

GIANTS-BROWNS GAME ON TV FOR GRID FANS TODAY

Channel 55 Will Carry Big Pro Contest at Cleveland

First a reminder that WHY-TV (and WHY Radio) are back on Eastern Standard Time.

Pro football on Channel 55 this afternoon at 2 p. m., featuring the New York Giants and Cleveland Browns. This game promises to be a first-rate contest, an important one in the National League race.

Bishop Sheen starts his second season over Channel 55 Tuesday at 8, devoting his half hour talk that night to "The Psychological Effects of the H-Bomb."

There's the excellent "Morning Show," if you're able to watch television between the hours of 7 and 9 a. m. Jack Paar, a humorous fellow, is aided by a talented cast in the "Morning Show."

There's a great deal of good daytime viewing from Channel 55. The Garry Moore program is particularly popular, coming on Monday and Thursday mornings from 10 to 10.15 and on Friday mornings from 10.30 to 10.45 and 11 to 11.15. Durward Kirby, Denise Lor and Ken Carson help with the merit that Garry always provides.

The Robert Q. Lewis is another fast-moving and always interesting show, appearing Monday through Friday from 2 to 2.30 p. m. Robert Q. is quite a fan of the old-time vaudeville technique and frequently brings in "back room" piano stylists, or top-rank banjo strummers.

Fred Dwyer presides over "Fred's Corner," Monday through Friday from 2.30 to 3 p. m., featuring guests and conversation and music.

Then there's "Food for Thought," with Ruth Kirkpatrick, WHY's kitchen expert, seen Tuesdays and Thursdays at 3.30 for a half hour.

Salute to Girl Scouts



Loretta Young, NBC-TV star, learns the latest in Scouting lore from four youthful admirers. They will appear with her on the "Loretta Young Show" tonight at 10-10.30 when the program will salute the Girl Scouts of America. (Channel 8)

CHANNEL 55 LISTS STRONG COVERAGE FOR THE ELECTION

Full Returns Will Also Be Given On Radio by WHY

Channel 55 and WHY AM and FM are planning the most complete coverage of election returns—national, state and local—ever attempted in Western Massachusetts on Tuesday night.

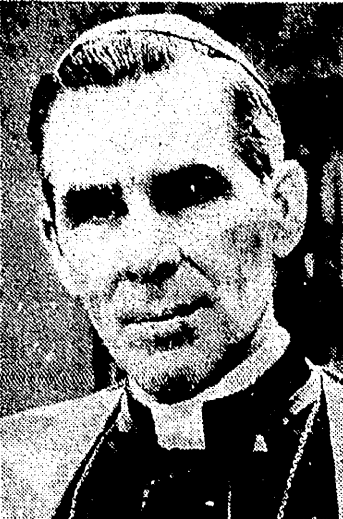
The election coverage for WHY television and radio will include the vast organization of the CBS Network, the facilities of Four newspapers and reports from personnel at key Western Massachusetts points.

WHY-TV will begin its election night coverage at 9 p. m. on Tuesday when CBS network's huge staff begins reporting vote tabulations and trends, with expert analyses by renowned newsmen. The latest in electronic equipment will provide accurate digests of voting trends, even as the votes are being counted.

WHY-TV also will give the latest reports on Massachusetts state-wide contests, as well as the local results in the major contests concerning Western Massachusetts candidates.

The television reports—to be presented by newscaster Fred

RETURNS TUESDAY



Bishop Fulton J. Sheen will resume his "Life Is Worth Living" series on Tuesday, Nov. 21, with a discussion of "The Psychological Effects of the Hydrogen Bomb." The noted author and lecturer returns to his award-winning series over the Du Mont Television Network in the 8:00 p. m. time slot it has occupied since its premiere in February of 1952. This program will be seen locally on Channel 55.

COUNCIL OF CHURCHES WOMEN ON TELEVISION PROGRAM TOMORROW

Mrs. Homer D. Washburn, South Hadley, chairman of the Department of Church Women of the Holyoke Council of Churches; Mrs. Stephen Tucker, Turners Falls, chairman of the Department of Church Women of the Greenfield Council of Churches; and Mrs. John Johnson of the Greater Springfield Council of Church Women will appear on a television program over WHY-TV, tomorrow at 7.45 p. m. The program on Channel 55 is called, "Who Cares?" and features the story of World Community Day, observed nationally by the United Church Women on Nov. 5. This program is a production of the Religious Radio-Television Commission of Pioneer Valley, the organization which serves eight Councils of Churches in the Valley.

