping
 with Cornelia"*

● **MONDAY** thru **FRIDAY**
 ● **1:30 to 2:00 P. M.**

WLW-D
CHANNEL 2

Tuesday September 29

- 3:00 ② ④ ⑤ **KATE SMITH SHOW**
The Kateds, The Katydids, and the Showtimers.
- ⑥ ⑨ **PAUL DIXON SHOW**
Pantomines with Paul, Wanda and Sis.
- ⑦ ⑩ ⑫ **THE BIG PAYOFF**
Randy Merriman and Bess Myerson head quiz show.
- 3:30 ⑦ **VIRGINIA PATTERSON**
Chatter and interviews assisted by Charlie Reeder.
- ⑩ **BRIDE AND GROOM**
John Nelson hosts TV nuptials.
- ⑫ **BOB CROSBY SHOW**
Bob and the Bobcats with the Modernaires.
- 3:45 ⑩ **SECOND CHANCE**
Musical quiz for home viewers.
- 4:00 ② ④ ⑤ **WELCOME TRAVELERS**
Tommy Bartlett greets tourists.
- ⑥ **TO BE ANNOUNCED**
- ⑦ **MATINEE MOVIE**
- ⑨ **WESTERN THEATRE—Film**
- ⑩ **AUNT FRAN—Children**
Aunt Fran brings favorite stories.
- ⑫ **LADIES HOME THEATRE**
- 4:30 ② ④ ⑤ **ON YOUR ACCOUNT**
Win Elliot emcees quiz show.
- ⑥ **TO BE ANNOUNCED**
- 4:35 ⑩ **SONG TIME**
Mary Ellen Schott as "Miss Donnie."
- 4:45 ⑩ **WESTERN ROUNDUP**
Full-length western movie.
- 4:55 ⑫ **NEWS AND WEATHER**
Daryl Parks reporting.
- 5:00 ② **TO BE ANNOUNCED**
- ④ ⑤ **ATOM SQUAD—Science**
- ⑥ ⑦ ⑫ **KENNY ROBERTS**
Corky Moore, song and tap dancing.
- ⑨ **SIX GUN PPLAYHOUSE**
"Frontier Vengeance."
- 5:15 ② ④ ⑤ **GABBY HAYES—Tales**
Western film serial.
- 5:30 ② ④ ⑤ **HOWDY-DOODY—Kids**
Buffalo Bob and Clarabell.
- ⑥ **EARLY HOME THEATRE**
- ⑦ **CARTOONS—Film**
Animated cartoons for the kids.
- ⑫ **SUN DOWN RANCH**
- 5:55 ⑦ **WEATHER TOWER—Ted Ryan**
Ted Ryan's forecast of the weather.
- 6:00 ② **TO BE ANNOUNCED**
- ④ **COMEDY CARNIVAL**
Filmed cartoons for the children.

- ⑤ **ALL STAR MOVIE—Hageman**
- ⑦ **ERNIE LEE—Music**
Songs by the Kentucky Colonel.
- ⑧ **PLAYHOUSE THEATRE**
"Circus Girl" with Robert Livingston.
- ⑩ **TO BE ANNOUNCED**
- ⑫ **EARLY HOME THEATRE**
- 6:20 ④ **SPORTS TODAY**
Short resume of the sports news.
- 6:25 ④ **PAINT INSTRUCTIONS**
- 6:30 ② ④ **MEETIN' TIME—Interviews**
Sally Flowers with Billy Scott.
- ⑦ **SOHIO REPORTER**
Late day news roundup.
- ⑩ **CHET LONG—Reports**
- ⑫ **NEWS—Palmer**
- 6:40 ⑨ **POLICE BLOTTER—Reports**
Local police reports.
- ⑩ **EDITORS DESK**
Local and national news reports.
- ⑫ **WEATHER—Report**
Local and national news of the day.
- 6:45 ⑥ **THREE STAR FINAL**
Early evening news flashes.
- ⑦ **SPORTS DESK**
Roundup from the world of sports.
- ⑨ **PAT HARMON SPORT SHOW**
Comments on sports of the day.
- ⑩ **TV WEATHERMAN**
Bob McMasters and the weather.
- ⑫ **SPORTS—Parks**
- 6:55 ⑩ **FLORASCOPES**
Earl Flora's sports news.
- 7:00 ② **POLKA REVUE—Music**
Johnny Vadnal and his band.
- ④ **OHIO NEWS—Reports**
Local and national news.
- ⑤ **NEWS—Reports**
- ⑥ ⑨ **CAPTAIN VIDEO**
"Operation Treachery." Traitor Marcus Gayo has placed a Martian Boy, the exact image of the Video Ranger, on board the Galaxy.
- ⑦ **THREE TO GO**
Jerry Lester in a new audience participation quiz show.
- ⑩ **OUTDOORS WITH OHIO**
Outdoor sport show.
- ⑫ **TO BE ANNOUNCED**
- 7:15 ② ⑤ **PATTI O'HARA SHOW**
Snappy music with peppy Patti.
- ④ **BOB CONSIDINE—News**
News, views and interviews.
- ⑥ **NEWS—Reports**
Earl Green reporting.

- 7:15 9 MARGE AND JEFF**
A cocker spaniel named Paisley brings despair and laughter to the lives of a pair of newlyweds.
- 12 NEWS—Reports**
- 7:30 2 5 DINAH SHORE—Music**
Popular singer with popular songs.
- 4 ALL GIRL ORCHESTRA**
Music with the Hormal all girl orchestra.
- 6 TO BE ANNOUNCED**
- 9 ROCKY KING—Mystery**
"Open and Shut". Rocky King finds himself the motive and the means for a sabotaged plane.
- 7 10 12 CBS NEWS—Edwards**
Doug Edwards' world summary.
- 7:45 2 4 5 NEWS CARAVAN**
John Cameron Swayze's report.
- 7 WHAT'S YOUR TROUBLE**
Talk by Rev. Norman Vincent Peal and his wife.
- 10 LINKLETTER AND THE KIDS**
Art interviews the children.
- 12 JANE FROMAN—Music**
Bermuda setting. . . . Jane sings "Blue Skies" and "Let's Call the Whole Thing Off" and "No Other Love." The quartet offers Noel Coward's "Mad Dogs and Englishmen" and "Sing a Tropical Song."
- 8:00 2 4 5 MILTON BERLE SHOW**
Tallulah Bankhead: Tallulah is producing a play and wants Frank Sinatra for the leading man. Milton Berle tries to beat him out of the part.
- 6 9 TO BE ANNOUNCED**
- 7 TWO TO GO**
"One Minute Please", a comedy panel show with John K. McCaffery, Anne Lee, Jimmy Cannon, and Morey Amsterdam and Agnes Rogers.
- 10 12 GENE AUTRY—Western**
"Rio Renegades".
- 8:30 6 9 THE MUSIC SHOW**
Songs and scores of popular and classical successes.
- 7 CAVALCADE OF AMERICA**
Dramatic series saluting famous events and personalities in American history.
- 10 FINAL DECISION—Panel**
Columbus lawyers discussion.
- 12 RED SKELTON—Comedy**
See next week's TV GUIDE for feature story.
- 9:00 2 4 5 FIRESIDE THEATRE**
"Domestic Tranquility" starring "The Four Greeks",

- 9:00 7 BOSTON BLACKIE**
While investigating an ordinary jewel robbery, Blackie is suddenly confronted with the extreme necessity of discovering the whereabouts of a twenty-four-hour time bomb.
- 6 9 DANNY THOMAS SHOW**
Starring Danny as a successful entertainer striving to give more time to his home and family. Jean Hagen plays Margaret, Danny's wife and Sherry Jackson and Rusty Hamer are their children.

WLW-C

"Uncle Miltie"

**Returns To
Your TV Screen**

See
Milton Berle
on
Tuesday
September 29
8:00-9:00 P.M.

CHANNEL 4

SIT BACK AND LAUGH!
"MAKE ROOM FOR DADDY"

Starring

**DANNY
THOMAS**

sponsored by LUCKY STRIKE

TUESDAY 9 P.M. • CHS. 6-9

Tuesday September 29

9:00 10 12 THIS IS SHOW BUSINESS

Guest panelist Jacqueline Susann. Guest artists are John Raitt, baritone; Phil Foster, comedian; Gloria Gilbert, ballerina.

9:30 2 4 5 CIRCLE THEATRE

"A Time to Live". Although re-married, a war widow who finds that she cannot get over the loss of her first husband travels to France to visit his grave, in the hope that it may help to solve her problem.

