

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
P.M. 7:00	NBC Presents U. S. Rubber	Racket Squad (N) Philip Morris	Strietmann Theatre (F) Strietmann Biscuit	Faye Emerson (N) Pepsi-Cola	Boston Blackie (F) Southern Biscuit	TV Hoedown	Crusade In The Pacific Miller Brewing
:15	▲	▲	▲	▲	▲	▲	▲
:30	Young Mr. Bobbin (N) General Foods	Those Two (N) P & G	Dinah Shore (N) General Motors	Those Two (N) P & G	Dinah Shore (N) General Motors	Those Two (N) P & G	One Man's Family (N) Manhattan Soap & Miles Lab.
:45	▲	Camel News Caravan (N) R. J. Reynolds	Camel News Caravan (N) R. J. Reynolds	Camel News Caravan (N) R. J. Reynolds	Camel News Caravan (N) R. J. Reynolds	Camel News Caravan (N) R. J. Reynolds	▲
P.M. 8:00	Cemedy Hour (N) Colgate	Lux Theatre (N) Lever Bros.	Milton Berle (N) Texaco	Kate Smith (N) Congoleum Nairn & Reynolds Metals	Groucho Marx (N) DeSoto	Musical Variety Show (N) RCA	All Star Review (N) Snow Crop, Kellogg, Pet Milk
:15	▲	▲	▲	▲	▲	▲	▲
:30	▲	Voice of Firestone (N) Firestone	▲	Kate Smith (N) Norge-Warner & B. T. Babbitt	Stop the Music (N)—P. Lorillard	We the People (N) Gulf Oil	▲
:45	▲	▲	▲	▲	▲	▲	▲
P.M. 9:00	Television Playhouse (N) Philco & Goodyear	Lights Out (N) Admiral	Fireside Theatre (N) P & G	Television Theatre (N) Kraft Foods	James Melton (N) Ford	Big Story (N) Amer. Cig. & Cig.	Show of Shows (N) Reynolds Tobacco
:15	▲	▲	▲	▲	▲	▲	▲
:30	▲	Robert Montgomery Presents (N) Lucky Strike & S. C. Johnson	Circle Theatre (N) Armstrong Corp.	▲	▲	Big Town (N) Lever Bros.	Show of Shows (N) Benrus, SOS, Libby McNeill & Libby
:45	▲	▲	▲	▲	▲	▲	▲
P.M. 10:00	Red Skelton (N) P & G	▲	Original Amateur Hour (N) P. Lorillard	Boxing (N) Pabst	Martin Kane (N) U. S. Tobacco	Boxing (N) Gillette Safety R. Co.	Show of Shows (N) Lehn & Fink, Eversharp
:15	▲	▲	▲	▲	▲	▲	▲
:30	Studio One (N) Westinghouse	Who Said That (N)—Pure Oil	▲	▲	Wrestling From Hollywood (F) National Brewing Co.	Greatest Fights of the Century (N) Chesebrough Mfg. Co.	Your Hit Parade (N) American Tob. Co.
:45	▲	▲	▲	Late News Bulletins	▲	▲	▲
P.M. 11:00	▲	Playhouse of Stars (N) Schlitz	Ken Murray (N) Anheuser-Busch	Break the Bank (N) Bristol Myers	▲	Man Against Crime (N) R. J. Reynolds	Amos 'N' Andy (N) Blatz
:15	▲	▲	▲	▲	▲	▲	▲
:30	Amazing Mr. Malone (N) Siberling Tires Alt. wks.	▲	▲	Late News, Tomorrow's Programs & Sign Off	This Is Show Business (N) Am. Tobacco Co.	Nat'l Pro Highlights (F) Old Dom. Bev. Co.	I Love Lucy (N) Philip Morris
:45	▲	▲	▲	▲	▲	▲	▲
P.M. 12:00	Late News, Tomorrow's Programs and Sign Off	Late News, Tomorrow's Programs and Sign Off	Late News, Tomorrow's Programs and Sign Off	▲	Late News, Tomorrow's Programs and Sign Off	Late News Richbrau Predictions	Late News Bulletin Richbrau Scoreboard Tomorrow's Programs
:15	▲	▲	▲	▲	▲	Tomorrow's Programs and Sign Off	Sign Off
:30	▲	▲	▲	▲	▲	▲	▲
:45	▲	▲	▲	▲	▲	▲	▲

Note.—All programs are subject to change without notice.

