

# CBS PROGRAM BOOK • SUMMER, 1946



# KEY TO FRONT COVER (same sequence as pictures)

**PHIL BAKER**  
Take It or Leave It  
Sun. 10 p.m. EDT

**IRENE OUNNE**  
Screen Guild Players  
Mon. 10 p.m. EDT

**EO PAWLEY**  
Big Town  
Tues. 8 p.m. EDT

**BOB HAWK**  
The Bob Hawk Show  
Mon. 7:30 p.m. EDT

**MARK WARNOV**  
Your Hit Parade  
Sat. 9 p.m. EDT

**JEAN HERSHOLT**  
Dr. Christian  
Wed. 8:30 p.m. EDT

**ANN SOTHERN**  
Maisie  
Fri. 10:30 p.m. EDT

**GINGER ROGERS**  
Academy Award Theatre  
Sat. 7 p.m. EDT

**BOB CROSBY**  
The Bob Crosby Show  
Wed. 9:30 p.m. EDT

**DICK HAYMES**  
The Dick Haymes Show  
Thurs. 9 p.m. EDT

**EZRA STONE**  
The Aldrich Family  
Fri. 8 p.m. EDT

**ELIZABETH RELLER**  
Theatre of Today  
Sat. 12 noon EDT

**MARX LOEB**  
Theatre of Romance  
Tues. 8:30 p.m. EDT

**BOB HANNON**  
**EVELYN MACGREGOR**  
American Melody Hour  
Tues. 7:30 p.m. EDT

**HOUSE JAMESON**  
Crime Doctor  
Sun. 8:30 p.m. EDT

**JAMES MELTON**  
Texaco Star Theatre  
Sun. 9:30 p.m. EDT

**NILA MACK**  
Let's Pretend  
Sat. 11:05 a.m. EDT

**JEANNE CAGNEY**  
Grand Central Station  
Sat. 1 p.m. EDT

**PENNY SINGLETON**  
Blondie  
Sun. 7:30 p.m. EDT

**DAVID ROSE**  
**CURT MASSEY**  
Holiday for Music  
Wed. 10:30 p.m. EDT

**WIN ELLIOT**  
County Fair  
Sat. 1:30 p.m. EDT

**NED CALMER**  
Sat. and Sun. 8:55 p.m. EDT

**TOM HOWARD**  
It Pays To Be Ignorant  
Fri. 9 p.m. EDT

**BILLIE BURKE**  
The Billie Burke Show  
Sat. 11:30 a.m. EDT

**ART LINKLETTER**  
House Party  
Mon. thru Fri. 4 p.m. EDT

SUMMER, 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.

*June 15, 1946*

# COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

- ELECTRIC AUTO-LITE CO.:**  
Spark Plugs, Batteries, Ignition Systems,  
Auto Accessories . . . . . Page 7
- FORD MOTOR CO.:**  
Motor Cars . . . . . Page 8
- NASH-KELVINATOR CORP.:**  
Nash Cars and Refrigerators . . . . . Page 12

## ● CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:**  
Lucky Strike Cigarettes . . . . . Page 4
- P. LORILLARD COMPANY:**  
Old Gold Cigarettes . . . . . Page 11
- PHILIP MORRIS & COMPANY, LTD., INC.:**  
Philip Morris Cigarettes . . . . . Page 13
- R. J. REYNOLDS TOBACCO COMPANY:**  
Camel Cigarettes,  
Prince Albert Smoking Tobacco . . . . . Page 14

## ● CONFECTIONERY

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- PETER PAUL, INC.:**  
Mounds, Ten Crown Activated Charcoal  
Gum, Walnetos . . . . . Pages 13, 18
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Chewing Gum . . . . . Page 16

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Bayer Aspirin . . . . . Page 5
- BOURJOIS, INC.:**  
Evening in Paris Face Powder . . . . . Page 5
- CHESEBROUGH MANUFACTURING COMPANY,  
CONSOLIDATED:**  
Hair Tonic and Petroleum Jelly . . . . . Page 6
- COLGATE-PALMOLIVE-PEET COMPANY:**  
(See also Laundry Soaps & Household Supplies)  
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- EMERSON DRUG COMPANY:**  
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- THE LAMBERT CO.:**  
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- LEVER BROTHERS COMPANY:**  
(See also Foods; Laundry Soaps)  
Lux Soap and Flakes, Swan Soap . . . . . Page 11

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- Tums . . . . . Page 11

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- (See also Laundry and Household Supplies)  
Sweetheart Soap . . . . . Pages 11, 17

## NOXZEMA CHEMICAL CO.:

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## THE PROCTER & GAMBLE CO.:

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Ivory Soap, Bar and Snow, Camay,  
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- Drugs . . . . . Page 15

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- Shaving Cream . . . . . Page 15

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- P. DUFF & SONS, INC.:**  
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Betty Crocker Soups, Breakfast Tray,  
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SIGNAL OIL COMPANY:  
All Products  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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

CBS SPONSORED  
PROGRAMS

"Weeks on CBS"  
as of June 1, 1946

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>AMERICAN HOME FOODS, INC.</b> (41st Week on CBS) <b>Give and Take</b> <i>Audience participation</i>	Saturday 10:00-10:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 147 CBS stations ORIGINATES: WABC	Chef Boy-Ar-Dee Quality Foods <i>McJunkin Adv. Co.</i>
<b>AMERICAN HOME PRODUCTS, INC.</b> (695th Week on CBS) <b>Give and Take</b> <i>Audience participation</i>  <b>Our Gal Sunday</b> <i>Serial drama</i>  <b>Ellery Queen</b> <i>Mystery drama</i>  <b>The Romance of Helen Trent</b> <i>Serial drama</i>	Mon., Wed., Fri. 4:30-5:00 p.m. 26 CBS stations ORIGINATES: WABC  Mon. thru Fri. 12:45-1:00 p.m. 142 CBS stations ORIGINATES: WABC  Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 53 CBS stations 28 CBC stations ORIGINATES: WABC  Mon. thru Fri. 12:30-12:45 p.m. 143 CBS stations ORIGINATES: WABC	Anacin and Kolynos <i>Dancer-Fitzgerald-Sample, Inc.</i>  Anacin <i>Dancer-Fitzgerald-Sample, Inc.</i>  Anacin <i>Ruthrauff &amp; Ryan, Inc.</i>  Kolynos and Bisodol <i>Dancer-Fitzgerald-Sample, Inc.</i>
<b>AMERICAN TOBACCO COMPANY</b> (526th Week on CBS) <b>Your Hit Parade</b> Mark Warnow's Orchestra, Joan Edwards, The Hit Paraders <i>Music</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12:00-12:45 a.m. 151 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i>
<b>ANCHOR-HOCKING GLASS CORP.</b> (126th Week on CBS) <b>Hobby Lobby</b> <i>Variety</i>	Thursday 9:30-10:00 p.m. 139 CBS stations ORIGINATES: WABC	Anchorglass and Fire King Ovenglass Products <i>William H. Weintraub &amp; Co., Inc.</i>

