

CBS PROGRAM BOOK • WINTER, 1946-47



The Philadelphia Orchestra

COLUMBIA NETWORK CLIENTS

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All time listed on the following pages is Eastern Standard Time unless otherwise indicated.

CBS SPONSORED
PROGRAMS*"Weeks on CBS"
as of Dec. 1, 1946*

<p>AMERICAN HOME PRODUCTS CORP. <i>(721st Week on CBS)</i></p> <p>Our Gal Sunday <i>Serial drama</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 149 CBS stations ORIGINATES: WCBS</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 147 CBS stations ORIGINATES: WCBS</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Kolynos and Heet <i>Dancer-Fitzgerald-Sample, Inc.</i></p>
<p>AMERICAN HOME FOODS, INC. <i>(721st Week on CBS)</i></p> <p>Give and Take <i>Audience participation</i></p> <p>Surprise Party <i>Audience participation</i> <i>(Last broadcast December 26)</i></p>	<p>Saturday 11:30-12:00 noon 150 CBS stations ORIGINATES: WCBS</p> <p>Tues., Thurs. 3:00-3:30 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>Chef Boy-Ar-Dee Quality Foods <i>McJunkin Adv. Co.</i></p> <p>G. Washington Coffee <i>Ruthrauff & Ryan, Inc.</i></p>
<p>AMERICAN TOBACCO COMPANY <i>(552nd Week on CBS)</i></p> <p>Your Hit Parade Mark Warnow's Orchestra, Joan Edwards, Andy Russell, The Hit Paraders <i>Musical</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12:00 mid.-12:45 a.m. 156 CBS stations ORIGINATES: WCBS and KNX</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p>
<p>ANCHOR-HOCKING GLASS CORP. <i>(152nd Week on CBS)</i></p> <p>Casey, Crime Photographer <i>Mystery drama</i></p>	<p>Thursday 9:30-10:00 p.m. 141 CBS stations ORIGINATES: WCBS</p>	<p>Anchorglass and Fire King Ovenglass Products <i>William H. Weintraub & Co., Inc.</i></p>
<p>ARMSTRONG CORK COMPANY <i>(269th Week on CBS)</i></p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 150 CBS stations ORIGINATES: WCBS</p>	<p>Armstrong's Floor Coverings <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>BALLARD & BALLARD CO. <i>(200th Week on CBS)</i></p> <p>Renfro Valley Folks <i>Variety</i></p>	<p>Sunday 9:15-9:45 a.m. 25 CBS stations ORIGINATES: WHAS</p>	<p>Ballard's Obelisk Flour <i>Henri, Hurst & McDonald, Inc.</i></p>

BAYER COMPANY
(583rd Week on CBS)

American Melody Hour
with Bob Hannon, Evelyn
MacGregor, Orchestra and chorus
Musical variety

Tuesday
7:30-8:00 p.m.
144 CBS stations
ORIGINATES: WCBS

Bayer Aspirin
*Dancer-Fitzgerald-
Sample, Inc.*

BORDEN CO.
(125th Week on CBS)

***The Ginny Simms Show**
Musical variety

County Fair
Variety-quiz

Friday
9:00-9:30 p.m.
151 CBS stations
ORIGINATES: KNX

All Products
Young & Rubicam, Inc.

Saturday
1:30-2:00 p.m.
152 CBS stations
ORIGINATES: WCBS

Borden's Instant Coffee
Kenyon & Eckhardt, Inc.

BOWEY'S, INC.
(392nd Week on CBS)

Stars Over Hollywood
with guest stars
Original drama

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

Dari-Rich Products
Sorensen & Company

CAMPBELL SOUP COMPANY
(625th Week on CBS)

The Jack Carson Show
Comedy

***The Campbell Room**
Starring Hildegarde
Variety

Robert Trout
With The News Till Now
News

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

Sunday
9:00-9:30 p.m.
142 CBS stations
29 CBC stations
ORIGINATES: WCBS

Mon. thru Fri.
6:45-7:00 p.m.
124 CBS stations
ORIGINATES: WCBS

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

CBS SPONSORED
PROGRAMS

<p>*CANADA DRY GINGER ALE, INC. (22nd Week on CBS)</p> <p>Sparkle Time with Meredith Willson <i>Musical variety</i></p>	<p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 142 CBS stations ORIGINATES: KNX</p>	<p>Canada Dry Beverages <i>J. M. Mathes, Inc.</i></p>
<p>*CARNATION CO. (49th Week on CBS)</p> <p>Lone Journey <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 62 CBS stations ORIGINATES: WCBS</p>	<p>Carnation Evaporated Milk and Friskies Dog Food <i>Erwin, Wasey & Co., Ltd.</i></p>
<p>CENTAUR DIVISION, STERLING DRUG INC. (379th Week on CBS)</p> <p>Big Town <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 144 CBS stations 22 CBC stations ORIGINATES: WCBS</p>	<p>Ironized Yeast <i>Pedlar & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (121st Week on CBS)</p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 154 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Hair Tonic and Petroleum Jelly <i>McCann-Erickson, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (568th Week on CBS)</p> <p>The Mel Blanc Show <i>Comedy</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. 145 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>

*Program or client added to network schedule since previous issue.

CONTINENTAL BAKING CO., INC.
(621st Week on CBS)

Mon. thru Fri.
11:30-11:45 a.m.
47 CBS stations
ORIGINATES: WCBS

Wonder Bread, Hostess
Cake
Ted Bates, Inc.

***Grand Slam**
with Irene Beasley
Audience participation

CREAM OF WHEAT CORP.
(330th Week on CBS)

Saturday
11:05-11:30 a.m.
143 CBS stations
ORIGINATES: WCBS

Cream of Wheat Cereal
*Batten, Barton, Durstine
& Osborn, Inc.*

Let's Pretend
Dramatized fairy tales

CRESTA BLANCA WINE CO.
(190th Week on CBS)

Tuesday
9:30-10:00 p.m.
122 CBS stations
ORIGINATES: KNX

Cresta Blanca Wines
*Batten, Barton, Durstine
& Osborn, Inc.*

Hollywood Players
Drama

CURTISS CANDY COMPANY
(322nd Week on CBS)

Sat., Sun.
11:00-11:05 a.m.
140 CBS stations
ORIGINATES: WCBS

Candy
C. L. Miller Company

News
with Warren Sweeney

ELECTRIC AUTO-LITE CO.
(60th Week on CBS)

Thursday
9:00-9:30 p.m.
153 CBS stations
28 CBC stations
ORIGINATES: KNX

Spark Plugs, Batteries,
Ignition Systems, Auto
Accessories
Ruthrauff & Ryan, Inc.

The Dick Haymes Show
Variety

**ELECTRIC COMPANIES
ADVERTISING PROGRAM**
(170th Week on CBS)

Sunday
4:30-5:00 p.m.
145 CBS stations
ORIGINATES: WCBS

Institutional
N. W. Ayer & Son, Inc.

Hour of Charm
with Phil Spitalny's Orchestra
Musical

ELGIN NATIONAL WATCH CO.
(58th Week on CBS)

Wednesday, Dec. 25
(Christmas Day)
4:00-6:00 p.m.
159 CBS stations
ORIGINATES: KNX

Watches
J. Walter Thompson Co.