6 9 ABC ALBUM—Drama

it's the flavour... always right!

TEACHER'S
HIGHLAND CREAM
BLENDED SCOTCH WHISKY



86 PROOF • Schieffelin & Co., New York



WLW-C

**Your
WORLD
SERIES
Station**

CHANNEL 4

7 12 SUSPENSE—Mystery

A jealous spinster tells a mortician to arrange her funeral and then goes home to her younger sister, whom nobody has seen outside of the house.

10 I LED THREE LIVES

10:00 2 4 5 JUDGE FOR YOURSELF

Professional panelist: Milt Gabler of Decca Records.

6 TO BE ANNOUNCED

7 10 12 DANGER—Mystery

"Once Over Lightly" with Joe Maross. A barber, in trouble with gangsters, runs into a close shave.

9 FEATURE MOVIE—Film

"Scattergood Banes."

10:30 2 4 FOREIGN INTRIGUE

Robert Camron stars in a European mystery thriller.

5 TO BE ANNOUNCED

6 7 9 NAMES THE SAME

Robert Q. Lewis, emcee. Panel: Joan Alexander, Bill Stern and guest.

10 SEE IT NOW—Murrow

Ed Murrow and his news specials.

12 DEATH VALLEY DAYS

The old wrangler with an interesting story.

11:00 2 4 5 THREE CITY FINAL

Peter Grant's world-wide report.

6 7 9 SOHIO REPORTER

Warren Guthrie and the news.

10 NEWS WITH PEPPER

Final report of the day.

12 NEWS AND WEATHER

George Palmer and Daryl Parks.

11:10 6 JOE HILL—Sports

Joe Hill gives latest news on sports.

9 SPORTS DESK

Colin Male with late scores

10 RAIN OR SHINE?

Late weather information.

11:15 2 4 5 FAMILY PLAYHOUSE

5. "Sweethearts of Sigma Chi" with Elyse Knox.

6 HOME THEATRE

"Quiet One" with Donald Thompson.

7 PENNY ARCADE

"Song of the Open Road" with Edgar Bergen and W. C. Fields.

9 PANTOMIME HIT PARADE

Stars Dottie Mack with Bob Braun and Colin Male.

11:30 10 ARMCHAIR THEATRE

"Desperate Adventure".

12 HOME THEATRE—Movie

12:15 4 NEWS—Reports

9 NEWS—Reports

1953 World Series



Stengel



Berra



Mantle



Dressen



Campanella



Snider

1:00 P. M. WEDNESDAY — 2-4-5 — WORLD SERIES

Brooklyn Dodgers (Manager: Charles Dressen)
vs. New York Yankees (Manager: Casey Stengel)

First two games from Yankee Stadium. Third and fourth games from Ebbets Field. Fifth game, if necessary, from Ebbets Field. Sixth and seventh games if necessary, from Yankee Stadium.

Sportscasters: Mel Allen, Jack Brickhouse

Lineups: Subject to change.

BROOKLYN

19 Gilliam	2B
1 Reese	SS
4 Snider	CF
42 Robinson	LF
39 Campanella	C
14 Hodges	1B
6 Furillo	RF
3 Cox	3B

Pitchers: 17 Erskine, 28 Roe,
34 Meyer, 25 Milliken, 30 Loes

Brooklyn Bench: infield: 2 Morgan; 5 Belardi.
Outfield: 8 Shuba; 32 Antonello; 29 Thompson;
38 Williams. Catcher: 10 Walker.
Pitchers: 1 Labine; 18 Hughes; 45 Podres;
46 Wade; 49 Black.

NEW YORK

12 McDougald	3B
15 Collins	1B
9 Bauer	RF
8 Berra	C
7 Mantle	CF
14 Woodling	LF
1 Martin	2B
10 Rizzuto	SS

Pitchers: 30 Lopat, 16 Ford,
17 Raschi, 22 Reynolds, 11 Sain

New York Bench: Infield: 6 Carey; 42 Coleman;
36 Mize; 45 Bollweg. Outfield: 25 Noren;
28 Renna. Catchers: 29 Silvera; 32 Houk.
Pitchers: 18 McDonald; 21 Kuzava;
23 Miller; 24 Gorman.

Facts and Figures: This is the fifth straight pennant for the New York Yankees.

There are many ifs in the starting lineups:

Furillo's injury to his hand may affect Brooklyn's starting lineup. If he can't play,

Hodges will probably go to right field and the hard-slugging Belardi to first.

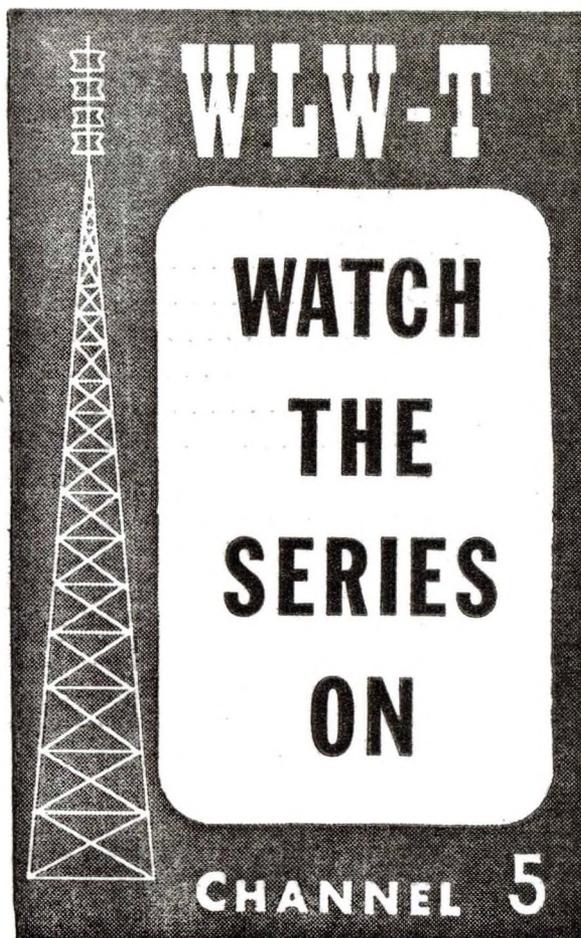
Jerry Coleman may see action at second.

Stengel might also gamble with Johnny Mize at first.

If a left-hander starts for the Dodgers, Bauer will start in the outfield; if a right-hander starts, Noren will probably get the nod from Stengel.

Wednesday September 30

- 3:00 ② ④ ⑤ **KATE SMITH SHOW**
Show will not be seen if World Series game is played.
- ⑥ ⑨ **PAUL DIXON SHOW**
Pantomime with Paul, Wanda and Sis.
- ⑦ ⑩ ⑫ **THE BIG PAYOFF**
Randy Merriman and Bess Myerson head quiz show.
- 3:30 ⑦ **VIRGINIA PATTERSON**
Chatter and interviews assisted by Charlie Reeder.
- ⑩ **BRIDE AND GROOM**
John Nelson hosts TV nuptials.
- ⑫ **BOB CROSBY SHOW**
Bob with the Bobcats and the Modernaires.
- 3:45 ⑦ **MOVIE MATINEE—Film**
Complete movie for mom.
- ⑩ **SECOND CHANCE—Quiz**
Musical quiz for home viewers.



