

CBS PROGRAM BOOK • SPRING, 1946



**THE COVER:** *From the antenna (white circle) of its new high frequency television transmitter, W2XCS, in the cone of New York's Chrysler Building, CBS has broadcast its notable demonstrations of high-definition television pictures in full natural color (See Page 31). A similar antenna occupies a comparable position on the opposite side of the cone. Visible above the high frequency antenna are the T-shaped prongs of Columbia's low-frequency antenna broadcasting the weekly black and white television programs from Station WCBW.*

SPRING, 1946

# 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.**

*March 15, 1946*

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

<p><b>AMERICAN HOME FOODS, INC.</b> (28th Week on CBS)</p> <p><b>Give and Take</b> <i>Audience participation</i></p>	<p>Saturday 10:00-10:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 145 CBS stations ORIGINATES: WABC</p>	<p>Chef Boy-Ar-Dee Spaghetti Dinner <i>McJunkin Adv. Co.</i></p>
<p><b>AMERICAN OIL COMPANY</b> (334th Week on CBS)</p> <p><b>Edward R. Murrow</b> <i>News</i></p>	<p>Sunday 1:45-2:00 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (513th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Johnny Mercer, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. 151 CBS stations <i>Rebroadcast</i> 12:00-12:45 a.m. ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i></p>
<p><b>ANACIN COMPANY</b> (474th Week on CBS)</p> <p><b>Our Gal Sunday</b> <i>Serial Drama</i></p> <p><b>Ellery Queen</b> <i>Mystery drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 142 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 55 CBS stations 28 CBC stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald- Sample, Inc.</i></p> <p><i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>ANCHOR-HOCKING GLASS CORP.</b> (113th Week on CBS)</p> <p><b>Hobby Lobby</b> <i>Variety</i></p>	<p>Thursday 9:30-10:00 p.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Anchorglass and Fire King Ovenglass Products <i>William H. Weintraub &amp; Co., Inc.</i></p>

**ARMSTRONG CORK COMPANY**

*(230th Week on CBS)*

**Armstrong's Theater of Today**

*Drama*

Saturday

12 noon-12:30 p.m.

142 CBS stations

ORIGINATES: WABC

Armstrong's Floor Coverings

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

**BALLARD & BALLARD CO.**

*(161st Week on CBS)*

**Renfro Valley Folks**

*Serial Drama*

Wed., Thurs., Fri.,

Sat.

8:15-8:30 a.m.

Sunday

9:15-9:45 a.m.

26 CBS stations

ORIGINATES: WHAS

Ballard's Obelisk Flour

*Henri, Hurst & McDonald, Inc.*

**BAYER COMPANY**

*(544th Week on CBS)*

**American Melody Hour**

with Jane Pickens, Bob Hannon, Evelyn MacGregor, Orchestra and chorus

*Music*

Tuesday

7:30-8:00 p.m.

139 CBS stations

ORIGINATES: WABC

Bayer Aspirin

*Dancer-Fitzgerald-Sample, Inc.*

**BORDEN CO.**

*(86th Week on CBS)*

**The Ginny Simms Show**

*Musical*

**County Fair**

*Variety-quiz*

Friday

7:30-8:00 p.m.

*Rebroadcast*

*11:30-11:55 p.m.*

145 CBS stations

ORIGINATES: KNA

All Products

*Young & Rubicam, Inc.*

Saturday

1:30-2:00 p.m.

148 CBS stations

ORIGINATES: WABC

Borden Instant Coffee

*Kenyon & Eckhardt, Inc.*

**BOURJOIS, INC.**

*(346th Week on CBS)*

**Powder Box Theatre**

with Ray Bloch's orchestra  
Danny O'Neil and Evelyn Knight

*Variety*

Thursday

10:30-11:00 p.m.

140 CBS stations

ORIGINATES: WABC

Evening in Paris Face Powder

*Foote, Cone & Belding*

CBS SPONSORED  
PROGRAMS

<p><b>BOWEY'S, INC.</b> (353rd Week on CBS)</p> <p><b>Stars Over Hollywood</b> with guest stars <i>Original drama</i></p>	<p>Saturday 12:30-1:00 p.m. 50 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen &amp; Company</i></p>
<p><b>CAMPANA SALES CO.</b> (314th Week on CBS)</p> <p><b>First Nighter</b> <i>Drama</i></p>	<p>Saturday 7:30-8:00 p.m. 144 CBS stations ORIGINATES: WBBM</p>	<p>All Products <i>Wallace-Ferry-Hanly Co.</i></p>
<p><b>CAMPBELL SOUP COMPANY</b> (586th Week on CBS)</p> <p><b>The Jack Carson Show</b> <i>Comedy</i></p> <p><b>Request Performance</b> <i>Variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 141 CBS stations 29 CBC stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 141 CBS stations 29 CBC stations ORIGINATES: KNX</p>	<p>Campbell's Soups, Baked Beans, Tomato Juice <i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> (217th Week on CBS)</p> <p><b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CENTAUR DIVISION, STERLING DRUG INC.</b> (340th Week on CBS)</p> <p><b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 141 CBS stations 22 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>CHIESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> (382nd Week on CBS)</p> <p><b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 147 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>



**CHRYSLER CORPORATION***(521st Week on CBS)***Music of Andre Kostelanetz**  
*Music*Thursday  
9:00-9:30 p.m.  
144 CBS stations  
ORIGINATES: WABCMotor Cars. Institutional  
*Ruthrauff & Ryan, Inc.***COLGATE-PALMOLIVE-PEET  
COMPANY***(529th Week on CBS)***Colgate Theater of Romance**  
*Drama***Blondie**  
*Comedy*Tuesday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
146 CBS stations  
23 CBC stations  
ORIGINATES: KNYColgate Tooth Powder,  
Halo Shampoo  
*Sherman & Marquette,  
Inc.*Sunday  
7:30-8:00 p.m.  
*Rebroadcast*  
11:30-12:00 mid.  
143 CBS stations  
ORIGINATES: KNYSuper Suds  
*Wm. Esty & Co., Inc.***CONTINENTAL BAKING CO., INC.***(582nd 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: WBBMWonder Bread. Hostess  
Cake  
*Ted Bates, Inc.***CONTINENTAL CAN CO.***(61st Week on CBS)***Celebrity Club**  
*Variety*Saturday  
10:15-10:45 p.m.  
146 CBS stations  
ORIGINATES: WABCInstitutional, Packaging,  
Plastic Products  
*Batten, Barton, Durstine  
& Osborn, Inc.***CREAM OF WHEAT CORP.***(291st Week on CBS)***Let's Pretend**  
*Drama*Saturday  
11:05-11:30 a.m.  
142 CBS stations  
ORIGINATES: WABCCream of Wheat Cereal  
*Batten, Barton, Durstine  
& Osborn, Inc.***CRESTA BLANCA WINE CO.***(151st Week on CBS)***This Is My Best**  
*Drama*Tuesday  
9:30-10:00 p.m.  
120 CBS stations  
ORIGINATES: KNYCresta Blanca Wines  
*Batten, Barton, Durstine,  
& Osborn, Inc.***CUDAHY PACKING COMPANY***(464th Week on CBS)***Tena & Tim**  
*Dramatic serial*Mon. thru Fri.  
2:45-3:00 p.m.  
46 CBS stations  
ORIGINATES: WBBMOld Dutch Cleanser  
*Grant Advertising, Inc.*

