

CBS PROGRAM BOOK • WINTER, 1945-46



As nearly as the printing press and inks can match it, this is the quality of the new CBS postwar full-color television successfully transmitted in New York October 10, 1945. Compare it with the prewar black-and-white quality on back cover. Both pictures are sections of a 10x7½ inch image.



WINTER, 1945-46

NATIONAL BROADCASTING COMPANY, INC.
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THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

December 1, 1945

COLUMBIA NETWORK CLIENTS

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● CIGARETTES & TOBACCO

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CBS SPONSORED PROGRAMS

"Weeks on CBS" as of Dec. 1, 1945

<p>AMERICAN OIL COMPANY (321st Week on CBS)</p> <p>CBS World News <i>News</i></p> <p>Edward R. Murrow <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 56 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:45-2:00 p.m. 62 CBS stations ORIGINATES: BBC, LONDON AND WABC</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (500th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Dick Todd, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. 149 CBS stations <i>Rebroadcast</i> 12:00-12:45 a.m. ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p>
<p>ANACIN COMPANY (461st Week on CBS)</p> <p>Our Gal Sunday <i>Serial drama</i></p> <p>Ellery Queen <i>Mystery drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 141 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 54 CBS stations 28 CBC stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p><i>Ruthrauff & Ryan, Inc.</i></p>
<p>ANCHOR-HOCKING GLASS CORP. (100th Week on CBS)</p> <p>Hobby Lobby <i>Variety</i></p>	<p>Thursday 9:30-10:00 p.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Anchorglass and Fire King Ovinglass Products <i>William H. Weintraub & Co., Inc.</i></p>
<p>ARMSTRONG CORK COMPANY (217th Week on CBS)</p> <p>Armstrong's Theater of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Floor Coverings <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

BALLARD & BALLARD CO.
(148th Week on CBS)

Renfro Valley Folks
Serial drama

Wed., Thurs., Fri.,
Sat.
8:15-8:30 a.m.
Sunday
9:15-9:45 a.m.
26 CBS stations
ORIGINATES: WHAS

Ballard's Obelisk Flour
*Henri, Hurst &
McDonald, Inc.*

BAYER COMPANY
(531st Week on CBS)

American Melody Hour
with Jane Pickens, Bob Hannon,
Evelyn MacGregor, Orchestra
and chorus
Music

Second Husband
Serial drama

Tuesday
7:30-8:00 p.m.
138 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
11:15-11:30 a.m.
41 CBS stations
ORIGINATES: WABC

Bayer Aspirin

Bayer Aspirin,
Dr. Lyons Tooth Powder
*Dancer-Fitzgerald-
Sample, Inc.*

BORDEN CO.
(73rd Week on CBS)

***The Ginny Simms Show**
Musical

***County Fair**
Variety-quiz

Friday
7:30-8:00 p.m.
Rebroadcast
9:00-9:30 p.m.
143 CBS stations
ORIGINATES: KNX

Saturday
1:30-2:00 p.m.
147 CBS stations
ORIGINATES: WABC

All Products
Young & Rubicam, Inc.

Hemo, Borden Instant
Coffee
Kenyon & Eckhardt, Inc.

BOURJOIS, INC.
(333rd Week on CBS)

***Powder Box Theatre**
with Ray Bloch's orchestra
Danny O'Neil and Evelyn Knight
Variety

Thursday
10:30-11:00 p.m.
139 CBS stations
ORIGINATES: WABC

Evening in Paris Face
Powder
Foote, Cone & Belding

BOWEY'S, INC.
(340th Week on CBS)

Stars Over Hollywood
with guest stars
Original drama

Saturday
12:30-1:00 p.m.
48 CBS stations
ORIGINATES: KNX

Dari-Rich Products
Sorensen & Company

CBS SPONSORED
PROGRAMS

***CAMPANA SALES CO.**
(301st Week on CBS)

First Nighter
Drama

Saturday
7:30-8:00 p.m.
144 CBS stations
ORIGINATES: WBBN

All Products
*Wallace-Ferry-Hanly
Co.*

CAMPBELL SOUP COMPANY
(573rd Week on CBS)

The Jack Carson Show
Comedy

Request Performance
Variety

Wednesday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
140 CBS stations
29 CBC stations
ORIGINATES: KNX

Sunday
9:00-9:30 p.m.
140 CBS stations
28 CBC stations
ORIGINATES: KNX

Campbell's Soups,
Baked Beans,
Tomato Juice
*Ward Wheelock
Company*

**CELANESE CORPORATION
OF AMERICA**
(204th Week on CBS)

Great Moments in Music
with Jean Tennyson and guest stars
Music

Wednesday
10:00-10:30 p.m.
140 CBS stations
ORIGINATES: WABC

Celanese Products
Young & Rubicam, Inc.

**CENTAUR DIVISION,
STERLING DRUG INC.**
(327th Week on CBS)

Big Town
Drama

Tuesday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
140 CBS stations
22 CBC stations
ORIGINATES: WABC

Ironized Yeast
Pedlar & Ryan, Inc.

***CHEF BOY-AR-DEE QUALITY
FOODS, INC.**
(15th Week on CBS)

Give and Take
Audience participation

Saturday
10:00-10:30 a.m.
Rebroadcast
2:30-3:00 p.m.
143 CBS stations
ORIGINATES: WABC

Chef Boy-Ar-Dee
Spaghetti Dinner
McJunkin Adv. Co.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(369th Week on CBS)

Dr. Christian
with Jean Hersholt
Drama

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
146 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

*Program or client not listed in Autumn Program Book

<p>CHRYSLER CORPORATION (508th Week on CBS)</p> <p>*Music of Andre Kostelanetz <i>Music</i></p>	<p>Thursday 9:00-9:30 p.m. 142 CBS stations ORIGINATES: WARC</p>	<p>Motor Cars, Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (516th Week on CBS)</p> <p>Colgate Theater of Romance <i>Drama</i></p> <p>Blondie <i>Comedy</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 145 CBS stations ORIGINATES: KNX</p> <p>Sunday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 139 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder, Halo Shampoo <i>Sherman & Marquette, Inc.</i></p> <p>Super Suds <i>Wm. Esty & Co., Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (569th Week on CBS)</p> <p>Bachelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 46 CBS stations ORIGINATES: WBBM</p>	<p>Wonder Bread, Hostess Cake <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL CAN CO. (48th Week on CBS)</p> <p>*Celebrity Club <i>Variety</i></p>	<p>Saturday 10:15-10:45 p.m. 146 CBS stations ORIGINATES: WABC</p>	<p>Institutional, Packaging, Plastic Products <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>CREAM OF WHEAT CORP. (278th Week on CBS)</p> <p>Let's Pretend <i>Drama</i></p>	<p>Saturday 11:05-11:30 a.m. 111 CBS stations ORIGINATES: WABC</p>	<p>Cream of Wheat Cereal <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>*CRESTA BLANCA WINE CO. (138th Week on CBS)</p> <p>This Is My Best <i>Drama</i></p>	<p>Tuesday 9:30-10:00 p.m. 77 CBS stations ORIGINATES: KNX</p>	<p>Cresta Blanca Wines <i>Batten, Barton, Durstine, & Osborn, Inc.</i></p>
<p>CUDAHY PACKING COMPANY (451st Week on CBS)</p> <p>Tena & Tim <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 2:45-3:00 p.m. 64 CBS stations ORIGINATES: WBBM</p>	<p>Old Dutch Cleanser <i>Grant Advertising, Inc.</i></p>