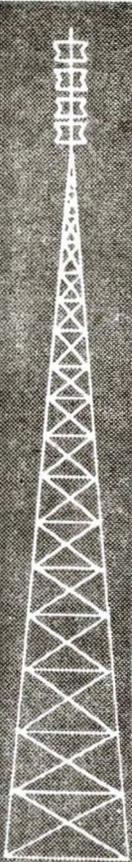
WLW-TV

**WATCH
THE
SERIES
ON**

CHANNEL 5

- 4:00 ② ④ ⑤ **WELCOME TRAVELERS**
Tommy Bartlett greets tourists.
- ⑥ **TO BE ANNOUNCED**
- ⑨ **WESTERN THEATRE—Film**
- ⑩ **AUNT FRAN—Children**
Aunt Fran brings favorite stories.
- ⑫ **LADIES HOME THEATRE**
- 4:30 ② ④ ⑤ **ON YOUR ACCOUNT**
Win Elliott emcees quiz show.
- ⑫ **TO BE ANNOUNCED**
- 4:35 ⑩ **SONG TIME—Music**
Mary Ellen Schott as "Miss Donnie."
- 4:45 ⑩ **WESTERN ROUNDUP**
Full-length western movie.
- 4:55 ⑫ **NEWS AND WEATHER**
Daryl Parks reporting.
- 5:00 ② **TO BE ANNOUNCED**
- ④ ⑤ **ATOM SQUAD—Science**
Government agents in action.
- ⑥ ⑦ ⑫ **KENNY ROBERTS—Kids**
Western songs for the children.
- ⑨ **SIX GUN PLAYHOUSE**
"The Oregon Trail."
- 5:15 ② ④ ⑤ **GABBY HAYES**
Western film serial.
- 5:30 ② ④ ⑤ **HOWDY-DOODY—Kids**
Buffalo Bob and Clarabell.
- ⑥ **EARLY HOME THEATRE**
Complete movie for the family.
- ⑦ **CARTOONS—Film**
Animated film for the children.
- ⑫ **TO BE ANNOUNCED**
- 5:45 ⑩ **MIDWEST PET PARADE**
Animals parade before camera.
- 5:55 ⑦ **WEATHER TOWER—Ted Ryan**
Ted Ryan with the latest weather.
- 6:00 ② **WILD BILL HICKOK**
The attempt of Wild Bill and Jingles to deceive a straight-laced parent as to the true vocation of his daughter, a singer in a dance hall, touches off kidnappings, hot pursuits and a series of pistol battles.
- ④ **COMEDY CARNIVAL**
Animated cartoons for the kids.
- ⑤ **ALL STAR MOVIE—Hageman**
Full-length feature film.
- ⑦ **ERNIE LEE—Songs**
Songs by the Kentucky Colonel.
- ⑨ **PLAYHOUSE THEATRE**
"Meet the Boyfriend."
- ⑩ **SUPERMAN**
George Reeves in another adventure with the Daily Planet.
- ⑫ **THE BIG TEN HIGHLIGHTS**
Football films of last week's games.
- 6:20 ④ **SPORTS TODAY**
Jimmy Crum with the sports news.

- 6:25 ④ PAINT INSTRUCTIONS
- 6:30 ② ④ MEETIN' TIME—Interviews
Sally Flowers and Bill Scott.
- ⑦ SOHIO REPORTER
Early evening news reports.
- ⑩ CHET LONG—Reports
Chet's analysis of the news.
- ⑫ SUPERMAN
Clark Kent and the man of steel
join forces to capture a criminal.
- 6:40 ⑨ POLICE BLOTTER—Reports
Cincinnati police reports.
- ⑩ EDITORS DESK
Five minutes of late news.
- 6:45 ⑥ THREE STAR FINAL
Earl Green and the news.
- ⑦ ⑨ WAITE HOYT—Sports
Sports news and interesting inter-
views.
- ⑩ TV WEATHERMAN
Bob McMasters and the weather.
- ⑫ SPORTS REPORTS
Daryl Parks with the sports news.
- 6:55 ⑩ FLORASCOPIES—News
Earl Flora and the sports news.
- 7:00 ② HOLLYWOOD HALF HOUR
Filmed drama with a Hollywood
cast.
- ④ HIGH SCHOOL HUDDLE
- ⑤ NEWS—Reports
Late roundup of world events.
- ⑥ ⑨ CAPTAIN VIDEO
"Operation Treachery." Traitor
Marcus Gayo has placed a Martian
Boy, the exact image of the Video
Ranger, on board the Galaxy.
- ⑦ GAME OF THE WEEK
Film clips of the collegiate football
game of last week.
- ⑩ MARCH OF TIME
Westbrook Van Voohris narrates
film dealing with an interesting
world topic.
- ⑫ CHEERS AND JEERS
Charlton Wallace and guest an-
swer fans' letters.
- 7:10 ⑫ GEORGE PALMER—News
Local and national news.
- 7:15 ② ④ ⑤ LIGHTS ON MUSIC
Light music for your listening pleas-
ure.
- ⑥ NEWS—Reports
Earl Green reporting.
- ⑨ MARGE AND JEFF
A cocker spaniel named Paisley
brings despair and laughter to
the lives of a pair of newlyweds.



WLW-D

**HOLLYWOOD
HALF HOUR**

Leading film stars
in a variety of
film fare

**WEDNESDAYS
7:00 p. m.**

CHANNEL 2

THEY'RE BACK!



**"MY LITTLE
MARGIE"**

with Gale Storm and Charles Farrell

Now 8:30 P. M., Wed.

WLW-TV

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SCOTT PAPER COMPANY

Wednesday September 30

- 7:30 ② ④ ⑤ **EDDIE FISHER**—Music
Don Ameche host to guest. Eddie sings top tunes of the day.
- ⑥ **TO BE ANNOUNCED**
- ⑦ ⑩ ⑫ **CBS NEWS**—Edwards
Doug Edwards and his world-wide summary.
- ⑨ **DATE WITH JUDY**
Judy and Ozzie are in trouble again.
- 7:45 ② ④ ⑤ **NEWS CARAVAN**
John Cameron Swayze reporting.
- ⑦ ⑩ ⑫ **PERRY COMO SHOW**
Perry and Fontane sisters sing top tunes of the day.
- 8:00 ② ④ ⑤ **I MARRIED JOAN**
When her loquacious tongue almost causes hubby Brad Stevens to lose his chance at a Federal Judgeship, Joan is warned that not only is silence golden but that tattling another secret all over town will have dire consequences for her.
- ⑥ **JOHN HOPKINS**—Science
"Conquest of Pain". The discovery and development of anesthetics will be discussed and demonstrated.
- ⑦ ⑩ ⑫ **GODFREY AND FRIENDS**
Arthur and all the gang with variety and music.
- ⑨ **TALENT PATROL**
Arlene Francis hostess to Army talent.
- 8:30 ② ④ ⑤ **MY LITTLE MARGIE**
"Go North, Young Lady". Margie turns the tables on her father and Mr. Hopewell when they try to break her spirit during an outing in the Canadian wilds.
- ⑥ **BOXING**—ABC
From Ridgwood Park. Bob Finnegan describing action.
- ⑨ **PAN AMERICAN SHOWTIME**
The Latin trend prevails with music and dancing.
- 9:00 ② ④ ⑤ **KRAFT TV THEATRE**
"Lobbies Never Lie."
The story which tells of the small invisible beings who surround Mr. Mergenthwriker and all others whose hearts are pure.
- ⑦ ⑨ ⑩ **STRIKE IT RICH**
Guest helping hand is Bob Feller of the Cleveland Indians.
- ⑫ **HOLLYWOOD OFF BEAT**
Melvyn Douglas stars in another mystery thriller.

- 9:30 ⑥ **WRESTLING**—Chicago
Wayne Griffin describes the action from Chicago.
- ⑦ ⑩ ⑫ **I'VE GOT A SECRET**
Garry Moore emcees. Panel includes Bill Cullen, Jayne Meadows, Henry Morgan and Faye Emerson.
- ⑨ **ON YOUR WAY**—Quiz
- 10:00 ② ④ ⑤ **THIS IS YOUR LIFE**
Ralph Edwards recreates the life of a celebrity and brings in people who have contributed to the person's life.
- ⑦ ⑩ ⑫ **BLUE RIBBON BOXING**
Johnny Bratton vs. Al Wilson, 10 rounds; welterweights.
- ⑨ **MOVIE AT TEN**
"Ring Around the Moon" with Donald Cook.
- 10:30 ② **BADGE 714**—Mystery
Join the Police in this mystery thriller.
- ④ ⑤ **BONINO**—Comedy
Ezio Pinza stars in a family type comedy.
- 10:45 ⑦ ⑩ **SPORTS SPOT**
Mel Allan interviews sports personalities immediately following boxing bout.
- ⑫ **RINGSIDE ROUNDUP**
Ed Kennedy with interesting sports notes.
- 11:00 ② ④ ⑤ **THREE CITY FINAL**
Peter Grant and the news.
- ⑥ ⑦ ⑨ **SOHIO REPORTER**
Warren Guthrie and the late news.
- ⑩ **NEWS WITH PEPPER**
Bill pepper and the late news.
- ⑫ **NEWS AND WEATHER**
George Palmer's roundup.
- 11:10 ⑥ **JOE HILL**—Sports
Joe brings the late sports flashes
- ⑨ **SPORTS DESK**
Colin Males with sports news.
- 11:15 ② ④ ⑤ **FAMILY PLAYHOUSE**
5. "Police Bullets" with John Archer.
- ⑥ **HOME THEATRE**
"Daughter of the West" with Martha Vickers and Philip Reed.
- ⑦ **PENNY ARCADE**
"Danger Zone" with Hugh Beaumont, Edward Brophy.
- ⑨ **PANTOMIME HIT PARADE**
Stars Dottie Mack with Bob Brau and Colin Male.
- ⑩ **ARMCHAIR THEATRE**
- ⑫ **HOME THEATRE**
- 12:15 ④ **NEWS**—Reports
- ⑨ **NEWS**—Reports