**ARMSTRONG CORK COMPANY**  
 (243rd Week on CBS)  
**Armstrong's Theater of Today**  
*Drama*

**Saturday**  
 12 noon-12:30 p.m.  
 148 CBS stations  
 ORIGINATES: WABC

**Armstrong's Floor Coverings**  
*Batten, Barton, Durstine & Osborn, Inc.*

**BALLARD & BALLARD CO.**  
 (174th Week on CBS)  
**Renfro Valley Folks**  
*Serial Drama*

**Sunday**  
 9:15-9:45 a.m.  
 25 CBS stations  
 ORIGINATES: WHAS

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

**BAYER COMPANY**  
 (557th Week on CBS)  
**American Melody Hour**  
 with Jane Pickens, Bob Hannon,  
 Evelyn MacGregor, Orchestra  
 and chorus  
*Music*

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

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

**BORDEN CO.**  
 (99th Week on CBS)  
**\*Tommy Riggs and Betty Lou**  
*Variety*

**Friday**  
 7:30-8:00 p.m.  
*Rebroadcast*  
 11:30-11:55 p.m.  
 146 CBS stations  
 ORIGINATES: KNX

**All Products**  
*Young & Rubicam, Inc.*

**County Fair**  
*Variety-quiz*

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

**Borden's Instant Coffee**  
*Kenyon & Eckhardt, Inc.*

**BOURJOIS, INC.**  
 (359th Week on CBS)  
**\*The Tony Martin Show**  
*Musical*

**Saturday**  
 7:30-8:00 p.m.  
*Rebroadcast*  
 12:45-1:15 a.m.  
 140 CBS stations  
 ORIGINATES: KNX

**Evening in Paris Face Powder**  
*Foote, Cone & Belding*

**BOWEY'S, INC.**  
 (366th Week on CBS)  
**Stars Over Hollywood**  
 with guest stars  
*Original drama*

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

**Dari-Rich Products**  
*Sorensen & Company*

\*Program or client not listed in Spring Program Book.

CBS SPONSORED  
PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CAMPBELL SOUP COMPANY</b> (599th Week on CBS)</p> <p><b>The Jack Carson Show</b> <i>Comedy</i></p> <p><b>*Corliss Archer</b> <i>Comedy</i></p> <p><b>*Robert Trout</b> With The News Till Now <i>News</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>Mon. thru Fri. 6:45-7:00 p.m. 24 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Soups, Baked Beans, Tomato Juice <i>Ward Wheelock</i> <i>Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> (230th 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> (353rd 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>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> (395th 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: WABC</p>	<p>Hair Tonic and Petroleum Jelly <i>McCann-Erickson, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> (542nd Week on CBS)</p> <p><b>Colgate Theater of Romance</b> <i>Drama</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 146 CBS stations 23 CBC stations ORIGINATES: WABC</p>	<p>Colgate Tooth Powder, Halo Shampoo <i>Sherman &amp; Marquette,</i> <i>Inc.</i></p>

\*Program or client not listed in Spring Program Book.



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

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

Super Suds  
*Wm. Esty & Co., Inc.*

**CONTINENTAL BAKING CO., INC.***(595th 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.*

**CONTINENTAL CAN CO.***(74th Week on CBS)***Celebrity Club***Variety*

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

Institutional, Packaging,  
Plastic Products  
*Batten, Barton, Durstine  
& Osborn, Inc.*

**CREAM OF WHEAT CORP.***(304th Week on CBS)***Let's Pretend***Drama*

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

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

**CUDAHY PACKING COMPANY***(477th Week on CBS)***Tena & Tim***Dramatic serial*

Mon. thru Fri.  
11:30-11:45 a.m.  
46 CBS stations  
ORIGINATES: WBBM

Old Dutch Cleanser  
*Grant Advertising, Inc.*

**CURTISS CANDY COMPANY***(296th 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.***(34th Week on CBS)***The Dick Haymes Show***Variety*

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

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

CBS SPONSORED  
PROGRAMS

**ELECTRIC COMPANIES  
ADVERTISING PROGRAM**  
(144th Week on CBS)

**The Summer Electric Hour**  
with Anne Jamison, Bob Shanley,  
Robert Armbruster's Orchestra  
and Guests  
*Variety*

Sunday  
4:30-5:00 p.m.  
143 CBS stations  
ORIGINATES: KNX

Institutional  
*N. W. Ayer & Son, Inc.*

**EMERSON DRUG COMPANY**  
(317th Week on CBS)

**\*Forever Ernest**  
with Jackie Coogan  
*Comedy*

Monday  
8:00-8:30 p.m.  
*Rebroadcast*  
12:30-1:00 a.m.  
141 CBS stations  
ORIGINATES: KNX

Bromo-Seltzer  
*Batten, Barton, Durstine  
& Osborn, Inc.*

**EVERSHARP, INC.**  
(348th Week on CBS)

**Take It or Leave It**  
with Phil Baker and  
Ray Bloch's Orchestra  
*Quiz*

Ann Sothern in  
**"Maisie"**  
*Comedy*

**\*Tonight On Broadway**  
with Connie Boswell and  
Ted Husing  
*Variety*

Sunday  
10:00-10:30 p.m.  
150 CBS stations  
ORIGINATES: WABC

Friday  
10:30-11:00 p.m.  
150 CBS stations  
ORIGINATES: KNX

Monday  
10:30-11:00 p.m.  
60 CBS stations  
ORIGINATES: WABC

Eversharp Pens, Pencils  
and Red Top Leads  
*The Biow Co., Inc.*

Eversharp Pens, Pencils  
and Red Top Leads  
*The Biow Co., Inc.*

Injector Razors and Blade  
*The Biow Co., Inc.*

**FORD MOTOR CO.**  
(446th 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**  
(222nd 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***(580th Week on CBS)***Kate Smith Sings***Music***Kate Smith Speaks****Ted Collins with the News***Talks and news***The Baby Snooks Show***Comedy**(Suspends June 16 thru August 18)***The Second Mrs. Burton***Serial drama***The Aldrich Family***Comedy***Friday****8:30-8:55 p.m.***Rebroadcast**12:30-12:55 a.m.*