*Program or client not listed in Autumn Program Book

CBS SPONSORED PROGRAMS

<p>CURTISS CANDY COMPANY (270th Week on CBS)</p> <p>News with Warren Sweeney</p>	<p>Sat., Sun. 11:00-11:05 a.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>*ELECTRIC AUTO-LITE CO. (8th Week on CBS)</p> <p>*The Dick Haymes Show <i>Variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 147 CBS stations 26 CBC stations ORIGINATES: KNX</p>	<p>Spark Plugs, Batteries Ignition Systems, Auto Accessories <i>Ruthrauff & Ryan, Inc.</i></p>
<p>ELECTRIC COMPANIES ADVERTISING PROGRAM (118th Week on CBS)</p> <p>The Electric Hour with Nelson Eddy, Robert Armbruster's Orchestra and Guests <i>Variety</i></p>	<p>Sunday 4:30-5:00 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>N. W. Ayer & Son, Inc.</i></p>
<p>*ELGIN NATIONAL WATCH COMPANY</p> <p>Special Holiday Variety Program</p>	<p>Tuesday, Dec. 25, only. 4:00-6:00 p.m. <i>(Cancel programs usually heard at this time)</i> 140 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>
<p>EMERSON DRUG COMPANY (291st Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interview quiz</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 140 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>McCann-Erickson, Inc.</i></p>
<p>EVERSHARP, INC. (322nd Week on CBS)</p> <p>Take It or Leave It with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Ann Sothern in "Maisie" <i>Variety</i></p>	<p>Sunday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Wednesday 9:30-10:00 p.m. 144 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>

*Program or client not listed in Autumn Program Book

FORD MOTOR CO.(420th Week on CBS)****The Ford Show**with Jo Stafford, Lawrence
Brooks, and Robert R. Bennett's
Orchestra*Musical*Tuesday
10:00-10:30 p.m.
144 CBS stations
ORIGINATES: WABCMotor Cars
*J. Walter Thompson Co.***GENERAL ELECTRIC COMPANY***(196th Week on CBS)***G. E. House Party***Variety*Mon. thru Fri.
4:00-4:25 p.m.
148 CBS stations
ORIGINATES: KNXHousehold Appliance
Division
*Young & Rubicam, Inc.***GENERAL FOODS CORPORATION***(553rd Week on CBS)***Kate Smith Sings***Music*Friday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
144 CBS stations
ORIGINATES: WABCPostum
*Young & Rubicam, Inc.***Kate Smith Speaks**

Ted Collins with the News

*Talks and news*Mon. thru Fri.
12 noon-12:15 p.m.
140 CBS stations
ORIGINATES: WABCPost Raisin Bran,
Post Bran Flakes
*Benton & Bowles, Inc.***The Baby Snooks Show***Comedy*Sunday
6:30-7:00 p.m.
Rebroadcast
10:30-11:00 p.m.
142 CBS stations
ORIGINATES: KNXSanka
*Young & Rubicam, Inc.***Two On A Clue***Serial drama*Mon. thru Fri.
2:00-2:15 p.m.
141 CBS stations
ORIGINATES: WABCLaFrance, Satina,
Post Toasties,
Maxwell House Coffee
Young & Rubicam, Inc.
*Benton & Bowles, Inc.***The Aldrich Family***Comedy*Friday
8:00-8:30 p.m.
Rebroadcast
12:00 mid.-12:30 a.m.
144 CBS stations
ORIGINATES: WABCGrapenuts,
Grapenuts Flakes
*Young & Rubicam, Inc.***The Adventures of the
Thin Man***Mystery*Sunday
7:00-7:30 p.m.
Rebroadcast
12:00-12:30 a.m.
141 CBS stations
ORIGINATES: WABCPost Toasties
Benton & Bowles, Inc.

**CBS SPONSORED
PROGRAMS**

<p>GENERAL MILLS, INC. <i>(601st Week on CBS)</i></p> <p>Light of the World <i>Serial drama</i></p> <p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Kitchen Tested Flour <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Cheerios <i>Dancer-Fitzgerald-Sample, Inc.</i></p>
<p>GULF OIL CORPORATION <i>(616th Week on CBS)</i></p> <p>We the People with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>(405th Week on CBS)</i></p> <p>*Adventures of Ozzie and Harriet <i>Comedy</i></p>	<p>Sunday 6:00-6:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION <i>(226th Week on CBS)</i></p> <p>Bill Henry <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 62 CBS stations ORIGINATES: WABC, WTOP</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p>JOHNSON & JOHNSON <i>(243rd Week on CBS)</i></p> <p>Edwin C. Hill The Human Side of the News <i>News</i></p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Surgical Dressings <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY <i>(669th Week on CBS)</i></p> <p>Mr. Keen, Tracer of Lost Persons <i>Mystery drama</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Thursday 7:30-8:00 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Tooth Powder and Toothpaste</p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald-Sample, Inc.</i></p>

*Program or client not listed in Autumn Program Book

LADY ESTHER, LTD.
(625th Week on CBS)

Screen Guild Players
Drama

Monday
10:00-10:30 p.m.
141 CBS stations
ORIGINATES: KNX

Face Powder, Face
Cream, Rouge, Lipstick,
Nail Polish
The Biow Co., Inc.

LAMBERT CO.
(208th Week on CBS)

The Billie Burke Show
Household advice

Saturday
11:30-12 Noon
147 CBS stations
ORIGINATES: KNX

Listerine Tooth Powder
*Lambert & Feasley,
Inc.*

LEVER BROTHERS COMPANY
(539th Week on CBS)

Lux Radio Theater
William Keighley, director,
with famous stars
and Lou Silvers' Orchestra
Drama

Monday
9:00-10:00 p.m.
149 CBS stations
21 CBC stations
ORIGINATES: KNX

Lux Soap & Flakes
J. Walter Thompson Co.

***The Joan Davis Show**
Comedy variety

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
142 CBS stations
ORIGINATES: KNX

Swan Soap
Young & Rubicam, Inc.

Aunt Jenny's Real Life Stories
Dramatic sketches

Mon. thru Fri.
11:45-12 noon
30 CBS stations
21 CBC stations
ORIGINATES: WABC

Spry
Ruthrauff & Ryan, Inc.

Big Sister
Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
111 CBS stations
21 CBC stations
ORIGINATES: WABC

Rinso
Ruthrauff & Ryan, Inc.

A Woman's Life
Serial drama

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
3:30-3:45 p.m.
140 CBS stations
ORIGINATES: WABC

Swan Soap
Young & Rubicam, Inc.