Thursday October 1

- 3:00 ② ④ ⑤ **KATE SMITH SHOW**
Starring Kate Smith with Ted Col-
line host to special guests.
- ⑥ ⑨ **PAUL DIXON SHOW**
Pantomines with Paul, Sis and
Wanda.
- ⑦ ⑩ ⑫ **THE BIG PAYOFF**
Randy Merriman, Bess Myerson,
Cindy Robbins with Betty Ann
Grove singing and dancing.
- 3:30 ⑦ ⑫ **BOB CROSBY SHOW**
Starring Bob Crosby with his Bob-
cats and guest.
- ⑩ **BRIDE AND GROOM**
John Nelson, host.
- 3:45 ⑩ **SECOND CHANCE**
Musical quiz for home viewers.
- 4:00 ② ④ ⑤ **WELCOME TRAVELERS**
Tommy Bartlett greets tourists.
- ⑥ **TO BE ANNOUNCED**
- ⑦ **MOVIE MATINEE**
Complete movie for the ladies.
- ⑨ **WESTERN THEATRE—Film**
- ⑩ **AUNT FRAN—Children**
Aunt Fran tells favorite stories.
- ⑫ **LADIES HOME THEATRE**
Jana Demas your host for feature.
- 4:30 ② ④ ⑤ **ON YOUR ACCOUNT**
An audience participation show.
- 4:35 ⑩ **SONG TIME**
Featuring Mary Ellen Schott as
"Miss Donnie."
- 4:45 ⑩ **WESTERN ROUNDUP**
- 4:55 ⑫ **NEWS AND WEATHER**
George Palmer and Daryl Parks
reporting.
- 5:00 ② **TO BE ANNOUNCED**
- ④ ⑤ **ATOM SQUAD—Science**
Government agents in action.
- ⑥ ⑦ ⑫ **KENNY ROBERTS—Kids**
The Jumpin' Cowboy entertains the
kiddies.
- ⑨ **SIX GUN PLAYHOUSE**
"Undercover Man."
- 5:15 ② ④ ⑤ **GABBY HAYES—Tales**
Western serial in five segments.
- 5:30 ② ④ ⑤ **HOWDY-DOODY—Kids**
Buffalo Bob and Clarabelle.
- ⑥ **EARLY HOME THEATRE**
- ⑦ **CARTOONS—Film**
Film fun for the children.
- ⑫ **SUN DOWN RANCH**
- 5:55 ⑦ **WEATHER TOWER—Ted Ryan**
Ted Ryan and the early evening
weather report.
- 6:00 ② **TO BE ANNOUNCED**
- ④ **COMEDY CARNIVAL**
Filmed fun for youngsters.

- ⑤ **ALL STAR MOVIE—Hageman**
- ⑦ **ERNIE LEE—Music**
Ernie sings your favorite songs.
- ⑨ **PLAYHOUSE THEATRE**
"Grizzleys Millions"
- ⑩ **CISCO KID—Western**
Cisco and Pancho trail the killer
of County Prosecutor Burdette.
- ⑫ **EARLY HOME THEATRE**
- 6:20 ④ **SPORTS TODAY**
- 6:25 ④ **PAINT INSTRUCTIONS**
- 6:30 ② ④ **MEETIN' TIME—Interviews**
Sally Flowers and Billy Scott.
- ⑦ **SOHIO REPORTER**
- ⑩ **CHET LONG—Report**
- ⑫ **NEWS—Reports**
- 6:40 ⑨ **POLICE BLOTTER—Report**
Traffic and safety report.
- ⑩ **EDITORS DESK**
- ⑫ **WEATHER—Parks**
- 6:45 ③ **THREE STAR FINAL**
- ⑦ **SPORTS DESK**
- ⑨ **PAT HARMON SPORT SHOW**
- ⑩ **TV WEATHERMAN**
Bob McMasters and the weather.
- ⑫ **SPORTS—Reports**
Daryl Parks and the sports round-
up.
- 6:55 ⑩ **FLORASCOPE**
Earl Flora and the sports news.
- 7:00 ② **ARLENE DAHL**
- ④ **OHIO NEWS**
Early evening roundup of the news.
- ⑤ **NEWS—Reports**
Late summary of local and na-
tional news.
- ⑥ ⑨ **CAPTAIN VIDEO**
"Operation Treachery." Traitor
Marcus Gayo has placed a Martian
Boy, the exact image of the Video
Ranger, on board the Galaxy.
- ⑦ **THE LONE RANGER**
"Desperado at Large."
- ⑩ **WOODY HAYES—Sports**
OSU Coach airs views on coming
grid campaign.
- ⑫ **TO BE ANNOUNCED**
- 7:15 ④ **BIG PLAYBACK—Stern**
Bill Stern shows films of famous
sports events.
- ⑤ **PATTI O'HARA SHOW**
Snappy tunes with peppy Patti.
- ⑥ **NEWS—Reports**
Earl Green reporting.
- ⑨ **MARGE AND JEFF**
A cocker spaniel named Paisley
brings despair and laughter to the
lives of a pair of newlyweds.
- ⑫ **NEWS—Reports**
George Palmer and the early sum-
mary.

Thursday October 1

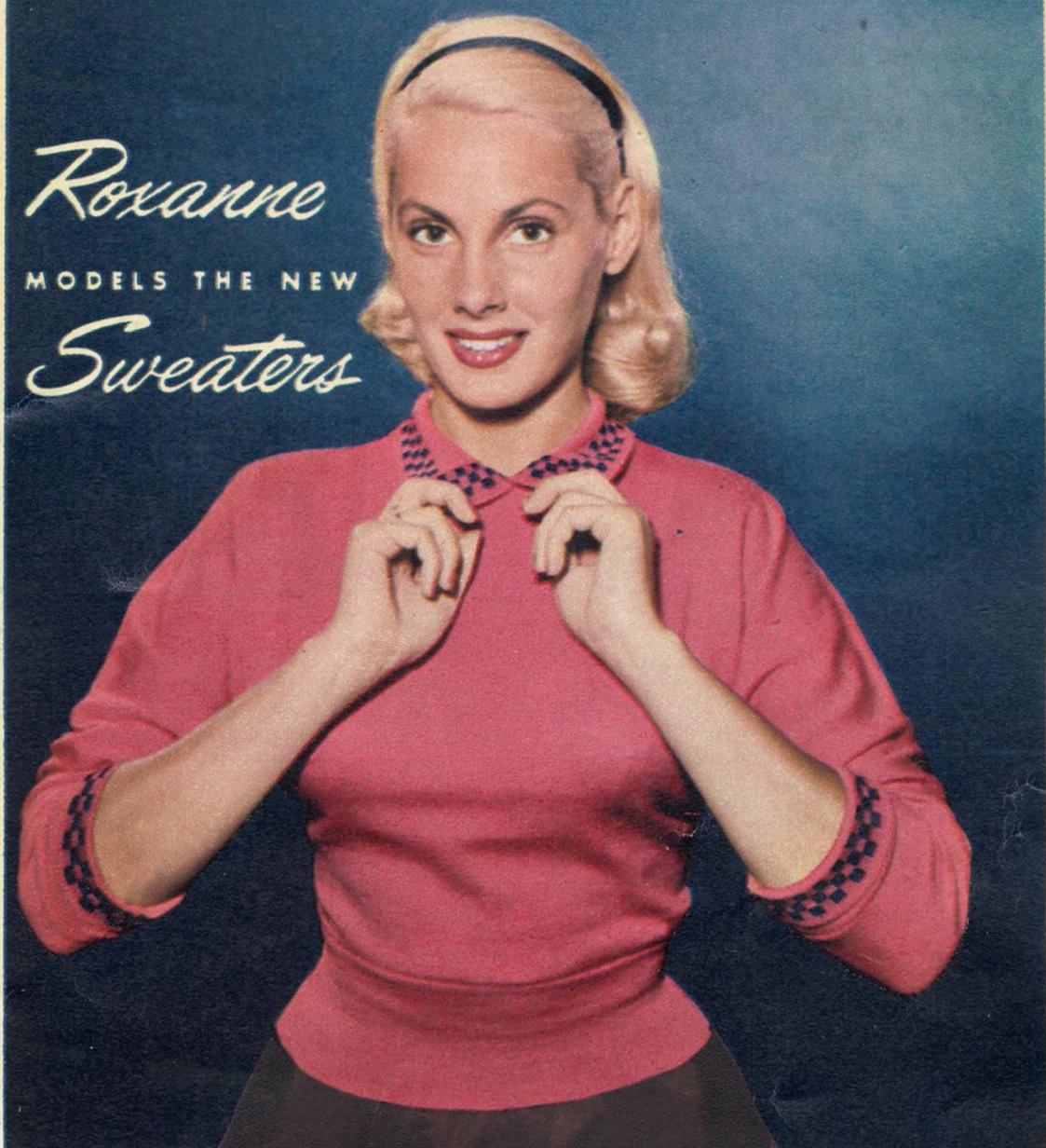
- 7:30** ② ⑤ **DINAH SHORE**—Music
Dinah sings top tunes of the day.
- ④ **ALL GIRL ORCHESTRA**
Music by the Hormel all girl orchestra.
- ⑥ ⑨ **THE LONE RANGER**
"Desperado at Large".
- ⑦ **LIBERACE**—Music
Classical and popular piano stylist. Doug Edwards gives national and world-wide reports.
- ⑩ ⑫ **CBS NEWS**—Edwards
John Cameron Swayze reports.
- 7:45** ② ④ ⑤ **NEWS CARAVAN**
John Camron Swayze reporting.
- ⑩ ⑫ **JANE FROMAN SHOW**
Baseball Theme: Jane opens with "Take Me Out to the Ball Game," "Two Loves Have I," "You, You, You," and "Let's Be Buddies."
- 8:00** ② ④ ⑤ **YOU BET YOUR LIFE**
The barb-witted interrogator quizzes contestants.
- ⑥ ⑨ **QUICK AS A FLASH**
Quiz show with guest stars as panelists.
- ⑦ ⑩ ⑫ **MR. McNUTLEY**—Comedy
"Babe's in the Woods". Mr. McNutley goes hiking in the woods.
- 8:30** ② ④ **TREASURY MEN IN ACTION**
"The Case of the Adding Machine". Federal agents attempt to prove income tax evasion in the case of the nations number one racketeer.
- ⑤ **I LIVED THREE LIVES**
A new film package from Hollywood.
- ⑥ ⑨ **DOORWAY TO DANGER**
Doug Carter is assigned to smash a narcotics ring.
- ⑦ ⑩ ⑫ **FOUR STAR PLAYHOUSE**
- 9:00** ② ④ ⑤ **DRAGNET**—Jack Webb
Sgt. Joe Friday (Jack Webb) tracks down a killer.
- ⑥ **TO BE ANNOUNCED**
- ⑦ ⑩ ⑫ **LUX VIDEO THEATRE**
- ⑨ **DOTTIE MACK SHOW**
Pantomimes with Dottie, Bob and Colin.
- 9:30** ② ④ ⑤ **FORD THEATRE**—Drama
"Tangier Lady" starring Scott Brady and Patricia Medina. A sophisticated European adventuress endangers the life of an American expatriate when she falls in love with him.