145 CBS stations

ORIGINATES: WABC

**Mon. thru Fri.****12 noon-12:15 p.m.**

141 CBS stations

ORIGINATES: WABC

**Sunday****6:30-7:00 p.m.***Rebroadcast**10:30-11:00 p.m.*

144 CBS stations

ORIGINATES: KNX

**Mon. thru Fri.****2:00-2:15 p.m.**

142 CBS stations

ORIGINATES: WABC

**Friday****8:00-8:30 p.m.***Rebroadcast**12:00 mid.-12:30 a.m.*

145 CBS stations

ORIGINATES: WABC

**Postum***Foote, Cone & Belding***Post Raisin Bran,****Post Bran Flakes****Certo***Benton & Bowles, Inc.***Sanka***Young & Rubicam, Inc.***LaFrance, Satina,****Post Toasties***Young & Rubicam, Inc.**Benton & Bowles, Inc.***Grapenuts,****Grapenuts Flakes***Young & Rubicam, Inc.***GENERAL MILLS, INC.***(807th Week on CBS)***Light of the World***Serial drama***Valiant Lady***Serial drama***Mon. thru Fri.****10:15-10:30 a.m.***Rebroadcast**6:15-6:30 p.m.*

62 CBS stations

ORIGINATES: WABC

**Mon. thru Fri.****10:00-10:15 a.m.***Rebroadcast**6:00-6:15 p.m.*

61 CBS stations

ORIGINATES: WABC

**Betty Crocker Soup Mix***Dancer-Fitzgerald-**Sample, Inc.***Cheerios and Breakfast****Tray***Dancer-Fitzgerald-**Sample, Inc.***GENERAL MOTORS CORP.***(43rd 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 AND AGENCY
<p><b>GULF OIL CORPORATION</b> <i>(642nd Week on CBS)</i></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> <i>(20th Week on CBS)</i></p> <p><b>Reader's Digest — Radio Edition</b> <i>Drama</i></p>	<p>Sunday 2:00-2:30 p.m. 149 CBS stations ORIGINATES: WABC</p>	<p>"Hallmark" Greeting Cards <i>Foote, Cone &amp; Belding</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b> <i>(431st Week on CBS)</i></p> <p><b>Adventures of Ozzie and Harriet</b> <i>Comedy</i> <i>(Summer replacement show, June 23- August 25: Silver Theater starring Conrad Nagle)</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> <i>(252nd Week on CBS)</i></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>
<p><b>LADY ESTHER, LTD.</b> <i>(651st Week on CBS)</i></p> <p><b>Screen Guild Players</b> <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 149 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick, Nail Polish <i>The Biow Co., Inc.</i></p>
<p><b>THE LAMBERT CO.</b> <i>(234th Week on CBS)</i></p> <p><b>The Billie Burke Show</b> <i>Comedy</i></p>	<p>Saturday 11:30-12 Noon 148 CBS stations ORIGINATES: KNX</p>	<p>Listerine Tooth Powder <i>Lambert &amp; Feasley, Inc.</i></p>



**LEVER BROTHERS COMPANY***(565th Week on CBS)***Lux Radio Theater**

William Keighley, director,  
with famous stars  
and Lou Silvers' Orchestra

*Drama***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister***Serial drama*

Monday

9:00-10:00 p.m.

151 CBS stations

24 CBC stations

ORIGINATES: KNX

Mon. thru Fri.

11:45-12 Noon

82 CBS stations

24 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

142 CBS stations

24 CBC stations

ORIGINATES: WABC

Lux Soap &amp; Flakes

*J. Walter Thompson Co.*

Spry

*Ruthrauff & Ryan, Inc.*

Rinso

*Ruthrauff & Ryan, Inc.***LEWIS-HOWE COMPANY***(211th Week on CBS)***\*The Amazing Mrs. Danbury**

with Agnes Moorehead

*Drama*

Sunday

8:00-8:30 p.m.

147 CBS stations

ORIGINATES: KNX

Tums

*Roche, Williams  
& Cleary, Inc.***THOMAS J. LIPTON, INC.***(137th Week on CBS)***Inner Sanctum***Mystery drama*

Tuesday

9:00-9:30 p.m.

144 CBS stations

ORIGINATES: WARC

Lipton's Tea and  
Continental Soup Mix*Young & Rubicam, Inc.***P. LORILLARD COMPANY***(440th Week on CBS)***The Frank Sinatra Show***Variety*

Wednesday

9:00-9:30 p.m.

140 CBS stations

ORIGINATES: KNX

Old Gold Cigarettes

*Lennen & Mitchell, Inc.***MANHATTAN SOAP CO., INC.***(276th 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.

148 CBS stations

ORIGINATES: WABC

Blue White Flakes and  
Sweetheart Soap*Duane Jones Co.*

CBS SPONSORED  
PROGRAMS

<p><b>NASH-KELVINATOR CORP.</b> (140th Week on CBS)</p> <p><b>*Holiday for Music</b> David Rose and his Orchestra, Curt Massey, Kitty Kallen <i>Musical</i></p>	<p>Wednesday 10:30-11:00 p.m. 150 CBS stations ORIGINATES: KNX</p>	<p>Nash Cars &amp; Kelvinator Refrigerators <i>Geyer, Cornell &amp; Newell, Inc.</i></p>
<p><b>NOXZEMA CHEMICAL CO.</b> (196th Week on CBS)</p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i> (Suspends July 13 thru August 31)</p>	<p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 59 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>PABST SALES CO.</b> (166th Week on CBS)</p> <p><b>The Mercury Summer Theater</b> with Orson Welles <i>Drama</i></p>	<p>Friday 10:00-10:30 p.m. 138 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i></p>
<p><b>THE PARKER PEN CO.</b> (205th Week on CBS)</p> <p><b>Ned Calmer and the News</b></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><b>PET MILK SALES CORPORATION</b> (654th Week on CBS)</p> <p><b>Saturday Night Serenade</b> Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p> <p><b>Mary Lee Taylor</b> 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>

**PETER PAUL, INC.**  
(302nd Week on CBS)

\***Charles Collingwood**  
and the News  
*News*

Saturday  
6:45-7:00 p.m.  
55 CBS stations  
ORIGINATES: WABC

Candy  
*Platt-Forbes, Inc.*

**PHILIP MORRIS & COMPANY,  
LTD., INC.**  
(512th Week on CBS)

**Crime Doctor**  
*Mystery drama*

\***It Pays To Be Ignorant**  
*Variety*

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

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

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

**PILLSBURY MILLS, INC.**  
(413th 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.**  
(605th Week on CBS)

**Road of Life**  
*Serial drama*

\***The Lanny Ross Show**  
*Music*  
(Suspends July 1-August 16)  
or

\***Mystery of the Week**  
*Drama*  
(Suspends July 1-August 16)