LEWIS-HOWE COMPANY
(182nd Week on CBS)

The Beulah Show
Comedy show

Sunday
8:00-8:30 p.m.
115 CBS stations
ORIGINATES: KNX

Tums
*Roche, Williams
& Cleary, Inc.*

**CBS SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>THOMAS J. LIPTON, INC. <i>(111th Week on CBS)</i></p> <p>Inner Sanctum <i>Mystery drama</i></p>	<p>Tuesday 9:00-9:30 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Lipton Tea and Continental Soup Mix <i>Young & Rubicam, Inc.</i></p>
<p>P. LORILLARD COMPANY <i>(414th Week on CBS)</i></p> <p>Frank Sinatra Show <i>Variety</i></p>	<p>Wednesday 9:00-9:30 p.m. 139 CBS stations ORIGINATES: KNX</p>	<p>Old Gold Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>MANHATTAN SOAP CO., INC. <i>(250th Week on CBS)</i></p> <p>The Strange Romance of Evelyn Winters <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 145 CBS stations ORIGINATES: WABC</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>
<p>*NASH-KELVINATOR CORP. <i>(114th Week on CBS)</i></p> <p>*The Andrews Sisters Show with Curt Massey and Vic Schoen's Orchestra <i>Musical</i></p>	<p>Wednesday 10:30-11:00 p.m. 146 CBS stations ORIGINATES: KNX</p>	<p>Nash Cars & Refrigerators <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO. <i>(170th Week on CBS)</i></p> <p>Mayor of the Town with Lionel Barrymore <i>Drama</i></p>	<p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 58 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PABST SALES CO. <i>(140th Week on CBS)</i></p> <p>*Danny Kaye Show <i>Comedy variety</i></p>	<p>Friday 10:30-11:00 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc</i></p>
<p>THE PARKER PEN CO. <i>(179th Week on CBS)</i></p> <p>Ned Calmer and the News</p>	<p>Sat., Sun. 8:55-9:00 p.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils Quink <i>J. Walter Thompson Co.</i></p>

*Program or client not listed in Autumn Program Book

PET MILK SALES CORPORATION
(628th Week on CBS)

Saturday Night Serenade
Bill Perry, tenor; Jessica
Dragonette, soprano; Warren
Sweeney, Gustave Haenschen's
Orchestra and Chorus
Music

Mary Lee Taylor
Home Economist
Talks

Saturday
9:45-10:15 p.m.
70 CBS stations
ORIGINATES: WABC

400-D Pet Milk
*Gardner Advertising
Company*

Saturday
10:30-11:00 a.m.
Rebroadcast
2:00-2:30 p.m.
125 CBS stations
ORIGINATES: KMOX

**CHARLES H. PHILLIPS
CHEMICAL CO.**
(420th Week on CBS)

Amanda
Serial drama

Mon. thru Fri.
11:00-11:15 a.m.
40 CBS stations
ORIGINATES: WABC

Phillips Toothpaste,
Energine,
Phillips Milk of
Magnesia Tablets
*Dancer-Fitzgerald-
Sample, Inc.*

**PHILIP MORRIS & COMPANY,
LTD., INC.**
(486th Week on CBS)

Crime Doctor
Mystery drama

It Pays To Be Ignorant
Comedy

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
138 CBS stations
ORIGINATES: WABC

Friday
9:00-9:30 p.m.
Rebroadcast
11:30 p.m.-12 mid.
138 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Co., Inc.

PILLSBURY MILLS, INC.
(377th Week on CBS)

Grand Central Station
Drama

Saturday
1:00-1:30 p.m.
125 CBS stations
ORIGINATES: WABC

All Products
McCann-Erickson, Inc.

PRINCE MATCHABELLI, INC.
(38th Week on CBS)

The Stradivari Orchestra
Music

Sunday
2:00-2:30 p.m.
140 CBS stations
ORIGINATES: WABC

Perfumes and Cosmetics
*Morse International,
Inc.*

**CBS SPONSORED
PROGRAMS**

THE PROCTER & GAMBLE CO.
(579th Week on CBS)

Road of Life

Serial drama

The Jack Kirkwood Show

Variety

or

Mommie and the Men

Comedy variety

Vic and Sade

Serial drama

or

The Jack Smith Show

Songs

Life Can Be Beautiful

Serial drama

Ma Perkins

Serial drama

Young Dr. Malone

Serial drama

Rosemary

Serial drama

F.B.I. in Peace and War

Drama

Perry Mason

Serial drama

Mon. thru Fri.

1:45-2:00 p.m.

76 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

7:00-7:15 p.m.

Rebroadcast

11:00-11:15 p.m.

78 CBS stations

ORIGINATES: KNX

AND WABC

Mon. thru Fri.

7:15-7:30 p.m.

Rebroadcast

11:15-11:30 p.m.

71 CBS stations

ORIGINATES: WABC &

WBBM

Mon. thru Fri.

1:00-1:15 p.m.

67 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

73 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30-1:45 p.m.

43 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

52 CBS stations

ORIGINATES: WABC

Thursday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

84 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15-2:30 p.m.

79 CBS stations

ORIGINATES: WABC

Duz

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Dancer-Fitzgerald-
Sample, Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Dancer-Fitzgerald-
Sample, Inc.*

Crisco

*Compton Advertising,
Inc.*

Ivory Snow

Benton & Bowles, Inc.

Lava Soap

The Biow Co., Inc.

Spic & Span, Camay,
Dreft

*Dancer, Fitzgerald-
Sample, Inc.
Pedlar & Ryan, Inc.*

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA**
(339th Week on CBS)

Prudential Family Hour
with Patrice Munsel, Jack Smith,
Earl Wrightson, Al Goodman's
Orchestra, and chorus
Music

Sunday
5:00-5:30 p.m.
125 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

THE QUAKER OATS COMPANY
(210th Week on CBS)

Those Websters
Comedy drama

Friday
9:30-10:00 p.m.
140 CBS stations
27 CBC stations
ORIGINATES: WBBM

Quaker Oats
Ruthrauff & Ryan, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**
(656th Week on CBS)

Thanks to the Yanks
with Bob Hawk
Quiz

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
147 CBS stations
ORIGINATES: WABC

Camel Cigarettes,
Prince Albert Smoking
Tobacco
*William Esty & Co.,
Inc.*

ROMA WINE CO., INC.
(143rd Week on CBS)

Suspense
Mystery drama

Thursday
8:00-8:30 p.m.
Rebroadcast
12 mid.-12:30 a.m.
81 CBS stations
ORIGINATES: KNX

Roma Wines
The Biow Co., Inc.

***RONSON ART METAL
WORKS, INC.**
Special Holiday
Musical-dramatic program

Tuesday, Dec. 25
3:30-4:00 p.m.
(Cancel programs
usually heard at this
time)
147 CBS stations
ORIGINATES: WABC

Ronson Lighters
Cecil & Presbrey, Inc.