**CBS SPONSORED  
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CURTISS CANDY COMPANY</b> (283rd Week on CBS)</p> <p><b>News</b> with Andre Baruch</p>	<p>Sat., Sun. 11:00-11:05 a.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Candy C. L. Miller Company</p>
<p><b>ELECTRIC AUTO-LITE CO.</b> (21st Week on CBS)</p> <p><b>The Dick Haymes Show</b> Variety</p>	<p>Saturday 8:00-8:30 p.m. Rebroadcast 11:00-11:30 p.m. 150 CBS stations 27 CBC stations ORIGINATES: KNX</p>	<p>Spark Plugs, Batteries, Ignition Systems, Auto Accessories Ruthrauff &amp; Ryan, Inc.</p>
<p><b>ELECTRIC COMPANIES ADVERTISING PROGRAM</b> (131st Week on CBS)</p> <p><b>The Electric Hour</b> with Nelson Eddy, Robert Armbruster's Orchestra and Guests Variety</p>	<p>Sunday 4:30-5:00 p.m. 143 CBS stations ORIGINATES: KNX</p>	<p>Institutional N. W. Ayer &amp; Son, Inc.</p>
<p><b>EMERSON DRUG COMPANY</b> (304th Week on CBS)</p> <p><b>Vox Pop</b> with Parks Johnson and Warren Hull Interview quiz</p>	<p>Monday 8:00-8:30 p.m. 141 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer McCann-Erickson, Inc.</p>
<p><b>EVERSHARP, INC.</b> (335th Week on CBS)</p> <p><b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra Quiz</p> <p>Ann Sothern in "Maisie" Variety</p>	<p>Sunday 10:00-10:30 p.m. 149 CBS stations ORIGINATES: WABC</p> <p>Friday 10:30-11:00 p.m. 148 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens, Pencils and Red Top Leads The Biow Co., Inc.</p>
<p><b>FERRY-MORSE SEED CO.</b> (48th Week on CBS)</p> <p><b>Garden Gate</b> Talks</p>	<p>Saturday 9:15-9:30 a.m. 139 CBS stations ORIGINATES: WLAC</p>	<p>Seeds MacManus, John &amp; Adams, Inc.</p>

**FORD MOTOR CO.***(433rd Week on CBS)***\*The Bob Crosby Show***Musical*

Wednesday

9:30-10:00 p.m.

148 CBS stations

ORIGINATES: KNX

Motor Cars

*J. Walter Thompson Co.***GENERAL ELECTRIC COMPANY***(209th Week on CBS)***G. E. House Party***Variety*

Mon. thru Fri.

4:00-4:25 p.m.

149 CBS stations

ORIGINATES: KNX

Household Appliance

Division

*Young & Rubicam, Inc.***GENERAL FOODS CORPORATION***(567th Week on CBS)***Kate Smith Sings***Music*

Friday

8:30-8:55 p.m.

*Rebroadcast*

12:30-12:55 a.m.

145 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 Baby Snooks Show***Comedy*

Sunday

6:30-7:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

144 CBS stations

ORIGINATES: KNX

Sanka

*Young & Rubicam, Inc.***The Second Mrs. Burton***Serial drama*

Mon. thru Fri.

2:00-2:15 p.m.

142 CBS stations

ORIGINATES: WABC

LaFrance, Satina.

Post Toasties,

Maxwell House Coffee

*Young & Rubicam, Inc.**Benton & Bowles, Inc.***The Aldrich Family***Comedy*

Friday

8:00-8:30 p.m.

*Rebroadcast*

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

145 CBS stations

ORIGINATES: WABC

Grapenuts,

Grapenuts Flakes

*Young & Rubicam, Inc.***The Adventures of the****Thin Man***Mystery*

Sunday

7:00-7:30 p.m.

*Rebroadcast*

12:00-12:30 a.m.

142 CBS stations

ORIGINATES: WABC

Post Toasties

*Benton & Bowles, Inc.*

CBS SPONSORED  
PROGRAMS

<p><b>GENERAL MILLS, INC.</b> (614th Week on CBS)</p> <p><b>Light of the World</b> <i>Serial drama</i></p> <p><b>Valiant Lady</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Kitchen Tested Flour <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Cheerios <i>Dancer-Fitzgerald-Sample, Inc.</i></p>
<p><b>+GENERAL MOTORS CORP.</b> (30th Week on CBS)</p> <p><b>+Hollywood Star Time</b> <i>Drama</i></p>	<p>Sunday 2:30-3:00 p.m. 148 CBS stations ORIGINATES: KNX</p>	<p>Refrigerators <i>Foote, Cone &amp; Belding</i></p>
<p><b>GULF OIL CORPORATION</b> (629th Week on CBS)</p> <p><b>We the People</b> with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Gulf Oil Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>+HALL BROS. INC.</b> (7th Week on CBS)</p> <p><b>+Reader's Digest - Radio Edition</b> <i>Drama</i></p>	<p>Sunday 2:00-2:30 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>"Hallmark" Greeting Cards <i>Foote, Cone &amp; Belding</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b> (418th Week on CBS)</p> <p><b>Adventures of Ozzie and Harriet</b> <i>Comedy</i></p>	<p>Sunday 6:00-6:30 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>JOHNS-MANVILLE CORPORATION</b> (239th Week on CBS)</p> <p><b>Bill Henry</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>

\*Program or client not listed in Winter Program Book

**KOLYNOS COMPANY**  
(682nd Week on CBS)

**Mr. Keen, Tracer of Lost Persons**  
*Mystery-drama*

**The Romance of Helen Trent**  
*Serial drama*

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

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

Kolynos Tooth Powder and Toothpaste

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

**LADY ESTHER, LTD.**  
(638th Week on CBS)

**Screen Guild Players**  
*Drama*

Monday  
10:00-10:30 p.m.  
149 CBS stations  
ORIGINATES: KXX

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

**THE LAMBERT CO.**  
(221st Week on CBS)

**The Billie Burke Show**  
*Household advice*

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

Listerine Tooth Powder  
*Lambert & Feasley, Inc.*

**LEVER BROTHERS COMPANY**  
(552nd Week on CBS)

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

**The Joan Davis Show**  
*Comedy variety*

**Aunt Jenny's Real Life Stories**  
*Dramatic sketches*

**Big Sister**  
*Serial drama*

Monday  
9:00-10:00 p.m.  
150 CBS stations  
24 CBC stations  
ORIGINATES: KXX

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

Mon. thru Fri.  
11:45-12 Noon  
82 CBS stations  
21 CBC stations  
ORIGINATES: WABC