**The Jack Smith Show**  
*Songs*  
(Suspends July 1-August 16)

Mon. thru Fri.  
1:45-2:00 p.m.  
78 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
7:00-7:15 p.m.  
*Rebroadcast*  
11:00-11:15 p.m.  
79 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
7:15-7:30 p.m.  
*Rebroadcast*  
11:15-11:30 p.m.  
73 CBS stations  
ORIGINATES: WABC

Duz  
*Compton Advertising,  
Inc.*

Ivory Soap  
*Compton Advertising,  
Inc.*

Oxydol  
*Dancer-Fitzgerald-  
Sample, Inc.*

CBS SPONSORED  
PROGRAMS

## THE PROCTER &amp; GAMBLE CO.

*Continued***Life Can Be Beautiful***Serial drama*Mon. thru Fri.  
1:00-1:15 p.m.  
68 CBS stations  
ORIGINATES: WABCIvory Soap  
*Compton Advertising,  
Inc.***Ma Perkins***Serial drama*Mon. thru Fri.  
1:15-1:30 p.m.  
74 CBS stations  
ORIGINATES: WBBMOxydol  
*Dancer-Fitzgerald-  
Sample, Inc.***Young Dr. Malone***Serial drama*Mon. thru Fri.  
1:30-1:45 p.m.  
46 CBS stations  
ORIGINATES: WABCCrisco, Drefl  
*Compton Advertising,  
Inc.  
Dancer-Fitzgerald-  
Sample, Inc.***Rosemary***Serial drama*Mon. thru Fri.  
2:30-2:45 p.m.  
55 CBS stations  
ORIGINATES: WABCIvory Snow  
*Benton & Bowles, Inc.***F.B.I. in Peace and War***Drama**(Suspends July 4-August 15)*Thursday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
85 CBS stations  
ORIGINATES: WABCLava Soap  
*The Biow Co., Inc.***Perry Mason***Serial drama*Mon. thru Fri.  
2:15-2:30 p.m.  
80 CBS stations  
ORIGINATES: WABCSpic & Span, Camay,  
Drefl  
*Dancer-Fitzgerald-  
Sample, Inc.  
Pedlar & Ryan, Inc.*PRUDENTIAL INSURANCE  
COMPANY OF AMERICA  
*(365th Week on CBS)***Prudential Family Hour**with Eileen Farrell, Jack Smith,  
Earl Wrightson, Al Goodman's  
Orchestra, and chorus*Music*Sunday  
5:00-5:30 p.m.  
147 CBS stations  
ORIGINATES: WABCInsurance Services  
*Benton & Bowles, Inc.*R. J. REYNOLDS TOBACCO  
COMPANY  
*(682nd 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: WABCCamel Cigarettes,  
Prince Albert Smoking  
Tobacco  
*William Esty & Co.,  
Inc.*



**ROMA WINE CO., INC.**  
(169th Week on CBS)

**Suspense**  
*Mystery drama*

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

Roma Wines  
*The Biow Co., Inc.*

**SCHENLEY LABORATORIES, INC.**  
(164th Week on CBS)

**\*Encore Theater**  
*Drama*

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

Penicillin  
*The Biow Co., Inc.*

**E. R. SQUIBB & SONS**  
(308th Week on CBS)

**\*Academy Award Theater**  
*Drama*

Saturday  
7:00-7:30 p.m.  
149 CBS stations  
ORIGINATES: KNX

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

**THE TEXAS COMPANY**  
(443rd Week on CBS)

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

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

Texaco Products  
*Buchanan & Co., Inc.*

**UNITED DRUG CO.**  
(61st Week on CBS)

**\*The Wayne King Show**  
*Music*

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

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

**WHITEHALL PHARMACAL  
COMPANY**  
(695th Week on CBS)

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

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**  
(130th 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.*