Two Hours of Stars
*Variety show**

**CBS SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>EMERSON DRUG COMPANY <i>(343rd Week on CBS)</i></p> <p>Inner Sanctum <i>Mystery drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 146 CBS stations ORIGINATES: WCBS</p>	<p>Bromo-Seltzer <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>EVERSHARP, INC. <i>(374th Week on CBS)</i></p> <p>Take It or Leave It with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Ann Sothorn in "Maisie" <i>Comedy</i></p>	<p>Sunday 10:00-10:30 p.m. 159 CBS stations 27 CBC stations ORIGINATES: WCBS</p> <p>Friday 10:30-11:00 p.m. 154 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>
<p>FORD MOTOR CO. <i>(472nd Week on CBS)</i></p> <p>The Ford Show Starring Dinah Shore with Peter Lind Hayes and Bob Dolan's Orchestra <i>Variety</i></p>	<p>Wednesday 9:30-10:00 p.m. 156 CBS stations ORIGINATES: KNX</p>	<p>Motor Cars <i>J. Walter Thompson Co</i></p>
<p>GENERAL ELECTRIC COMPANY <i>(248th Week on CBS)</i></p> <p>G. E. House Party <i>Variety</i></p>	<p>Mon., Wed., Fri. 4:00-4:25 p.m. 154 CBS stations ORIGINATES: KNX</p>	<p>Household Appliance Division <i>Young & Rubicam, Inc</i></p>
<p>GENERAL FOODS CORPORATION <i>(606th Week on CBS)</i></p> <p>Kate Smith Sings <i>Music</i></p> <p>Kate Smith Speaks Ted Collins with the News <i>Talks and news</i></p>	<p>Sunday 6:30-7:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 144 CBS stations ORIGINATES: WCBS</p> <p>Mon. thru Fri. 12 noon-12:15 p.m. 142 CBS stations ORIGINATES: WCBS</p>	<p>Postum <i>Foote, Cone & Belding</i></p> <p>Post Raisin Bran, Post Bran Flakes <i>Benton & Bowles, Inc.</i></p>

GENERAL FOODS CORPORATION

(Continued)

The Adventures of the Thin Man

Mystery

The Baby Snooks Show

Comedy

The Second Mrs. Burton

Serial drama

Friday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
146 CBS stations
ORIGINATES: WCBS

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

Mon. thru Fri.
2:00-2:15 p.m.
65 CBS stations
ORIGINATES: WCBS

Sanka and Instant Sanka
Young & Rubicam, Inc.

Jell-O, Jell-O Puddings
Young & Rubicam, Inc.

LaFrance, Satina
Young & Rubicam, Inc.

GENERAL MOTORS CORP.

(69th Week on CBS)

Hollywood Star Time

Drama

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
150 CBS stations
ORIGINATES: KNX

Frigidaire
Foote, Cone & Belding

GULF OIL CORPORATION

(668th Week on CBS)

We the People
with Milo Boulton and Oscar
Bradley's Orchestra
Real life experiences

Sunday
10:30-11:00 p.m.
105 CBS stations
ORIGINATES: WFLS

Gulf Oil Products
Young & Rubicam, Inc.

HALL BROS. INC.

(39th Week on CBS)

**Reader's Digest -
Radio Edition**

Drama

Thursday
10:00-10:30 p.m.
153 CBS stations
ORIGINATES: WCBS

"Hallmark" Greeting
Cards
Foote, Cone & Belding

HOUSEHOLD FINANCE CORP.

(101st Week on CBS)

That's Finnegan
Comedy drama

Thursday
10:30-11:00 p.m.
64 CBS stations
ORIGINATES: KNX

Personal Loans
Shaw-Le Vally, Inc.

CBS SPONSORED
PROGRAMS

<p>INTERNATIONAL SILVER COMPANY <i>(456th Week on CBS)</i></p> <p>Adventures of Ozzie and Harriet <i>Comedy</i></p>	<p>Sunday 6:00-6:30 p.m. 147 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>(278th Week on CBS)</i></p> <p>Bill Henry <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 64 CBS stations ORIGINATES: WTOP and WCBS</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p>LADY ESTHER SALES COMPANY, INC. <i>(677th Week on CBS)</i></p> <p>Screen Guild Players <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 149 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick, Nail Polish <i>The Biow Co., Inc.</i></p>
<p>LEVER BROTHERS COMPANY <i>(591st Week on CBS)</i></p> <p>Lux Radio Theater William Keighley, director, with famous stars and Lou Silvers' Orchestra <i>Drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>*The Joan Davis Show <i>Comedy</i></p>	<p>Monday 9:00-10:00 p.m. 149 CBS stations 24 CBC stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 45 CBS stations 22 CBC stations ORIGINATES: WCBS</p> <p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Lux Soap & Flakes <i>J. Walter Thompson Co</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>
<p>THOMAS J. LIPTON, INC. <i>(155th Week on CBS)</i></p> <p>Vox Pop <i>Quiz</i></p>	<p>Tuesday 9:00-9:30 p.m. 145 CBS stations ORIGINATES: WCBS</p>	<p>Lipton's Tea and Continental Soup Mix <i>Young & Rubicam, Inc.</i></p>

*Program or client added to network schedule since previous issue.

P. LORILLARD COMPANY*(466th Week on CBS)***Songs By Sinatra***Musical*

Wednesday

9:00-9:30 p.m.

141 CBS stations

ORIGINATES: KNX

Old Gold Cigarettes

*Lennen & Mitchell, Inc.****LUDEN'S, INC.***(90th Week on CBS)***Hoagy Carmichael Sings***Musical*

Sunday

5:30-5:45 p.m.

146 CBS stations

ORIGINATES: KNX

Cough Drops

*J. M. Mathes, Inc.***MANHATTAN SOAP CO., INC.***(302nd Week on CBS)***The Strange Romance of Evelyn Winters***Dramatic serial*

Mon. thru Fri.

10:30-10:45 a.m.

75 CBS stations

ORIGINATES: WCBS

Blu-White Flakes and Sweetheart Soap

*Duane Jones Co., Inc.****Rose of My Dreams***Dramatic serial*

Mon. thru Fri.

2:45-3:00 p.m.

155 CBS stations

ORIGINATES: WCBS

Sweetheart Soap

*Duane Jones Co., Inc.***NOXZEMA CHEMICAL CO.***(214th Week on CBS)***Mayor of the Town**

with Lionel Barrymore

Drama

Saturday

8:30-8:55 p.m.

Rebroadcast

11:30 11:55 p.m.

142 CBS stations

24 CBC stations

ORIGINATES: KNX

All Products

*Sullivan, Stauffer,**Colwell & Bayles, Inc.***THE PARKER PEN CO.***(231st Week on CBS)***Ned Calmer and the News**

Sat., Sun.

8:55-9:00 p.m.

140 CBS stations

ORIGINATES: WCBS

Pens, Pencils,

Quink

*J. Walter Thompson Co.***Information Please***Quiz*

Wednesday

10:30-11:00 p.m.