SOUTHERN COTTON OIL CO.
(164th Week on CBS)

***Try 'n Find Me**
Audience participation

Mon. thru Fri.
3:00-3:15 p.m.
55 CBS stations
ORIGINATES: WABC

Wesson Oil and Snowdrift
*Kenyon & Eckhardt,
Inc.*

E. R. SQUIBB & SONS
(282nd Week on CBS)

Jimmy Carroll Sings
Squibb Chorus and Ted Dale
and his orchestra
Music

Mon., Wed., Fri.
6:15-6:30 p.m.
141 CBS stations
ORIGINATES: WABC

Squibb Products
*Geyer, Cornell &
Newell, Inc.*

**CBS SPONSORED
PROGRAMS**

THE TEXAS COMPANY
(417th Week on CBS)

Texaco Star Theater
James Melton and Al Goodman's
Orchestra and Guests
Variety

Sunday
9:30-10:00 p.m.
147 CBS stations
27 CBC stations
ORIGINATES: WABC

Texaco Products
Buchanan & Co., Inc.

***TEXTRON, INC.**
(13th Week on CBS)

***The Textron Theater**
Starring Helen Hayes
Drama

Saturday
7:00-7:30 p.m.
145 CBS stations
ORIGINATES: WABC

Fabrics
J. Walter Thompson Co.

UNITED DRUG CO.
(35th Week on CBS)

***Durante-Moore Show**
Comedy variety

Friday
10:00-10:30 p.m.
147 CBS stations
ORIGINATES: KNX

Drugs
*N. W. Ayer & Sons,
Inc.*

UNITED STATES RUBBER CO.
(184th Week on CBS)

**New York Philharmonic-
Symphony**
Music

Sunday
3:00-4:30 p.m.
142 CBS stations
ORIGINATES: WABC

Institutional
*Campbell-Ewald Co.,
Inc.*

J. B. WILLIAMS COMPANY
(104th Week on CBS)

William L. Shirer
News

Sunday
5:45-6:00 p.m.
143 CBS stations
ORIGINATES: WABC
AND REMOTE

Williams Shaving Cream
J. Walter Thompson Co.

WM. WRIGLEY, JR., COMPANY
(702nd Week on CBS)

***Island Venture**
Navy dramatic series

Thursday
10:00-10:30 p.m.
142 CBS stations
ORIGINATES: WBBM

Chewing Gum
Arthur Meyerhoff & Co.

Gene Antry Show
Musical

Sunday
5:30-5:45 p.m.
143 CBS stations
ORIGINATES: KNX

Chewing Gum
Ruthrauff & Ryan, Inc.

**COLUMBIA
PACIFIC
NETWORK**

**SPONSORED
PROGRAMS**

(All times are
Pacific Standard
time)

***BARRON GRAY PACKING CO.**
(7th Week on CBS)

***Ona Munson in Hollywood**
Hollywood gossip

Friday
9:55-10:00 p.m.
ORIGINATES: KNX

Here's Health Vegetable
Juice
*Long Advertising
Service*

*Program or client not listed in Autumn Program Book

BEKINS VAN AND STORAGE CO.*(219th Week on CBS)****Harry W. Flannery***News analysis*

Mon., Wed., Fri.

5:30-5:45 p.m.

ORIGINATES: KNX

Moving and Storage

*Brooks Advertising
Agency****CAMPBELL SOUP CO.***(573rd Week on CBS)****Carroll Alcott***News*Mon., Tues.,
Wed., Thurs., Sat.

8:55-9:00 p.m.

ORIGINATES: KNX

All Products

*Ward Wheelock Co.****CHEMICALS, INC.***(70th Week on CBS)***Don't You Believe It***Narrative drama*

Saturday

9:45-10:00 p.m.

ORIGINATES: KNX

Vano Household Chemical

*Garfield & Guild***COLONIAL DAMES, INC.***(310th Week on CBS)***Song of the Week***Music***Meet The Missus***Participation quiz*

Sunday

8:25-8:30 p.m.

ORIGINATES: KNX

Cosmetics

*Abbott Kimball Co.,
Inc.*

Tuesday

2:30-2:45 p.m.

ORIGINATES: KNX

**DAY & NIGHT MANUFACTURING
CO.***(61st Week on CBS)***Dave Vaile***News*

Saturday

3:55-4:00 p.m.

ORIGINATES: KNX

Water Heaters &
Equipment*Hixson-O'Donnell
Adv. Inc.***P. DUFF & SONS, INC.***(114th Week on CBS)***Meet The Missus***Participation quiz*

Mon., Wed., Fri.

2:45-3:00 p.m.

ORIGINATES: KNX

Ready-To-Bake Mixes

*W. Earl Bothwell
Advertising Agency***EDISON BROTHERS STORES***(33rd Week on CBS)***Meet The Missus***Participation quiz*

Thursday

2:30-2:45 p.m.

ORIGINATES: KNX

Shoes

Adolph Wendland

**COLUMBIA
PACIFIC
NETWORK**
Continued

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENT
<p>GENERAL PETROLEUM CORP. OF CALIFORNIA <i>(122nd Week on CBS)</i></p> <p>Hollywood Preview with Otto Kruger <i>Drama</i></p>	<p>Tuesday 7:30-8:00 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Smith & Drum, Inc.</i></p>
<p>+GUITTARD CHOCOLATE CO. <i>(5th Week on CBS)</i></p> <p>That's A Good Idea <i>Drama</i></p>	<p>Saturday 6:30-6:45 p.m. ORIGINATES: KNX</p>	<p>Chocolate and Chocolate Products <i>Garfield & Guild</i></p>
<p>+R. M. HOLLINGSHEAD CORP. <i>(16th Week on CBS)</i></p> <p>Meet The Missus <i>Participation quiz</i></p>	<p>Thursday 2:45-3:00 p.m. ORIGINATES: KNX</p>	<p>Polishes <i>Aitkin-Kynett Co.</i></p>
<p>KELITE PRODUCTS, INC. <i>(57th Week on CBS)</i></p> <p>+Chet Huntley <i>News analysis</i></p>	<p>Saturday 7:45-8:00 a.m. ORIGINATES: KQW</p>	<p>"Kenu" Chemical, Household Cleaner <i>Little & Co.</i></p>
<p>+LYON VAN & STORAGE CO. <i>(2nd Week on CBS)</i></p> <p>Meet The Missus <i>Participation quiz</i></p>	<p>Monday 2:30-2:45 p.m. ORIGINATES: KNX</p>	<p>Moving and Storage Services <i>Batten, Barton, Durstine, & Osborn, Inc.</i></p>
<p>MANHATTAN SOAP CO. <i>(250th Week on CBS)</i></p> <p>+Dick Cutting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>
<p>+S. A. MOFFATT CO. <i>(9th Week on CBS)</i></p> <p>Meet The Missus <i>Participation quiz</i></p>	<p>Friday 2:30-2:45 p.m. ORIGINATES: KNX</p>	<p>Polar Brand Frosted Foods <i>Honig-Cooper Co.</i></p>

