

CBS PROGRAM BOOK • FALL, 1946

"Television... along the road to growing up." See page 31.





FALL 1946

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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.

September 1, 1946

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NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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CBS SPONSORED PROGRAMS

"Weeks on CBS" as of Sept. 1, 1946

<p>AMERICAN HOME PRODUCTS CORP. (708th Week on CBS)</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. 143 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald-Sample, Inc.</i></p>
<p>AMERICAN HOME FOODS, INC. (708th Week on CBS)</p> <p>Give and Take <i>Audience participation</i></p> <p>*Surprise Party <i>Audience participation</i></p>	<p>Saturday 10:00-10:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Tues., Thurs. 3:00-3:30 p.m. 52 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 (539th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Peggy Mann, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12:00-12:45 a.m. 153 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p>
<p>ANCHOR-HOCKING GLASS CORP. (139th Week on CBS)</p> <p>*Casey, Crime Photographer <i>Mystery drama</i></p>	<p>Thursday 9:30-10:00 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Anchorglass and Fire King Ovenglass Products <i>William H. Weintraub & Co., Inc.</i></p>
<p>ARMSTRONG CORK COMPANY (256th Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 148 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Floor Coverings <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

*Program or client not listed in Summer Program Book.

BALLARD & BALLARD CO.*(187th Week on CBS)***Renfro Valley Folks***Serial Drama*

Sunday

9:15-9:45 a.m.

26 CBS stations

ORIGINATES: WHAS

Ballard's Obelisk Flour

*Henri, Hurst &**McDonald, Inc.***BAYER COMPANY***(570th Week on CBS)***American Melody Hour**

with Bob Hannon, Evelyn

MacGregor, Orchestra and chorus

Music

Tuesday

7:30-8:00 p.m.

143 CBS stations

ORIGINATES: WABC

Bayer Aspirin

*Dancer-Fitzgerald-**Sample, Inc.***BORDEN CO.***(112th Week on CBS)***Tommy Riggs and Betty Lou***Variety*

Friday

7:30-8:00 p.m.

*Rebroadcast**11:30-11:55 p.m.**(Beginning September**20, 9:00-9:30 p.m.,**without rebroadcast*

146 CBS stations

ORIGINATES: KXX

All Products

*Young & Rubicam, Inc.***County Fair***Variety-quiz*

Saturday

1:30-2:00 p.m.

150 CBS stations

ORIGINATES: WABC

Borden's Instant Coffee

*Kenyon & Eckhardt, Inc.***BOURJOIS, INC.***(372nd Week on CBS)***The Tony Martin Show**

with Georgia Gibbs

Musical

Saturday

7:30-8:00 p.m.

*Rebroadcast**12:45-1:15 a.m.*

140 CBS stations

ORIGINATES: KXX

Evening in Paris Face

Powder

*Foote, Cone & Belding***BOWEY'S, INC.***(379th Week on CBS)***Stars Over Hollywood**

with guest stars

Original drama

Saturday

12:30-1:00 p.m.

53 CBS stations

ORIGINATES: KXX

Dari-Rich Products

Sorensen & Company

**CBS SPONSORED
PROGRAMS**

CAMPBELL SOUP COMPANY
(612th Week on CBS)

The Jack Carson Show
Comedy
(Ends hiatus Sept. 25)

Corliss Archer
Comedy

Robert Trout
With The News Till Now
News

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.
141 CBS stations
29 CBC stations
ORIGINATES: KNX

Mon. thru Fri.
6:45-7:00 p.m.
24 CBS stations
ORIGINATES: WABC

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

**CENTAUR DIVISION,
STERLING DRUG INC.**
(366th Week on CBS)

Big Town
Drama

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

Ironized Yeast
Pedlar & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(408th Week on CBS)

Dr. Christian
with Jean Hersholt
Drama

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

Hair Tonic and Petroleum
Jelly
McCann-Erickson, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**
(555th Week on CBS)

***The Mel Blanc Show**
Comedy

Tuesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
146 CBS stations
23 CBC stations
ORIGINATES: KNX

Colgate Tooth Powder,
Halo Shampoo
*Sherman & Marquette,
Inc.*

**COLGATE-PALMOLIVE-PEET
COMPANY***(Continued)***Blondie***Comedy*

Sunday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
144 CBS stations
ORIGINATES: KNX

Super Suds*Wm. Esty & Co., Inc.***CONTINENTAL BAKING CO., INC.***(608th Week on CBS)***Bachelor's Children***Serial drama*

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
47 CBS stations
ORIGINATES: WBBM

**Wonder Bread, Hostess
Cake***Ted Bates, Inc.***CREAM OF WHEAT CORP.***(317th Week on CBS)***Let's Pretend***Dramatized fairy tales*

Saturday
11:05-11:30 a.m.
142 CBS stations
ORIGINATES: WABC

Cream of Wheat Cereal*Batten, Barton, Durstine
& Osborn, Inc.****CRESTA BLANCA WINE CO.***(177th Week on CBS)***Hollywood Players***Drama*

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

Cresta Blanca Wines*Batten, Barton, Durstine
& Osborn, Inc.***CURTISS CANDY COMPANY***(309th Week on CBS)***News***with Warren Sweeney*

Sat., Sun.
11:00-11:05 a.m.
138 CBS stations
ORIGINATES: WABC

Candy*C. L. Miller Company***ELECTRIC AUTO-LITE CO.***(47th Week on CBS)***The Dick Haymes Show***Variety*

Thursday
9:00-9:30 p.m.
Rebroadcast
1:00-1:30 a.m.
152 CBS stations
27 CBC stations
ORIGINATES: KNX

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

CBS SPONSORED
PROGRAMS

**ELECTRIC COMPANIES
ADVERTISING PROGRAM**

(157th Week on CBS)

***Hour of Charm**

with Phil Spitalny's Orchestra

*(Replaces "The Summer Electric Hour"
September 29th)*

Musical

Sunday

4:30-5:00 p.m.

143 CBS stations

ORIGINATES: KNX

Institutional

N. W. Ayer & Son, Inc.

EMERSON DRUG COMPANY

(330th Week on CBS)

***Inner Sanctum**

Mystery drama

Monday

8:00-8:30 p.m.

Rebroadcast

12:30-1:00 a.m.

142 CBS stations

ORIGINATES: WABC

Bromo-Seltzer

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

EVERSHARP, INC.

(361st Week on CBS)

Take It or Leave It

with Phil Baker and
Ray Bloch's Orchestra

Quiz

Sunday

10:00-10:30 p.m.

153 CBS stations

ORIGINATES: WABC

Eversharp Pens, Pencils
and Red Top Leads

The Biow Co., Inc.

Ann Sothern in

"Maisie"

Comedy

Friday

10:30-11:00 p.m.