154 CBS stations

ORIGINATES: WCBS

CBS SPONSORED
PROGRAMS

<p>PET MILK SALES CORPORATION (680th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and chorus <i>Musical</i></p> <p>Mary Lee Taylor Home Economist <i>Talks</i></p>	<p>Saturday 9:45-10:15 p.m. 71 CBS stations ORIGINATES: WCBS</p> <p>Saturday 10:30-11:00 a.m. <i>Rebroadcast</i> 2:00-2:30 p.m. 129 CBS stations ORIGINATES: KMOX</p>	<p>400-D Pet Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD., INC. (538th Week on CBS)</p> <p>Crime Doctor <i>Mystery drama</i></p> <p>It Pays To Be Ignorant <i>Variety</i></p>	<p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 141 CBS stations ORIGINATES: WCBS</p> <p>Friday 10:00-10:30 p.m. 141 CBS stations ORIGINATES: WCBS</p>	<p>Philip Morris Cigarettes <i>The Biow Co., Inc.</i></p>
<p>PILLSBURY MILLS, INC. (439th Week on CBS)</p> <p>Grand Central Station <i>Drama</i></p>	<p>Saturday 1:00-1:30 p.m. 128 CBS stations ORIGINATES: WCBS</p>	<p>All Products <i>McCann-Erickson, Inc.</i></p>
<p>*PRINCE MATCHABELLI, INC. (50th Week on CBS)</p> <p>Stradivari Orchestra <i>Musical</i></p>	<p>Sunday 2:30-3:00 p.m. 50 CBS stations ORIGINATES: WCBS</p>	<p>Prince Matchabelli Perfume and Cosmetics <i>Morse International, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (631st Week on CBS)</p> <p>Big Sister <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. 68 CBS stations 23 CBC stations ORIGINATES: WCBS</p>	<p>Ivory Soap <i>Compton Advertising, Inc.</i></p>

*Program or client added to network schedule since previous issue.

THE PROCTER & GAMBLE CO.*(Continued)***F.B.I. in Peace and War***Drama*

Thursday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
80 CBS stations
ORIGINATES: WCBS

Lava Soap
The Biow Co., Inc.

Lowell Thomas*News*

Mon. thru Fri.
11:00-11:15 p.m.
16 CBS stations
ORIGINATES: WCBS

Ivory Soap
*Compton Advertising,
Inc.*

Ma Perkins*Serial drama*

Mon. thru Fri.
1:15-1:30 p.m.
75 CBS stations
ORIGINATES: WBBM

Oxydol
*Dancer-Fitzgerald-
Sample, Inc.*

Mystery of the Week*Drama*

Mon. thru Fri.
7:00-7:15 p.m.
63 CBS stations
ORIGINATES: WCBS

Ivory Soap
*Compton Advertising,
Inc.*

Perry Mason*Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
77 CBS stations
ORIGINATES: WCBS

Spic & Span, Crisco, Dreft
*Dancer-Fitzgerald-
Sample, Inc.*
*Compton Advertising,
Inc.*

Rosemary*Serial drama*

Mon. thru Fri.
11:45-12:00 noon
58 CBS stations
ORIGINATES: WCBS

Ivory Snow
Benton & Bowles, Inc.

The Jack Smith Show*Songs*

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
82 CBS stations
22 CBC stations
ORIGINATES: WCBS

Oxydol
*Dancer-Fitzgerald-
Sample, Inc.*

Road of Life*Serial drama*

Mon. thru Fri.
1:45-2:00 p.m.
76 CBS stations
ORIGINATES: WCBS

Duz
*Compton Advertising,
Inc.*

CBS SPONSORED
PROGRAMS

THE PROCTER & GAMBLE CO.

(Continued)

***This Is Hollywood**
with Hedda Hopper

Dramatic

Young Dr. Malone

Serial drama

Saturday

10:15-10:45 p.m.

114 CBS stations

ORIGINATES: KNX

Carnay

Pedlar & Ryan, Inc.

Mon. thru Fri.

1:30-1:45 p.m.

45 CBS stations

ORIGINATES: WCBS

Crisco, Drefit

*Compton Advertising,
Inc.**Dancer-Fitzgerald-
Sample, Inc.*PRUDENTIAL INSURANCE
COMPANY OF AMERICA*(391st Week on CBS)*

Prudential Family Hour

with Rise Stevens, Jimmy Carroll,
Ted Malone, guest stars, and
Al Goodman's Orchestra and chorus

Musical variety

Sunday

5:00-5:30 p.m.

150 CBS stations

ORIGINATES: WCBS

Insurance Services

*Benton & Bowles, Inc.*R. J. REYNOLDS TOBACCO
COMPANY*(708th Week on CBS)*

Bob Hawk Show

Quiz

***Vaughn Monroe Show**

Musical

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

151 CBS stations

ORIGINATES: WCBS

Camel Cigarettes,
Prince Albert Smoking
Tobacco

*William Esty & Co.,
Inc.*

Saturday

7:30-8:00 p.m.

Rebroadcast

9:00-9:30 p.m.

152 CBS stations

ORIGINATES: WCBS

*RICHARD HUDNUT SALES CO., INC.

(153rd Week on CBS)

Jean Sablon

Songs

Saturday

7:15-7:30 p.m.

Rebroadcast

12:45-1:00 a.m.

64 CBS stations

ORIGINATES: WCBS

Du Barry Cosmetics

Kenyon & Eckhardt, Inc

ROMA WINE CO., INC.

(195th Week on CBS)

Suspense

Mystery drama

Thursday

8:00-8:30 p.m.

Rebroadcast

12 mid.-12:30 a.m.

83 CBS stations

ORIGINATES: KNX

Roma Wines

The Biow Co., Inc.

E. R. SQUIBB & SONS*(334th Week on CBS)***Academy Award Theater***Drama**(Series ends December 18)*

Wednesday

10:00-10:30 p.m.

150 CBS stations

ORIGINATES: KNX

Squibb Products

*Geyer, Cornell &**Newell, Inc.***THE TEXAS COMPANY***(469th Week on CBS)****The Eddie Bracken Show***Comedy*

Sunday

9:30-10:00 p.m.

152 CBS stations

32 CBC stations

ORIGINATES: KNX

Texaco Products

*Buchanan & Co., Inc.***UNITED-REXALL DRUG CO.***(87th Week on CBS)***Durante-Moore Show***Comedy variety*

Friday

9:30-10:00 p.m.

153 CBS stations

ORIGINATES: KNX

Drugs

*N. W. Ayer & Sons,**Inc.****UNITED STATES RUBBER CO.***(212th Week on CBS)***New York Philharmonic-Symphony***Musical*

Sunday

3:00-4:30 p.m.

144 CBS stations

ORIGINATES: WCBS

Tires

*Campbell-Ewald Co.,**Inc.***WHITEHALL PHARMACAL COMPANY***(721st Week on CBS)***Ellery Queen***Mystery drama*

Wednesday

7:30-8:00 p.m.

*Rebroadcast**12:30-1:00 a.m.*

52 CBS stations

ORIGINATES: WCBS

Anacin and Kolynos

*Sullivan, Stauffer,**Colwell & Bayles, Inc.****Hollywood Jackpot****Starring Kenny Delmar***Audience participation*

Mon., Wed., Fri.

4:30-5:00 p.m.

24 CBS stations

ORIGINATES: WCBS

Anacin and Kolynos

*Dancer-Fitzgerald-**Sample, Inc.***Mr. Keen, Tracer of Lost Persons***Mystery drama*

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WCBS

Kolynos

*Dancer-Fitzgerald-**Sample, Inc.*

**CBS SPONSORED
PROGRAMS**

***WILDROOT CO., INC.**

(61st Week on CBS)

**The Adventures of
Sam Spade**

Mystery drama

Sunday

8:00-8:30 p.m.

Rebroadcast

12:00 mid.-12:30 a.m.

153 CBS stations

ORIGINATES: KNX

Wildroot Cream Oil

*Batten, Barton, Durstine
& Osborn, Inc.*

J. B. WILLIAMS COMPANY

(156th Week on CBS)

William L. Shirer

News

Sunday

5:45-6:00 p.m.