The program will be developed around a living poster on the theme of giving to the destitute men, women, and children of war-ravaged countries around the world, which is the central emphasis of World Community Day, along with prayers and a program for building a lasting peace.

This Monday night series of programs appears every three weeks over WHY-TV as a public service. Another program of the Religious Radio-Television Commission appears every Thursday at 8 p. m. called, "It's in the Book," a popular panel quiz.

The Religious Radio-Television Commission of Pioneer Valley serves the Greenfield, Amherst, Holyoke, Northampton, Chicopee, West Springfield, Springfield, and Western Hampden Councils of Churches, and is producing radio and television programs over the nine radio stations and two television stations in the Valley.

CHANNEL 74 ADDS FOUR NEW PROGRAMS

Pittsfield, Oct. 30—Four new half-hour television film programs are scheduled to appear over Television Station WMTG Channel 74, beginning next week, it was announced by the Greylock Broadcasting Co.

"Badge 74" will begin Wednesday, Nov. 3, on WMTG. Starring Jack Webb, this original "Dragnet" series, will be presented at 7.30 p. m. "Inner Sanctum," one of the top radio dramas for years, has now been adopted by television, and will be seen over WMTG starting Nov. 3 also. "Inner Sanctum" will be shown at 8.30 p. m. Wednesdays.

"Secret File U. S. A.," is a new series which will start Nov. 9 on Channel 74. This series will be presented each Tuesday at 8.30 p. m.

On the lighter side is the program "My Hero," which stars Robert Cummings, Julie Bishop and John Littel. This family comedy starts Nov. 2 and will be presented each Tuesday at 7.30 p. m., preceding Bishop Fulton J. Sheen's "Life Is Worth Living Series" at 8.00.

SIXTH SEASON OPENS WITH MOZART OPERA

The opening production of the sixth consecutive season of the NBC Television Opera Theater will be Mozart's comedy, "The Abduction from the Seraglio," today (NBC-TV, 3-4.30 p. m., EST). The hour-and-a-half program will be presented in color, and will be seen in black and white on standard sets.

With the opening of this season, the opera presentations move to Sunday afternoons. They were formerly telecast on Saturdays. The repertoire for the 1954-55 season on NBC opera, announced



FRED DWYER

Dwyer will be seen on Channel 55 in five-minute segments starting at 9.25 p. m., again at 9.55 and so on—five minutes before the half-hour and the hour until sign-off, which will be extended until the U. S. Senate contests are determined.

Tabulations and background material will be flashed from The Springfield Union to WHY-TV for immediate use at the Channel 55 election desk.

Plans also call for extending television coverage time locally, if important contests have not yet been determined.

Radio coverage of the elections by WHY will be given thorough attention. The radio coverage over 560 kilocycles (AM) and 93.7 megacycles (FM) will start at 7 p. m. Tuesday with a 15-minute roundup direct from Holyoke, Chicopee, Springfield and Northampton.

From a microphones set up in the editorial rooms of The Springfield Daily News, the Springfield area picture will be given by George Hargraves, city editor of The Daily News.

At the Holyoke Transcript-Telegram, Managing Editor William G. Dwight and City Editor Dick Murphy will give their views and highlights of the voting in their area.