148 CBS stations

ORIGINATES: KNX

Eversharp Pens, Pencils
and Red Top Leads

The Biow Co., Inc.

Tonight On Broadway

with Jane Froman and
Ted Husing

Variety

Monday

10:30-11:00 p.m.

60 CBS stations

ORIGINATES: WABC

Injector Razors and Blades

The Biow Co., Inc.

FORD MOTOR CO.

(459th Week on CBS)

***Ford Presents Dinah Shore**

with Peter Lind Hayes and
Bob Dolan's Orchestra

*(Replaces "The Bob Crosby Show"
September 18)*

Variety

Wednesday

9:30-10:00 p.m.

151 CBS stations

ORIGINATES: KNX

Motor Cars

J. Walter Thompson Co.

GENERAL ELECTRIC COMPANY
(235th Week on CBS)

G. E. House Party
Variety

Mon., Wed., Fri.
4:00-4:25 p.m.
149 CBS stations
ORIGINATES: KNX

Household Appliance
Division
Young & Rubicam, Inc.

GENERAL FOODS CORPORATION
(593rd Week on CBS)

Kate Smith Sings
Music
(Ends hiatus September 27)

Sunday
6:30-7:00 p.m.
Rebroadcast
10:30-11:00 p.m.
144 CBS stations
ORIGINATES: WABC

Postum
Foote, Cone & Belding

Kate Smith Speaks
Ted Collins with the News
Talks and news

Mon. thru Fri.
12 noon-12:15 p.m.
141 CBS stations
ORIGINATES: WABC

Post Raisin Bran,
Post Bran Flakes
Benton & Bowles, Inc.

***The Adventures of the
Thin Man**
Mystery

Friday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
145 CBS stations
ORIGINATES: WABC

Sanka and Instant Sanka
Young & Rubicam, Inc.

The Baby Snooks Show
Comedy

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

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

The Second Mrs. Burton
Serial drama

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

LaFrance, Satina
Young & Rubicam, Inc.

GENERAL MOTORS CORP.
(56th Week on CBS)

Hollywood Star Time
Drama

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

Frigidaire
Foote, Cone & Belding

CBS SPONSORED
PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT OR AGENCY
GULF OIL CORPORATION <i>(655th Week on CBS)</i> We the People with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i>	Sunday 10:30-11:00 p.m. 105 CBS stations ORIGINATES: WABC	Gulf Oil Products <i>Young & Rubicam, Inc.</i>
HALL BROS. INC. <i>(26th Week on CBS)</i> Reader's Digest - Radio Edition <i>Drama</i> <i>(Begins September 12)</i>	Thursday 10:00-10:30 p.m. 151 CBS stations ORIGINATES: WABC	"Hallmark" Greeting Cards <i>Foote, Cone & Belding</i>
+HOUSEHOLD FINANCE CORP. <i>(88th Week on CBS)</i> Phone Again Finnegan <i>Comedy drama</i>	Thursday 10:30-11:00 p.m. 64 CBS stations ORIGINATES: KNX	Personal Loans <i>Shaw-Le Vally, Inc.</i>
INTERNATIONAL SILVER COMPANY <i>(443rd Week on CBS)</i> Adventures of Ozzie and Harriet <i>Comedy</i>	Sunday 6:00-6:30 p.m. 147 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
JOHNS-MANVILLE CORPORATION <i>(265th Week on CBS)</i> Bill Henry <i>News</i>	Mon. thru Fri. 8:55-9:00 p.m. 63 CBS stations ORIGINATES: KNX	Insulating Materials <i>J. Walter Thompson Co.</i>
LADY ESTHER SALES COMPANY, INC. <i>(664th Week on CBS)</i> Screen Guild Players <i>Drama</i>	Monday 10:00-10:30 p.m. 149 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick, Nail Polish <i>The Biow Co., Inc.</i>

*Program or client not listed in Summer Program Book.

THE LAMBERT CO.
(247th Week on CBS)

The Billie Burke Show
Comedy
(Last broadcast September 21)

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

Listerine Tooth Powder
*Lambert & Feasley,
Inc.*

LEVER BROTHERS COMPANY
(578th Week on CBS)

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

Aunt Jenny's Real Life Stories
Dramatic sketches

***Fighting Senator**
Drama

Monday
9:00-10:00 p.m.
151 CBS stations
24 CBC stations
ORIGINATES: KNX

Mon. thru Fri.
12:15-12:30 p.m.
45 CBS stations
ORIGINATES: WABC

Monday
8:30-8:55 p.m.
Rebroadcast
11:30 11:55 p.m.
143 CBS stations
ORIGINATES: WARC

Lux Soap & Flakes
J. Walter Thompson Co.

Spry
Ruthrauff & Ryan, Inc.

Swan Soap
Young & Rubicam, Inc.

THOMAS J. LIPTON, INC.
(142nd Week on CBS)

***Vox Pop**
Quiz

Tuesday
9:00-9:30 p.m.
142 CBS stations
ORIGINATES: WABC

Lipton's Tea and
Continental Soup Mix
Young & Rubicam, Inc.

P. LORILLARD COMPANY
(453rd Week on CBS)

The Frank Sinatra Show
Variety
(Sad Sack, comedy, summer
replacement, ends September 4)

Wednesday
9:00-9:30 p.m.
140 CBS stations
ORIGINATES: KNX

Old Gold Cigarettes
Lennen & Mitchell, Inc.

MANHATTAN SOAP CO., INC.
(289th Week on CBS)

**The Strange Romance of
Evelyn Winters**
Dramatic serial

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:30-4:45 p.m.
150 CBS stations
ORIGINATES: WABC

Blu-White Flakes and
Sweetheart Soap
Duane Jones Co.