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

Lux Soap & Flakes  
*J. Walter Thompson Co.*

Swan Soap  
*Young & Rubicam, Inc.*

Spry  
*Ruthrauff & Ryan, Inc.*

Rinso  
*Ruthrauff & Ryan, Inc.*

**CBS SPONSORED  
PROGRAMS**

<b>LEVER BROTHERS COMPANY</b> <i>Continued</i> <b>A Woman's Life</b> <i>Serial drama</i>	<b>Mon. thru Fri.</b> <b>11:30-11:45 a.m.</b> 67 CBS stations ORIGINATES: WABC	<b>Swan Soap</b> <i>Young &amp; Rubicam, Inc.</i>
<b>LEWIS-HOWE COMPANY</b> <i>(198th Week on CBS)</i> <b>The Beulah Show</b> <i>Comedy show</i>	<b>Sunday</b> <b>8:00-8:30 p.m.</b> 147 CBS stations ORIGINATES: KNX	<b>Tums</b> <i>Roche, Williams &amp; Cleary, Inc.</i>
<b>THOMAS J. LIPTON, INC.</b> <i>(124th Week on CBS)</i> <b>Inner Sanctum</b> <i>Mystery drama</i>	<b>Tuesday</b> <b>9:00-9:30 p.m.</b> 143 CBS stations ORIGINATES: WABC	<b>Lipton's Tea and Continental Soup Mix</b> <i>Young &amp; Rubicam, Inc.</i>
<b>P. LORILLARD COMPANY</b> <i>(427th Week on CBS)</i> <b>Frank Sinatra Show</b> <i>Variety</i>	<b>Wednesday</b> <b>9:00-9:30 p.m.</b> 140 CBS stations ORIGINATES: KNX	<b>Old Gold Cigarettes</b> <i>Lennen &amp; Mitchell, Inc.</i>
<b>MANHATTAN SOAP CO., INC.</b> <i>(263rd Week on CBS)</i> <b>The Strange Romance of Evelyn Winters</b> <i>Dramatic serial</i>	<b>Mon. thru Fri.</b> <b>10:30-10:45 a.m.</b> <i>Rebroadcast</i> <b>4:30-4:45 p.m.</b> 147 CBS stations ORIGINATES: WABC	<b>Sweetheart Soap</b> <i>Duane Jones Co.</i>
<b>NASH-KELVINATOR CORP.</b> <i>(127th Week on CBS)</i> <b>The Andrews Sisters Show</b> with Curt Massey and Vic Schoen's Orchestra <i>Musical</i>	<b>Wednesday</b> <b>10:30-11:00 p.m.</b> 150 CBS stations ORIGINATES: KNX	<b>Nash Cars &amp; Refrigerators</b> <i>Geyer, Cornell &amp; Newell, Inc.</i>
<b>NOXZEMA CHEMICAL CO.</b> <i>(183rd Week on CBS)</i> <b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i>	<b>Saturday</b> <b>8:30-8:55 p.m.</b> <i>Rebroadcast</i> <b>11:30-11:55 p.m.</b> 59 CBS stations ORIGINATES: KNX	<b>All Products</b> <i>Ruthrauff &amp; Ryan, Inc.</i>

**PABST SALES CO.**  
(153rd Week on CBS)

**Danny Kaye Show**  
*Comedy variety*

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

Pabst Blue Ribbon Beer  
*Warwick & Legler, Inc.*

**THE PARKER PEN CO.**  
(192nd Week on CBS)

**Ned Calmer and the News**

Sat., Sun.  
8:55-9:00 p.m.  
140 CBS stations  
ORIGINATES: WABC

Pens, Pencils  
Quink  
*J. Walter Thompson Co.*

**PET MILK SALES CORPORATION**  
(641st Week on CBS)

**Saturday Night Serenade**  
Bill Perry, tenor; Hollace Shaw,  
soprano; Warren Sweeney,  
Gustave Haenschen's Orchestra  
and Chorus  
*Music*

**Mary Lee Taylor**  
Home Economist  
*Talks*

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

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

400-D Pet Milk  
*Gardner Advertising  
Company*

**PHILIP MORRIS & COMPANY,  
LTD., INC.**  
(499th Week on CBS)

**Crime Doctor**  
*Mystery drama*

**Holiday & Company**  
*Comedy*

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

Friday  
9:00-9:30 p.m.  
139 CBS stations  
ORIGINATES: WABC

Philip Morris Cigarettes  
*The Biow Co., Inc.*

**PILLSBURY MILLS, INC.**  
(390th Week on CBS)

**Grand Central Station**  
*Drama*

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

All Products  
*McCann-Erickson, Inc.*

CBS SPONSORED  
PROGRAMS**THE PROCTER & GAMBLE CO.**  
(592nd Week on CBS)**Road of Life***Serial drama***The Jack Kirkwood Show***Variety**or***Mommie and the Men***Comedy variety***The Jack Smith Show***Songs***Life Can Be Beautiful***Serial drama***Ma Perkins***Serial drama***Young Dr. Malone***Serial drama***Rosemary***Serial drama***F.B.I. in Peace and War***Drama***Perry Mason***Serial drama*Mon. thru Fri.  
1:45-2:00 p.m.  
77 CBS stations  
ORIGINATES: WABCMon. thru Fri.  
7:00-7:15 p.m.  
*Rebroadcast*  
11:00-11:15 p.m.  
79 CBS stations  
ORIGINATES: KNX  
AND WABCMon. thru Fri.  
7:15-7:30 p.m.  
*Rebroadcast*  
11:15-11:30 p.m.  
73 CBS stations  
ORIGINATES: WABCMon. thru Fri.  
1:00-1:15 p.m.  
68 CBS stations  
ORIGINATES: WABCMon. thru Fri.  
1:15-1:30 p.m.  
74 CBS stations  
ORIGINATES: WBBMMon. thru Fri.  
1:30-1:45 p.m.  
43 CBS stations  
ORIGINATES: WABCMon. thru Fri.  
2:30-2:45 p.m.  
55 CBS stations  
ORIGINATES: WABCThursday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
85 CBS stations  
ORIGINATES: WABCMon. thru Fri.  
2:15-2:30 p.m.  
79 CBS stations  
ORIGINATES: WABC

Duz

*Compton Advertising,  
Inc.*

Ivory Soap

*Compton Advertising,  
Inc.*

Oxydol

*Dancer-Fitzgerald-  
Sample, Inc.*

Ivory Soap

*Compton Advertising,  
Inc.*

Oxydol

*Dancer-Fitzgerald-  
Sample, Inc.*

Crisco

*Compton Advertising,  
Inc.*

Ivory Snow

*Benton & Bowles, Inc.*

Lava Soap

*The Biow Co., Inc.*Spic & Span, Camay,  
Dreft*Dancer, Fitzgerald-  
Sample, Inc.  
Pedlar & Ryan, Inc.*



**PRUDENTIAL INSURANCE****COMPANY OF AMERICA***(352nd Week on CBS)***Prudential Family Hour**with Patrice Munsel, Jack Smith,  
Earl Wrightson, Al Goodman's  
Orchestra, and chorus*Music*

Sunday

5:00-5:30 p.m.

126 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.***R. J. REYNOLDS TOBACCO****COMPANY***(669th Week on CBS)***Bob Hawk Show***Quiz*

Monday

7:30-8:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

150 CBS stations

ORIGINATES: WABC

Camel Cigarettes.