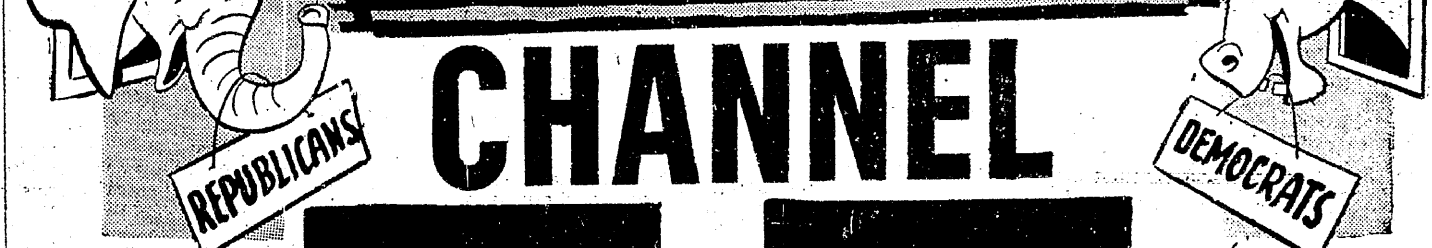
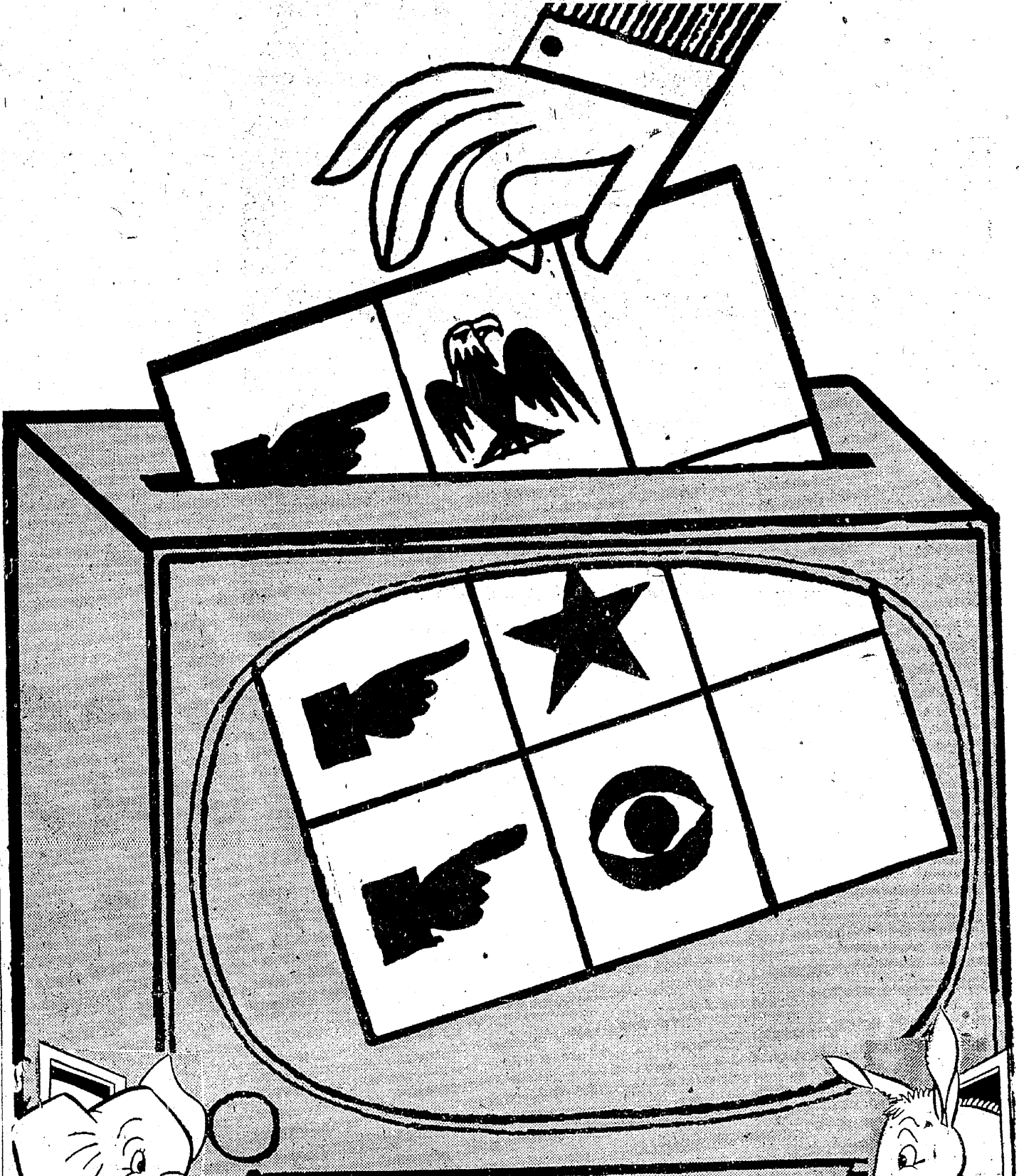
At Chicopee City Hall, Teddy Szelata will present that picture, and Eddie O'Dea, editor of The Daily Hampshire Gazette in Northampton will report from the upper Connecticut Valley.