- ⑥ **TO BE ANNOUNCED**
- ⑦ ⑩ ⑫ **BIG TOWN**—Drama
Steve Wilson's story is provided by a courageous mother's self sacrifice for her young son and her blind husband.
- ⑨ **MOVIE TIME**
"Don't Trust Your Husband."
- 10:00** ② ④ ⑤ **MARTIN KANE**—Mystery
Kane catches a murderer and almost gets killed in the process.
- ⑥ **TO BE ANNOUNCED**
- ⑦ ⑩ ⑫ **PENTAGON U.S.A.**
Narrator: Robert Pastene replaces Addison Richards.
- 10:30** ② **HOLLYWOOD THEATRE**—Film
- ④ **MIRROR THEATRE**
"Because I Love Him" starring Joan Crawford. A woman is warned by her physician that her husband has but one year to live and sets out to see that he achieves perfect happiness the coming 12 months.
- ⑤ **SOUNDSTAGE**—Drama
- ⑥ **DANGEROUS ASSIGNMENT**
Stars Brian Donlevy as a government agent.
- ⑦ ⑩ ⑫ **CITY HOSPITAL**—Drama
Melville Ruick stars.
- 11:00** ② ④ ⑤ **THREE CITY FINAL**
Peter Grant and the news.
- ⑥ ⑨ **SOHIO REPORTER**
Warren Guthrie with the late news.
- ⑦ **FRONT PAGE NEWS**
Don Wayne reporting.
- ⑩ **NEWS WITH PEPPER**
Bill Pepper reports.
- ⑫ **FRONT PAGE NEWS**
George Palmer and the news.
- 11:10** ⑥ **JOE HILL**—Sports
Latest sports dope.
- ⑨ **SPORTS DESK**
Colin Male with the sports news.
- ⑩ **RAIN OR SHINE?**
Late Ohio weather.
- ⑫ **WEATHER**—Reports
Daryl Parks reports.
- 11:15** ② ④ ⑤ **FAMILY PLAYHOUSE**
Late evening movie for the family.
- ⑥ **HOME THEATRE**
"Fame is the Spur" with Michael Redgrave.
- ⑦ **PENNY ARCADE**
Free home movie with Bob Penny.
- ⑨ **PANTOMIME HIT PARADE**
Stars Dottie Mack with Colin Male.
- ⑩ **ARMCHAIR THEATRE**
- ⑫ **HOME THEATRE**
- 12:15** ④ **NEWS**—Reports
- ⑨ **NEWS**—Reports

Roxanne

MODELS THE NEW

Sweaters



THE traditional sweater, the all-time love and classic of women's dress, returns to the fashion scene this year as news. Sweaters go everywhere from supermarkets to cocktail parties and, happily, seem at home in all places.

Roxanne, hostess of *Beat the Clock*, says she would rather put money into a good sweater than an expensive dress, because, "Sweaters last longer, never go out of style and they always are in good taste."

Roxanne models a coral wool sweater with navy checkerboard trim. The loose-fitting dolman sleeves are in the new three-quarter length and have turn-back cuffs. Her favorites also include a wool cardigan in pastel pink, and an Orlon cardigan with

felt applique, patterned into petals and accented with pearls.

She suggests that a set of Peter Pan collars will do wonders for any sweater collection. A collar covered with felt flowers or beading can be snapped onto a cardigan to transform it into an evening jacket. Pearl or rhinestone buttons add another interesting touch to the cardigan. For an evening out, she often wears a pull-over with ball fringe and a black velvet cummerbund.

For the budget-minded woman, Roxanne considers the new sweater look a dream. With an assortment of sweaters, a few basic skirts and a little originality, she can turn these into a full fall wardrobe.

(Sweater by Rosanna Knitwear)

in the cast



Durward Kirby: TV's biggest giveaway.

COMIC Garry Moore, forever on the prowl for gimmicks to add to his daytime TV pleaser, decided recently that it was about time he staged a stupendous giveaway. Scanning the premises of CBS's Mansfield Theater for the biggest item to give away, Garry's eyes went no further than his strapping six-foot-four-inch announcer, Durward Kirby. Big Durward, it was decided, would have to go.

As resigned to his fate as a latter-day Patrick Henry, Kirby was immediately made the subject of a contest: "Why I Want Durward Kirby For My Very Own." The housewives' reaction to "owning" Moore's wavy-haired sidekick for 48 hours was amazing. Five hundred entries poured in every day.

Started In Chicago

Actually, Durward's comic abilities were discovered years ago on the Chicago-originated *Club Matinee* which starred Garry and Ransom Sherman. Although he was billed as the program's announcer, Rance and Garry put Kirby through the same sort of

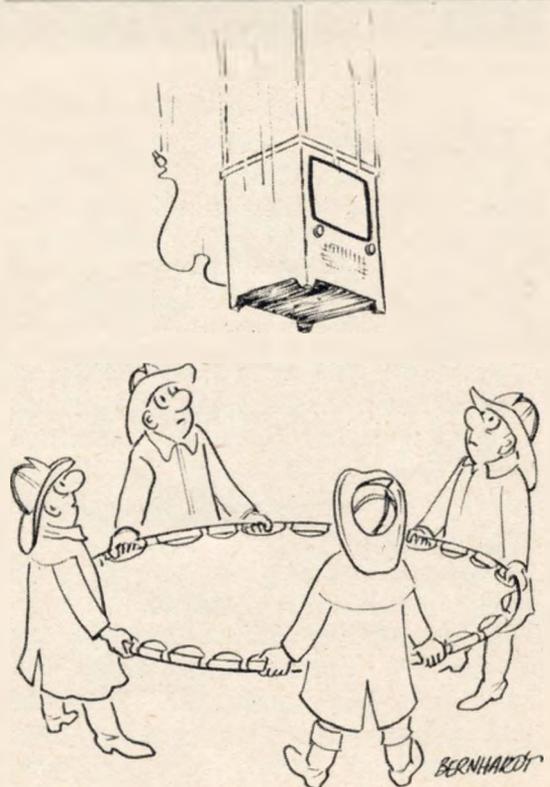
comedy shenanigans he pulls off on the Moore show.