Prince Albert Smoking  
Tobacco*William Esty & Co.,  
Inc.***ROMA WINE CO., INC.***(156th Week on CBS)***Suspense***Mystery drama*

Thursday

8:00-8:30 p.m.

*Rebroadcast*

12 mid. 12:30 a.m.

80 CBS stations

ORIGINATES: KNX

Roma Wines

*The Biou Co., Inc.***E. R. SQUIBB & SONS***(295th Week on CBS)***Jimmy Carroll Sings**Squibb Chorus and Ted Dale  
and his orchestra*Music*

Mon., Wed., Fri.

6:15-6:30 p.m.

112 CBS stations

ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &  
Newell, Inc.***THE TEXAS COMPANY***(430th Week on CBS)***Texaco Star Theater**James Melton and Al Goodman'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 DRUG CO.***(48th Week on CBS)***Durante-Moore Show***Comedy variety*

Friday

9:30-10:00 p.m.

119 CBS stations

ORIGINATES: KNX

Drugs

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

**CBS SPONSORED PROGRAMS**

**UNITED STATES RUBBER CO.**  
*(197th Week on CBS)*  
  
**New York Philharmonic-Symphony**  
*Music*

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

Institutional  
*Campbell-Ewald Co., Inc.*

**J. B. WILLIAMS COMPANY**  
*(117th Week on CBS)*  
  
**William L. Shirer**  
*News*

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

Shaving Cream  
*J. Walter Thompson Co.*

**WM. WRIGLEY, JR., COMPANY**  
*(715th Week on CBS)*  
  
**Island Venture**  
*Navy dramatic series*

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

Chewing Gum  
*Arthur Meyerhoff & Co.*

**Gene Autry Show**  
*Musical*

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

Chewing Gum  
*Ruthrauff & Ryan, Inc.*

**COLUMBIA PACIFIC NETWORK**

**SPONSORED PROGRAMS**

*(All times are Pacific Standard time)*

**BARRON GRAY PACKING CO.**  
*(20th 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.**  
*(232nd Week on CBS)*  
  
**Harry W. Flannery**  
*News analysis*

Mon., Wed., Fri.  
 5:30-5:45 p.m.  
 ORIGINATES: KNX

Moving and Storage  
*Brooks Advertising Agency*

**CAMPBELL SOUP CO.**  
*(586th Week on CBS)*  
  
**Carroll Alcott**  
*News*

Mon. thru Sat.  
 8:55-9:00 p.m.  
 ORIGINATES: KNX

All Products  
*Ward Wheelock Co.*

**CHEMICALS, INC.**  
*(83rd Week on CBS)*  
  
**Don't You Believe It**  
*Narrative drama*

Saturday  
 9:45-10:00 p.m.  
 ORIGINATES: KNX

Vano Household Chemical  
*Garfield & Guild*

**COLONIAL DAMES, INC.***(323rd Week on CBS)***Surprise Theater***with Knox Manning***Meet The Missus***Participation quiz*

Sunday

8:25-8:30 p.m.

ORIGINATES: KNX

Tuesday

2:30-2:45 p.m.

ORIGINATES: KNX

Cosmetics

*Abbott Kimball Co.,**Inc.***DAY & NIGHT MANUFACTURING  
CO.***(74th Week on CBS)***Dave Vaile***News*

Saturday

3:55-4:00 p.m.

ORIGINATES: KNX

Water Heaters &  
Equipment*Hixson-O'Donnell**Adv. Inc.***P. DUFF & SONS, INC.***(127th Week on CBS)***Meet The Missus***Participation quiz*

Mon., Wed., Fri.

2:45-3:00 p.m.

ORIGINATES: KNX

Ready-To-Bake Mixes

*W. Earl Bothwell**Advertising Agency***EDISON BROTHERS STORES***(46th Week on CBS)***Meet The Missus***Participation quiz*

Thursday

2:30-2:45 p.m.

ORIGINATES: KNX

Shoes

*Adolph Wendland***GENERAL PETROLEUM CORP.  
OF CALIFORNIA***(135th Week on CBS)***Hollywood Preview***with Conrad Nagel**Drama*

Tuesday

7:30-8:00 p.m.

ORIGINATES: KNX

All Products

*Smith & Drum, Inc.***GIUTTARD CHOCOLATE CO.***(18th Week on CBS)***That's A Good Idea***Drama*

Saturday

6:30-6:45 p.m.

ORIGINATES: KNX

Chocolate and  
Chocolate Products*Garfield & Guild***\*INDUSTRIAL MANAGEMENT CORP.***(14th Week on CBS)***\*Voice of the Moment***Drama*

Saturday

5:00-5:15 p.m.

ORIGINATES: KNX

Insect-O-Blitz

*Lockwood-Shackelford**Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>KELITE PRODUCTS, INC.</b> <i>(70th Week on CBS)</i> <b>+Meet the Missus</b> <i>Participation quiz</i>	Tuesday 2:45-3:00 p.m. ORIGINATES: KNX	"Kenu", Chemical Water Softener <i>Little &amp; Co.</i>
<b>+LOMA LINDA FOOD COMPANY</b> <i>(8th Week on CBS)</i> <b>+Burrirt Wheeler</b> <i>Talks</i>	Mon., Wed., Fri. 12:30-12:45 p.m. ORIGINATES: KNX	Loma Linda Foods <i>Elwood J. Robinson                      Adv. Agency</i>
<b>LYON VAN &amp; STORAGE CO.</b> <i>(15th Week on CBS)</i> <b>Meet The Missus</b> <i>Participation quiz</i>	Mon. and Thurs. 2:30-2:45 p.m. ORIGINATES: KNX	Moving and Storage Services <i>Batten, Barton, Durstine,                      &amp; Osborn, Inc.</i>
<b>MANHATTAN SOAP CO., INC.</b> <i>(263rd Week on CBS)</i> <b>Dick Cutting</b> <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. ORIGINATES: KNX	Sweetheart Soap <i>Duane Jones Co.</i>
<b>S. A. MOFFATT CO.</b> <i>(22nd Week on CBS)</i> <b>Meet The Missus</b> <i>Participation quiz</i>	Friday 2:30-2:45 p.m. ORIGINATES: KNX	Polar Brand Frosted Foods <i>Honig-Cooper Co.</i>
<b>PETER PAUL, INC.</b> <i>(281st Week on CBS)</i> <b>Bob Garred</b> <i>News</i>	Mon., Wed., Fri. 5:45-5:55 p.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden                      &amp; Staff</i>
<b>PLANTERS NUT AND CHOCOLATE                      COMPANY</b> <i>(279th Week on CBS)</i> <b>Harry Flannery</b> <i>News analysis</i>	Tues., Thurs., Sat. 5:30-5:45 p.m. ORIGINATES: KNX	All Products <i>Raymond R. Morgan                      Agency</i>
<b>SIGNAL OIL COMPANY</b> <i>(142nd Week on CBS)</i> <b>The Whistler</b> <i>Mystery drama</i>	Monday 9:00-9:30 p.m. ORIGINATES: KNX	All Products <i>Barton A. Stebbins                      Advertising Agency</i>

\*Program or client not listed in Winter Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

**SOIL OFF MANUFACTURING  
COMPANY**

(265th Week on CBS)

**Bob Garred**

*News*

Tues., Thurs., Sat.  
5:45-5:55 p.m.