**CBS SPONSORED  
PROGRAMS**

**WM. WRIGLEY, JR., COMPANY**  
(728th Week on CBS)

**Island Venture**  
*Navy dramatic series*

**Gene Autry Show**  
*Musical*

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

**Sunday**  
5:30-5:45 p.m.  
(Effective June 16:  
7:00-7:30 p.m.)  
144 CBS stations  
ORIGINATES: KNX

**Chewing Gum**  
*Arthur Meyerhoff & Co.*

**Chewing Gum**  
*Ruthrauff & Ryan, Inc.*

**COLUMBIA  
PACIFIC  
NETWORK**

**SPONSORED  
PROGRAMS**

*(All times are  
Pacific Standard  
time)*

**BARRON GRAY PACKING CO.**  
(33rd Week on CBS)

**Ona Munson in Hollywood**  
*Hollywood gossip*

**Friday**  
8:55-9:00 p.m.  
ORIGINATES: KNX

**Here's Health Vegetable  
Juice**  
*Long Advertising  
Service*

**BEKINS VAN AND STORAGE CO.**  
(245th Week on CBS)

**Harry W. Flannery**  
*News analysis*

**Mon., Wed., Fri.**  
4:30-4:45 p.m.  
ORIGINATES: KNX

**Moving and Storage**  
*Brooks Advertising  
Agency*

**CAMPBELL SOUP CO.**  
(599th Week on CBS)

**Carroll Alcott**  
*News*

**Mon. thru Sat.**  
7:55-8:00 p.m.  
ORIGINATES: KNX

**All Products**  
*Ward Wheelock Co.*

**CHEMICALS, INC.**  
(96th Week on CBS)

**Don't You Believe It**  
*Narrative drama*

**Saturday**  
9:15-9:30 p.m.  
ORIGINATES: KNX

**Vano Household Chemical**  
*Garfield & Guild*

**COLONIAL DAMES, INC.**  
(336th Week on CBS)

**Surprise Theater**  
with Knox Manning

**Sunday**  
7:25-7:30 p.m.  
ORIGINATES: KNX

**Cosmetics**  
*Hixson-O'Donnell  
Advertising, Inc.*

<p><b>P. DUFF &amp; SONS, INC.</b> <i>(140th Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Mon., Wed., Fri. 1:45-2:00 p.m. ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell</i> <i>Advertising Agency</i></p>
<p><b>INDUSTRIAL MANAGEMENT CORP.</b> <i>(27th Week on CBS)</i></p> <p><b>Voice of the Moment</b> <i>Drama</i></p>	<p>Saturday 5:00-5:15 p.m. ORIGINATES: KNX</p>	<p>Insect-O-Blitz <i>Lockwood-Shackelford</i> <i>Co.</i></p>
<p><b>KELITE PRODUCTS, INC.</b> <i>(83rd Week on CBS)</i></p> <p><b>Meet the Missus</b> <i>Participation quiz</i></p>	<p>Tuesday 1:45-2:00 p.m. ORIGINATES: KNX</p>	<p>"Kenu", Chemical Water Softener <i>Little &amp; Co.</i></p>
<p>*<b>KERR GLASS MANUFACTURING CO.</b> <i>(9th Week on CBS)</i></p> <p>*<b>The Pickards</b> <i>Musical</i></p>	<p>Mon., Wed., Fri. 3:45-4:00 p.m. ORIGINATES: KNX</p>	<p>Glass Products <i>Raymond R. Morgan</i> <i>Co.</i></p>
<p><b>LOMA LINDA FOOD COMPANY</b> <i>(21st Week on CBS)</i></p> <p><b>Burritt Wheeler</b> <i>Talks</i></p>	<p>Mon., Wed., Fri. 11:30-11:45 a.m. ORIGINATES: KNX</p>	<p>Loma Linda Foods <i>Elwood J. Robinson</i> <i>Adv. Agency</i></p>
<p><b>LYON VAN &amp; STORAGE CO.</b> <i>(28th Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Mon. and Thurs. 1:30-1:45 p.m. ORIGINATES: KNX</p>	<p>Moving and Storage Services <i>Batten, Barton, Durstine,</i> <i>&amp; Osborn, Inc.</i></p>
<p><b>MANHATTAN SOAP CO., INC.</b> <i>(276th Week on CBS)</i></p> <p><b>Bob Garred</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:00-7:15 a.m. ORIGINATES: KNX</p>	<p>Sweetheart Soap and Blue White Soap <i>Duane Jones Co.</i></p>

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>S. A. MOFFATT CO.</b> <i>(35th Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Friday 1:30-1:45 p.m. ORIGINATES: KNX</p>	<p>Polar Brand Frosted Foods <i>Honig-Cooper Co.</i></p>
<p><b>PETER PAUL, INC.</b> <i>(294th Week on CBS)</i></p> <p><b>Bob Garred</b> <i>News</i></p>	<p>Mon. thru Sat. 4:45-4:55 p.m. ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden &amp; Staff</i></p>
<p><b>*PICT-SWEET FOODS, INC.</b> <i>(2nd Week on CBS)</i></p> <p><b>Hope Chest</b> <i>Audience participation</i></p>	<p>Sunday 2:30-3:00 p.m. ORIGINATES: KNX</p>	<p>Food Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>PLANTERS NUT AND CHOCOLATE COMPANY</b> <i>(292nd Week on CBS)</i></p> <p><b>Harry Flannery</b> <i>News analysis</i></p>	<p>Tues., Thurs., Sat. 4:30-4:45 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Raymond R. Morgan Agency</i></p>
<p><b>SIGNAL OIL COMPANY</b> <i>(155th Week on CBS)</i></p> <p><b>The Whistler</b> <i>Mystery drama</i></p>	<p>Monday 9:00-9:30 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins Advertising Agency</i></p>
<p><b>*SIMONIZ COMPANY</b> <i>(1st Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Tuesday 1:30-1:45 p.m. ORIGINATES: KNX</p>	<p>Polish <i>Decora, Inc.</i></p>
<p><b>*SUNSET OIL COMPANY</b> <i>(2nd Week on CBS)</i></p> <p><b>It Couldn't Happen with Knox Manning</b> <i>Narrative drama</i></p>	<p>Thursday 8:30-8:45 p.m. ORIGINATES: KNX</p>	<p>Petroleum Products <i>Hillman-Shane-Breyer</i></p>

\*Program or client not listed in Spring Program Book.



**COLUMBIA  
PACIFIC  
NETWORK**

**UNION OIL COMPANY OF  
CALIFORNIA**

*(147th 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**

*(241st 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**

*(70th Week on CBS)*

**Meet The Missus**

*Participation quiz*

Wednesday  
1:30-1:45 p.m.  
Thursday  
1:45-2:00 p.m.  
ORIGINATES: KNX

Lynden Foods  
*Pacific National  
Advertising Agency*

**WILCO CO.**

*(21st 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  
*Mac Manus, John &  
Adams, Inc.*

**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: 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, Don Pryor from Paris, George Polk from Cairo, Ed Morgan from Berlin, Richard Hottelet from Moscow, Bill Costello from Tokyo, George Moorad, Bill Downs, Don Mozley, and Wembley Edwards from the Marshall Islands, scene of the forthcoming *Operation Crossroads*.

**News Summaries**

9:00-9:15 a.m.

MONDAY THRU SATURDAY

4:25-4:30 p.m.

MONDAY THRU SATURDAY

6:00-6:15 p.m.

MONDAY THRU FRIDAY

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.

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

A news summary 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 the problems they face in the return to civilian life.

**Feature Story**

5:00-5:15 p.m.

MONDAY THRU FRIDAY

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

**CURRENT  
AFFAIRS**

**CURRENT  
AFFAIRS***Continued*

**In My Opinion**  
11:15-11:30 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.

**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.

**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.

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

**Columbia Broadcasting  
Symphony**  
3:00-4:00 p.m.  
EACH SUNDAY  
  
(The concerts were suspended on June 2 and 9 for special performances by the Old Vic Theater Company: *Richard III* and *Peer Gynt*. at 3:00-4:30 p.m.)

Directed by Bernard Herrmann, permanent symphonic conductor, the summer series presents the works of major composers and several premiere performances of music by contemporary Americans. Eminent soloists and conductors will also appear on the series.

**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.



**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.

**SERIOUS  
MUSIC****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**

9:30-10:00 a.m.

EACH SATURDAY

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**  
*Continued*

**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 MCINTYRE
TOMMY DORSEY	RAY MCKINLEY
SHEP FIELDS	VAUGHN MONROE
CHUCK FOSTER	ART MOONEY
BENNY GOODMAN	LOUIS PRIMA
GLEN GRAY	CHARLIE SPIVAK
WOODY HERMAN	TOMMY TUCKER
HARRY JAMES	

**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.

**Skyline Roof**

6:30–6:45 p.m.

MONDAY THRU FRIDAY

Variety show with a night club atmosphere presenting guest celebrities from stage and screen and starring baritone Gordon MacRae, youthful veteran of Horace Heidt's band, *Junior Miss*, and the U.S. Army troop carrier command.

**Treasury Bandstand**

2:30–3:00 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**

6:15–6:30 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**

**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 Columbia  
Workshop**

4:00-4:30 p.m.

EACH SUNDAY

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

**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.

**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.

**Time to Remember**

2:45-3:00 p.m.

MONDAY THRU FRIDAY

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

**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*

**Cinderella, Inc.**  
3:30-4:00 p.m.  
MONDAY THRU 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. Every afternoon they tell about their adventures and introduce celebrities they meet along the way.