146 CBS stations

ORIGINATES: WCBS

Shaving Cream

Lectric Shave

J. Walter Thompson Co.

WM. WRIGLEY, JR., COMPANY

(754th Week on CBS)

Gene Autry Show

Musical

Sunday

7:00-7:30 p.m.

148 CBS stations

ORIGINATES: KNX

Chewing Gum

Ruthrauff & Ryan, Inc.

**COLUMBIA
PACIFIC
NETWORK**

**SPONSORED
PROGRAMS**

*(All times are
Pacific Standard
time)*

BARRON-GRAY PACKING CO.

(59th 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*

BEKINS VAN AND STORAGE CO.

(271st 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*

E. L. BRUCE COMPANY

(24th Week on CBS)

**Front Page Features
with Knox Manning**

News

Mon., Wed., Fri.

5:00-5:15 p.m.

ORIGINATES: KNX

All Products,
Bruce Floor Cleaner

*Christiansen
Advertising Agency*

CAMPBELL SOUP CO.

(625th Week on CBS)

Carroll Alcott

News

Mon. thru Sat.

8:55-9:00 p.m.

ORIGINATES: KNX

All Products

Ward Wheelock Co.

*Program or client added to network schedule since previous issue.

COLONIAL DAMES, INC.*(352nd Week on CBS)***Surprise Theater**
with Knox Manning
Narrations

Sunday

8:25-8:30 p.m.

ORIGINATES: KNX

Cosmetics

Hixson-O'Donnell
*Advertising, Inc.***"42" PRODUCTS, INC.***(102nd Week on CBS)***Bob Garred**
News

Tues., Thurs., Sat.

5:45-5:55 p.m.

ORIGINATES: KNX

All Products

Brisacher, Van Norden
*& Staff***GROVE LABORATORIES, INC.***(5th Week on CBS)***Call of the Range***Western songs*

Mon., Wed., Fri.

1:00-4:15 p.m.

ORIGINATES: KNX

Cold Tablets

*Duane Jones Co., Inc.***HOUSE OF DELICACIES***(4th Week on CBS)***Meet The Missus***Audience participation*

Wednesday

2:30-2:45 p.m.

ORIGINATES: KNX

French Kettle Onion Soup

*Emil Mogul Co., Inc.***LOMA LINDA FOOD COMPANY***(47th Week on CBS)***Burrill Wheeler***Talks*

Mon. and Fri.

12 noon-12:15 p.m.

ORIGINATES: KNX

Loma Linda Foods

Elwood J. Robinson
*Adv. Agency***LYON VAN & STORAGE CO.***(54th Week on CBS)***Meet The Missus***Participation quiz*

Thursday

2:30-2:45 p.m.

ORIGINATES: KNX

Moving and Storage
Services*Batten, Barton,*
Durstine & Osborn, Inc.

**COLUMBIA
PACIFIC
NETWORK**
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*METROPOLITAN LIFE INSURANCE CO. <i>(7th Week on CBS)</i></p> <p>Fact Finder with Delmar Edmonson <i>General information</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. ORIGINATES: KNX</p>	<p>Insurance Services <i>Young & Rubicam, Inc.</i></p>
<p>PETER PAUL, INC. <i>(332nd Week on CBS)</i></p> <p>Bob Garred <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. and Tues., Thurs., Sat. 7:30-7:45 a.m. ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden & Staff</i></p>
<p>PICT-SWEET FOODS, INC. <i>(27th Week on CBS)</i></p> <p>Hope Chest <i>Audience participation</i></p>	<p>Sunday 3:30-4:00 p.m. ORIGINATES: KNX</p>	<p>Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(318th Week on CBS)</i></p> <p>Harry Flannery <i>News analysis</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Raymond R. Morgan Agency</i></p>
<p>SIGNAL OIL COMPANY <i>(181st Week on CBS)</i></p> <p>The Whistler <i>Mystery drama</i></p>	<p>Monday 9:00-9:30 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins Advertising Agency</i></p>
<p>SIMONIZ COMPANY <i>(27th Week on CBS)</i></p> <p>Meet The Missus <i>Participation quiz</i></p>	<p>Tuesday 2:45-3:00 p.m. ORIGINATES: KNX</p>	<p>Polish <i>Decora, Inc.</i></p>
<p>STUDEBAKER CORP. <i>(117th Week on CBS)</i></p> <p>Bob Garred <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. ORIGINATES: KNX</p>	<p>Motor Cars <i>Roche, Williams & Cleary, Inc.</i></p>

* Program or client added to network schedule since previous issue.

**COLUMBIA
PACIFIC
NETWORK**

H. H. TANNER & COMPANY

Starts December 21)

Free For All

Audience participation

Saturday

11:30-12:00 noon

ORIGINATES: KNX

Portrait Cold Wave

Manson-Gold

Advertising Agency

TONI, INC.

22nd Week on CBS)

Meet The Missus

Audience participation

Mon., Wed., Fri.

2:45-3:00 p.m.

ORIGINATES: KNX

Toni Home Permanent
Wave

Foote, Cone & Belding

**WASHINGTON COOPERATIVE
FARMERS' ASSOCIATION**

96th Week on CBS)

Meet The Missus

Audience participation

Thursday

2:45-3:00 p.m.

ORIGINATES: KNX

Lynden Foods

Pacific National

Advertising Agency

**WASHINGTON STATE APPLE
COMMISSION**

16th Week on CBS)

Front Page Features

with Knox Manning

News

Tues., Thurs., Sat.

5:00-5:15 p.m.

ORIGINATES: KNX

Washington State Apples

J. Walter Thompson Co.

FERRY-MORSE SEED CO.

74th Week on CBS)

Time for Rolly Langley

Gardening

Friday

4:30-4:45 p.m.

ORIGINATES: KQW

Seeds

MacManus, John &

Adams, Inc.

**COLUMBIA
CALIFORNIA
NETWORK**

McMAHAN FURNITURE STORES

56th Week on CBS)

Knox Manning

News

Mon. thru Fri.

12:30-12:45 p.m.

ORIGINATES: KNX

House Furnishings

M-C-M Adv. Agency

YELLOW CAB CO.

126th Week on CBS)

The Story Teller

Narration

Saturday

7:45-8:00 p.m.

ORIGINATES: KNX

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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LIGHT MUSIC	Page 24
DRAMATIC SERIES	Page 25
LIGHT ENTERTAINMENT	Page 25
EDUCATIONAL PROGRAMS	Page 26
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**COLUMBIA
NETWORK
NEWS
SUSTAINING**

News Broadcasts
with international pickups
7:00-8:15 a.m.

MONDAY THRU SATURDAY

7:00-9:15 a.m.

SUNDAY

Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, Don Pryor from Paris, George Polk from Cairo, Stephen Laird from Berlin, Bill Costello from Tokyo, and Bill Dunn from Manila.

News Broadcasts

7:00-9:15 a.m.

MONDAY THRU SATURDAY

A summary of the latest news delivered by Harry Clark with occasional foreign pickups.

4:25-4:30 p.m.

MONDAY THRU FRIDAY

A brief summary of the latest happenings at home and abroad from the CBS News Room.

5:00-6:15 p.m.

MONDAY THRU FRIDAY

A summary of the latest news and an analysis by Quincy Howe.

11:00-11:10 p.m.