**CBS SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>NASH-KELVINATOR CORP. <i>(153rd Week on CBS)</i></p> <p>Holiday for Music David Rose and his Orchestra, Curt Massey, Kitty Kallen <i>Musical</i></p>	<p>Wednesday 10:30-11:00 p.m. 151 CBS stations ORIGINATES: KNX</p>	<p>Nash Cars & Kelvinator Refrigerators <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO. <i>(201st 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. 139 CBS stations 24 CBC stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PABST SALES CO. <i>(179th Week on CBS)</i></p> <p>The Mercury Summer Theater with Orson Welles <i>Drama</i> <i>(Last broadcast September 13)</i></p>	<p>Friday 10:00-10:30 p.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i></p>
<p>THE PARKER PEN CO. <i>(218th Week on CBS)</i></p> <p>Ned Calmer and the News</p>	<p>Sat., Sun. 8:55-9:00 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils, Quink <i>J. Walter Thompson Co.</i></p>
<p>PET MILK SALES CORPORATION <i>(667th Week on CBS)</i></p> <p>Saturday Night Serenade Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p> <p>Mary Lee Taylor Home Economist <i>Talks</i></p>	<p>Saturday 9:45-10:15 p.m. 71 CBS stations ORIGINATES: WABC</p> <p>Saturday 10:30-11:00 a.m. <i>Rebroadcast</i> 2:00-2:30 p.m. 126 CBS stations ORIGINATES: KMOX</p>	<p>400-D Pet Milk <i>Gardner Advertising Company</i></p>

**PHILIP MORRIS & COMPANY,
LTD., INC.***(525th Week on CBS)***Crime Doctor***Mystery drama*

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

Philip Morris Cigarettes*The Biow Co., Inc.***It Pays To Be Ignorant***Variety*

Friday
9:00-9:30 p.m.
*(Beginning September
20, 10:00-10:30 p.m.)*
140 CBS stations
ORIGINATES: WABC

PILLSBURY MILLS, INC.*(426th Week on CBS)***Grand Central Station***Drama*

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

All Products*McCann-Erickson, Inc.***THE PROCTER & GAMBLE CO.***(618th Week on CBS)***Big Sister***Serial drama*

Mon. thru Fri.
1:00-1:15 p.m.
69 CBS stations
23 CBC stations
ORIGINATES: WABC

Ivory Soap*Compton Advertising,
Inc.***F.B.I. in Peace and War***Drama*

Thursday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
78 CBS stations
ORIGINATES: WABC

Lava Soap*The Biow Co., Inc.****Lowell Thomas***News*

Mon. thru Fri.
11:00-11:15 p.m.
17 CBS stations
ORIGINATES: WABC

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.
62 CBS stations
ORIGINATES: WABC

Ivory Soap*Compton Advertising,
Inc.*

CBS SPONSORED
PROGRAMS

<p>Perry Mason <i>Serial drama</i></p> <p>Rosemary <i>Serial drama</i></p> <p>The Jack Smith Show <i>Songs</i></p> <p>Road of Life <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. 79 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12:00 noon 57 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 73 CBS stations 22 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 47 CBS stations ORIGINATES: WABC</p>	<p>Spic & Span, Crisco, Drefl <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Ivory Snow <i>Benton & Bowles, Inc.</i></p> <p>Oxydol <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Crisco, Drefl <i>Compton Advertising, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(378th Week on CBS)</i></p> <p>Prudential Family Hour with Patrice Munsel, Jack Smith, Al Goodman's Orchestra, and chorus <i>Music</i></p>	<p>Sunday 5:00-5:30 p.m. 150 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY <i>(695th Week on CBS)</i></p> <p>Bob Hawk Show <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 150 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes, Prince Albert Smoking Tobacco <i>William Esty & Co., Inc.</i></p>
<p>ROMA WINE CO., INC. <i>(182nd Week on CBS)</i></p> <p>Suspense <i>Mystery drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 82 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>The Biow Co., Inc.</i></p>
<p>E. R. SQUIBB & SONS <i>(321st Week on CBS)</i></p> <p>Academy Award <i>Drama</i></p>	<p>Wednesday 10:00-10:30 p.m. 150 CBS stations ORIGINATES: KNX</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>

THE TEXAS COMPANY*(456th Week on CBS)***Texaco Star Theater**

James Melton and David
Broekman's Orchestra and Guests
Variety

Sunday
9:30-10:00 p.m.
148 CBS stations
32 CBC stations
ORIGINATES: WABC

Texaco Products
Buchanan & Co., Inc.

UNITED-REXALL DRUG CO.*(74th Week on CBS)****Durante-Moore Show**

*(Returns September 13, replacing
the Wayne King Show)*
Comedy variety

Friday
9:30-10:00 p.m.
149 CBS stations
ORIGINATES: KNX

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

**WHITEHALL PHARMACAL
COMPANY***(708th Week on CBS)***Ellery Queen**

*Mystery drama
(Hiatus September 5
through October 2.)*

Give and Take*Audience participation***Mr. Keen, Tracer of Lost
Persons***Mystery drama*

Wednesday
7:30-8:00 p.m.
*Rebroadcast
12:30-1:00 a.m.*
54 CBS stations
ORIGINATES: WABC

Anacin
Ruthrauff & Ryan, Inc.

Mon., Wed., Fri.
4:30-5:00 p.m.
23 CBS stations
ORIGINATES: WABC

Anacin and Kolynos
*Dancer-Fitzgerald-
Sample, Inc.*

Thursday
7:30-8:00 p.m.
51 CBS stations
ORIGINATES: WABC

Kolynos Tooth Powder
and Toothpaste
*Dancer-Fitzgerald-
Sample, Inc.*

J. B. WILLIAMS COMPANY*(143rd Week on CBS)***William L. Shirer***News*

Sunday
5:45-6:00 p.m.
144 CBS stations
ORIGINATES: WABC

Shaving Cream
Lectric Shave
J. Walter Thompson Co.

WM. WRIGLEY, JR., COMPANY*(741st Week on CBS)***Gene Autry Show***Musical*

Sunday
7:00-7:30 p.m.
145 CBS stations
ORIGINATES: KNX

Chewing Gum
Ruthrauff & Ryan, Inc.

**COLUMBIA
PACIFIC
NETWORK**

**SPONSORED
PROGRAMS**

*(All times are
Pacific Standard
time)*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>BARRON GRAY PACKING CO. <i>(46th Week on CBS)</i></p> <p>Ona Munson in Hollywood <i>Hollywood gossip</i></p>	<p>Friday 8:55-9:00 p.m. ORIGINATES: KNX</p>	<p>Here's Health Vegetable Juice</p> <p><i>Long Advertising Service</i></p>
<p>BEKINS VAN AND STORAGE CO. <i>(258th Week on CBS)</i></p> <p>Harry W. Flannery <i>News analysis</i></p>	<p>Mon., Wed., Fri. 4:30-4:45 p.m. ORIGINATES: KNX</p>	<p>Moving and Storage</p> <p><i>Brooks Advertising Agency</i></p>
<p>*E. L. BRUCE COMPANY <i>(11th Week on CBS)</i></p> <p>Front Page Features with Knox Manning <i>News</i></p>	<p>Mon., Wed., Fri. 4:00-4:15 p.m. ORIGINATES: KNX</p>	<p>All Products, Bruce Floor Cleaner</p> <p><i>Christiansen Advertising Agency</i></p>
<p>CAMPBELL SOUP CO. <i>(612th Week on CBS)</i></p> <p>Carroll Alcott <i>News</i></p>	<p>Mon. thru Sat. 7:55-8:00 p.m. ORIGINATES: KNX</p>	<p>All Products</p> <p><i>Ward Wheelock Co.</i></p>
<p>CHEMICALS, INC. <i>(109th Week on CBS)</i></p> <p>Don't You Believe It <i>Narrative drama</i></p>	<p>Saturday 9:15-9:30 p.m. ORIGINATES: KNX</p>	<p>Vano Household Chemical</p> <p><i>Garfield & Guild</i></p>
<p>COLONIAL DAMES, INC. <i>(349th Week on CBS)</i></p> <p>Surprise Theater with Knox Manning <i>Narrations</i></p>	<p>Sunday 7:25-7:30 p.m. ORIGINATES: KNX</p>	<p>Cosmetics</p> <p><i>Hixson-O'Donnell Advertising, Inc.</i></p>
<p>*"42" PRODUCTS, INC. <i>(89th Week on CBS)</i></p> <p>Bob Garred <i>News</i></p>	<p>Tues., Thurs., Sat. 4:45-4:55 p.m. ORIGINATES: KNX</p>	<p>All Products</p> <p><i>Brisacher, Van Norden & Staff</i></p>