*Program or client not listed in Autumn Program Book

<p>PETER PAUL, INC. (268th Week on CBS)</p> <p>Truman Bradley <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos</p> <p><i>Brisacher, Van Norden & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY (266th Week on CBS)</p> <p>Nelson Pringle <i>News analysis</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. ORIGINATES: KQW</p>	<p>All Products</p> <p><i>Raymond R. Morgan Agency</i></p>
<p>*S. & W. FINE FOODS, INC. (10th Week on CBS)</p> <p>Knox Manning Reports <i>News</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. ORIGINATES: KNX</p>	<p>Foods and Coffee</p> <p><i>Brisacher, Van Norden & Staff</i></p>
<p>SIGNAL OIL COMPANY (129th Week on CBS)</p> <p>The Whistler <i>Mystery drama</i></p>	<p>Monday 9:00-9:30 p.m. ORIGINATES: KNX</p>	<p>All Products</p> <p><i>Barton A. Stebbins Advertising Agency</i></p>
<p>SOIL OFF MANUFACTURING COMPANY (252nd Week on CBS)</p> <p>Truman Bradley <i>News</i></p>	<p>Tues., Thurs., Sat. 5:45-5:55 p.m. ORIGINATES: KNX</p>	<p>"Soil Off" for all painted surfaces</p> <p><i>Ruthrauff & Ryan, Inc.</i></p>
<p>*UNION OIL COMPANY OF CALIFORNIA (121st Week on CBS)</p> <p>Nelson Pringle <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. ORIGINATES: KNX</p>	<p>Gas and Oil</p> <p><i>Foote, Cone and Belding</i></p>
<p>*VICK CHEMICAL CO. (215th Week on CBS)</p> <p>Dick Cutting <i>News</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. ORIGINATES: KNX</p>	<p>All Products</p> <p><i>Morse International, Inc.</i></p>

*Program or client not listed in Autumn Program Book

**COLUMBIA
PACIFIC
NETWORK**

Continued

**+WASHINGTON COOPERATIVE EGG
& POULTRY ASSOCIATION**
(44th Week on CBS)

Meet The Missus
Participation quiz

Wednesday
2:30-2:45 p.m.
ORIGINATES: KNX

Lynden Foods
*Pacific National
Advertising Association*

**COLUMBIA
CALIFORNIA
NETWORK**

FERRY-MORSE SEED CO.
(35th Week on CBS)

+Time for Holly Langley

Friday
4:30-4:45 p.m.
ORIGINATES: KQW

Seeds
*MacManus, John &
Adams, Inc.*

+McMAHAN FURNITURE STORES
(17th Week on CBS)

Knox Manning
News

Mon. thru Fri.
12:15-12:30 p.m.
ORIGINATES: KNX

Housefurnishings
M-C-M Adv. Agency

+NEWELL GUTRADT CO.

Meet The Missus
Participation quiz

Saturday
1:30-2:00 p.m.
ORIGINATES: KNX

Soap
Garfield & Guild

+SAFEWAY STORES, INC.
(59th Week on CBS)

Money on the Line
Quiz

Sunday
3:30-4:00 p.m.
ORIGINATES: KNX

Sunnybank Margarine
McCann-Erickson, Inc.

YELLOW CAB CO.
(87th Week on CBS)

The Story Teller
Narration

Saturday
7:45-8:00 p.m.
ORIGINATES: KQW

Cab Service
Rhoades & Davis

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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**COLUMBIA
NETWORK
NEWS
SUSTAINING**

News Broadcasts

8:00-8:15 a.m.

MONDAY THRU SATURDAY

9:00-9:15 a.m.

11:00-11:10 p.m.

SUNDAY THRU SATURDAY

4:25-4:30 p.m.

MONDAY THRU FRIDAY

News Summaries

1:00 a.m.

SUNDAY THRU SATURDAY

6:00-6:15 p.m.

MONDAY THRU SATURDAY

EXCEPT THURSDAY

World Today

6:45-7:00 p.m.

MONDAY THRU SATURDAY

News Analyses

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

Report from Washington

11:15-11:30 p.m.

EACH SUNDAY

Columbia's reporters in foreign capitals, in New York and in Washington, cover the vast panorama of economic and political peace developments, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

Edward R. Murrow and Charles Shaw report from London; Douglas Edwards and Don Pryor from Paris; Howard K. Smith from Berlin; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; William J. Dunn from Tokyo; John Adams from the Philippines; George Moorad from Shanghai; Glen Akins from Chungking; William L. Shirer, Quincy Howe, Major George Fielding Eliot, Eric Sevareid, Larry Lesueur, Robert Trout, Ned Calmer, John Daly, Bill Slocum, Jr., Allan Jackson, Harry Marble, and Harry Clark from New York; Bill Henry, Joseph C. Harsch, Cliff Allen, Bob Evans, Joe McCaffrey, Tris Coffin and Bill Downs from Washington. (Currently on leave: Richard C. Hottelet, Charles Collingwood, and Webley Edwards.)

William L. Shirer

Robert Trout

Major George Fielding Eliot

Quincy Howe

Ned Calmer

Bill Henry

Joseph C. Harsch

(See also sponsored news programs)

From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

Feature Story

4:45-5:00 p.m.

MONDAY THRU FRIDAY

Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest economic and political events and usually miss being told.

Assignment Home

3:00-3:30 p.m.

EACH SATURDAY

In collaboration with the U.S. Veterans' Administration, CBS produces this series of programs dramatizing the reactions of demobilized servicemen to civilian life. The final five minutes of the program present a picture of the returned veteran in terms of his own community and its specific conditions.

**Transatlantic Call:
People to People**

12:30-1:00 p.m.

EACH SUNDAY

On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn to know each other and to understand the differences and appreciate the similarities of customs and behavior.

Problems of the Peace

1:30-1:45 p.m.

EACH SUNDAY

Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.

Eileen Farrell

6:30-6:45 p.m.

MONDAY, WEDNESDAY
AND FRIDAY

The gifted CBS soprano sings selections of classical songs and arias. She is accompanied on Mondays by Frederick Bristol at the piano, and on Wednesdays and Fridays by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

**SERIOUS
MUSIC**

Continued

Evelyn Pasen

6:30-6:45 p.m.

EACH TUESDAY

Concert songs and operatic arias are interpreted by the 20-year-old mezzo-soprano, Evelyn Pasen, accompanied by the Columbia Concert Orchestra under Bernard Herrmann.

Invitation to Music

11:30-12:00 midnight

EACH WEDNESDAY

Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Igor Stravinsky, composer-conductor, and Sir Thomas Beecham conducting the first American performance of *Idyll* by Frederick Delius.

Encore Appearance

6:30-6:45 p.m.

EACH THURSDAY

Singers who have manifested outstanding talent on Columbia's *New Voices in Song* appear again, before a nighttime audience, accompanied by the Columbia Concert Orchestra under Bernard Herrmann.

Philadelphia Orchestra

5:00-6:00 p.m.

EACH SATURDAY

Under its musical director Eugene Ormandy and famous guest conductors, one of America's finest musical organizations presents a weekly program, with top-ranking soloists including the pianists Robert Casadesus and Rudolf Serkin.

CBS Presents Olin Downes

2:55-3:00 p.m.

EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts.

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.

New Voices in Song

9:45-10:00 a.m.

EACH SUNDAY

These programs are designed to offer broadcast opportunities to young American singers who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

**SERIOUS
MUSIC**

**Salt Lake Tabernacle
Choir and Organ**

12 noon-12:30 p.m.

EACH SUNDAY

J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.