SUNDAY THRU SATURDAY

A news summary by Charles Collingwood Monday through Friday and by Ned Calmer Saturday and Sunday.

News Analyses

11:15-11:25 p.m.

MONDAY THRU SATURDAY

"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday Columbia presents an analysis by Eric Sevareid.

Howard K. Smith

From London

1:45-2:00 p.m.

EACH SUNDAY

An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.

Feature Story

11:10-11:15 p.m.

MONDAY THRU SUNDAY

The biggest story in the day's news, placed in its setting and described in detail by Don Hollenbeck Monday through Friday and by Bill Downs on Saturday and Sunday.

Footnote

11:25-11:30 p.m.

MONDAY THRU SATURDAY

A report on some person, place, or event not in the day's news but still of current interest and significance.

In My Opinion

6:15-6:30 p.m.

MONDAY AND THURSDAY

A series that rounds out and explains the news by revealing its impact on well-known authors, columnists, and men in public life.

**CURRENT
AFFAIRS**

**CURRENT
AFFAIRS**

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Open Hearing 10:30-11:00 p.m. EACH TUESDAY</p>	<p>From Washington, men and women who make and execute national policies discuss a major issue of the week. CBS moderator Winston Burdett reports background news underlying the issue and sums up the debate.</p>
<p>Red Barber—Sports 6:30-6:45 p.m. MONDAY THRU FRIDAY</p>	<p>Columbia's director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.</p>
<p>Report from the UN 11:15-11:30 p.m. EACH SUNDAY</p>	<p>Larry Lesueur sums up the week's developments at UN meetings in New York.</p>
<p>Report from Washington 6:15-6:30 p.m. EACH FRIDAY</p>	<p>A summary of the week on Capitol Hill sketched in against the broader background of current national questions.</p>
<p>Time For Reason— About Radio 1:30-1:45 p.m. EACH SUNDAY</p>	<p>For at least 20 weeks, beginning December 1, Lyman Bryson, CBS Counsellor on Public Affairs and Professor of Education at Columbia University, will devote his regular Sunday talks to a detailed analysis of broadcasting and its manifold problems.</p>
<p>Washington 6:00-6:15 p.m. EACH SATURDAY</p>	<p>Problems resulting from World War II, domestic economic questions, and trends affecting world security analyzed by network correspondents in the nation's capital.</p>
<p>Weekly News Review 2:00-2:30 p.m. EACH SUNDAY</p>	<p>An informative, careful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.</p>
<p>Word from the Country 6:15-6:30 p.m. EACH WEDNESDAY</p>	<p>A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.</p>

CURRENT AFFAIRS

You and Alcohol

6:15-6:30 p.m.
EACH TUESDAY
Ends February 4, 1947)

In a special 13-week series, recognized authorities from many professions discuss alcohol as a social problem and examine its medical, religious, and governmental aspects.

SERIOUS MUSIC

E. Power Biggs, Organist

9:15-9:45 a.m.
EACH SUNDAY

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

Eileen Farrell

11:30-12:00 midnight
EACH MONDAY

CBS continues the series of programs starring the young American singer, Eileen Farrell, accompanied by Bernard Herrmann and the Columbia Concert Orchestra. Her repertory will include well-known concert songs, operatic arias, and familiar operetta selections.

Invitation to Music

11:30-12:00 midnight
EACH WEDNESDAY

Distinguished soloists with the CBS Symphony Orchestra give emphasis to comparatively unfamiliar but important works of the great composers.

Johnson Family Singers

9:45-10:00 a.m.
EACH SUNDAY

Folk songs, hymns, and hillbilly ballads sung by the mixed voices of a Southern farm family of six. From Charlotte, N. C.

Juilliard School of Music

11:30-12:00 midnight
EACH THURSDAY

Musical classics and the works of eminent modern composers performed by instrumental ensembles and the string quartet of one of America's leading music schools.

Music You Know

11:30-12:00 midnight
EACH SUNDAY

Familiar selections of light classical music by the Columbia Concert Orchestra.

Philadelphia Orchestra

5:00-6:00 p.m.
EACH SATURDAY

Eugene Ormandy and guest conductors direct the orchestra, with famous soloists in a weekly symphony concert.

**SERIOUS
MUSIC**

Continued

**Salt Lake Tabernacle
Choir and Organ**

11:30-12:00 noon

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.

**LIGHT
MUSIC**

Carolina Calling

8:30-9:00 a.m.

EACH SUNDAY

Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers, and Harry Blair with the White Quartet. From Charlotte.

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. Carl Moore is emcee.

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:

BLUE BARRON	VAUGHN MONROE
COUNT BASIE	LEIGHTON NOBLE
LES BROWN	LOUIS PRIMA
JIMMY DORSEY	JOE REICHMAN
CHUCK FOSTER	ALVINO REY
BENNY GOODMAN	DUKE ELLINGTON
SAMMY KAYE	CHARLIE SPIVAK
HENRY KING	CLAUDE THORNHILL
ELLIOT LAWRENCE	ORIN TUCKER
GUY LOMBARDO	TOMMY TUCKER
JOHNNY LONG	TED WEEMS

The Mariners

8:15-8:30 a.m.

EACH SUNDAY

Four former members of the U.S. Coast Guard continue a war-born quartet. They are: Martin Bougham, James Lewis, Thomas Lockard, and Homer Smith.

Matinee At Meadowbrook

4:00-4:30 p.m.

EACH SATURDAY

Weekly program of dance music by the name-band currently playing at Frank Dailey's Meadowbrook, in suburban New Jersey.

**LIGHT
MUSIC****Oklahoma Round-Up**

9:15-10:00 a.m.

MONDAY THRU FRIDAY

Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby.

Treasury Bandstand

3:00-3:30 p.m.

EACH SATURDAY

Popular and semi-classical music by Elliot Lawrence and his orchestra.

Waitin' for Clayton

7:00-7:15 p.m.

EACH SATURDAY

Patti Clayton, the bright new singing star who first made her mark with Arthur Godfrey. Archie Bleyer conducts the orchestra on her program of popular ballads.

The Columbia Workshop

6:15-6:45 p.m.

EACH SATURDAY

The noted dramatic laboratory, which seeks to advance the radio art through testing new styles and techniques in writing, directing, and acting.

**DRAMATIC
SERIES****Time to Remember**

10:45-11:00 a.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.

Arthur Godfrey

11:00-11:30 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 several vocalists.

**LIGHT
ENTERTAINMENT****Arthur Godfrey's Talent Scouts**

10:00-10:30 p.m.

EACH TUESDAY

Godfrey's legion of loyal listeners bring in their discoveries for competitive auditions that mean a reward for the talent scout and a chance at the big time for the performer.

LIGHT

ENTERTAINMENT

*Continued***Cinderella, Inc.**

3:00-3:30 p.m.

MONDAY, WEDNESDAY
AND FRIDAY

Four representative housewives from all quarters of the country visit New York, with all expenses paid, for a four-week fling at the city's theaters, night clubs, beauty parlors, and department stores. Afternoons they tell about their adventures and introduce celebrities they meet along the way.

Renfro Valley Folks

9:30-10:00 a.m.

EACH SATURDAY

John Lair's spirited and authentic hillbilly variety show, featuring Lily May Ledford and the Coon Creek Girls. It originates in an old-time log cabin settlement outside Louisville, Kentucky.

Sweeney & March

10:30-11:00 p.m.

EACH MONDAY

Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Wilbur Hatch.

Winner Take All

3:30-4:00 p.m.