*Program or client not listed in Summer Program Book.

GUITTARD CHOCOLATE CO.*(44th Week on CBS)***Crooks' Cruise***Mystery drama*Sunday
8:00-8:15 p.m.
ORIGINATES: KXXChocolate Products
*Garfield & Guild***INDUSTRIAL MANAGEMENT CORP.***(40th Week on CBS)***Voice of the Moment***Drama*Saturday
5:00-5:15 p.m.
ORIGINATES: KXX

Insect-O-Blitz

LOMA LINDA FOOD COMPANY*(34th Week on CBS)***Burritt Wheeler***Talks*Mon. and Fri.
11:30-11:45 a.m.
ORIGINATES: KXXLoma Linda Foods
Elwood J. Robinson
*Adv. Agency***LYON VAN & STORAGE CO.***(41st Week on CBS)***Meet The Missus***Participation quiz*Thursday
1:30-1:45 p.m.
ORIGINATES: KXXMoving and Storage
Services*Batten, Barton,*
*Durstine & Osborn, Inc.***MANHATTAN SOAP CO., INC.***(289th Week on CBS)***Bob Garred***News*Mon., Wed., Fri.
7:30-7:45 a.m.
ORIGINATES: KXXSweetheart Soap and
Blu-White Soap
*Duane Jones Co.***PETER PAUL, INC.***(319th Week on CBS)***Bob Garred***News*Mon., Wed., Fri.
4:45-1:55 p.m.
ORIGINATES: KXXMounds, Ten Crown
Activated Charcoal
Gum, Walnettos
Brisacher, Van Norden
*& Staff***PICT-SWEET FOODS, INC.***(14th Week on CBS)***Hope Chest***Audience participation*Sunday
2:30-3:00 p.m.
ORIGINATES: KXXFood Products
Ruthrauff & Ryan, Inc.

**COLUMBIA
PACIFIC
NETWORK**
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PLANTERS NUT AND CHOCOLATE COMPANY <i>(305th Week on CBS)</i> Harry Flannery <i>News analysis</i>	Tues., Thurs., Sat. 4:30-4:45 p.m. ORIGINATES: KNX	All Products <i>Raymond R. Morgan Agency</i>
*R. B. SEMLER, INC. <i>(103rd Week on CBS)</i> Jack In All Trades <i>Audience Participation</i>	Monday 8:00-8:30 p.m. ORIGINATES: KNX	Kreml Hair Tonic <i>Erwin, Wasey & Co., Inc.</i>
SIGNAL OIL COMPANY <i>(168th Week on CBS)</i> The Whistler <i>Mystery drama</i>	Monday 9:00-9:30 p.m. ORIGINATES: KNX	All Products <i>Barton A. Stebbins Advertising Agency</i>
SIMONIZ COMPANY <i>(14th Week on CBS)</i> Meet The Missus <i>Participation quiz</i>	Tuesday 1:45-2:00 p.m. ORIGINATES: KNX	Polish <i>Decora, Inc.</i>
*STUDEBAKER CORP. <i>(113th Week on CBS)</i> The Studebaker Program <i>Musical</i> <i>(Last broadcast September 22)</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Motors Cars <i>Roche, Williams & Cleary, Inc.</i>
SUNSET OIL COMPANY <i>(16th Week on CBS)</i> It Couldn't Happen with Knox Manning <i>Narrative drama</i>	Thursday 8:30-8:45 p.m. ORIGINATES: KNX	Petroleum Products <i>Hillman-Shane-Breyer</i>
*TONI, INC. <i>(9th Week on CBS)</i> Meet The Missus <i>Audience Participation</i>	Mon., Wed., Fri. 1:45-2:00 p.m. ORIGINATES: KNX	Toni Home Permanent Wave <i>J. Walter Thompson Co.</i>

*Program or client not listed in Summer Program Book.

**COLUMBIA
PACIFIC
NETWORK**

VICK CHEMICAL COMPANY*(254th Week on CBS)***Bob Garred***News*

Tues., Thurs., Sat.

7:30-7:45 a.m.

ORIGINATES: KNX

All Products

*Morse International,
Inc.***WASHINGTON COOPERATIVE
FARMERS' ASSOCIATION***(83rd Week on CBS)***Meet The Missus***Participation quiz*

Thursday

1:45-2:00 p.m.

ORIGINATES: KNX

Lynden Foods

*Pacific National
Advertising Agency***WILCO CO.***(34th Week on CBS)***Burritt Wheeler***Talks*

Tues., Thurs.

11:30-11:45 p.m.

ORIGINATES: KNX

Clearex and Bif

*Elwood J. Robinson
Adv. Agency***FERRY-MORSE SEED CO.***(61st Week on CBS)***Time for Rolly Langley***Gardening*

Friday

3:30-3:45 p.m.

ORIGINATES: KQW

Seeds

*MacManus, John &
Adams, Inc.*

**COLUMBIA
CALIFORNIA
NETWORK**

J. I. FANCY FROZEN FOODS CO.(4th Week on CBS)***Holiday of Homicide***Dramatic*

Sunday

8:15-8:30 p.m.

ORIGINATES: KNX

Frozen Foods

*Garfield & Guild***McMAHAN FURNITURE STORES***(43rd Week on CBS)***Knox Manning***News*

Mon. thru Fri.

1:00-1:15 p.m.