ORIGINATES: KNX

"Soil Off" for all  
painted surfaces

*Ruthrauff & Ryan, Inc.*

**UNION OIL COMPANY OF  
CALIFORNIA**

(134th Week on CBS)

**Nelson Pringle**

*News analysis*

Mon. thru Fri.  
7:45-8:00 a.m.

ORIGINATES: KNX

Gas and Oil

*Foote, Cone and Belding*

**VICK CHEMICAL COMPANY**

(228th Week on CBS)

**Dick Cutting**

*News*

Tues., Thurs., Sat.  
7:30-7:45 a.m.

ORIGINATES: KNX

All Products

*Morse International,  
Inc.*

**WASHINGTON COOPERATIVE EGG  
& POULTRY ASSOCIATION**

(57th Week on CBS)

**Meet The Missus**

*Participation quiz*

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

Thursday  
2:45-3:00 p.m.

ORIGINATES: KNX

Lynden Foods

*Pacific National  
Advertising Agency*

**WILCO CO.**

(8th Week on CBS)

**\*Burrill Wheeler**

*Talks*

Tues., Thurs.  
12:30-12:45 p.m.

ORIGINATES: KNX

Clearex and Bif

*Elwood J. Robinson  
Adv. Agency*

**FERRY-MORSE SEED CO.**

(48th Week on CBS)

**Time for Rolly Langley**

*Gardening*

Friday  
1:30-4:45 p.m.

ORIGINATES: KQW

Seeds

*Mae Manus, John &  
Adams, Inc.*

**McMAHAN FURNITURE STORES**

(30th Week on CBS)

**Knox Manning**

*News*

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

ORIGINATES: KNX

House Furnishings

*M-C-M Adv. Agency*

**YELLOW CAB CO.**

(100th Week on CBS)

**The Story Teller**

*Narration*

Saturday  
3:00-3:15 p.m.

ORIGINATES: KQW

Cab Service

*Rhoades & Davis*

**COLUMBIA  
CALIFORNIA  
NETWORK**

# CBS SUSTAINING PROGRAMS

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

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

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**COLUMBIA  
NETWORK  
NEWS  
SUSTAINING**

**News Broadcasts**

8:00-8:15 a.m.

MONDAY THRU SATURDAY

9:00-9:15 a.m.

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 Charles Shaw from London, Douglas Edwards from Paris, Don Pryor from Nuremberg, Winston Burdett from Rome, Richard Hottelet from Moscow, Bill Costello from Tokyo, George Moorad from Shanghai and Webley Edwards from Honolulu.

**News Summaries**

9:00-9:15 a.m.

MONDAY THRU SATURDAY

4:25-4:30 p.m.

MONDAY THRU SATURDAY

4:45-5:00 p.m.

MONDAY THRU FRIDAY

6:00-6:15 p.m.

MONDAY THRU SATURDAY

11:00-11:10 p.m.

SUNDAY THRU SATURDAY

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

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

Human interest stories underlying the latest economic and political events.

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

A news summary is given by John Daly Monday through Friday, and by Ned Calmer Saturday and Sunday.

**News Analyses**

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

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

**Assignment Home**

3:00-3:30 p.m.

EACH SATURDAY

In collaboration with the U.S. Veterans' Administration, CBS produces this series of programs dramatizing the reactions of demobilized servicemen to civilian life.

**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. A CBS moderator reports background news underlying the issue and sums up the debate.

**CURRENT  
AFFAIRS**

**CURRENT  
AFFAIRS**

*Continued*

**Transatlantic Call:  
People to People**

12:30-1:00 p.m.

EACH SUNDAY

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

**Time For Reason**

1:30-1:45 p.m.

EACH SUNDAY

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

**SERIOUS  
MUSIC**

**Eileen Farrell**

11:30-12:00 midnight

MONDAY AND WEDNESDAY

CBS inaugurates a new series of programs starring the great young American singer, Eileen Farrell. Miss Farrell will be hostess to guests on each program, and she will be accompanied by 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 new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include among others Sir Thomas Beecham, who will conduct the first American performance of *Idyll* by Frederick Delius.

**Philadelphia Orchestra**

5:00-6:00 p.m.

EACH SATURDAY

*Ends April 27*

Under its musical director Eugene Ormandy and famous guest conductors, one of America's finest musical organizations presents a weekly program, with top-ranking soloists including Bronislaw Huberman, violinist, and Leon Fleischer, pianist.



**SERIOUS  
MUSIC**

**CBS Presents Olin Downes**

4:55-5:00 p.m.

EACH SATURDAY

*Ends April 13*

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the Philadelphia Orchestra broadcasts.

**E. Power Biggs, Organist**

9:15-9:45 a.m.

EACH SUNDAY

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

**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 little village of Blirstown, Vermont—where before the church service, the folks get together for choir practice.

**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.

**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:

- |                  |                 |
|------------------|-----------------|
| LES BROWN        | SAMMY KAYE      |
| RANDY BROOKS     | STAN KENTON     |
| FRANKIE CARLE    | ELLIOT LAWRENCE |
| CARMEN CAVALLARO | JOHNNY LONG     |
| BOB CROSBY       | FRANKIE MASTERS |
| JIMMY DORSEY     | HAL MCINTIRE    |
| TOMMY DORSEY     | RAY MCKINLEY    |
| SHEPHERD         | VALGREN MONROE  |
| CHUCK FOSTER     | ART MOONEY      |
| HENNY GOODMAN    | LOUIS PRIMA     |
| GLEN GRAY        | CHARLIE SPIVAK  |
| WOODY HERMAN     | TOMMY TUCKER    |
| HARRY JAMES      |                 |

**LIGHT  
MUSIC**

**LIGHT  
MUSIC**

*Continued*

**Sing Along Club**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

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

**Gordon MacRae**

4:30-4:45 p.m.

MONDAY THRU FRIDAY

*Beginning March 25*

6:30-6:45 p.m.

*Monday thru Friday*

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

**Coffee Club**

8:30-9:00 a.m.

MONDAY THRU FRIDAY

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

**Danny O'Neil and  
His Guests**

11:30-12:00 p.m.

EACH TUESDAY

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

**Patti Clayton**

6:15-6:30 p.m.

EACH TUESDAY AND THURSDAY

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

**Viva America!**

11:30-12:00 p.m.

EACH FRIDAY

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

**DRAMATIC  
SERIES**

**Cimarron Tavern**

5:30-5:45 p.m.

MONDAY THRU FRIDAY

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

**The Sparrow and The Hawk**

5:45-6:00 p.m.

MONDAY THRU FRIDAY

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

**Crime Photographer**

10:00-10:30 p.m.

EACH TUESDAY

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

**Arthur Godfrey**

9:15-10:00 a.m.

MONDAY THRU FRIDAY

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

**LIGHT  
ENTERTAINMENT**

**You're In The Act**

3:00-3:30 p.m.