MON. THRU FRI.

Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers.

EDUCATIONAL
PROGRAMS**Adventures in Science**

2:45-3:00 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 report on recent scientific progress.

CBS School of the Air

5:00-5:30 p.m.

MONDAY—World Neighbors

TUESDAY—Gateways to Music

WEDNESDAY—March of Science

THURSDAY—Tales of Adventure

FRIDAY—Opinion Please

Columbia's notable education series, planned to supplement school work and encourage joint child-and-parent listening. Leading educational organizations guide the development of its programs on music, science, literature, current opinion, and contemporary life in member nations of the UN. Now in its 17th year.

EDUCATIONAL
PROGRAMS**Columbia's Country Journal**

2:00-2:30 p.m.

EACH SATURDAY

The farmer's daily problems and his role in the nation's business form the weekly theme of Columbia's "radio farm magazine." Originating in Washington for national farm news, it switches to various farm regions of the country high-lighting local problems and developments.

Invitation to Learning

12:00-12:30 p.m.

EACH SUNDAY

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

Of Men and Books

2:30-2:45 p.m.

EACH SATURDAY

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

People's Platform

1:00-1:30 p.m.

EACH SUNDAY

Provocative issues of the day informally debated by two or more speakers who stress their opposing views, but seek also a common meeting ground.

Yours Sincerely

12:30-1:00 p.m.

EACH SUNDAY

Charles Collingwood in New York and Lionel Gamelin, BBC, in London further the interchange of American and British culture and information by answering letters written by the radio audience of each other's country.

Church of the Air

10:00-10:30 a.m.

10:30-11:00 a.m.

EACH SUNDAY

In its 16th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

Wings Over Jordan

11:05-11:30 a.m.

EACH SUNDAY

The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message.

RELIGIOUS
BROADCASTS

**SPECIAL CBS
SHORTWAVE
BROADCASTS
TO LATIN
AMERICA**

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

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

In: SPANISH

PORTUGUESE

From 5:00 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 123 affiliated stations in Latin America, round out the entertainment schedule.

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

*CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOO, New York
WOOV, New York
WCBN, New York*

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

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

News and news features in eight languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French and Italian.

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 troops 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, Siamese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: FALL, 1946

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:

SEPTEMBER 22 and 29. For an hour and a half on each of these two Sundays, in a special program titled *Stars in the Afternoon*, CBS introduced the major entertainment shows scheduled for its 1946-47 season. On both occasions part of a huge cast gathered in New York, part in Hollywood, and the spotlight moved from coast to coast as the drama unfolded. In the first program the central parts were played by Frank Sinatra and Dinah Shore; in the second by Ozzie and Harriet Nelson.

OCTOBER 16. On the night following the Nuremberg dawn that ended the lives of the ten remaining leaders of Nazi Germany, Columbia presented a special documentary program, *The Empty Noose*. Recalling some of the origins of the Second World War and the reasons for the war crimes trials, the program dramatized five episodes in the careers of key Nazi leaders. The program's theme and title suggested the essential implication of the Nuremberg trials: that similar punishment awaits the leaders of any future resurgence of fascism.

OCTOBER 23. On the occasion of the opening session of the United Nations General Assembly at Flushing Meadows, CBS broadcast President Truman's welcoming address. Then as the ceremonies continued, UN reporter Larry Lesueur called on five other Columbia newsmen to comment on the President's speech and to

help explain the problems and legislative machinery of the General Assembly.

NOVEMBER 5. After several preliminary reports through the early evening, at 10:30 p.m. EST Columbia's news staff took over the remainder of the Election Night schedule to continue a running commentary on the progress of voting returns until 2 a.m. Approximately every half-hour Robert Trout summed up national trends; in the intervals between his reports six others—Ned Calmer, Charles Collingwood, John Daly, Douglas Edwards, Bill Henry, and Quincy Howe—took turns analyzing regional returns in detail.

NOVEMBER 12, 19, and 26. On the first of these three Tuesdays (6:15-6:30 p.m. EST) an eminent biometrician, Dr. E. M. Jellinek, spoke on "A National Problem" and thus introduced a special 13-week CBS series of discussions on *You and Alcohol*. Dr. Jellinek is director of the Section on Alcohol Studies of the Laboratory of Applied Physiology at Yale University. He was followed on November 19 by Dr. Henry W. Newman, of the Stanford University Medical School, and on the 26th by Dr. Carney Landis of the New York State Psychiatric Institute. As the series progresses in later weeks, ten more authoritative voices from many professions will continue to explore the facts about alcohol and develop other social, medical, religious, and governmental aspects of the problem.

TALKS:

SEPTEMBER 21. JAMES M. LANDIS, Chairman of the Civil Aeronautics Board, reported results of the London conference on international air problems: 10:45-11:00 p.m. EDT.

SEPTEMBER 28. Visiting the United States to attend the inaugural meetings of the International Bank, Britain's Chancellor of the Exchequer HUGH DALTON discussed "Postwar Britain—a Progress Report": 10:45-11:00 p.m. EDT.

OCTOBER 3. Lieutenant Colonel BURTON F. ELLIS, Army prosecuting attorney, discussed the verdicts at the Nuremberg trials and their possible effect on other American war crimes trials: 11:30-11:45 p.m. EST.

OCTOBER 5. J. WARD MAURER, Advertising Director of the Wildroot Company, Inc., talked about the value of nationally advertised brands to the consumer: 10:45-11:00 p.m. EST.

OCTOBER 8. From the 34th National Safety Congress in Chicago, W. EARL HALL spoke on "Whose Job Is Safety?": 2:45-3:00 p.m. EST.

OCTOBER 8. Receiving the Freedom House annual award for his contribution to world peace, BERNARD M. BARUCH reviewed the United States' proposals for control of nuclear energy and told why he considers them the minimum conditions for international security: 10:30-11:00 p.m. EST.

OCTOBER 10. WELLINGTON KOO, Chinese Ambassador to the United States, appraised his country on the 35th Anniversary of the Republic of Sun Yat Sen: 11:30-11:45 p.m. EST.

OCTOBER 11. MILLARD RICE, National Director of Employment for the Disabled American Veterans, stressed the capacities of physically handicapped veterans for productive work: 2:45-3:00 p.m. EST.

OCTOBER 12. On the eve of the first National Conference on the Control of Juvenile Delinquency, Attorney General TOM C. CLARK explained some "grass roots" aspects of this national problem: 10:45-11:00 p.m. EST.

OCTOBER 16. Two women leaders of today, GRACE S. STOERMER, banker, and DR. MARY SINCLAIR CRAWFORD, college dean, spoke on "Women Leaders of Tomorrow": 2:45-3:00 p.m. EST.

OCTOBER 19. WILHELM MUNTHE MORGENSTIERNE, Norwegian Ambassador to the United States, described Norway after a year of peace: 10:45-11:00 p.m. EST.

OCTOBER 19. Just returned from abroad, SENATOR ARTHUR H. VANDENBERG delivered his first public report on the Paris Peace Conference: 7:00-7:30 p.m. EST.

OCTOBER 20. CAMILLE GUTT, Belgian Minister of Finance and Managing Director of the International Monetary Fund, discussed the World Bank: 1:30-1:45 p.m. EST.