**Night Time On The Trail**  
12:05-12:30 a.m.  
EACH MONDAY

Song and comedy show set in a Grand Hotel of the wide open spaces, the mythical ranch of encee Harry Douglas. Western characters on the trail put up for the night and join hired hands Don Sullivan, Louisiana Lou, and the Rhythm Riders in front-porch fun and melody. From Kansas City.

**EDUCATIONAL  
PROGRAMS**

**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.

**American Portrait**  
6:15-6:45 p.m.  
EACH SATURDAY

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.

**Columbia's Country Journal**  
8:30-9:00 a.m.  
EACH SUNDAY

The farmer's daily problems and his role in the nation's business 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 and developments.

**Frontiers of Science**  
11:15-11:30 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.

**EDUCATIONAL PROGRAMS**

**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**

2:00-2:15 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.

**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.

**Woman's Club**

5:15-5:30 p.m.  
MONDAY THRU FRIDAY

Dramatist, editor, and foreign correspondent Isabel Leighton introduces notable guests from the fields of politics, literature, music, drama, and child guidance.

**Yours Sincerely**

12:30-1:00 p.m.  
EACH SUNDAY

Charles Collingwood in New York and Lionel Gamlin, 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**

**Wings Over Jordan**

1:05-11:30 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.



**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO LATIN  
AMERICA**

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

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

In: SPANISH  
PORTUGUESE

From 5:00 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 112 affiliated stations in Latin America, round out the entertainment schedule.

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

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

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

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

News in eight languages—plus more than 2¾ hours of entertainment for American troops and other English-speaking listeners 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: SPRING, 1946

Listed here is 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:

As the pressures of rising costs and wages threatened to crack price ceilings Columbia brought to its microphones representatives of the Administration and the country's manufacturers to explain their viewpoints. On APRIL 8 Economic Stabilizer Chester Bowles and four other government officials urged that consumers help *Hold the Line*. Then on APRIL 16 the National Association of Manufacturers asked listeners to focus their attention on the supply of goods and sponsored a *Roll Call of Production*, conducted by Dr. Ralph Robey.

APRIL 21. Columbia marked the first peaceful Easter Sunday in seven years with three hours of special early morning programs, picking up five sunrise services from coast to coast—from the Moravian Cemetery in Winston Salem, N.C.; Hines Hospital, Hines, Ill.; Arlington (Va.) National Cemetery; Forest Lawn Park, Glendale, Cal.; and the Garden of the Gods, Colorado Springs, Colo.

APRIL 25. On the first anniversary of the United Nations charter the Independent Citizens Committee of Arts, Sciences, and Professions sponsored Norman Corwin's special broadcast *The Year One*, presenting Secretary General Trygve Lie and five Security Council delegates: Henri Bonnet, France; Edward R. Stettinius, United States; Andrei A. Gromyko, Russia; Sir Alexander Cadogan, England; Dr. Quo Tai-Chi, China.

MAY 28. As Joint Army-Navy Task Force One steamed toward the Bikini Atoll. Commanding

Vice Admiral W. H. P. Blandy appealed to the nation from his flagship to listen to Columbia's unprecedented special program, *Operation Crossroads*. In the hour that followed listeners heard a dramatic life-and-death discussion of the question: "How can the peoples of the world use their sovereignty to insure humanity's survival and civilization's progress in the atomic age?" From the auditorium of the Library of Congress listeners heard CBS interlocutor Robert Trout and 21 representative Americans, known and unknown, including: the tail-gunner of the B-29 that bombed Hiroshima, Professor Albert Einstein, Commander Harold E. Stassen, a Minneapolis woman who lost three sons in the war, Mrs. Wendell Willkie, and a Texas farmer. They heard, in short, a memorable inquiry into the costs and methods of making atomic energy an instrument for building a new world, instead of a weapon for mankind's annihilation.

## TALKS:

FEBRUARY 12: REPRESENTATIVE JOHN E. FOGARTY, Democrat of Rhode Island, reported on the House Naval Affairs Subcommittee's 21,000 mile tour of Pacific bases: 10:30-10:45 p.m. EST.

FEBRUARY 19: Economic Stabilizer CHESTER BOWLES described the "Big Steel" price-pay formula: 10:45-11:00 p.m. EST.

FEBRUARY 26: ROBERT R. WASON, President of the National Association of Manufacturers, spoke on "Let's Tackle Inflation While We Can": 10:45-11:00 p.m. EST.

MARCH 5: ROBERT M. HUTCHINS, President of the University of Chicago, discussed the McMahon Bill and urged civilian control of atomic energy: 10:45-11:00 p.m. EST.

MARCH 9: Chairman of the National American Red Cross BASIL O'CONNOR explained the needs behind the 1946 Fund Campaign: 3:30-3:45 p.m. EST.

MARCH 9: Secretary of War ROBERT P. PATTERSON discussed the control of "Atomic Energy": 10:45-11:00 p.m. EST.

MARCH 13: R. O'HARA LANIER, newly appointed Minister to Liberia, explained the National Urban League's campaign for equal opportunities for Negro youth: 6:30-6:45 p.m. EST.

MARCH 16: CONGRESSMAN ANDREW J. BIE-MILLER, Democrat of Wisconsin, discussed "America's 1946 Production Problem": 10:45-11:00 p.m. EST.

MARCH 17: Prime Minister of Ireland EAMON DEVALERA spoke on the meaning of St. Patrick's Day: 1:30-1:45 p.m. EST.

MARCH 18: SENATOR BRIEN McMAHON, Democrat of Connecticut, discussed "Legislative Control of Atomic Energy": 11:15-11:30 p.m. EST.

MARCH 19: SECRETARY OF THE TREASURY FRED M. VINSON and ANTONIO ESPINOSA DE LOS MONTEROS, Mexican Ambassador to the United States, explained the decisions of the International Monetary Conference at Savannah, Georgia: 6:15-6:30 p.m. EST.

MARCH 21: SENATOR HARLEY M. KILGORE, Democrat of West Virginia, presented his views on the role of the press: 11:15-11:30 p.m. EST.

MARCH 23: L. B. PEARSON, Canadian Ambassador to the United States and Chairman of the Supply Committee of UNRRA, spoke on "The World Food Crisis: A Canadian View": 3:30-3:45 p.m. EST.

MARCH 27: RABBI STEPHEN WISE addressed a mass meeting gathered at Madison Square Garden to mark the publication of the "Black Book", the record of the Nazi annihilation of 6,000,000 Jews: 11:15-11:30 p.m. EST.

MARCH 29: SIR SARVEPALLI RADHAKRISHNAN, Professor of Eastern Religions and Ethics at Oxford University, talked about "The Role of India in the Present Crisis of the Spirit": 6:30-6:45 p.m. EST.

MARCH 30: French Ambassador to the United States HENRI BONNET presented the French position on the Iranian question before the UN Security Council: 10:45-11:00 p.m. EST.