Dance Orchestra

VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

**LIGHT
MUSIC**

- | | |
|----------------|-----------------|
| COUNT BASIE | GENE KRUPA |
| LES BROWN | ELLIOT LAWRENCE |
| HENRY BUSSE | JOHNNY LONG |
| FRANKIE CARLE | FRANKIE MASTERS |
| JIMMY DORSEY | HAL MCINTYRE |
| TOMMY DORSEY | VAUGHN MONROE |
| DUKE ELLINGTON | ART MOONEY |
| SHEP FIELDS | GEORGE OLSEN |
| CHUCK FOSTER | TONY PASTOR |
| BENNY GOODMAN | GEORGE PAXTON |
| GLEN GRAY | LOUIS PRIMA |
| WOODY HERMAN | ARTIE SHAW |
| HARRY JAMES | CHARLIE SPIVAK |
| SAMMY KAYE | TOMMY TUCKER |
| STAN KENTON | |

Sing Along Club

3:30-4:00 p.m.

MONDAY THRU FRIDAY

The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. A daily musical quiz and the unique style of Carol Ames' voice round out a half hour of delightful entertainment.

**LIGHT
MUSIC**
Continued

Gordon MacRae

4:30-4:45 p.m.

MONDAY THRU FRIDAY

Still in his twenties, Columbia's romantic baritone has been in radio since he was 14—has also sung with Horace Heidt, appeared in *Junior Miss* and served in the army troop carrier command.

Coffee Club

8:30-9:00 a.m.

MONDAY THRU FRIDAY

From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Bill Mezger is M.C.

**Danny O'Neil and
His Guests**

11:30-12:00 p.m.

EACH MONDAY

Romantic tenor Danny O'Neil invites well-known singing guests to share his half-hour of popular hits and ballads. He is also heard on *Powder Box Theatre*, Thursdays at 10:30 p.m.

Patti Clayton

6:15-6:30 p.m.

EACH THURSDAY

Almost unknown seven months ago, Patti Clayton made her mark on the Arthur Godfrey program, where she's still singing at 9:15-9:45 a.m. Monday through Friday. Archie Bleyer conducts the orchestra on her Thursday program of popular ballads.

Viva America!

11:30-12:00 p.m.

EACH FRIDAY

An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist, and various Pan-American artists add their talent to a colorful "good neighbor show."

Bluejacket Choir

11:05-11:30 a.m.

EACH SUNDAY

The Great Lakes Naval Training Station choir of singing sailors offers selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.

Time to Remember

3:00-3:15 p.m.

MONDAY THRU FRIDAY

Milton Bacon draws from his rich fund of regional legends and true stories collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.

Michael Scott Presents

3:15-3:30 p.m.

MONDAY THRU FRIDAY

Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes.

Cimarron Tavern

5:30-5:45 p.m.

MONDAY THRU FRIDAY

The color and high adventure that marked the opening of America's southwest are recreated. The thrilling escapades of early settlers, and the pageantry of the past make the story of the Cimarron country as exciting as if it happened today.

The Sparrow and The Hawk

5:45-6:00 p.m.

MONDAY THRU FRIDAY

The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on assignments which lead to adventure high in the sky as they work together in the exciting development of civilian aviation.

It's Maritime

11:30-12:00 p.m.

EACH TUESDAY

Unsolved mysteries of the sea and what might have happened, told in narrative and drama, with sea chanties by Tom Glazer and music by the Merchant Marine orchestra.

Crime Photographer

10:30-11:00 p.m.

EACH MONDAY

The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.

**LIGHT
ENTERTAINMENT**

Arthur Godfrey

9:15-10:00 a.m.

MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and two vocalists.

Behind the Scenes at CBS

10:45-11:00 p.m.

EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

**EDUCATIONAL
PROGRAMS**

**The American School
of the Air**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Now in its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations, it provides young and old with a knowledge of history, music, science, current and post-war problems and literature.

MONDAY—Story of America

TUESDAY—Gateways to Music

WEDNESDAY—March of Science

THURSDAY—This Living World

FRIDAY—Tales From Far and Near

The Garden Gate

9:15-9:30 a.m.

EACH SATURDAY

From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

Columbia's Country Journal

9:30-10:00 a.m.

EACH SATURDAY

The farmer's postwar role and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.

**EDUCATIONAL
PROGRAMS**

Of Men and Books

2:00-2:15 p.m.
EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and their authors.

Adventures in Science

2:15-2:30 p.m.
EACH SATURDAY

Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made during the war years.

The People's Platform

6:15-6:45 p.m.
EACH SATURDAY

The vital issues of today are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.

Invitation to Learning

11:30-12 noon
EACH SUNDAY

Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Nearly three hundred books have been analyzed on this program, which is now in its sixth year on the air.

Church of the Air

10:00-10:30 a.m.
1:00-1:30 p.m.
EACH SUNDAY

In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

**RELIGIOUS
BROADCASTS**

Wings Over Jordan

10:30-11:00 a.m.
EACH SUNDAY

In February the Wings Over Jordan Chorus returns from an overseas USO trip. Meanwhile the Fisk University Choir and other famous Negro choirs are heard in programs of spirituals and choral music.

**SPECIAL CBS
SHORTWAVE
BROADCASTS
TO LATIN
AMERICA**

*CBS transmits on
WCBX, New York
WCRC, New York
WCBN, New York*

**SPECIAL CBS
SHORTWAVE
BROADCASTS
TO EUROPE
AND THE
EAST**

*CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
WCBN, New York*

**News, News Features
and Entertainment
Beamed to
The Network
of the Americas**

In: SPANISH
PORTUGUESE

From 4:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 109 affiliated stations in Latin America, round out the entertainment schedule.

**News, News Features
and Entertainment
Beamed Overseas**

In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages—plus more than 2¼ hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers*) and *The United Nations' Network*.

For more than a year, CBS has been operating at Delano, California the two new 50 kw. transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving our troops and our allies in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories.

Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: FALL, 1945

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.

2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

AUGUST 10 to AUGUST 14. During history's most concentrated climax, CBS, with full cooperation from its clients, gave network priority to news of Japan's surrender. During 112 hours, CBS broadcast 77 times from 10 foreign points. London to Chungking. 514 separate news reports and analyses by 32 CBS correspondents and analysts went on the air.

SEPTEMBER 16. *Stars in the Afternoon*. For 90 minutes starting at 3 p.m. EST. CBS spread before America a brilliant "showcase" of stars and music as a sample of its fall and winter program feast on the network. Under Norman Corwin's direction, some 28 radio stars, a 75-piece orchestra and 4 musical directors took part. Carnegie Hall in New York was filled to capacity to watch the broadcast.

SEPTEMBER 23. From the CBS Vine Street Playhouse in Hollywood the second act of *Stars in the Afternoon* was broadcast at 3 p.m. EST, again inviting the nation to a brilliant radio season by spotlighting the CBS programs originating in Hollywood. William N. Robson directed, with the Screen Guild Orchestra and 34 famous stars of screen and radio.

OCTOBER 26. From 6:30 a.m. to 12:00 midnight October 28. CBS devoted 10½ hours to tributes to the U. S. Navy, highlighted by a full hour program from Hollywood featuring EDWARD G. ROBINSON, JOHN GARFIELD, RONALD REAGAN, PAT O'BRIEN and other stars in a pageant of dramatic moments in the war.