OCTOBER 29. Speaking at a New York forum on "The Struggle for Justice as a World Force," four men of widely varied backgrounds examined the ingredients of a new international order. GEORGE PECK told about a group of university professors with whom he is drafting a proposed world charter, and ARCHIBALD MACLEISH, U.S. delegate to UNESCO, defined the mission of that body (4:30-5:00 p.m. EST). Later SENATOR BRIEN McMAHON and Cornell physicist PHILIP MORRISON discussed the control of atomic energy (10:30-11:00 p.m. EST).

NOVEMBER 2. From Berlin LIEUTENANT GENERAL LUCIUS D. CLAY reported on the progress of military government in Germany: 10:45-11:00 p.m. EST.

NOVEMBER 9. JAN MASARYK, Foreign Minister of Czechoslovakia and son of the founder of the Czechoslovakian Republic, spoke on "The People's Movement in Support of the United Nations": 10:45-11:00 p.m. EST.

NOVEMBER 12. DONALD RUSSELL, Assistant Secretary of State, explained a recent act of Congress designed "to improve, strengthen, and expand the Foreign Service": 2:45-3:00 p.m. EST.

CBS TELEVISION

Columbia's steady development of the television art was given impetus in recent weeks by the following:

FCC HEARING ON COLOR. On December 9th the Federal Communications Commission will begin hearings on Columbia's proposal that commercial standards be established for ultra high frequency color television. The CBS petition said, in part:

"Color television in the ultra high frequencies is an advanced form of television, is technically feasible, and is an outstanding improvement... (it) is capable of rendering a truly nationwide and competitive television service—not possible on the lower frequencies because of the smaller number of channels... The greater appeal of color and ghost-free images will accelerate development of a television audience..."

KING'S PARTY LINE. The main ingredients of a new CBS black-and-white television show are John Reed King and a brace of telephones. With the help of six volunteers from the studio audience, King poses visual questions (charades, observation tests, and so on) and asks the television audience to phone in the answers. The first to call wins the prize; so far two operators and eleven lines cannot keep the calls from banking up. This "sock video presentation" (*Variety*) is available for sponsorship and is cur-

rently scheduled on Saturdays at 7:30-8 p.m. EST.

THOSE DODGERS. The Brooklyn Baseball Club has assigned to CBS the first exclusive long-term television rights to a major league team's schedule. Beginning with the 1947 season, Columbia will scout the Dodgers in Spring training in Havana for color and background material and will broadcast the team's home games. In announcing the agreement, Frank Stanton, CBS president, said:

"The addition of these baseball games to our schedule, which already includes a large number of television broadcasts of Madison Square Garden events, certainly assures CBS a dominant position in television sports programming."

NEW CALL. On November 2, the same day WABC became WCBS, Columbia's New York television station, WCBW, also changed its call letters, to: WCBS-TV.

RATE CARD. A new WCBS-TV rate card lists current charges for studio facilities, film service, time signals, and weather reports. With 15 minutes of studio time at \$60 and air time still free, this card is not only useful now but will certainly be something to show your grandchildren.

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CBS PROGRAM BOOK SUPPLEMENT • JANUARY 1, 1947

NEW AND SPONSORED PROGRAMS (All times are Eastern Standard Time)

<p>B. T. BABBITT, INC. <i>(94th Week on CBS)</i></p> <p>David Harum <i>Serial drama</i> <i>(Starts January 13)</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. 53 CBS stations ORIGINATES: WCBS</p>	<p>Bab-O <i>Duane Jones Co., Inc.</i></p>
<p>FERRY-MORSE SEED COMPANY <i>(80th Week on CBS)</i></p> <p>Garden Gate with Tom Williams <i>Garden talks</i> <i>(Starts January 11)</i></p>	<p>Saturday 9:15-9:30 a.m. 149 CBS stations ORIGINATES: WLAC</p>	<p>Seeds <i>MacManus, John & Adams, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR CO. <i>(124th Week on CBS)</i></p> <p>Orange Bowl Game <i>Sports</i></p>	<p>Wednesday, Jan. 1 1:45-4:15 p.m. 151 CBS stations ORIGINATES: WQAM</p>	<p>All Products <i>Maxon, Inc.</i></p>
<p>THE CHARLES E. HIRES COMPANY <i>(1st Week on CBS)</i></p> <p>The Hires Sunday Party <i>Musical</i> <i>(Starts January 26)</i></p>	<p>Sunday 2:30-3:00 p.m. 100 CBS stations ORIGINATES: WCBS</p>	<p>Hires Root Beer <i>N. W. Ayer & Sons, Inc.</i></p>
<p>W. A. SHEAFFER PEN COMPANY <i>(1st Week on CBS)</i></p> <p>Adventurers' Club <i>Dramatic</i> <i>(Starts January 11)</i></p>	<p>Saturday 11:30-12 noon 155 CBS stations ORIGINATES: WBBM</p>	<p>Pens, Pencils, Skrip <i>Russel M. Seeds Co., Inc.</i></p>
<p>TONI, INC. <i>(27th Week on CBS)</i></p> <p>Give and Take <i>Audience participation</i></p>	<p>Saturday 2:00-2:30 p.m. Rebroadcast 2:30-3:00 p.m. 155 CBS stations ORIGINATES: WCBS</p>	<p>Toni Home Permanent Wave <i>Foote, Cone & Belding</i></p>

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CBS PROGRAM BOOK SUPPLEMENT • FEBRUARY 1, 1947

NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

<p>METROPOLITAN LIFE INSURANCE CO. (21st Week on CBS)</p> <p>Eric Sevareid <i>News</i> (Starts February 17)</p>	<p>Mon. thru Fri. 6:00-6:15 p.m. 51 CBS stations ORIGINATES: WCBS AND WTOP</p>	<p>Insurance Services <i>Young & Rubicam, Inc.</i></p>
<p>SAFEWAY STORES, INC. (68th Week on CBS)</p> <p>Bob and Victoria <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 32 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff & Ryan, Inc.</i></p>

MONTHLY CORRECTIONS - SET SCHEDULES TERMINATED

<p>Page 8</p>	<p>GENERAL ELECTRIC COMPANY</p>	<p>Cancel series.</p>
<p>Page 11</p>	<p>MANHATTAN SOAP CO., INC.</p>	<p>Add rebroadcast time, 4:30-4:45 p.m., to listing for "The Strange Romance of Evelyn Winters".</p>
<p>Page 14</p>	<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Change point of origination for the "Vaughn Monroe Show" to KNX.</p>
<p>Page 15</p>	<p>UNITED-REXALL DRUG CO.</p>	<p>Change name to Rexall Drug Co.</p>
<p>January 1 Supplement</p>	<p>CHARLES E. HIRES CO.</p>	<p>Change listing to "Here's To Ya."</p>

SEVERAL CORRECTIONS - ONE PACIFIC NETWORK PROGRAM

<p>Page 17</p>	<p>LOMA LINDA FOOD COMPANY</p>	<p>Cancel series.</p>
<p>Page 18</p>	<p>METROPOLITAN LIFE INSURANCE CO.</p>	<p>Cancel series after February 13.</p>

NEW CBS PACIFIC NETWORK PROGRAMS (All times are Pacific Standard Time)