Durward uttered his first tone into a microphone as a student announcer at Purdue University. After graduating, he landed a job with a radio station in nearby Indianapolis. In Cincinnati and later in Chicago he built up a reputation as a competent commercial spieler and special events man and in 1941 Kirby won the H. P. Davis Announcer's Award.

Durward Is Versatile

When Garry made his TV debut on CBS, he asked Durward to "live it up" with him as on *Club Matinee*. Since then Kirby's announcing chores on the Moore show have really been secondary. As announcers go, he is easily the most versatile in the business.

Those thousands of letter writers who wanted to "own" Durward knew exactly what first prize meant. Not just Kirby, but Winston L. Mittenjuice, the wisecracking hayseed who thinks he's irresistible to women. Lots of others, too. An East Indian swami, an Italian chef, a quack doctor named Beebe. They're all Durward Kirby, one commercial announcer who found the perfect formula for getting strict attention: he went out and got an act.



No Pizza Pies

**BOB & RAY'S HUMOR
IS MILDER, MUCH MILDER**



ONE THING can be said about the satirical team of Bob and Ray: they are hardly a household word. Possessed with a sly, tongue-in-cheek impudence and a healthy disregard for some of the more sacred items of our times, the spoofers have about the same general appeal that might be accorded a Bach fugue or a T. S. Eliot couplet. As one network official explained it, "What Arthur Godfrey's got, Bob and Ray ain't."

Even the hoards of star-struck bobby-soxers who can leaf through their smudged autograph books and show you signatures of the entire Aldrich family, every panelist on *Juvenile Jury* (including its alumni) and a few page boys to boot, will

admit that two fellows named Bob Elliott and Ray Goulding have somehow escaped their attention.

Unless tipped off in advance, an uninitiated viewer watching the Bob and Ray brand of straight-face humor for the first time might just furrow his brow in bewilderment and switch channels. Other folks, who realize Bob and Ray are making exquisite fun of some of their favorite television performers, are apt to turn the dial in protest. Still others, who prefer their humor broader, don't care for Bob and Ray for the same reason they don't care for rutabagas.

The boys themselves realize that rating-wise they'll probably never crash the upper atmosphere popu-

lated by the Lucys, the Berles and the other chosen ones. Says Ray, perhaps a little too pessimistically, "I'd guess that only one person out of 80 likes us."

The guess seems to be a bad one. Bob and Ray don't have a tremendous following, but it is a decidedly loyal

one and certainly not as sparse as Ray indicates. Most of the critics praise the boys. The trade itself considers them far more clever than most of the comics working the TV circuit. Their fans can quote them endlessly. At first NBC was thoroughly sold

on the pair, despite the fact that prospective sponsors stayed away in droves. Relations between the boys and the network "steadily worsened," as they say in the trade, and recently they signed a contract with ABC.

Bob (he's the shorter one) and Ray seem to derive most relish from kidding radio and television, their bread and butter. Cigaret commercials are among their pet targets. One memorable spoof was the "Forbush Frankfurter Test" in which four franks were disrobed of their casings to prove which was rounder, firmer, etc. Not only was "Forbush" a clear winner, but the makers of "Forbush Franks" debunked other frankfurter claims:

Bob (holding up a frankfurter): Frankfurter A claims to relieve gout, embolism, near-sightedness, itchiness and fleebus.

Ray: The makers of Frankfurter B claim it is kinder to the F zone—F for frank, F for furter. Yet 339 out of 340 physicians have testified there is no such zone.

Bob: "Forbush Frankfurters" claim nothing. Positive proof that "Forbush Frankfurters" are the best made.

For over a year Bob and Ray pounded away at cigaret comparison tests. Sample:

Interviewer (Bob): I see, sir, you are knocking a chip off the old block.

Ray (in carpenter's garb): That is correct.

Bob: Tell me, sir, have you ever seen me before or have you received any remuneration for this interview?

Ray: I have never seen you before nor have I received any remuneration for this interview.

Bob: Which chip off the old block would you like to knock off first—ours or yours?

Ray: I'll try yours first. (He proceeds to knock a chip off the block.)

Bob: Now, will you try our block, sir. (Ray complies.) Now, sir, you have knocked an old chip off your block and off our block. Which do you prefer?

Ray (enthusiastically): Oh, yours. Your chip flew more gracefully. And its milder—much milder.

The boys have run the gamut of soap operas, so that practically no soap is safe from their ribbing. Some of the Elliott-Goulding epics have unmistakable counterparts — *Mary Backstayqe*, *Noble Wife*; *Hartford Harry*, *Linda Lovely*, *Helen Harkness*, *Sob Sister*, and *Mr. Trace, Keener Than Most Persons*. Although the sponsors of the show were none too happy, the cast of "Mary Noble, Backstage Wife," never failed to tune in the Bob and Ray parody of their show. The boys saw to it that even the plot lines were strikingly alike.

Bob and Ray's take-offs on overstocked sales, special offers and kits for all purposes, have drawn a shocking number of serious replies. Listeners have written to "I Want to Keep Up With the Joneses," NBC, New York, to obtain a phony TV set

equipped with antenna "to show off to your neighbors." They have taken the boys up on offers of cracked phonograph records ("they were dropped just a few inches off the delivery truck."), sweaters with the letter "O" on them ("if your name doesn't begin with "O" we can have it



Bob in earphones imitates Godfrey.





Audrey Meadows joins Bob and Ray: when the sketch calls for a gal, Audrey's the one.

legally changed for you; sweaters come in two styles, turtle-neck or V-neck. State what kind of a neck you have.”), deep freeze lockers, “deep enough to accommodate a family of four.” The Kind Hunter’s Kit was offered for “softhearted people who love to hunt but hate to kill.” It contained bullets that drop to the ground and are packed with vitamins for the animals.

In an effort to find the right slot for Bob and Ray, NBC shunted the boys around, spotting them here and there. Some of the program switches were unfortunate ones.

The team’s initial dip into TV was stormy. When the popular *Kukla, Fran and Ollie* were cut to 15 minutes, Bob and Ray were given the vacated spot. Which, of course, prompted outraged *K.F.O.* fans to brand the two radio comics as puppet-haters. They departed this early evening show a few months afterward.

When the boys finally landed a sponsor on a late-evening program, they ran into agency trouble or sponsoritis. It seems the men who sign the paychecks didn’t dig their comedy stars and asked them to dish up a more obvious form of humor. “Throw pizza pies at each other,” was one of the suggestions. After 13 weeks, when option time rolled around, Bob and Ray left the show by mutual consent.

The team is probably best remem-

bered for its regular guest stints on Dave Garroway’s morning show, *Today*. Garroway, a B. & R. fan, would solemnly introduce the two and the boys conducted interviews, with Bob generally handling the straight lines and Ray providing the answers.

Although their own ratings are modest, Bob and Ray have no qualms about spoofing some of the TV performers who boast tremendous audiences. Their favorite target is Arthur Godfrey—or, as portrayed by Bob—“Arthur Strudley and His No Talent Scouts.” Dressed in a sailor suit, a First World War aviator’s hat and strumming a ukulele, Bob gives a devastating impersonation—complete with “by gollys” and informal Godfrey-type commercials for “Metchnikoff’s Caviar Teabags.”

Their take-offs on Ed Sullivan (“We’ve flown in from the Middle East for their first American performance the only two-man Arabian drill team in the world. Let’s give the boys a warm New York welcome.”); Ed Murrow (“See It Now and Then”); *Dragnet* (“Fishnet”) and the *Stork Club* (Ray in a one-sided conversation with two store dummies), rank as unequalled TV satires.

