

**HAVE YOU SEEN 'EM? THEY'RE TERRIFIC!**



**NEW TV STARS  
ALL LIVE-TALENT  
PROGRAMS  
BIG, NEW SHOWS**



RUTH LYONS



BURT FARBER



BETTY BRADY



JON ARTHUR



KENNY ROBERTS



RAMONA

**Here's tops in TV entertainment for everyone,  
starting at 11:30 AM daily, Monday thru Friday**

**11:30 AM HAYSTACK HULLABALOO**

A rousing half-hour of mirth and melody led by America's celebrated balladeer, ERNIE LEE, and featuring that rollicking foursome of music and song, THE PRAIRIE RAMBLERS, and daily guest stars.

**12 NOON FIFTY CLUB**

Now SEE the program that has the ladies in four states panting for tickets. It's the fabulous "Fifty Club", with the greatest show-woman on the air—RUTH LYONS. And PAUL JONES ably assists with games, contests, stunts and fun.

**12:30 PM BURT FARBER ENTERTAINS**

Known from coast-to-coast for his inimitable piano styling. Cincinnati's sensational keyboard artist, BURT FARBER, entertains the "Fifty Club" ladies—and YOU—with a half-hour of music, chatter and records. Artist RUDY PRIHODA will be on hand, too.

**1:00 PM MAGIC TELE-KITCHEN**

Now—more time and a new time for TV's most popular women's service feature. Charming Home Economist CATHERINE BECK is back as your hostess, with the amiable BOB MERRYMAN as assistant chef and chief taster.

**2:00 PM PETTICOAT PARTY LINE**

It's back—on TV! Petticoaters let their hair down for an uproarious hour of fun with BETTY BRADY and JACK HUSTON . . . PLUS the internationally-famous star of radio and supper club—RAMONA, her songs and piano.

**3:00 PM JON ARTHUR SHOW**

You can still hear him on WSAI, but "Big Jon" is now on WLW television also. And from six to sixty, they all rave about his terrific humor—from subtle to slapstick. His pal "Sparky" is bound to get into the act, but the delightful song and piano styling of CORKY ROBBINS will start things off with a flourish.

**4:00 PM TEEN CANTEEN**

A groovy jukebox session with the latest scoop on school doin's, sports, clothes, and stuff. LEN GOORIAN, of the Fred Astaire Studios, will teach latest dance steps, while affable BILL NIMMO dishes out cokes and quips to teen-age guests. Popular vocalist BETTY CLOONEY will add to the fun and festivities.

**5:00 PM KENNY ROBERTS CALLS THE KIDS**

Idol of the small fry, America's champion yodeler, cowboy singer and instrumentalist—KENNY ROBERTS—serves up a bang-up show for the kids . . . assisted by JUDY PERKINS and the DEZURICK SISTERS. A thrilling movie serial, too.

**5:30 PM JUNIOR JAMBOREE**

Fun for the kids continues with this entertaining half-hour of contests, stunts and interviews with the youngsters in the studio.

**CHANNEL 5** Television Service of WLW, The Nation's Station

The Cable is Coming . . . Sept. 25th  
THE BEST ON TV FROM NBC...LIVE!  
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**NEW STAR-STUDED DAYTIME SHOWS**

*Plus...*

**THE BEST ON TV FROM NBC—LIVE!**

**Television Service of The Nation's Station**

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Courtesy of Robbie Robinson