APRIL 4: FIORELLO H. LA GUARDIA, in his first speech as new Director General of UNRRA, promised that "Little Children Shall Not Starve": 11:00-11:30 a.m. EST.

APRIL 12: SENATOR STYLES BRIDGES, Republican of New Hampshire and member of the Senate Military Affairs Committee, spoke on the "Selective Service Act": 6:15-6:30 p.m. EST.

APRIL 13: U.S. Representative to UNESCO DR. ESTHER C. BRUNAUER discussed the rehabilitation of Europe's war-devastated schools: 10:45-11:00 p.m. EST.

APRIL 20: SENATOR GLEN H. TAYLOR, Democrat of Idaho, opposed the extension of Selective Service: 10:45-11:00 p.m. EST.

APRIL 27: JULIUS JAY PERLMUTTER, Chairman of the Sponsors of Government Action Against Cancer, explained his organization's activities to mobilize American citizens behind a government program: 3:30-3:45 p.m. EST.

MAY 5: In a philosophical approach to the political scene SENATOR JOSEPH H. BALL, Republican of Minnesota, spoke on "Yardstick For Democracy": 1:30-1:45 p.m. EDT.

MAY 11: On the eve of his return to England, after five years as Great Britain's Ambassador, LORD HALIFAX made his farewell address to the people of the United States: 10:45-11:00 p.m. EDT.

MAY 14: Secretary-General of the UN TRYGVE LIE addressed the United States Associates of the International Chamber of Commerce on "World Economic Cooperation": 10:00-10:30 p.m. EDT.

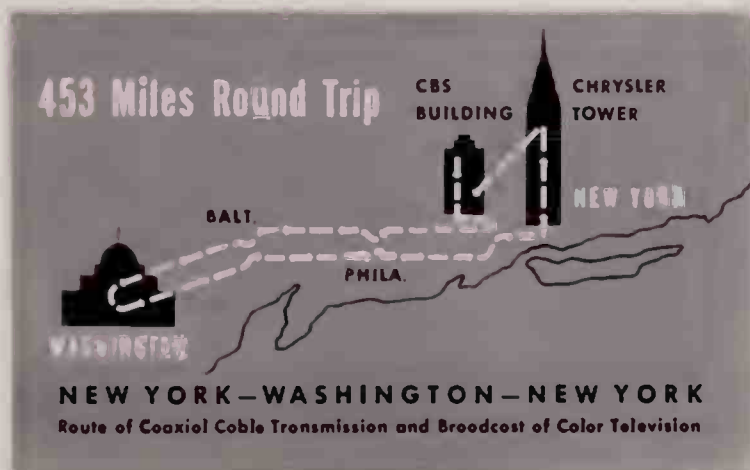
MAY 16: JOHN G. WINANT, permanent United States representative to the United Nations Economic and Social Council, addressed the American Association for the United Nations on "The Pursuit of Happiness in the Economic and Social World": 10:30-11:00 p.m. EDT.

# CBS TELEVISION

On April 19 a series of colored motion pictures funneled into a coaxial cable on the 10th floor of CBS headquarters in New York, and headed south. Three-thousandths of a second later the same pictures—still bright, clear, and beautiful—reappeared on a television screen four floors below.

In the meantime they had traveled by cable to the network's television studios at Grand Central Station, from there to the A. T. & T. building on the Avenue of the Americas, and thence to Washington via Philadelphia and Baltimore. Retracing the coaxial path, the pictures sped back to New York and to Columbia's ultra-high-frequency transmitter W2XCS in the Chrysler Building which returned them, airborne, to the receiver at CBS.

In the meantime, too, the pictures had:



1. Demonstrated that today's coaxial cable system *can* carry television programs in full and vivid color.
2. Matched every step involved in network television.
3. Proved that color networks can be formed as rapidly as black-and-white networks.
4. Eliminated the last major objection to the workability of color television as a network service.

★ ★ ★

*After a two-month lapse to adjust its transmitter to a new frequency channel, Columbia's black-and-white television station WCBW-NY is back on the air (channel 2, 54-60 megacycles) with a basic five-day, Wednesday-through-Sunday schedule. On Thursday, Saturday, and Sunday WCBW presents a series of live programs, beginning at 8:15 p.m. EDT. Wednesday and Friday: films at 8:15 p.m. or remote pickups in the afternoon or evening.*



# CBS PROGRAM BOOK SUPPLEMENT • AUGUST 1, 1946

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y. (All times are Pacific Standard Time)

<p><b>R. B. SEMLER, INC.</b> (99th week on CBS)</p> <p><b>Jack In All Trades</b> <i>Audience Participation</i></p>	<p>Monday 8:00-8:30 p.m. ORIGINATES: KNX</p>	<p>Kreml Hair Tonic <i>Erwin, Wasey &amp; Co.</i></p>
<p><b>TONI COMPANY</b> (6th week on CBS)</p> <p><b>Meet the Missus</b> <i>Audience Participation</i></p>	<p>Mon., Wed., Fri. 1:45-2:00 p.m. ORIGINATES: KNX</p>	<p>Toni Permanent Wave <i>J. Walter Thompson Co.</i></p>

## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

(All times are Eastern Daylight Time)

<p>Page 4</p>	<p><b>ANCHOR-HOCKING GLASS CORP.</b></p>	<p>Change program listing to "Crime Photographer".</p>
<p>Page 6</p>	<p><b>CHESEBROUGH MANUFACTURING CO., CONSOLIDATED</b></p>	<p>Change origination to KNX.</p>
<p>Page 7</p>	<p><b>CUDAHY PACKING CO.</b></p>	<p>Cancel series.</p>
<p>Page 8</p>	<p><b>EMERSON DRUG CO.</b></p>	<p>Change program listing to "Inner Sanctum".</p>
<p>Page 8</p>	<p><b>EVERSHARP, INC.</b></p>	<p>"Maisie" returns August 16 after hiatus.</p>
<p>Page 9</p>	<p><b>GENERAL FOODS CORP.</b></p>	<p>"The Adventures of the Thin Man" returns August 9, Fridays, 8:30-8:55 p.m. (for Sanka), following hiatus. Cancel "The Aldrich Family" series after August 16. "The Baby Snooks Show" hiatus tended thru August 30.</p>
<p>Page 10</p>	<p><b>JOHNS-MANVILLE CORP</b></p>	<p>Change origination to KNX.</p>
<p>Page 8</p>	<p><b>FORD MOTOR CO.</b></p>	<p>Hiatus July 24 thru Sept. 11.</p>