Radio coverage will resume in earnest at 9 p. m. with the CBS Network. At 9.25 p. m. the first returns from Western Massachusetts will be aired from the editorial rooms of The Springfield Union, with an announcer Fred Peach at this post.

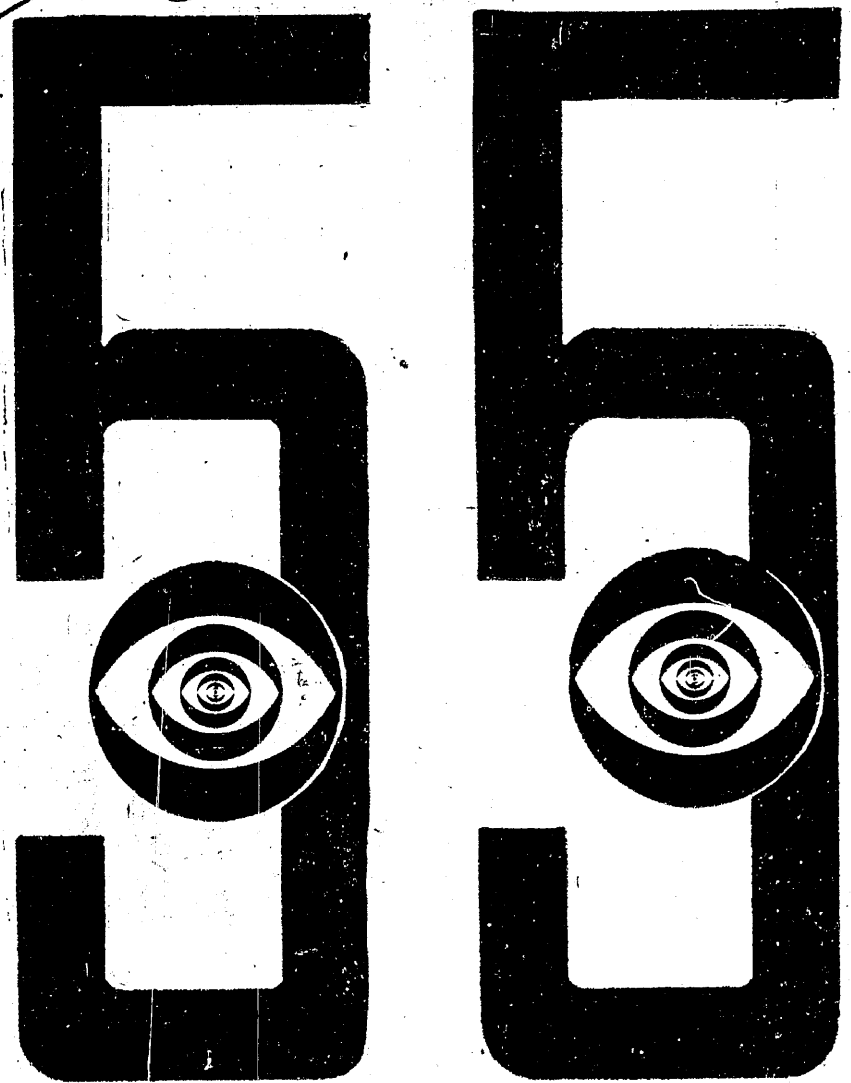
From 10.30 when another regional roundup will take place from Holyoke, Chicopee and Springfield, until sign-off time, the latest returns will be announced over WHY radio as they become available. Experienced radio technicians and newsmen will give WHY-TV listeners the benefit of the experience and know-how of the extensive Springfield Newspapers' organization of district offices and local correspondents, so that Tuesday's election coverage is expected to be second to none heretofore attempted in this area.

by producer Samuel Chotzinoff and music-and-artistic director Peter Adler, includes a repeat performance of Puccini's "Sister Angelica" on Dec. 5, the now perennial Christmas hit, "Amahl and the Night Visitors" by Menotti on Dec. 19, Puccini's "Tosca" in January, Richard Strauss' "Ariadne" in the original version of an opera within a play ("The Bourgeois Gentleman" in February); and the world premiere of Lukas Foss' new opera, tentatively called "Griffelkin," in March.