NOVEMBER 4 to 10. National Radio Week marked radio's 25th anniversary. CBS devoted 11½ hours of sustaining programs to commemorating the industry's first quarter-century. Highlights were NORMAN CORWIN's "Seems Radio Is Here to Stay," first broadcast on April 24, 1939, now brought up to date. NOVEMBER 10 at 10:45 p.m. EST Herbert C. Hoover paid tribute to radio's service to the people of the U. S.

TALKS:

AUGUST 7: ROBERT D. POTTER, Science Editor of the *American Weekly*, discussed "The Future of the Atomic Bomb." Mr. Potter, a physicist, was working at Carnegie Institute when the atom was first smashed: 11:15-11:30 p.m. EST.

AUGUST 11: "Coldest Winter Coming." SENATOR HARLEY M. KILGORE, Democrat of West Virginia, discussed domestic problems in getting fuel to Europe: 10:45-11 p.m. EST.

AUGUST 17: From London, CBS broadcast an interview between ED MURROW and HERBERT MORRISON, Lord President of the Council and former member of the British Inner War Cabinet under Prime Minister Churchill: 5:30-5:45 p.m. EST.

AUGUST 18: From Montreal, DR. EDWARD WARNER, Vice-Chairman of the Civil Aeronautics Board and former Assistant Secretary of the Navy for Aeronautics, talked on "World Civil Aviation": 10:45-11 p.m. EST.

AUGUST 19: MRS. FRANKLIN D. ROOSEVELT spoke on the Day of Prayer, proclaimed by President Truman: 2:55-3 p.m. EST.

AUGUST 21: REPRESENTATIVE ANTON J. JOHNSON, Republican of Illinois, discussed "Agricultural Reconversion": 10:30-10:45 p.m. EST.

AUGUST 25: In his first broadcast after his appointment as Director of the Office of War Mobilization and Reconversion, JOHN W. SNYDER discussed America's No. 1 problem: 10:45-11 p.m. EST.

AUGUST 25: MRS. LAFELL DICKINSON, President, General Federation of Women's Clubs; MRS. GEORGE HOWARD, Chairman of Radio, National Society, DAR; MRS. HARPER SIBLEY, President, United Council of Church Women, talked in connection with the 25th anniversary of the 19th Amendment to the Constitution, which gave the vote to women: 3:30-3:45 p.m. EST.

AUGUST 27: GENERAL CHARLES DE GAULLE spoke from the official welcome given him by the City of Chicago: 11:15-11:30 p.m. EST.

SEPTEMBER 1: PHILIP MURRAY, President of the CIO, spoke on "Labor Day-Postwar": 10:45-11 p.m. EST.

SEPTEMBER 8: From Manila and Washington. On his birthday, PRESIDENT SERGIO OSMENA of the Philippine Commonwealth thanked America for his country's liberation. He was introduced by Secretary of the Interior Harold L. Ickes: 3:30-3:45 p.m. EST.

SEPTEMBER 10: MAJOR GENERAL LEWIS B. HERSHEY, Director of the Selective Service System, spoke on "Selective Service and the Veterans' Reemployment Rights": 11:15-11:30 p.m. EST.

SEPTEMBER 15: "Trusteeship of the Pacific Bases" was discussed by CLARK M. EICHELBERGER, Director, American Association for the United Nations, PROFESSOR ARTHUR N. HOLCOMBE of Harvard University and Representative ANDREW J. BIEMILLER, Democrat of Wisconsin: 10:45-11 p.m. EST.

SEPTEMBER 22: THE EARL OF HALIFAX, British Ambassador to Washington, on "Observa-

tions on the State of the British Empire": 10:45-11 p.m. EST.

OCTOBER 2: In his first broadcast since assuming the presidency of NAB, JUSTIN MILLER addressed the nation: 10:30-10:45 p.m. EST.

OCTOBER 5: A report on the first conference of the Council of Foreign Ministers was broadcast exclusively over CBS by Secretary of State JAMES F. BYRNES: 9:30-10 p.m. EST.

OCTOBER 6: JOHN FOSTER DULLES, advisor to Secretary Byrnes, spoke on the London conference of Foreign Ministers: 10:45-11 p.m. EST.

OCTOBER 16: Representative JOHN TABER, Republican of New York, discussed "Bottle-necks in Discharging Servicemen" on a CBS "Congress Speaks": 10:30-10:45 p.m. EST.

OCTOBER 18: MARGARET A. HICKEY, President, National Federation of Business and Professional Women's Clubs, Inc.; ELEANOR HERRICK, personnel director and labor consultant, *New York Herald Tribune*; JANE TODD, Deputy Commissioner, N.Y. State Dept. of Commerce, discussed "Jobs Enough To Go Around": 11:15-11:30 p.m. EST.

OCTOBER 27: "The Disorder of the World," a general survey of the problem of making peace after two world wars, was discussed by WALTER LIPPMANN, editor and author: 10:45-11 p.m. EST.

OCTOBER 31: Another of the broadcasts originating from the *Herald Tribune Forum* presented DR. VANNEVAR BUSH discussing "Science for World Service": 10-10:30 p.m. EST.

NOVEMBER 13: CLEMENT R. ATTLEE, Prime Minister of England, spoke on proposals for the control of atomic energy: 12:30-1:00 p.m. EST.

NOVEMBER 14: JOSEPH E. DAVIES spoke on "America and Russia Allied for Peace": 11:15-11:30 p.m. EST.

NOVEMBER 20: The problem of national housing was discussed by SENATOR ALLEN J. ELLENDER, Democrat of Louisiana, on "Congress Speaks": 10:30-10:45 p.m. EST.

CBS DEMONSTRATES FULL COLOR TELEVISION IN THE "RADAR" FREQUENCIES

Front Page News:

Television in Color Reported A Success in Tests Made Here

Special to THE NEW YORK TIMES.

WASHINGTON, Oct. 11—Achievement of a radio "miracle," the transmission of pictures in full color over the towering roofs of New York City, was disclosed today before the Federal Communications Commission when leaders in the broadcast field met to discuss rules and regulations proposed Oct. 3 for commercial television.

The revelation was made by Paul W. Kesten, executive vice president of the Columbia Broadcasting System, who said that only yesterday pictures in color were sent between the Chrysler Building Tower and the office of the Columbia Broadcasting System at Madison Avenue and Fifty-second Street.

Saying that CBS was not yet ready to show the public the "miracle" of these new pictures, Mr. Kesten, nevertheless, felt compelled to "break silence," and tell of the experiment.

Three weeks ago, he said, he saw the pictures in "magnificent color" in a laboratory over a closed circuit.

"Although nominally 525-line pictures, each completed picture contained 1575 imperceptible lines of beautifully detailed color—and the circuit was complete from the scanning device to the actual receiver," he stated. "Later on the same day I saw the same pictures

actually broadcast, still in the laboratory, but with a transmitter at one end of the room and a receiver at the other. They were just as perfect as the closed circuit images.