MONDAY THRU FRIDAY

Everyone in the studio audience wants to get into the act, so the agreeable emcee, Nils T. Granlund, simply lets them. Unpredictably, but under his skillful guidance, they perform in any manner they choose, weekday afternoons from a Hollywood Boulevard night club.

**EDUCATIONAL  
PROGRAMS**
**The American School  
of the Air**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

*Ends April 26*

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

MONDAY—Story of America

TUESDAY—Gateways to Music

WEDNESDAY—March of Science

THURSDAY—This Living World

FRIDAY—Tales From Far and Near

**Columbia's Country Journal**

8:30-9:00 a.m.

EACH SUNDAY

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

**Of Men and Books**

2:00-2:15 p.m.

EACH SATURDAY

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

**Adventures in Science**

2:15-2:30 p.m.

EACH SATURDAY

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

### The People's Platform

1:00-1:30 p.m.

EACH SUNDAY

One of radio's most interesting forums moves to a new time with a new format. The provocative issues of the day will be informally debated by two speakers who stress their opposing views, but also seek a common meeting ground.

### 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.

### American Portrait

6:15-6:45 p.m.

EACH SATURDAY

beginning March 23

Dramatized biographies of distinguished Americans whose ideas have contributed greatly to the nation's coming of age. From these broadcasts will emerge a distinctive portrait of America.

### 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.

### Wings Over Jordan

11:05-11:30 a.m.

EACH SUNDAY

The renowned thirty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle also conducts the responsive Bible reading and delivers a brief inspirational talk.

### News, News Features and Entertainment

Beamed to

The Network

of the Americas

IN SPANISH

OR PORTUGUESE

From 1:00 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 112 affiliated stations in Latin America, round out the entertainment schedule.

## EDUCATIONAL PROGRAMS

*Continued*

## RELIGIOUS BROADCASTS

## SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA

*CBS transmits on  
W CBA, New York  
W CRC, New York  
W CBN, New York*

**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 in eight languages — plus more than 2¾ hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers*) and *The United Nations' Network*.

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

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

# SPECIAL BROADCASTS: WINTER, 1945-46

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:

JANUARY 19. In a great labor crisis, Walter P. Reuther, vice president of UAW and Dr. Alfred P. Haake, consulting economist to General Motors, discussed their problems over *People's Platform*. A week later, on the same program, Leon Henderson and Ralph W. Robey supported opposing positions and the following week, Congressmen Francis Case (R. South Dakota) and Hugh Delacey (D. Washington) expressed different opinions. These six speakers gave new insight into the nation's tangled labor and industrial picture.

Two premiere performances marked musical milestones over CBS during the winter. On Sunday, January 27, Igor Stravinsky conducted the New York Philharmonic-Symphony Orchestra in a program devoted entirely to his works and featuring the first public performance of the new *Symphony in 3 Movements*. On February 9, *The Philadelphia Orchestra* under Eugene Ormandy played for the first time the Third Concerto for piano and orchestra by the Hungarian composer Bela Bartok, with Gyorgy Sandor as soloist. Bartok was at work on this concerto at the time of his death. The work was completed by his pupil, Tibor Serly.

JANUARY 30. CBS listeners heard the sounds of man's first contact with substance beyond the earth. When Army engineers at Belmar, N. J. on January 26 heard radar impulses reflected

from the moon, a CBS recorder caught it, preserved the occasion for a *Feature Story* broadcast.

FEBRUARY 2. After an absence of more than 4 years the *Columbia Workshop* returned to the air in the first of a regular weekly series. Its purpose, as always, is to add new dimensions to radio expression. Its by-product is superlative entertainment. Norman Corwin, the *Workshop's* most distinguished alumnus, directed the first program.

## TALKS:

NOVEMBER 17: SENATOR WILLIAM F. KNOWLAND, Republican of California, discussed the problem of "Military Training and National Defense": 10:45-11:00 p.m. EST.

NOVEMBER 19: The atomic bomb was the subject of the address by MAJOR GENERAL LESLIE R. GROVES, head of research for the development of the atomic bomb: 6:30-6:45 p.m. EST.

NOVEMBER 22: Director-General of UNRRA, HERBERT H. LEHMAN described the "Crisis In Postwar Relief": 3:15-3:30 p.m. EST.

NOVEMBER 24: COL. CHARLES POLETTI, former AMG governor of Rome, talked about "The Future of Italy": 10:45-11:00 p.m. EST.

NOVEMBER 27: From Washington, REP. CHET HOLIFIELD stated his views in support of "The

Full Employment Bill" and REP. HOWARD H. BUFFETT stated his opposition to it: 10:30-10:45 p.m. EST.

NOVEMBER 28: In connection with economic relations between the U.S. and Mexico. AMBASSADOR ESPINOSA DE LOS MONTEROS discussed future relations between the two countries: 11:15-11:30 p.m. EST.

NOVEMBER 30: ROBERT J. WATT, member of the War Labor Board, and international representative of American Federation of Labor dealt with the matter of "Labor Legislation": 6:30-6:45 p.m. EST.

DECEMBER 4: Atomic Energy was the topic of the talk by DR. JULIAN SORELL HUXLEY, British biologist and writer: 11:15-11:30 p.m. EST.

DECEMBER 7: "The Responsibilities of Victory" were outlined by H. W. PRENTIS, JR., President, Armstrong Cork Company: 11:15-11:30 p.m. EST.

DECEMBER 11: From Miami, JOHN J. O'CONNELL, Chief Inspector, New York, SUPT. EDWARD W. FALLON, Boston Police, JOHN F. BALLINGER, Commissioner of Police, Detroit, CHARLES W. DULLFA, Chief of Police, San Francisco, HOMER GARRISON, JR., Director Texas Dept. Public Safety, and A. W. SIMPSON, Chief of Police, Miami Beach, Fla. all took part in a symposium and advanced some theories on the control of "Juvenile Delinquency": 6:30-6:45 p.m. EST.

DECEMBER 11: REP. LOUIS LUDLOW presented "Our Foreign Policy": 10:30-10:45 p.m. EST.

DECEMBER 12: Under-Secretary of Commerce, ALFRED SCHINDLER made an appeal for "Low Cost Housing—A Challenge to the Building Industry": 11:15-11:30 p.m. EST.

DECEMBER 17: "The Administration of Puerto Rico" was described by REX TUGWELL, Governor of Puerto Rico: 11:15-11:30 p.m. EST.

DECEMBER 22: DR. J. S. NATHANIEL TROSS, Negro minister and educator advocated the points leading toward "Racial Goodwill and Understanding": 10:45-11:00 p.m. EST.

JANUARY 5: ANDRE MICHALOPOULOS reported on his new mission for Greece as Minister-Plenipotentiary in charge of information in America: 10:45-11:00 p.m. EST.

JANUARY 8: SENATOR GEORGE L. RADCLIFFE spoke about the "Federal Pay Increase": 10:30-10:45 p.m. EST.

JANUARY 12: British Lord President of the Council, and Leader of the House of Commons, HERBERT MORRISON, in his first American broadcast discussed "Britain Faces Peace": 10:45-11:00 p.m. EST.

JANUARY 15: "Current Issues before Congress" were analyzed by SENATOR HARLEY M. KILGORE: 10:30-10:45 p.m. EST.