ORIGINATES: KNX

House Furnishings

*M-C-M Adv. Agency***YELLOW CAB CO.***(113th Week on CBS)***The Story Teller***Narration*

Saturday

9:30-9:45 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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CURRENT AFFAIRS	Page 21
SERIOUS MUSIC	Page 22
LIGHT MUSIC	Page 23
DRAMATIC SERIES	Page 25
LIGHT ENTERTAINMENT	Page 25
EDUCATIONAL PROGRAMS	Page 26
RELIGIOUS BROADCASTS	Page 27
CBS SHORTWAVE BROADCASTS	Page 28
SPECIAL BROADCASTS: SUMMER, 1946	Page 29
CBS TELEVISION	Page 31

**COLUMBIA
NETWORK
NEWS
SUSTAINING**

News Broadcasts

8:00-8:15 a.m.

MONDAY THRU SATURDAY

9:00-9:15 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, Richard Hottelet from Moscow, Bill Costello from Tokyo, and Webley Edwards from Honolulu.

News Summaries

9:00-9:15 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.

6:00-6:15 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 John Daly Monday through Friday and by Ned Calmer Saturday and Sunday.

News Analyses

^{1:15}
^{1:25}
~~11:40~~-11:15 p.m.

~~SUNDAY~~ THRU SATURDAY

Mon.

"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday and Sunday, 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.

Cross Section - NAM

3:45-4:00 p.m.

EACH SATURDAY

Roving back and forth through the shops and factories of American business, CBS reporter Dwight Cook talks over current problems with owners and managers.

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

Open Hearing

10:30-11:00 p.m.

EACH TUESDAY

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.

Report from the UN

11:15-11:30 p.m.

EACH SUNDAY

Charles Collingwood sums up the week's developments at UN meetings in New York.

**Report from
Washington**

6:15-6:30 p.m.

EACH FRIDAY

A summary of the week on Capitol Hill sketched in against the broader background of current national questions.

Time For Reason

1:30-1:45 p.m.

EACH SUNDAY

Lyman Bryson, CBS Consultant on Public Affairs and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on national and international questions. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.

Washington

6:00-6:15 p.m.

EACH SATURDAY

Problems resulting from World War II, domestic economic questions, and trends affecting world security analyzed by network correspondents in the nation's capital.

Weekly News Review

2:30-3:00 p.m.

EACH SUNDAY

An informative, careful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.

Word from the Country

6:15-6:30 p.m.

EACH WEDNESDAY

A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.

**SERIOUS
MUSIC**

Choir Practice

9:45-10:00 a.m.

EACH SUNDAY

Each Sunday CBS takes its listeners to the Old Stone Mill—community center in the mythical village of Blairstown, Vermont—where before the church service, the folks get together for choir practice.

**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 Columbia Broadcasting Symphony give emphasis to comparatively unfamiliar but important works of the great composers.

**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.

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.

**LIGHT
MUSIC**

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.

**LIGHT
MUSIC**

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 | LEIGHTON NOBLE |
| COUNT BASIE | LOUIS PRIMA |
| LES BROWN | BOBBY RAMOS |
| HARRY COOL | JOE REICHMAN |
| CHUCK FOSTER | BUDDY RICH |
| GLEN GRAY | RAYMOND SCOTT |
| SAMMY KAYE | CHARLIE SPIVAK |
| HENRY KING | CLAUDE THORNHILL |
| ELLIOT LAWRENCE | ORIN TUCKER |
| VAUGHN MONROE | TOMMY TUCKER |
| NORO MORALES | TED WEEMS |

The Danny O'Neil Show

9:15-10:00 a.m.

MONDAY THRU FRIDAY

Romantic tenor Danny O'Neil sings a Gay 90's song, a Western ballad, a hymn, an Irish song, and one or two current favorites each day. He's supported by Sally Stuart, the Holiday Singers, and Howard Smith's orchestra.

Oklahoma Round-Up

10:15-10:45 p.m.

EACH SATURDAY

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

Sing Along

2:30-3:00 p.m.

MONDAY THRU FRIDAY

Variety and audience participation show featuring songs by the Landt Trio and Carmen Miranda.

Sweeney & March

7:00-7:30 p.m.

EACH SATURDAY

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

Treasury Bandstand

3:00-3:30 p.m.

EACH SATURDAY

Popular and semi-classical music by Elliot Lawrence and his orchestra, with rhythm singer Rosalind Patton and baritone Jack Hunter as featured soloists. From Philadelphia.

Waitin' for Clayton

11:15-11:30 p.m.

MONDAY THRU FRIDAY

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.

**DRAMATIC
SERIES**

**The Columbia
Workshop**

1:00-4:30 p.m.

6:15-6:45 p.m. Saturdays beginning
September 21)

EACH SUNDAY

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

Joe Powers of Oakville

10:00-10:30 a.m.

MONDAY THRU FRIDAY

Human interest stories of a typical midwestern American town narrated by Joe Powers, local broadcaster who knows his community and its people as well as he knows the palm of his own hand.

Richard Lawless

8:00-8:30 p.m.

EACH SUNDAY

Series ends September 27)

Swashbuckling new series of dramatic programs set in 17th Century England, in the reign of Charles II.

The Sparrow and The Hawk

5:45-6:00 p.m.

MONDAY THRU FRIDAY

Series ends September 27)

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.

Time to Remember

11:30-11:45 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.

The Whistler

8:00-8:30 p.m.

EACH WEDNESDAY

Series ends September 25)

Psychological mystery series built around a detective who whistles abstractedly as he works. Now coast to coast after four years on Columbia's Pacific network.

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**

**LIGHT
ENTERTAINMENT**

Continued

**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.

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.

**The Jack Kirkwood
Show**

6:30-7:00 p.m.

EACH SUNDAY

The veteran comedian in a new show. He's supported by Lillian Leigh, Gene Lavalle, and Lud Gluskin's orchestra.

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.

American 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

(Series starts September 30)

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 history, music, science, literature, and current problems. Now in its 17th year.

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.

Frontiers of Science

6:15-6:30 p.m.

EACH TUESDAY

John Pfeiffer, CBS Science Director, reports the news of science and medicine and recounts the significant achievements of research scientists as contributions to modern culture.

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 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 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***Continued***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.

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

In: SPANISH

PORTUGUESE

From 6:00 p.m. till 2:00 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 116 affiliated stations in Latin America, round out the entertainment schedule.

**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 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.

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

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

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: SUMMER, 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:

JUNE 9. This was the Sunday that automobile makers concluded a week-long celebration of their industry's 50th anniversary. At 2:30 p.m. EDT the Columbia Broadcasting System and its affiliated stations saluted the motor golden jubilee with a half-hour dramatization, *Fifty Years on Wheels*.