(N) Network; (F) Film.

PUBLISHED MONTHLY.

In Keeping With Its Progressive Policy of Providing Viewers
With the Finest Possible Program Service Available

EFFECTIVE MONDAY, JANUARY 14, 1952

WTVR

INCREASES ITS PROGRAM SCHEDULE

7:00 A.M. - 12:00 MIDNIGHT

AFFILIATED
NBC TELEVISION
NETWORK

W
T
V
R
CHANNEL
6

Havens & Martin Station
WMBG - WTVR - WCOD
P. O. Box 5229
Richmond, Virginia

RETURN POSTAGE GUARANTEED

JANUARY 1952

W T V R

RICHMOND

VIRGINIA

"THE SOUTH'S FIRST TELEVISION STATION"

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
A.M. 9:00							
:15							
:30							
:45		Test Pattern	Test Pattern	Test Pattern	Test Pattern		
A.M. 10:00		Today's Program	Today's Program	Today's Program	Today's Program		Test Pattern
:15		Arthur Godfrey (N) Lever Bros.	Arthur Godfrey (N) Lever Bros.	Arthur Godfrey (N) Lever Bros.	Arthur Godfrey (N) Lever Bros.		Today's Program
:30		Steve Allen (N)	Steve Allen (N)	Steve Allen (N)	Steve Allen (N)		Junior Circus (N) Hollywood Candy
:45		▲	▲	▲	▲		▲
A.M. 11:00		▲	▲	▲	▲	Test Pattern	WTVR Presents
:15		▲	▲	▲	▲	Today's Program	▲
:30		Strike It Rich (N) Colgate-Palmolive-Peet	WTVR Presents	Strike It Rich (N) Colgate-Palmolive-Peet	Assembly VI	Strike It Rich (N) Colgate-Palmolive-Pete	Date With Judy (N) McKesson Products
:45		▲	▲	▲	▲	▲	▲
NOON 12:00	Test Pattern	The Egg & I (N)	The Egg & I (N)	Gayelord Hauser (N) Minute Maid	Ruth Lyons (N) Pennick & Ford, Ltd.	The Egg & I (N)	Big Top (N) Nat'l Dairy Co.
:15	Today's Program	Love of Life (N) Am. Home Products	Love of Life (N) Am. Home Products	Love of Life (N) Am. Home Products	Love of Life (N) Am. Home Products	Love of Life (N) Am. Home Products	▲
:30	What's My Line (N) Stopette	Search for Tomorrow (N) P & G	Search for Tomorrow (N) P & G	Search for Tomorrow (N) P & G	Search for Tomorrow (N) P & G	Search for Tomorrow (N) P & G	▲
:45	▲	Langford-Ameche Show (N) Warner-Hudnut	Langford-Ameche Show (N) Cory	Langford-Ameche Show (N) Warner-Hudnut	Langford-Ameche Show (N) Cory	Langford-Ameche Show (N) Warner-Hudnut	▲
P.M. 1:00	Frontiers of Faith (N)	Celluloid Theatre	Bill Goodwin (N) General Electric	Celluloid Theatre	Bill Goodwin (N) General Electric	Celluloid Theatre	Betty Crocker (N) General Mills
:15	▲	▲	▲	▲	▲	▲	▲
:30	Frank Sinatra (N) Ekco	Garry Moore (N) General Electric	Garry Moore (N) Best Foods	Garry Moore (N) General Electric	Garry Moore (N) Best Foods	Garry Moore (N) General Electric	WTVR Presents
:45	▲	Garry Moore (N) Chase & Sanborn	▲	Garry Moore (N) Standard Brands	Garry Moore (N) Junket	Garry Moore (N) Standard Brands	▲
P.M. 2:00	Burns & Allen (N) (Carnation) Alt. w/s. Mr. D.A. (N) Bristol	Garry Moore (N) P & G	Garry Moore (N) P & G	Garry Moore (N) P & G	Garry Moore (N) P & G	Garry Moore (N) P & G	Basketball (N) Jan. 5 Rutgers-App. or Maryland-Navy