"Only yesterday, Oct. 10, I saw these television pictures successfully broadcast across the crowded New York skyline and received many blocks away with superb clarity, demonstrating the actual use of the ultra high frequencies and the modulation of a ten megacycle video band—two of the things so many were so sure could not be done."

Looking Ahead to Great Future

The experts, comprising the group at the hearing, gathered with an eye to the day when television will be a country-wide fact.

System Devised by Goldmark

The CBS color system was developed by Dr. Peter C. Goldmark, director of engineering research for the network, and centers around use of a mechanically operated disk by means of which the colors are projected.

N. Y. TIMES, October 12, 1945

CBS PROGRAM BOOK SUPPLEMENT • JANUARY 1, 1946

NATIONAL BROADCASTING COMPANY, INC.
 GENERAL HEADQUARTERS
 80 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NEW CBS SPONSORED PROGRAMS

<p>GENERAL MOTORS CORP. <i>(22nd Week on CBS)</i></p> <p>Hollywood Star Time <i>Drama</i></p>	<p>Sunday 2:30-3:00 p.m. 147 CBS stations ORIGINATES: KNX</p>	<p>Electric Refrigerators <i>Foote, Cone & Belding</i></p>
<p>HALL BROS. CO. <i>(Begins January 13th)</i></p> <p>Reader's Digest - Radio Edition <i>Drama</i></p>	<p>Sunday 2:00-2:30 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>Hallmark Cards <i>Foote, Cone & Belding</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>INDUSTRIAL MANAGEMENT CORP. <i>(5th Week on CBS)</i></p> <p>Voice of the Moment <i>Drama</i></p>	<p>Saturday 5:00-5:15 p.m. ORIGINATES: KNX</p>	<p>Insect-O-Blitz <i>Lockwood-Shackelford Co.</i></p>
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MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p><i>Page 8</i></p>	<p>CURTISS CANDY COMPANY</p>	<p>Change name of newscaster to Andre Baruch.</p>
<p><i>Page 9</i></p>	<p>FORD MOTOR COMPANY</p>	<p>Change origination point to KNX. Change program listing to "The Bob Crosby Show".</p>
<p><i>Page 9</i></p>	<p>GENERAL FOODS CORPORATION</p>	<p>Change program listing of "Two on a Clue" to "The Second Mrs. Burton."</p>
<p><i>Page 10</i></p>	<p>JOHNSON AND JOHNSON</p>	<p>Cancel series.</p>
<p><i>Page 11</i></p>	<p>LEVER BROTHERS COMPANY</p>	<p>Cancel rebroadcast time on "A Woman's Life."</p>

CBS PROGRAM BOOK SUPPLEMENT - FEBRUARY 1, 1946

NATIONAL BROADCASTING COMPANY
 GENERAL HEADQUARTERS
 300 WEST 57th STREET
 NEW YORK, N. Y.

NEW AND SPONSORED PROGRAMS

<p>FERRY-MORSE SEED CO. <i>(43rd Week on CBS)</i></p> <p>Garden Gate with Tom Williams <i>Garden Talks</i></p>	<p>Saturday 9:15-9:30 a.m. 141 CBS stations ORIGINATES: WLAC</p>	<p>Seeds <i>MacManus, John & Adams, Inc.</i></p>
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NEW AND PACIFIC NETWORK PROGRAMS

<p>LOMA LINDA FOOD CO. <i>(3rd Week on CBS)</i></p> <p>Burritt Wheeler <i>Commentary</i></p>	<p>Mon., Wed., Fri. 12:30-12:45 p.m. ORIGINATES: KNX</p>	<p>Food Products <i>Elwood J. Robinson Adv. Agency</i></p>
<p>WILCO CO. <i>(3rd Week on CBS)</i></p> <p>Burritt Wheeler <i>Commentary</i></p>	<p>Tues., Thurs. 12:30-12:45 p.m. ORIGINATES: KNX</p>	<p>Clearex, window cleaner Bif, insect spray <i>Elwood J. Robinson Adv. Agency</i></p>

GENERAL INFORMATION - AND SPONSORED PROGRAMS

<p><i>Page 4</i></p>	<p>AMERICAN OIL COMPANY</p>	<p>Cancel "CBS World News" Thurs. series.</p>
<p><i>Page 5</i></p>	<p>BAYER COMPANY</p>	<p>Cancel "Second Husband" series.</p>
<p><i>Page 5</i></p>	<p>BORDEN CO.</p>	<p>Change rebroadcast time of "The Ginny Simms Show" to 11:30-11:55 p.m.</p> <p>Cancel Hemo as product advertised on "County Fair."</p>
<p><i>Page 9</i></p>	<p>GENERAL FOODS CORPORATION</p>	<p>Change agency on "Kate Smith Sings" to Foote, Cone & Belding, Inc.</p>

<i>Page 13</i>	PHILIP MORRIS & COMPANY, LTD. INC.	Cancel rebroadcast time on "It Pays To Be Ignorant."
<i>Page 13</i>	PRINCE MATCHABELLI, INC.	Cancel series.
<i>Page 14</i>	THE PROCTER & GAMBLE CO.	Cancel the "Vic & Sade" program.
<i>Page 15</i>	R. J. REYNOLDS TOBACCO CO.	Change program listing to "The Bob Hawk Show."

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 17</i>	CAMPBELL SOUP CO.	Change time to Monday thru Saturday.
<i>Page 17</i>	DAY & NIGHT MANUFACTURING CO.	Cancel series.
<i>Page 17</i>	EDISON BROTHERS STORES	Cancel series.
<i>Page 18</i>	GENERAL PETROLEUM CORP. OF CALIFORNIA	Change time to Saturday, 6:00-6:30 p.m.
<i>Page 18</i>	KELITE PRODUCTS, INC.	Add new program "Meet the Missus" participation quiz on Tuesday, 2:45-3:00 p.m.
<i>Page 18</i>	LYON VAN & STORAGE CO.	Program now Monday & Thursday.
<i>Page 19</i>	PETER PAUL, INC.	Change newscaster to Dick Cutting.
<i>Page 19</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Change newscaster to Harry Flannery.
<i>Page 19</i>	S. & W. FINE FOODS, INC.	Cancel series.
<i>Page 19</i>	SOIL OFF MANUFACTURING COMPANY	Change newscaster to Dick Cutting.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

<i>Page 20</i>	FERRY-MORSE SEED CO.	Change name "Holly" to "Rolly."
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<i>Page 10</i>	GULF OIL CORPORATION	Change product listing to Gulf Oil Products.
<i>Page 13</i>	CHARLES H. PHILLIPS CHEMICAL CO.	Cancel series.
<i>Page 13</i>	PHILIP MORRIS & COMPANY, LTD. INC.	Change program listing of "It Pays To Be Ignorant" to "Holiday & Company."
MONTHLY COLLECTIONS - THE PUBLIC NETWORK PROGRAMS		
<i>Page 17</i>	COLONIAL DAMES, INC.	Change time on "Meet The Missus" to 2:45-3:00 p.m.
<i>Page 18</i>	GENERAL PETROLEUM CORP. OF CALIFORNIA	Change newscaster to Knox Manning.

CBS Program Book
Supplement for January
to be tipped in here