JULY 22-AUGUST 16. In the month of the first two atom bomb tests at Bikini, CBS began a notable series of 20 programs titled *You and the Atom*. Every weekday night for four weeks Columbia's counsellor on public affairs, Dr. Lyman Bryson, asked plain, direct questions about nuclear energy; a succession of authoritative speakers gave him—and CBS listeners—plain answers. Together they explored the problems of atomic weapons, methods of defense, commercial development, and possible international controls. Contributors to this radio symposium included: Secretary of War Robert P. Patterson, Dr. J. R. Dunning, Dr. Harlow Shapley, Dr. George B. Pegram, Norman Cousins, Watson Davis, Bill Downs, Gill Robb Wilson, H. A. Winne, Dr. Rensis Likert, John Pfeiffer, Secretary of Commerce Henry A. Wallace, General H. H. Arnold, Vice Admiral W. H. P. Blandy, Dr. Lewis N. Ridenour, Major General L. R. Groves, Merle Miller, Senator Brien McMahon, David E. Lilienthal, Sir George Paget Thomson, Francis LaCoste, Dr. C. L. Hsia, Charles Collingwood, Richard

Hottel, John Hancock, and Dr. Harold C. Urey.

AUGUST 14. One year after the jubilant V-J Day of 1945, in a mid-1946 beset with world tensions, CBS contrasted the two moods in a special dramatic program, *One Year from Victory—Challenge*. An all-star cast enacted the thoughts of a man who had been away from the swift-moving events of the intervening year.

TALKS:

MAY 17. In his first radio report on a 35,000 mile inspection trip as honorary chairman of the Famine Emergency Committee, former President HERBERT HOOVER described conditions in 22 countries: 10:00-10:30 p.m. EDT.

MAY 18. CARROLL REECE, Chairman of the National Republican Committee, discussed "Radio and The People": 10:45-11:00 p.m. EDT.

MAY 28. SENATOR CLAUDE PEPPER, Democrat of Florida, examined President Truman's suggestions for labor legislation: 6:15-6:30 p.m. EDT.

JUNE 1. BROOKE CLANTON, head of the Canadian delegation to the UN Economic and Social Council, spoke on "The Basis of Peace": 3:30-3:45 p.m. EDT.

JUNE 1. THURMAN ARNOLD, former judge of the United States Court of Appeals for the District of Columbia, talked about the FCC "Blue Book": 10:45-11:00 p.m. EDT.

JUNE 3. UNNRA Director General, FIORELLO H. LA GUARDIA reported on "Food Production In The Famine Areas": 11:15-11:30 p.m. EDT.

JUNE 4. As Office of Economic Stabilization Director, CHESTER BOWLES expressed his views for extending the OPA: 10:00-10:30 p.m. EDT.

JUNE 6. SECRETARY OF LABOR LEWIS B. SCHWELLENBACH addressed the International Maritime Conference, met to consider world stabilization of seamen's wages: 3:00-3:30 p.m. EDT.

JUNE 6. SENATORS BOURKE B. HICKENLOOPER, ROBERT A. TAFT, AND KENNETH S. WHERRY offered arguments in reply to Mr. Bowles' views on OPA: 10:30-11:30 p.m. EDT.

JUNE 8. ROBERT AURA SMITH, former head of the India-Burma Division of the OWI, discussed "The Crisis In India": 3:30-3:45 p.m. EDT.

JUNE 8. SENATOR ELBERT D. THOMAS, Democrat of Utah and Chairman of the Senate Military Affairs Committee, described pending changes in selective service: 10:45-11:00 p.m. EDT.

JUNE 18. Chairman of the American Red Cross BASIL O'CONNOR outlined problems facing the "Red Cross In A New World": 6:15-6:30 p.m. EDT.

JUNE 22. DR. HERBERT V. EVATT, of Australia, first chairman of the UN Atomic Energy Commission, talked about "Problems The UN Now Faces": 10:45-11:00 p.m. EDT.

JUNE 25. On the 40th anniversary of the federal food and drugs act, CLARENCE FRANCIS, board chairman of General Foods Corporation, analyzed "Its Basic Value to the Food Industry": 5:15-5:30 p.m. EDT.

JUNE 29. DR. JAMES A. DOULL, U.S. delegate to the UN International Health Conference in New York City, discussed "The Future World Health Organization": 3:30-3:45 p.m. EDT.

JULY 1. WILSON WYATT, administration housing expediter and administrator, issued a report of progress: 11:15-11:30 p.m. EDT.

JULY 1. On the eve of his inauguration as first president of the Philippines MANUEL A. ROXAS spoke on the hopes and aspirations of the new republic: 11:30-11:45 p.m. EDT.

JULY 6. MARGARET A. HICKEY, President of the National Federation of Business and Professional Women's Clubs, talked about "What Next for Women?": 3:30-3:45 p.m. EDT.

JULY 15. Just back from a meeting with foreign ministers of the major powers, Secretary of State JAMES F. BYRNES delivered a "Report On The Paris Conference": 10:00-10:30 p.m. EDT.

JULY 20. WING COMMANDER ALLAN J. CRAIG, leader of 16 Lancaster bombers on a month's tour of the United States, described "Operation Good Will": 10:45-11:00 p.m. EDT.

JULY 23. DR. JAMES T. SHOTWELL, Director of the Carnegie Endowment Division of History and Economics, contrasted the Paris Peace Conferences of 1919 and 1946: 10:45-11:00 p.m. EDT.

JULY 27. SURGEON GENERAL NORMAN T. KIRK, USA, discussed the role of "The Medical Department in War and Peace": 4:15-4:30 p.m. EDT.

AUGUST 3. The new Assistant Secretary of Labor, DAVID A. MORSE, spoke on "Our Expanding International Labor Relations": 10:45-11:00 p.m. EDT.

AUGUST 3. MAJOR GENERAL CURTIS E. LEMAY, Deputy Chief of Air Staff, described latest developments and improvements in AAF planes and equipment: 3:30-3:45 p.m. EDT.

AUGUST 5. GENERAL OMAR N. BRADLEY, Administrator of Veterans Affairs, reported his latest findings about "On-the-Job Training": 2:30-3:00 p.m. EDT.

CBS TELEVISION

One after another, pictures like those on our front and back covers will suddenly quicken and move. On television screens throughout the New York area they will come alive this Fall and Winter as track meets, horse shows, basketball and hockey games. The scene will be Madison Square Garden; the medium—Columbia's WCBW; the sponsor—The Ford Motor Company.

Everyone seems pleased with the arrangement. These are some of the things the principals had to say when plans for the series were completed in August:

JOHN R. DAVIS, Ford vice-president in charge of sales and advertising:

"Television has demonstrated itself as a practical advertising medium and will rapidly reach larger and larger numbers of automobile customers and prospects...The company assumes leadership in the automobile industry in the use of this dramatic medium for the presentation of automobile models, where the visual element is so important...As television color comes along, our experience in the effective use of black-and-white television should enable us to bring the public color television as well at the earliest practical moment."