<p>CALIFORNIA PRUNE & APRICOT GROWERS' ASSN. (198th Week on CBS)</p> <p>Surprise Theater with Knox Manning <i>Narrations</i></p>	<p>Sunday 8:25-8:30 p.m. ORIGINATES: KNX</p>	<p>Sunsweet Tenderized Fruits <i>Long Advertising Service</i></p>
<p>CHEMICALS, INC. (119th Week on CBS)</p> <p>Meet The Missus <i>Audience participation</i></p>	<p>Friday 2:30-2:45 p.m. ORIGINATES: KNX</p>	<p>Vano Household Chemical <i>Garfield & Guild</i></p>
<p>GROVE LABORATORIES, INC. (105th Week on CBS)</p> <p>Melody Trail <i>Western ballads</i></p>	<p>Mon., Wed., Fri. 12:15-12:30 p.m. ORIGINATES: KNX</p>	<p>Beaumont Four-Way Cold Tablets <i>J. D. Tarcher & Co.</i></p>

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p>AMERICAN HOME FOODS, INC.</p>	<p>Cancel "Give and Take" series.</p>
<p>Page 7</p>	<p>CRESTA BLANCA WINE CO.</p>	<p>Change time to Wednesday, 10:00-10:30 p.m.</p>
<p>Page 8</p>	<p>GENERAL ELECTRIC COMPANY</p>	<p>Cancel series after January 10.</p>
<p>Page 12</p>	<p>PRINCE MATCHABELLI, INC.</p>	<p>Cancel series.</p>

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<p>Page 17</p>	<p>COLONIAL DAMES, INC.</p>	<p>Cancel series.</p>
<p>Page 19</p>	<p>H. H. TANNER & COMPANY</p>	<p>Change time to 1:30-2:00 p.m.</p>

MONTHLY CORRECTIONS - COLUMBIA CALIFORNIA NETWORK

<p>Page 19</p>	<p>YELLOW CAB CO.</p>	<p>Cancel series.</p>
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NEW AND SUSTAINING PROGRAMS

<p>One World Flight</p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WCBS</p>	<p>Through narration, wire recordings, and original music, Norman Corwin reports on his recent round-the-globe survey of the chances for world unity and peace. A special 13-week series.</p>
<p>Rochester Civic Orchestra</p>	<p>Tuesday 11:30-12 midnight ORIGINATES: WHEC</p>	<p>Concert series presenting an orchestra of 45 musicians who form the nucleus of the Rochester Philharmonic. Guy Fraser Harrison conducts.</p>
<p>House Party</p>	<p>Mon. thru Fri. 4:00-4:25 p.m. ORIGINATES: KNX</p>	<p>Art Linkletter's rollicking audience participation show. Last year just his studio audience alone came to 100,000 people and he figures he interviewed about 2900 of them.</p>

REVISED SCHEDULES - LOS SUSTAINING PROGRAMS

<p><i>Page 21</i></p>	<p>QUINCY HOWE NEWS SUMMARY</p>	<p>Cancel series after February 14.</p>
<p><i>Page 23</i></p>	<p>YOU AND ALCOHOL</p>	<p>Cancel series after February 11. ("Frontiers of Science" resumes series in same time period, 6:15-6:30 p.m. Tuesday, beginning February 18.)</p>
<p><i>Page 25</i></p>	<p>TREASURY BANDSTAND</p>	<p>Change time to Monday through Friday, 5:30-6:00 p.m.</p>
<p><i>Page 25</i></p>	<p>TIME TO REMEMBER</p>	<p>Cancel series.</p>
<p><i>Page 26</i></p>	<p>CINDERELLA, INC.</p>	<p>Cancel series.</p>
<p><i>January 1 Supplement</i></p>	<p>BOUQUET FOR YOU</p>	<p>Change time to 3:00-3:30 p.m.</p>
<p><i>January 1 Supplement</i></p>	<p>ONCE UPON A TUNE</p>	<p>Change time to Saturday, 6:15-6:45 p.m. (Program becomes regular weekly presentation of the Columbia Workshop.)</p>

NEW CBS SUSTAINING PROGRAMS

<p>The Range Riders</p>	<p>Mon. thru Fri. 8:45-9:00 a.m. ORIGINATES: WCAR</p>	<p>Five men and two girls in a program of western music: folk tunes and songs of the hill country.</p>
<p>Give and Take</p>	<p>Mon. thru Fri. 10:00-10:30 a.m. ORIGINATES: WCBS</p>	<p>Veteran emcee John Reed King leads studio and radio audiences through an hilarious obstacle course of quizzes, stunts, and contests.</p>
<p>Bouquet For You</p>	<p>Mon. thru Fri. 5:30-6:00 p.m. ORIGINATES: WCBS & WBBM</p>	<p>Popular ballads and dance music. Mon., Wed., Fri.: Howard Smith's orchestra with songs by Patti Clayton and Billy Williams. Tues., Thurs.: Caesar Petrillo's orchestra with Billy Leach and Louise King.</p>
<p>Cross-Section - U. S. A.</p>	<p>Saturday 3:00-3:30 p.m. ORIGINATES: WCBS</p>	<p>Interviews with representative Americans on current questions of paramount public interest. Nine business, labor, and farm organizations help pick topics and participants.</p>
<p>Once Upon A Tune</p>	<p>Sunday 2:30-3:00 p.m. ORIGINATES: WCBS</p>	<p>These new, imaginative musical-comedy miniatures are to radio what the best of cartoon fantasies are to the movies. Ray Darby is librettist; Morris Surdin, composer; Carl Beier, Jr., producer.</p>

MONTHLY CORRECTIONS - CBS SUSTAINING PROGRAMS

<p><i>Page 25</i></p>	<p>ARTHUR GODFREY'S TALENT SCOUTS</p>	<p>Change time to 9:30-10:00 p.m. (Tuesday).</p>
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NEW AND RESCHEDULED PROGRAMS

<p>One World Flight</p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WCBS</p>	<p>Through narration, wire recordings, and original music, Norman Corwin reports on his recent round-the-globe survey of the chances for world unity and peace. A special 13-week series.</p>
<p>Rochester Civic Orchestra</p>	<p>Tuesday 11:30-12 midnight ORIGINATES: WHEC</p>	<p>Concert series presenting an orchestra of 45 musicians who form the nucleus of the Rochester Philharmonic. Guy Fraser Harrison conducts.</p>
<p>House Party</p>	<p>Mon. thru Fri. 4:00-4:25 p.m. ORIGINATES: KNX</p>	<p>Art Linkletter's rollicking audience participation show. Last year just his studio audience alone came to 100,000 people and he figures he interviewed about 2900 of them.</p>

REVISED SCHEDULES - CBS SCHEDULED PROGRAMS

<p><i>Page 21</i></p>	<p>QUINCY HOWE NEWS SUMMARY</p>	<p>Cancel series after February 14.</p>
<p><i>Page 23</i></p>	<p>YOU AND ALCOHOL</p>	<p>Cancel series after February 11. ("Frontiers of Science" resumes series in same time period, 6:15-6:30 p.m. Tuesday, beginning February 18.)</p>
<p><i>Page 25</i></p>	<p>TREASURY BANDSTAND</p>	<p>Change time to Monday through Friday, 5:30-6:00 p.m.</p>
<p><i>Page 25</i></p>	<p>TIME TO REMEMBER</p>	<p>Cancel series.</p>
<p><i>Page 26</i></p>	<p>CINDERELLA, INC.</p>	<p>Cancel series.</p>
<p><i>January 1 Supplement</i></p>	<p>BOUQUET FOR YOU</p>	<p>Change time to 3:00-3:30 p.m.</p>
<p><i>January 1 Supplement</i></p>	<p>ONCE UPON A TUNE</p>	<p>Change time to Saturday, 6:15-6:45 p.m. (Program becomes regular weekly presentation of the Columbia Workshop.)</p>

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