:15	Myers	Garry Moore (N) O'cedar	Garry Moore (N) Corn Prod.	Garry Moore (N) Cavalier Cigarettes	Garry Moore (N) Quaker Oats	Garry Moore (N) Stokely Van Camp	Jan. 12 Georgetown-Navy
:30	Juvenile Jury (N) Minn. Mining & Mfg.	First 100 Years (N)-P & G	First 100 Years (N)-P & G	First 100 Years (N)-P & G	First 100 Years (N)-P & G	First 100 Years (N)-P & G	Jan. 19 Fordham-Army
:45	▲	Woman's Work Shop (P)	Here's How (P)	Woman's Work Shop (P)	Here's How (P)	Woman's Work Shop (P)	Jan. 26 VMI-Navy
P.M. 3:00	Fair Meadows, USA (N) Johns Manville	The Big Pay-Off Colgate-Palmolive-Peet	WTVR Presents	The Big Pay-Off Colgate-Palmolive-Peet	WTVR Presents	The Big Pay-Off Colgate-Palmolive-Peet	▲
:15	▲	▲	WTVR Presents (F)	▲	Bride & Groom (N)-Hudson Pulp Co.	▲	▲
:30	Stu Erwin (N) Gen. Mills	Bert Parks (N) General Foods	WTVR Presents	Bert Parks (N) General Foods	Adventures in Cook- ing-Colonial Stores & Philco	Bert Parks (N) General Foods	▲
:45	▲	▲	▲	▲	▲	▲	▲
P.M. 4:00	Meet the Press (N) Revere Copper	Kate Smith (N) P & G	Kate Smith (N) P & G	Kate Smith (N) P & G	Kate Smith (N) P & G	Kate Smith (N) P & G	Paul Whiteman (N) Nash Kelvinton
:15	▲	Kate Smith (N) Pillsbury	Kate Smith (N) Simoniz	Kate Smith (N) Jergens Co.	Kate Smith (N) Simoniz	Kate Smith (N) Jergens Company	▲
:30	The Name's The Same (N) Bendix & C. A. Swanson	Kate Smith (N) Johnson & Johnson	Kate Smith (N) Kncmark	Kate Smith (N) Durkee	Kate Smith (N) Minute Maid	Kate Smith (N) Glidden	Kukla, Fran & Oie (N) RCA
:45	▲	Kate Smith (N) Cannon Mills	Kate Smith (N) Singer Sewing	Kate Smith (N) Gerber Foods	Kate Smith (N) Hunt Foods	Kate Smith (N) Hunt Foods	WTVR Presents
P.M. 5:00	Sarah Churchill (N) Hall Bros.	Hawkins Falls (N) (N)-Lever Bros.	Hawkins Falls (N)	Hawkins Falls (N) Lever Bros.	Hawkins Falls (N)	Hawkins Falls (N) Lever Bros.	Cisco Kid (F) Nelde Brothers
:15	▲	Gabby Hayes (N) Quaker Oats	Gabby Hayes (N)	Gabby Hayes (N)	Gabby Hayes (N) Peter Paul	Gabby Hayes (N) Quaker Oats	▲
:30	Super Circus (N) Peter Shoes & M&M	Howdy Doody (N) Mars	Howdy Doody (N) Kellogg & Colgate	Howdy Doody (N) Mars & Wander	Howdy Doody (N) Colgate & Kellogg	Howdy Doody (N) Welch & Intern'l Shoe	Boys' Railroad Club (F) A. C. Gilbe
:45	▲	▲	▲	▲	▲	▲	Bob Considine (N) Mutual of Omaha
P.M. 6:00	Crime Syndicated (N) Schick	Ranch House Tales	Wild Bill Hickok (N) Kellogg	Kit Carson (F) Coca-Cola	Hopalong Cassidy (F) Bond Bread	Ranchhouse Tales	Arthur Godfrey (N) Toni, Pillsbury & Chesterfield
:15	▲	▲	▲	▲	▲	▲	▲
:30	Aldrich Family (N) Campbell Soup	Story Book Lady Miller & Rhoads	Eyes On The Time	Eyes On The Time	▲	Eyes On The Time	▲
:45	▲	Sportlight Home Brewing Co.	Let's Talk It Over	Sportlight Home Brewing Co.	▲	Sportlight Home Brewing Co.	▲

(Continued on Reverse Side)