NED IRISH, executive vice-president of Madison Square Garden Corporation:

"We are happy to join with CBS and The Ford Motor Company in bringing to the public the most extensive program

ever made available through television. Sporting events such as basketball, hockey, and track meets are of national interest and are particularly adaptable to television projection. We in sports can also look forward to an even greater popular appeal, since many television spectators will become fans through this new medium."

FRANK STANTON, CBS president:

"The Ford Company has chosen not merely to flirt with television, but to go in and do a realistic, constructive job. It is that sort of sound and foresighted thinking on the part of advertisers that will point the way to better programs faster...It makes available a wealth of the finest program material for the development of the kind of television everybody wants—color television, and it will give the whole television art a big push along the road to growing up."

NATIONAL BROADCAST COMPANY, INC.

GENERAL HEADQUARTERS

30 ROOMS
CBS PROGRAM BOOK SUPPLEMENT • OCTOBER 1, 1946

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

<p>CANADA DRY GINGER ALE, INC. <i>(14th Week on CBS)</i></p> <p>Sparkle Time with Meredith Willson <i>Musical</i></p>	<p>Friday 7:30–8:00 p.m. Rebroadcast 11:30–11:55 p.m. 146 CBS stations ORIGINATES: KNX</p>	<p>Canada Dry Beverages <i>J. M. Mathes, Inc.</i></p>
<p>CARNATION CO. <i>(40th Week on CBS)</i></p> <p>Lone Journey <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:30–2:45 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Carnation Evaporated Milk and Friskies Dog Food <i>Erwin, Wasey & Co., Ltd.</i></p>
<p>LUDEN'S, INC. <i>(85th Week on CBS)</i></p> <p>Hoagy Carmichael Sings <i>Musical</i> <i>(Begins October 20)</i></p>	<p>Sunday 5:30–5:45 p.m. 146 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>J. M. Mathes, Inc.</i></p>
<p>PARKER PEN COMPANY <i>(209th Week on CBS)</i></p> <p>Information Please <i>Quiz</i></p>	<p>Wednesday 10:30–11:00 p.m. 151 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils, Desk Sets & Ink <i>J. Walter Thompson Co.</i></p>
<p>PRINCE MATCHABELLI, INC. <i>(43rd Week on CBS)</i></p> <p>Stradivari Orchestra <i>Musical</i></p>	<p>Sunday 2:30–3:00 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Prince Matchabelli Perfume and Cosmetics <i>Morse International, Inc.</i></p>
<p>PROCTER & GAMBLE CO. <i>(609th Week on CBS)</i></p> <p>This Is Hollywood <i>Dramatic</i></p>	<p>Saturday 10:15–10:45 p.m. 114 CBS stations ORIGINATES: KNX</p>	<p>Camay Soap <i>Pedlar & Ryan, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO CO. <i>(699th Week on CBS)</i></p> <p>Vaughn Monroe and his Orchestra <i>Musical</i> <i>(Begins October 12)</i></p>	<p>Saturday 7:30–8:00 p.m. Rebroadcast 9:00–9:30 p.m. 150 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes <i>Wm. Esty & Co., Inc.</i></p>

*On November 2nd Columbia's key station in New York, WABC, changes its call to WCBS

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Supplement for November
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NEW CBS SPONSORED PROGRAMS (continued)

<p>UNITED STATES RUBBER CO. <i>(205th Week on CBS)</i></p> <p>New York Philharmonic Symphony <i>Musical</i></p>	<p>Sunday 3:00-4:30 p.m. 145 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>Campbell-Ewald Co., Inc.</i></p>
<p>WILDROOT CO., INC. <i>(53rd Week on CBS)</i></p> <p>The Adventures of Sam Spade <i>Mystery drama</i></p>	<p>Sunday 8:00-8:30 p.m. Rebroadcast 12:00-12:30 a.m. 151 CBS stations ORIGINATES: KNX</p>	<p>Wildroot Cream Oil Formula and Other Products <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

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

<p>METROPOLITAN LIFE INSURANCE CO. <i>(2nd 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>WASHINGTON STATE APPLE COMMISSION <i>(8th Week on CBS)</i></p> <p>Front Page Features with Knox Manning <i>News</i></p>	<p>Tues., Thurs., Sat. 5:00-5:15 p.m. ORIGINATES: KNX</p>	<p>Washington State Apples <i>J. Walter Thompson Co.</i></p>

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p>AMERICAN HOME FOODS, INC.</p>	<p>Change "Give and Take" to Saturday 11:30-12:00 a.m. No rebroadcast.</p>
<p>Page 5</p>	<p>THE BORDEN COMPANY</p>	<p>Change "Tommy Riggs and Betty Lou" listing to "The Ginny Simms Show".</p>
<p>Page 5</p>	<p>BOURJOIS, INC.</p>	<p>Cancel series.</p>
<p>Page 6</p>	<p>CAMPBELL SOUP CO.</p>	<p>Change "Corliss Archer" listing to "The Campbell Room Starring Hilde- garde". Change origination to WABC.</p>
<p>Page 7</p>	<p>CONTINENTAL BAKING CO.</p>	<p>Change program listing to "Grand Slam", Monday thru Friday, 11:30- 11:45 a.m.</p>
<p>Page 7</p>	<p>ELECTRIC AUTO-LITE CO.</p>	<p>Cancel rebroadcast.</p>

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MONTHLY CORRECTIONS - CBS STANDARD PROGRAMS (CONTINUED)

<i>Page 8</i>	EVERSHARP, INC.	"Take It Or Leave It" program will originate from KNX October 6 thru November 24.
<i>Page 8</i>	FORD MOTOR COMPANY	Change listing to "The Ford Show Starring Dinah Shore".
<i>Page 10</i>	JOHNS-MANVILLE CORP.	Change origination to WTOP, Washington, D. C., and WABC, New York.
<i>Page 11</i>	LEVER BROTHERS COMPANY	Change "Fighting Senator" listing to "The Joan Davis Show". Change origination to KNX.
<i>Page 11</i>	P. LORILLARD CO.	Change listing to "Songs By Sinatra".
<i>Page 12</i>	NASH-KELVINATOR CORP.	Cancel series.
<i>Page 12</i>	NOXZEMA CHEMICAL CO.	Change agency to: Sullivan, Stauffer, Colwell & Bayles, Inc.
<i>Page 15</i>	THE TEXAS COMPANY	Change listing to "The Eddie Bracken Show". Change origination to KNX.
<i>Page 15</i>	WHITEHALL PHARMACAL CO.	Change listing of "Give and Take" to "Hollywood Jackpot", starring Kenny Delmar.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 16</i>	CHEMICALS, INC.	Change time to Saturday, 9:45-10:00 p.m. Cancel series after October 26.
<i>Page 17</i>	GUITTARD CHOCOLATE CO.	Change program listing to "Meet the Missus" and time to Tuesday and Friday, 2:30-2:45 p.m.
<i>Page 17</i>	LOMA LINDA FOOD COMPANY	Change time to Monday and Friday, 12:00-12:15 p.m.
<i>Page 18</i>	R. B. SEMLER, INC.	Cancel series.
<i>Page 18</i>	SIGNAL OIL COMPANY	Change time to Monday, 9:30-10:00 p.m.
<i>Page 18</i>	STUDEBAKER CORP.	Cancel series.
<i>Page 18</i>	TONI, INC.	Cancel series.
<i>Page 18</i>	SUNSET OIL COMPANY	Change time to Saturday, 6:30-6:45 p.m.