JANUARY 17: Federal Housing Expediter, WILSON WYATT discussed his plans concerning "The Housing Crisis in America": 11:15-11:30 p.m. EST.

JANUARY 18: GENERAL DWIGHT D. EISENHOWER, Army Chief of Staff, explained to the American people "The Army's Demobilization Plan": 9:00-9:15 p.m. EST.

JANUARY 24: His Excellency HUSSEIN ALA, Iranian Ambassador to U.S., talked about the tense situation: In connection with the Iranian-Soviet dispute over Russian occupied Azerbaijan Province: 11:15-11:30 p.m. EST.

JANUARY 26: DR. STOYAN GAVRILOVIC, Chairman of the Inspection Group of United Nations Organization, was interviewed by CLARK M. EICHELBERGER, Director, The American Association for the United Nations, regarding the requirements for the world capital: 10:45-11:00 p.m. EST.

FEBRUARY 2: The recent radar experiments which gained contact with the moon were described by LT. COL. JOHN H. DEWITT, JR., who directed the project: 10:45-11:00 p.m. EST.

FEBRUARY 9: REP. CHARLES HALLECK in a pre-Lincoln Day speech presented "The Challenge to America": 10:45-11:00 p.m. EST.



# CBS TELEVISION

By now approximately 1000 business and industrial leaders, engineers, editors, radio critics and reporters have seen the first preview of CBS color television pictures broadcast on a commercial transmitter in the ultra high frequencies.

For twenty thrilling minutes they watched, on a new high frequency television receiver designed and made by CBS engineers, a football game, a horse race, a lotus blossom, a sleek negligee, a volcano in eruption — all in brilliant realistic color.

They recalled that CBS first proposed the probability of high frequency color television back in April, 1944. They recalled the first demonstration broadcast last October before members of the Federal Communications Commission. Now they have seen for themselves one of the bright and useful scientific miracles of our time.

Basing its estimate on the remarkable rate of technical accomplishment since V-J day, CBS believes that with the entire industry putting its shoulder to the wheel, ultra high frequency color television can be made available to the public early next year.

## A SAMPLE OF PUBLIC OPINION:

"It was clearly — and colorfully — the most notable television demonstration of the year." — *Time*.

"...beautiful beyond description. The image is sharp, distinct, and completely realistic." — *New York World Telegram*.

"The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures." — *The Wall Street Journal*.

"Equally striking were films of a fashion show — the color pictures showing milady exactly how the prospective sponsor's gowns will look." — *Bridgeport Post*.

"...tests showing one of the most significant characteristics of ultra high frequency television — 'ghost-free' reception." — *The Boston Post*.

"Demonstration proved that color would be of immense value to the advertiser." — *Variety*.

"The new system provides increased brilliancy. Better detail is achieved ... by incorporating numerous techniques learned in war research." — *Associated Press*.

"Particularly impressive was a sequence of football pictures; in color the team uniforms were easily identifiable." — *Tide*.

# CBS PROGRAM BOOK SUPPLEMENT • APRIL 1, 1946

INTERNATIONAL BROADCASTING COMPANY, INC.  
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## NEW CBS SPONSORED PROGRAMS

(All times are Eastern Standard Time)

<p><b>CAMPBELL SOUP COMPANY</b>  <i>(590th Week on CBS)</i></p> <p><b>Robert Trout</b>                  The News Till Now  <i>News</i></p>	<p>Mon. thru Fri.                  6:45-7:00 p.m.                  29 CBS stations                  ORIGINATES: WABC</p>	<p>Campbell's Soups                  Ward Wheelock Co.</p>
<p><b>E. R. SQUIBB &amp; SONS</b>  <i>(299th Week on CBS)</i></p> <p><b>The Academy Award Theater</b>  <i>Drama</i></p>	<p>Saturday                  7:00-7:30 p.m.                  149 CBS stations                  ORIGINATES: KNX</p>	<p>Squibb Products                  Geyer, Cornell &amp;                  Newell, Inc.</p>

## NEW CBS PACIFIC NETWORK PROGRAMS

(All times are Pacific Standard Time)

<p><b>KERR GLASS MANUFACTURING CO.</b>  <i>(1st Week on CBS)</i></p> <p><b>The Pickards</b>  <i>Musical</i></p>	<p>Mon., Wed., Fri.                  4:45-5:00 p.m.                  11 CBS stations                  ORIGINATES: KNX</p>	<p>Glass Products                  Raymond R. Morgan Co.</p>
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## MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<p>Page 5</p>	<p><b>BOURJOIS, INC.</b></p>	<p>Change time to Saturday, 7:30-8:00 p.m.</p>
<p>Page 6</p>	<p><b>CAMPANA SALES CO.</b></p>	<p>Cancel "First Nighter."</p>
<p>Page 7</p>	<p><b>COLGATE-PALMOLIVE-PEET CO.</b></p>	<p>Change origination of "Theater Romance" to WABC.</p>
<p>Page 9</p>	<p><b>GENERAL ELECTRIC COMPANY</b></p>	<p>Effective April 15, change time Monday, Wednesday, Friday.</p>
<p>Page 12</p>	<p><b>LEVER BROTHERS COMPANY</b></p>	<p>Cancel "A Woman's Life."</p>

# CBS PROGRAM BOOK SUPPLEMENT • MAY 1, 1946

## NEW CBS SPONSORED PROGRAMS (All times are Eastern Daylight Time)

<p>PETER PAUL, INC. (289th Week on CBS)</p> <p><b>Charles Collingwood and the News</b></p> <p><i>News</i></p>	<p>Saturday 6:45-7:00 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>Platt-Forbes, Inc.</i></p>
<p>MAGAZINE REPEATING RAZOR COMPANY (43rd Week on CBS)</p> <p><b>(To Be Announced)</b></p>	<p>Monday 10:30-11:00 p.m. 71 CBS stations ORIGINATES: WABC</p>	<p>Schick Magazine Razors &amp; Blades <i>The Biow Company, Inc.</i></p>

## MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 4	AMERICAN OIL COMPANY	Cancel series after May 12.
Page 4	ANACIN COMPANY	Change sponsor listing to Whitehall Pharmaceutical Company.
Page 5	BALLARD & BALLARD	Cancel Wednesday, Thursday, Friday and Saturday broadcasts.
Page 5	BOURJOIS, INC.	Change program listing to "Listen to a Love Song" with Tony Martin. Origin- ates KNX.
Page 6	CAMPBELL SOUP COMPANY	Change program listing from "Request Performance" to "Corliss Archer."
Page 7	CUDAHY PACKING COMPANY	Change time to 11:30-11:45 a.m.
Page 8	CURTISS CANDY COMPANY	Change newscaster to Warren Sweeney.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

Page 12	NASH-KELVINATOR CORP.	Change program listing to "David Rose's Orchestra with Curt Massey."
Page 14	THE PROCTER & GAMBLE CO.	Change program listing of "The Jack Kirkwood Show" to "The Lanny Ross Show."  Change program listing of "Mommie and the Men" to "Hercule Poirot."
Page 15	E. R. SQUIBB & SONS	Cancel "Jimmy Carroll Sings."