Like caviar and rutabagas, Bob and Ray don’t appeal to all tastes. But lots of people consider TV’s top satirists as pretty wonderful fare. Now if the Elliott-Goulding fandom can only convince the right people that ratings don’t mean a thing . . .

seeing RED

SPORTSCASTERS ANSWER RED SMITH ON THE GREAT CURVEBALL QUESTION

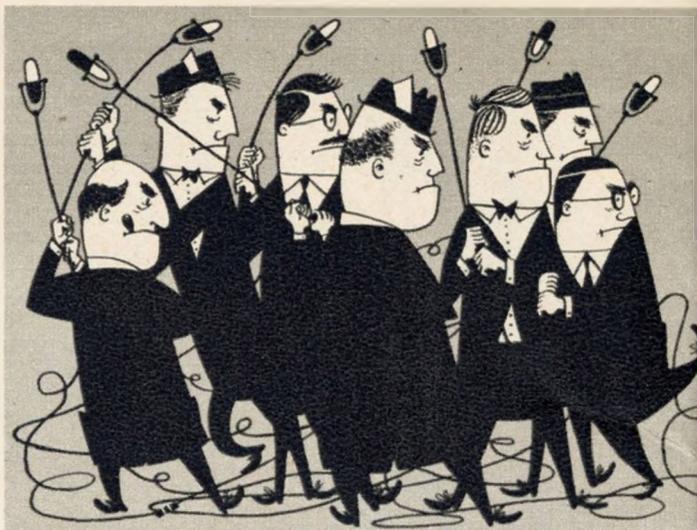
By Guy Lebow
Second Vice President,
Sports Broadcasters Association

THE EXECUTIVE BOARD of the Sports Broadcasters Association, representing its 40 or more members, takes strong exception to an article authored by Sports Writer Red Smith in TV GUIDE.

Mr. Smith, in our opinion, has lashed out in an unwarranted, crass and, we would prefer to believe, unsolicited attack on the sportscasting profession. Because of his method of half-truths, distortion of fact and unbelievably irresponsible use of quotes, we feel he has questioned the integrity of each individual sportscaster.

The author starts off by uttering disdain for any baseball announcer who claims he can differentiate between an inside pitch, a curve or what not 200 yards away. The batter and pitcher, according to Mr. Smith, seldom agree what has been thrown. Here, Mr. Smith lacks the reporter's researching methods. Were he to dig deeply, he would discover perspective is a great factor in focus. Isn't it easier to estimate a dance pattern from the back of a theater? Why not then the curve of a ball or its relation to the batter from a distance? With his ob-

Editor's Note: In his TV GUIDE column, Red Smith marveled that a baseball announcer "maybe 200 feet" behind home plate could tell his audience whether a pitch was a slider, screwball or whatever. This is the sportscasters' side of the question. Next week: Red Smith.

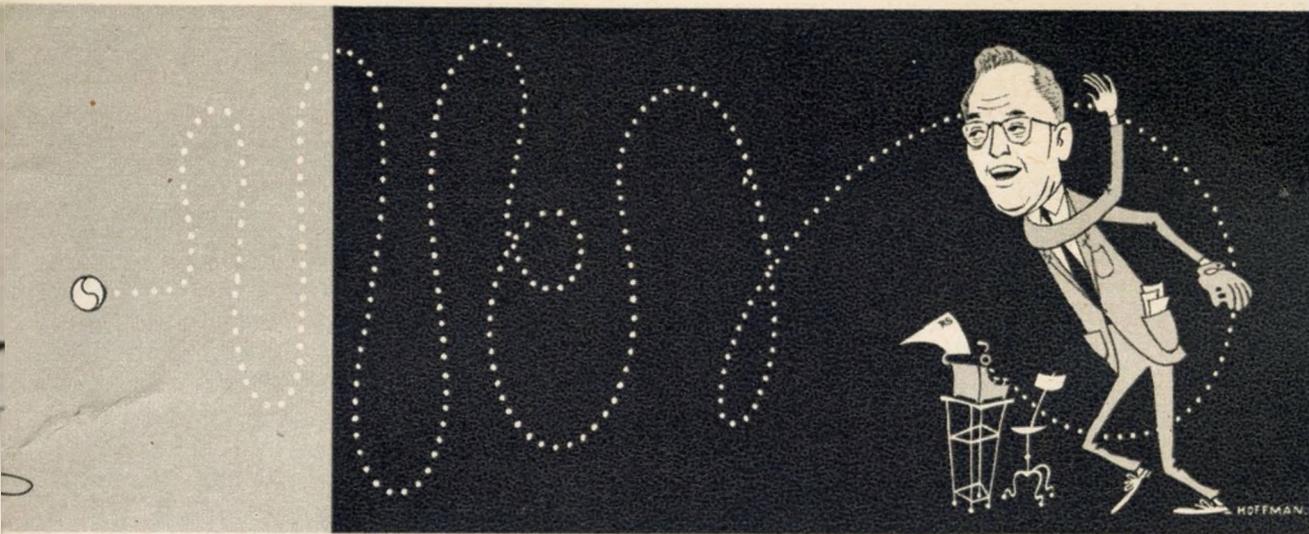


vious desire to create confusion, Mr. Smith quotes a batter as saying he hit one type pitch and the pitcher saying he threw another type. Therefore, if these two differ, how, Mr. Smith asks, can the announcer presume to be right?

Mr. Smith, at first glance, seems to make his point. But the truth of the matter is that most experienced ballplayers, questioned about a ball at which they had swung, preface their answer with: "I think it was . . ." Those few words, you will admit, change the entire complexion. Actually, if the batter could tell accurately what he was receiving, he would get a hit most every time. The baseball announcer sees the pitch after it has completed its mission: curved . . . sunken . . . or sailed.

Usually, the announcer has a "book" on every pitcher in the league he broadcasts. Let's say Pitcher Jones has a fast ball, curve and screwball. He's a left-hander facing a left-handed batter. His first pitch curves into the batter. Result: the announcer concludes logically this is the screwball. He follows this logicalizing in all reports he must make within seconds. But more, Mr. Smith sneers as he berates the broadcaster for daring to call a slider pitch.

It's miraculous, says Mr. Smith, when you discover many ballplayers are not at all sure there is a slider pitch. It's equally miraculous Mr. Smith does not know, or perhaps does not wish to tell, the whole story. And



the whole story is that an overwhelming number of players and experts do admit the existence of a slider.

For example, Frank Yeutter, Philadelphia baseball writer and former president of the Baseball Writers Association of America, in his book about Philadelphia Pitcher Jim Konstanty, calls him the greatest of all slider pitchers. Frankie Frisch and Rogers Hornsby, on a recent TV program, discussed the abilities of certain sliderball pitchers. And, writing for a sport magazine, Casey Stengel said there is a dearth of .300 hitters today compared to 20 years ago because today's young players have not learned to solve—yes, our good friend—the slider. Had enough?

How less ominous the average announcer would have been made to seem if Mr. Smith had admitted the practice of calling pitches originated with the great sports writers many years before the invention of radio, instead of being passed off as a poisoned brew dished up to make you, the listener and viewer, more susceptible to beer or cigars.

Mr. Smith reaches an incredibly low level of journalism when he uses quotation marks around the phrase attributed to sports announcers: "If

they can hear this, they're not watching, and what they can't see won't hurt them." Quotes, as every schoolboy writer knows, are used to narrate exact words—not the implication or approximate meaning, but the precise wording.

Which sports announcer, we ask, ever has made such a remark? To our knowledge, no one in the Sports Broadcasters Association, which includes almost every sportscaster and his writing assistant in New York City. It is damaging to every announcer for Mr. Smith to use quotes so wildly. Mr. Smith should name the specific announcer in fairness to all, but then it is obvious nothing in his article can be construed as fair.

For this article is unfair to the vast army of ambitious young men all over the country attending college and private classes, learning the business of sportscasting, striving hard to learn the sports, players and broadcasting techniques, training their eyes and minds for quick accurate assessments, dreaming of entering a dignified and respected profession, looking with understandable awe upon the decent men of the sportscasting profession who occupy high positions of acceptance with their public.

Mr. Lebow's statement is on behalf of these officers and members of the Sports Broadcasters Association: Joe Hasel, president; Sam Taub, first vice-president; Bob Allison, secretary; Len Dillon, treasurer; Bill Ackman, Larry Allen, Mel Allen, Sam Aro, Nat Ash, Judson Bailey, Red Barber, Buck Canel, Geoff Davis, John Derr, Jack Dillon, Jimmy Dolan, Don Dunphy, Bryan Field, Bob Finnegan, Jack Fraser, Major Al Frazin, Marty Glickman, Al Helfer, Russ Hodges, Harold Holtz, Ted Husing, Hal Janis, Paul Jonas, Frank Litsky, Stan Lomax, Bernie London, Ken Lydecker, Jocko Maxwell, Jack McCarthy, Dean Miller, Johnny Most, Harry Nash, Bob O'Connor, Bud Palmer, Kal Ross, Chris Schenkel, Vince Scully, Bill Slater, Tom Slater, Bob Smith, Bill Stern, Art Stockdale, Harry Wismer.