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MONTHLY CORRECTIONS • CBS PACIFIC NETWORK PROGRAMS (continued)

Page 19	WASHINGTON COOPERATIVE FARMERS' ASSOCIATION	Cancel series after October 14.
Page 19	WILCO CO.	Cancel series after October 9.
Page 19	J. I. FANCY FROZEN FOODS CO.	Cancel series.
Page 19	McMAHAN FURNITURE STORES	Change time to Monday thru Friday, 12:30-12:45 p.m.
Page 19	YELLOW CAB CO.	Change time to Saturday, 7:45-8:00 p.m.

NEW CBS SUSTAINING PROGRAMS

Jean Sablon	Sunday 5:30-5:45 p.m. ORIGINATES: WABC	The romantic French tenor in a new program of his own, with Paul Baron's orchestra.
Music You Know	Sunday 11:30-12 midnight ORIGINATES: WABC	Familiar selections of light classical music by the Columbia Concert Orchestra.
Red Barber-Sports	Mon. thru Fri. 6:30-6:45 p.m. ORIGINATES: WABC	Columbia's new director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.
Feature Story	Mon. thru Sun. 11:10-11:15 p.m. ORIGINATES: WABC	The biggest story in the day's news, placed in its setting and described in detail.
Footnote	Mon. thru Sat. 11:25-11:30 p.m. ORIGINATES: WABC	A report on some person, place, or event not in the day's news but still of current interest and significance.
Philadelphia Orchestra	Saturday 5:00-6:00 p.m. ORIGINATES: WCAU	Eugene Ormandy and guest conductors direct the orchestra and famous soloists in a weekly symphony concert.

MONTHLY CORRECTIONS • CBS SUSTAINING PROGRAMS

Page 21	NEWS ANALYSES	Change "The Meaning of the News", Monday through Saturday, to 11:15-11:25 p.m. No Sunday broadcast.
Page 22	WEEKLY NEWS REVIEW	Change time to 2:00-2:30 p.m.
Page 24	SING ALONG	Change time to 2:45-3:00 p.m.
Page 25	TIME TO REMEMBER	Change time to 10:45-11:00 a.m.

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NATIONAL BROADCASTING COMPANY, INC.

GENERAL HEADQUARTERS

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER 1946

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

<p>ELGIN NATIONAL WATCH CO. (57th Week on CBS)</p> <p>Two Hours of Stars <i>Variety show</i></p>	<p>Thursday, Nov. 28 (Thanksgiving Day) 4:00-6:00 p.m. 156 CBS stations ORIGINATES: KNX</p>	<p>Watches <i>J. Walter Thompson Co.</i></p>
<p>RICHARD HUDNUT SALES CO. (149th Week on CBS)</p> <p>Jean Sablon <i>Variety</i> (Begins November 9)</p>	<p>Saturday 7:15-7:30 p.m. <i>Rebroadcast</i> 12:45-1:00 a.m. 64 CBS stations ORIGINATES: WCBS*</p>	<p>All Products <i>Kenyon & Eckhardt, Inc.</i></p>

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 8</p>	<p>EVERSHARP, INC.</p>	<p>Cancel "Tonight on Broadway".</p>
<p>Page 10</p>	<p>HOUSEHOLD FINANCE CORP.</p>	<p>Change program listing to "That's Finnegan".</p>

MONTHLY CORRECTIONS • CBS PACIFIC NETWORK PROGRAMS

<p>Page 16</p>	<p>CHEMICALS, INC.</p>	<p>Cancel series.</p>
<p>Page 17</p>	<p>GUITTARD CHOCOLATE CO.</p>	<p>Cancel series.</p>
<p>Page 17</p>	<p>INDUSTRIAL MANAGEMENT CORP.</p>	<p>Change time to 4:45-5:00 p.m.</p>
<p>Page 17</p>	<p>MANHATTAN SOAP CO., INC.</p>	<p>Cancel series.</p>
<p>Page 18</p>	<p>TONI, INC.</p>	<p>Program cancelled by October supplement now restored to schedule. New time 2:45-3:00 p.m.</p>
<p>Page 19</p>	<p>VICK CHEMICAL COMPANY</p>	<p>Cancel series effective November 9.</p>

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WEDNESDAY CORRECTIONS - END SUSTAINING PROGRAMS

Pages
16-19

Change time of the following sponsors' programs to one hour later: Barron-Gray-Packing Co., Bekins Van and Storage Co., E. L. Bruce Co., Campbell Soup Co., Colonial Dames, Inc., "42" Products, Inc., Ferry-Morse Seed Co., Lyon Van & Storage Co., Peter Paul, Inc., Pict-Sweet Foods, Inc., Planters Nut & Chocolate Company, Simoniz Company.

NEW FOR SUSTAINING PROGRAMS

Juilliard School of Music	Thursday 11:30-12:00 mid. ORIGINATES: WCBS	Musical classics and the works of eminent modern composers performed by the chorus, instrumental ensemble, and string quartet of one of America's best-known conservatories.
Hawk Larabee	Thursday 5:30-6:00 p.m. ORIGINATES: KNX	Spirited drama of a western vendetta in the desert town of Sundown Wells.
That's Life	Friday 5:30-6:00 p.m. ORIGINATES: KNX	Comedy show built around anecdotes provided by members of the studio audience. (Returned to schedule.)
Theatre of Romance	Wednesday 5:30-6:00 p.m. ORIGINATES: WCBS	Broadway and Hollywood stars in dramatizations of the great love stories of all time. (Returned to schedule.)

WEDNESDAY CORRECTIONS - END SUSTAINING PROGRAMS

<i>Page 24</i>	OKLAHOMA ROUND-UP	Change time to Monday 5:30-6:00 p.m.
<i>Page 26</i>	THE JACK KIRKWOOD SHOW	Cancel series.
<i>October 1 Supplement</i>	FEATURE STORY	Add Don Hollenbeck as reporter.

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NATIONAL BROADCASTING COMPANY INC.

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