MONTHLY CORRECTIONS - CBS FACIAL NETWORK PROGRAMS

Page 17	EDISON BROTHERS STORES	Cancel "Meet The Missus."
Page 17	GENERAL PETROLEUM CORP. OF CALIFORNIA	Change time to Saturday, 6:00-6:30 p.m.

NEW AND CONTINUING PROGRAMS

<b>Carolina Calling</b>	Saturday 9:30-10:00 a.m. ORIGINATES: WBT	Hillbilly songs and folk music from Charlotte, North Carolina.
<b>Lefty</b>	Monday 10:30-11:00 p.m. ORIGINATES: WABC	A baseball story of a fabulous portside pitcher with limitless capacity for getting into tight spots.
<b>Cinderella, Inc.</b>	Mon. thru Fri. 3:30-4:00 p.m. ORIGINATES: WABC	Housewives from all over visit New York on a four-week spree of entertainment, self-improvement and sight-seeing.
<b>Time to Remember</b>	Mon. thru Fri. 11:30-11:45 a.m. ORIGINATES: WABC	Milton Bacon returns to the air with his rich fund of regional legends and true stories collected after many years of travel into every state of the union.

**MONTHLY CORRECTIONS - CBS SUNDAY PROGRAMS (continued)**

<i>Page 8</i>	<b>EMERSON DRUG COMPANY</b>	Change program listing from "Vox Pop" to "Forever Ernest."
<i>Page 8</i>	<b>FERRY-MORSE SEED CO.</b>	Cancel series after May 15.
<i>Page 11</i>	<b>KOLYNOS COMPANY</b>	Change sponsor listing to Whitehall Pharmacal Company
<i>Page 12</i>	<b>LEWIS-HOWE COMPANY</b>	Change program listing from "The Beulah Show" to "The Amazing Mrs. Danberry," with Agnes Moorehead.
<i>Page 12</i>	<b>NASH-KELVINATOR CORP.</b>	Change program listing to "Holiday for Music," with David Rose and his orchestra, Curt Massey, and Kitty Kallen.
<i>Page 13</i>	<b>PHILIP MORRIS &amp; COMPANY LTD., INC.</b>	Change program listing from "Holiday & Company" to "It Pays To Be Ignorant."
<i>Page 14</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	Change program listing from "Hercule Poirot" to "Mystery of the Week."
<i>Page 16</i>	<b>UNITED STATES RUBBER CO.</b>	Conclusion of season series.

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 17</i>	<b>DAY &amp; NIGHT MANUFACTURING CO.</b>	Cancel series.
<i>Page 17</i>	<b>GENERAL PETROLEUM CORP. OF CALIFORNIA</b>	Cancel series.
<i>Page 18</i>	<b>MANHATTAN SOAP CO., INC.</b>	Change program listing to "Bob Garred, News."
<i>Page 19</i>	<b>VICK CHEMICAL COMPANY</b>	Change program listing to "Bob Garred, News."
<i>Page 19</i>	<b>WASHINGTON COOPERATIVE EGG &amp; POULTRY ASSOCIATION</b>	Change client's name to Washington Cooperative Farmers' Association.



**CBS PACIFIC NETWORK TIME CHANGES**

**NEW TIME (PST)**

<i>Page 16</i>	<b>BARRON GRAY PACKING CO.</b>	8:55- 9:00 p.m.
	<b>BEKINS VAN AND STORAGE CO.</b>	4:30- 4:45 p.m.
	<b>CAMPBELL SOUP CO.</b>	7:55- 8:00 p.m.
	<b>CHEMICALS, INC.</b>	9:15- 9:30 p.m.
<i>Page 17</i>	<b>COLONIAL DAMES, INC.</b> (Surprise Theater) (Meet The Missus)	7:25- 7:30 p.m. 1:30- 1:45 p.m.
	<b>P. DUFF &amp; SONS, INC.</b>	1:45- 2:00 p.m.
	<b>GUITTARD CHOCOLATE CO.</b> (Tues.)	8:30- 8:45 p.m.
<i>Page 18</i>	<b>KELITE PRODUCTS, INC.</b>	1:45- 2:00 p.m.
	<b>LOMA LINDA FOOD COMPANY</b>	11:30-11:45 a.m.
	<b>LYON VAN &amp; STORAGE CO.</b>	1:30- 1:45 p.m.
	<b>S. A. MOFFATT CO.</b>	1:30- 1:45 p.m.
	<b>PETER PAUL, INC.</b>	4:45- 4:55 p.m.
	<b>PLANTERS NUT AND CHOCOLATE COMPANY</b>	4:30- 4:45 p.m.
<i>Page 19</i>	<b>SOIL OFF MANUFACTURING COMPANY</b>	4:45- 4:55 p.m.
	<b>WASHINGTON COOPERATIVE FARMERS' ASSOCIATION</b> (Wed.)	1:30- 1:45 p.m.
	(Thurs.)	1:45- 2:00 p.m.
	<b>WILCO CO.</b>	11:30-11:45 a.m.
<i>April 1 Supplement</i>	<b>KERR GLASS MANUFACTURING CO.</b>	3:45- 4:00 p.m.

**CBS CALIFORNIA NETWORK TIME CHANGES**

**NEW TIME (PST)**

<i>Page 19</i>	<b>FERRY-MORSE SEED CO.</b>	3:30- 3:45 p.m.
	<b>McMAHAN FURNITURE STORES</b>	11:15-11:30 a.m.
	<b>YELLOW CAB CO.</b>	9:30- 9:45 p.m.

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NEW CBS SUSTAINING PROGRAMS

<p><b>Columbia Broadcasting Symphony</b></p>	<p>Sunday 3:00-4:00 p.m. ORIGINATES: WABC</p>	<p>Programs for the new summer series stress contemporary works, directed by Columbia's Bernard Herrmann and top-flight guest conductors.</p>
<p><b>In My Opinion</b></p>	<p>Mon. thru Sun. 11:15-11:30 p.m. ORIGINATES: WABC</p>	<p>An informed interpretation of the news by representative leaders of opinion in the realms of public affairs, journalism, science, and sports.</p>
<p><b>The Columbia Workshop</b></p>	<p>Sunday 4:00-4:30 p.m. ORIGINATES: WABC</p>	<p>The noted dramatic laboratory, which seeks to advance the radio art through testing new styles and techniques in writing, directing, and acting.</p>
<p><b>Yours Sincerely</b></p>	<p>Sunday 12:30-1:00 p.m. ORIGINATES: WABC</p>	<p>Charles Collingwood in New York and Wilson Midgley, BBC, in London further the interchange of American and British culture and information by answering letters from each other's country.</p>

MONTHLY CORRECTIONS CBS SUSTAINING PROGRAMS

<p><i>Page 22</i></p>	<p><b>Transatlantic Call: People to People</b></p>	<p>Cancel program.</p>
<p><i>Page 25</i></p>	<p><b>Arthur Godfrey</b></p>	<p>Change time to 11:00-11:30 a.m.</p>
<p><i>April 1 Supplement</i></p>	<p><b>Time to Remember</b></p>	<p>Change time to 2:45-3:00 p.m.</p>

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