HOW TV LOOKS TO THE

They Like Adult Shows Better Than Network Kiddies Programs

By Marvin Epstein
Third Grade Teacher
Oak Lane Country Day School
of Temple University

THE eight-year-old youngsters in my third grade class prefer adult television programs to the ones produced especially as kiddies' shows. And my class is as representative a cross-section of children as Temple University is able to select in and around Philadelphia.

the country, the television industry should do some program reshuffling.

Situation comedy shows, *My Friend Irma*, *Date with Judy*, *Stu Erwin*, *I Married Joan*, along with *I Love Lucy*, are the children's undisputable favorites. There are 19 children in my class and they turned in a total of 140 written reports on the programs they liked best. Of the 140 reports, 46 were on situation comedies. No one turned in a report on *I Love Lucy* because that program was discussed in class and the children agreed unanimously that they liked it.

These children said during our discussions that they don't like variety shows except Milton Berle's *Star Theater*, vintage of '52-'53. However their



Critics at work: the author and his students discuss TV program qualifications.

Boys and girls of Oak Lane Country Day School, which is a laboratory school of the University, come from homes of varying economic levels and are of different races and religious faiths. If the likes and dislikes of this cross-section of children are similar to those of children in other parts of

written reports reveal that they do indeed like certain other variety shows: the ones that satisfy the same appetite as comedies, westerns and adventure programs.

In their reporting the boys and girls did not miss many of the comedy programs beamed into the Phila-

THIRD-GRADERS

delphia area. Included in this list of favorites are *Mr. Peepers*, *The Nelsons*, and *Date With Judy*. This type program apparently has two things that attract the children: from program to program the TV characters are familiar although the things they do are varied, and they do many things that the children themselves would like to do or have happen in their family group or small world.

All the children liked *Milton Berle's* 1953 series. They look for "the funny parts with Milton and Maxie."

When the youngsters were asked when they began to like *Milton Berle*, unhesitatingly they said, "When Maxie came on." This change of format made the show more like their other

Red Buttons—"He plays like different people," "Red pretends to be a little boy." *Arthur Godfrey*—"I like the jokes and some singers," "It's funny," "Arthur's funny."

The excitement of *You Asked For It* makes for the other notable exception in the variety group. (As many children handed in written reports on this show as for the other three combined.) The children say, "There are dare-devils," "They have exciting things," "They show hard things to do," "There are people who do amazing things."

Western, adventure and mystery programs (they see many of the ones shown at a reasonable hour) provide the blood and thunder that children from time immemorial have sought. This is what they say about some of these shows: *Roy Rogers*—"It has adventure to it like a mystery," "Roy's dog is helping people." *Lone Ranger*—"It is exciting." "Tonto gets into trouble and the Lone Ranger gets him out," "The mask." *Ramar of the Jungle*—"It is exciting." "They go different places," "It's right in the jungle," "Ramar is helping people."

By vote and reports puppet shows do not fare badly. They say "*Howdy Doody* is interesting because it is full of fun. He shows the old-time movies—I would like more movies, and *Howdy Doody* is always getting in trouble." They like "Clarabelle and Mr. Bluster," and say, "The fancy names are funny," but it is "Babyish," and "It is too silly." *Kukla, Fran and Ollie* is "always different."

Quiz shows? *Beat the Clock* is "interesting," "funny," and "they do a lot of stunts." *Strike It Rich*—"Poor people win money."

The expressions about TV by this one group of boys and girls seem to substantiate that which psychologists and educators have known for a long time: for passive entertainment eight and nine-year-olds like adventure, mystery and detective stories, dramas of domestic life, slapstick and adult comic programs.

SHOW PREFERENCE CHART

Type of Show*	Order of Preference	Number of Written Reports
Detective & Mystery	6	11
Comedy	1	46
Plays	7**	6**
Variety	2	21
Quiz	8	5
Westerns	3	20
Puppets	4	16
Adventure	5	15

Note: * The children turned in no written reports on the following classifications — Musical, Interviews, News, Sports, Love.

** MAMA was the only "Play" mentioned in the reports.

favorite comedy programs.

The other variety shows that have the children's interest are *Arthur Godfrey*, *Red Skelton* and *Red Buttons*. They have the same common denominator of appealing humor. The youngsters say, *Red Skelton*—"Red makes such funny faces," "It's funny."

Reviews



Howard Freeman scans documents as Harrison Dowd and Barbara Winchester look on.

PROGRAM OF THE WEEK

SoundStage

WITH the antics of the *Aldrich Family* apparently having run their course on TV, sponsors of that show recently replaced it with a new series of live, half-hour dramas. The new program, titled *Campbell TV SoundStage*, is sometimes good and sometimes bad but generally rates a look-in by fans of TV drama (NBC, Friday nights).

Like all TV shows which feature different casts and a different story each week, *SoundStage* is subject to the ability of its writers. And since TV has just about exhausted the supply of available one-act plays and short stories which might be adapted, it must depend almost entirely for story material on originals written especially for the show. There's where the difficulty enters.

Either the program's budget will not permit the hiring of better writers

or else the producers think they can gamble with weak scripts. Whatever the reason, several of the stories spotted thus far on *SoundStage* would hardly have done credit to a Hollywood "B" movie. There is the same stilted emphasis on pseudo-psychological themes, pseudo-sophisticated farce and semi-suspense tales.

A recent story, for example, was a murder mystery set in a psychoanalyst's office. The script violated every tenet of good whodunit writing by telegraphing the climax within five minutes after the opening curtain. It was so obvious that it hurt. Another story dealt with a wife's endeavors to remake her husband's character and the ensuing troubles. Where have we heard that one before?

The actors appearing on *SoundStage* are mostly well-known TV performers who have learned the medium the hard way—by working in it week after week. They often are able to inject real quality into the show. Settings, camera work and other technical credits are good.—R. S.

DOWN YOU GO

DOWN YOU GO is one of the few TV "sleepers" of recent years. It cropped up unheralded on the Du Mont network, and almost immediately was hailed as a new departure in TV panel programs, offering erudition as well as entertainment. (Du Mont, Friday nights.)

Not the least of the program's innovations, but certainly one of the chief reasons for the program's success, is its moderator, Dr. Bergen Evans. Dr. Evans is a professor of English at Northwestern University. But far from being the traditional absent-minded professor, he has considerable wit, charm and humor, all of which he projects to TV viewers.

The game itself is a simple word-guessing contest. Originally, the program tended to emphasize quotes from classical plays, little-known titles, etc.



Dr. Bergen Evans: wit, charm and humor.

Recently, in an apparent effort to broaden the show's appeal, the panelists have been given easier quotes, some of the pun variety.

Sitting on the panel are Francis Coughlin, Toni Gilman, Carmelita Pope and Robert Breen. The two dis-taffers have brains as well as beauty, and the male members often surprise with their seeming wealth of knowledge about remote subjects.

Down You Go originates from the studios of Du Mont's affiliate station in Chicago.

FINE TUNING



By OLLIE CRAWFORD

UNDERWATER television sets shown in London. The channel they get best must be the English Channel.

•
These sets could be just the thing for sunken living rooms.

•
The sets cost \$19,600 each, which is enough to sink most of us. The new set is sort of a Davy Jones' Looker. Instead of taking soundings, it will enable the British to take lookings. Television sets have been in some pretty tough dives, but nothing like this. Where these sets operate, the No. 1 tune on the *Hit Parade* is "Fifteen Men on a Dead Man's Chest."

•
TV sets now have demonstrated that they can operate in fresh water, salt water or seltzer water.

•
Perry Como sang: "Put your arms around me, honey, hold me tight," and two days later he got a fan letter from an octopus. They polled the mackerels on their favorite show and it turned out to be "I Love Loose Sea."

•
The next step will be a sea-going version of the Ezio Pinza show called *Bonito*.

•
The fish are a little wary of TV. They keep hearing that a Fisher with a *Dragnet* will pull them to Shore.



autumn beauties

Speaking of beauties, you'll see a lot of famous ones on TV this fall and winter. Many of your favorite theater, radio, and movie stars are already lined up—and some brand-new talent as well. It looks as if this coming year will be the most brilliant in TV history! And that's why it's a good idea to subscribe right now to TV GUIDE . . . and make the most of all the great entertainment that's being planned for you!

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