WATCH YOUR VOTE COUNT



CHANNEL



GOVERNOR
HERTER
LT. GOVERNOR
WHITTIER
U.S. SENATOR
SALTONSTALL
SECRETARY
McCARTHY
TREASURER
MEANS
AUDITOR
CONSTANTINO
ATTORNEY GENERAL
FINGOLD
CONGRESS (1st Dist.)
HESSELTON
CONGRESS (2nd Dist.)
BRADLEY
COUNCILLOR
CRANE
STATE SENATOR
1st Hampden
CLAMPIT
STATE SENATOR
2nd HAMPDEN
DION
STATE SENATOR, B.-H.-H.
LERCHE
DISTRICT ATTORNEY
LACROIX
REGISTER OF PROBATE
KEADY
County Commissioner
ZAWIDOWSKI
COUNTY TREASURER
RATALL

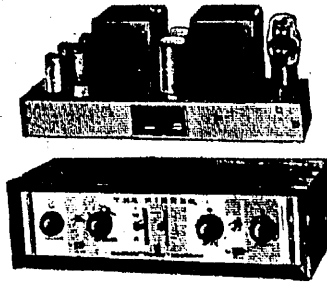
GOVERNOR
MURPHY
LT. GOVERNOR
BURKE
U. S. SENATOR
FURCOLO
SECRETARY
CRONIN
TREASURER
KENNEDY
AUDITOR
BUCKLEY
ATTORNEY GENERAL
COLLINS
CONGRESS (1st Dist.)
DWYER
CONGRESS (2nd Dist.)
BOLAND
COUNCILLOR
SULLIVAN
STATE SENATOR
1st Hampden
WALSH
STATE SENATOR
2nd HAMPDEN
DONAHUE
STATE SENATOR, B.-H.-H.
COLLINS
DISTRICT ATTORNEY
MOYNAHAN
REGISTER OF PROBATE
LYONS
County Commissioner
SULLIVAN
COUNTY TREASURER
WALSH

ELECTION NIGHT

Channel 55 has lined up the most impressive vote recording machinery in the history of Election Returns. DIRECT LINES from the Newsrooms of the Springfield Daily News, Springfield Union, Holyoke Transcript and Northampton Gazette assure you rapid regional coverage... CBS News, combining the facilities of extensive CBS TV News gathering agencies, will bring you complete national coverage. See, hear Walter Cronkite, Edward R. Murrow, Eric Sevareid, Lowell Thomas, Charles Collingwood as they cover the nation.

COMPLETE LINE OF FISHER

HI-FI COMPONENTS

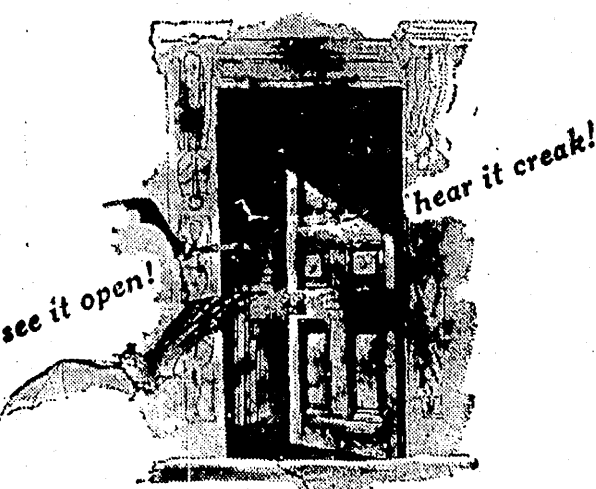


MAIL ORDER PRICES
BUDGET TERMS
Open Thurs. & Fri. Eves.

Record and Audio Center

808 State St., Winchester Sq.

the world's most famous door



inner sanctum

Channel 61 WWLP
TONIGHT AT 10:30 P.M.

sponsored by
STATE LIQUOR MART
SIX CORNERS CAFE

The Committee for American
Treatment of the News Presents

Hubert Kregeloh

Distinguished Writer-Lecturer
Educator and Traveller and
Anti-Communist Crusader
In His Award Winning
Nightly News Analysis

WSPR

7:15 P.M. — MON. thru FRI.

Carlisle's
Amazing New...
Hi-Lo TWIN ARROW
Indoor UHF Antenna
Channels
14-83
The indoor television antenna that gives you the best reception in your area needs and wants.
\$5.95
AT CONVENIENT STORES
TEL. 4-3127