# KEY TO BACK COVER (same sequence as pictures)

**BETTY GRABLE**  
Hollywood Star Time  
Sun. 2:30 p.m. EDT

**JACKIE COOGAN**  
Forever Ernest  
Mon. 8 p.m. EDT

**TOMMY RIGGS**  
Tommy Riggs and Betty Lou  
Fri. 7:30 p.m. EDT

**CLAUDETTE COLBERT**  
Reader's Digest —  
Radio Edition  
Sun. 2 p.m. EDT

**WILLIAM L. SHIRER**  
Sun. 5:45 p.m. EDT

**JANET WALOO**  
Meet Corliss Archer  
Sun. 9 p.m. EDT

**CHARLES COLLINGWOOD**  
Sat. 6:45 p.m. EDT

**EILEEN FARRELL**  
The Family Hour  
Sun. 5 p.m. EDT

**TONY MARTIN**  
Listen To A Love Song  
Sat. 7:30 p.m. EDT

**ROBERT TROUT**  
Mon. thru Fri. 6:45 p.m. EDT

**GENE AUTRY**  
Sun. 5:30 p.m. EDT

**MILO BOULTON**  
We, The People  
Sun. 10:30 p.m. EDT

**BILL HENRY**  
Mon. thru Fri. 8:55 p.m. EDT

**GERTRUDE WARNER**  
The Adventures of Ellery Queen  
Wed. 7:30 p.m. EDT

**WILLIAM SPIER**  
Suspense  
Thurs. 8 p.m. EDT

**BILL PERRY**  
Saturday Night Serenade  
Sat. 9:45 p.m. EDT

**BENNETT KILPACK**  
Mr. Keen  
Thurs. 7:30 p.m. EDT

**BASIL RATHBONE**  
Stars Over Hollywood  
Sat. 12:30 p.m. EDT

**ROBERT LANORY**  
Columbia Workshop  
Sun. 4 p.m. EDT

**ARTHUR GOOFREY**  
Mon. thru Fri. 11 a.m. EDT

**LYMAN BRYSON**  
Time For Reason  
Sun. 1:30 p.m. EDT

**DANNY O'NEIL**  
The Danny O'Neil Show  
Mon. thru Fri. 9:15 a.m. EDT

**EDWARD R. MURROW**  
In My Opinion  
Mon. and Thurs. 11:15 p.m. EDT

**CHUCK WORCESTER**  
Columbia's Country Journal  
Sun. 8:30 a.m. EDT



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

<i>Page 11</i>	<b>LEVER BROTHERS CO.</b>	“Lux Radio Theater” returns August 26 following hiatus. New program listing: “State Senator”, Monday, 8:30–8:55 p.m.
<i>Page 11</i>	<b>THOMAS J. LIPTON, INC.</b>	Change program listing to: “Vox Pop”, Tuesday, 9 to 9:30 p.m., beginning August 27.
<i>Page 12</i>	<b>PABST SALES CO.</b>	Change origination to WABC.
<i>Page 13</i>	<b>PETER PAUL, INC.</b>	Cancel series.
<i>Page 13</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	“The Lanny Ross Show” returns August 19 following hiatus. “The Jack Smith Show” returns August 19 following hiatus. “F.B.I. in Peace and War” returns August 22 following hiatus.
<i>Page 15</i>	<b>UNITED DRUG CO.</b>	Change client listing to United-Rexall Drug Co.

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 19</i>	<b>WASHINGTON COOPERATIVE FARMERS' ASSOCIATION</b>	Cancel series.
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**NEW CBS SUSTAINING PROGRAMS**

<b>Cross Section—NAM</b>	Saturday 3:45–4:00 p.m. ORIGINATES: WABC	Roving back and forth through the shops and factories of American business, CBS reporter Dwight Cook talks over current problems with owners and managers.
<b>St. Louis Municipal Opera</b>	Saturday 7:00–7:30 p.m. ORIGINATES: KMOX	Stars of radio and concert hall in songs from light operas and musical comedies. 28th summer series of the St. Louis Municipal Opera.

# KEY TO BACK COVER (same sequence as pictures)

**BETTY GRABLE**  
Hollywood Star Time  
Sun. 2:30 pm EDT

**JACKIE COOGAN**  
Forever Ernest  
Mon. 8 pm EDT

**TOMMY RIGGS**  
Tommy Riggs and Betty Lou  
Fri. 7:30 pm EDT

**CLAUDETTE COLBERT**  
Reader's Digest —  
Radio Edition  
Sun. 2 pm EDT

**WILLIAM L. SHIRER**  
Sun. 5:45 pm EDT

**JANET WALOO**  
Meet Corliss Archer  
Sun 9 pm EDT

**CHARLES COLLINGWOOD**  
Sat. 6:45 pm EDT

**EILEEN FARRELL**  
The Family Hour  
Sun. 5 pm EDT

**TONY MARTIN**  
Listen To A Love Song  
Sat. 7:30 pm EDT

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Mon. thru Fri. 6:45 pm EDT

**GENE AUTRY**  
Sun. 5:30 pm EDT

**MIL0 BOULTON**  
We, The People  
Sun. 10:30 pm EDT

**BILL HENRY**  
Mon. thru Fri. 8:55 pm EDT

**GERTRUDE WARNER**  
The Adventures of Ellery Queen  
Wed. 7:30 pm EDT

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Suspense  
Thurs. 8 pm EDT

**BILL PERRY**  
Saturday Night Serenade  
Sat. 9:45 pm EDT

**BENNETT KILPACK**  
Mr. Keen  
Thurs. 7:30 pm EDT

**BASIL RATHBONE**  
Stars Over Hollywood  
Sat. 12:30 pm EDT

**ROBERT LANORY**  
Columbia Workshop  
Sun. 4 pm EDT

**ARTHUR GOOFREY**  
Mon. thru Fri. 11 am EDT

**LYMAN BRYSON**  
Time For Reason  
Sun. 1:30 pm EDT

**DANNY O'NEIL**  
The Danny O'Neil Show  
Mon. thru Fri. 9:15 am EDT

**EDWARD R. MURROW**  
In My Opinion  
Mon. and Thurs. 11:15 pm EDT

**CHUCK WORCESTER**  
Columbia's Country Journal  
Sun. 8:30 am EDT



<p><b>Songs by Larry Carr</b></p>	<p>Monday thru Friday 6:30-6:45 p.m. ORIGINATES: WABC</p>	<p>Tunes from Broadway hits by the young baritone who went from Hollywood night clubs to a star role in <i>Hey Rookie</i>, the Army show that played for 18 months overseas.</p>
<p><b>Hawk Durango</b></p>	<p>Friday 10:30-11:00 p.m. ORIGINATES: KNX</p>	<p>Spirited drama of a western vendetta. Elliot Lewis plays the colorful central character who keeps the desert town of Sundown Wells in constant turmoil by his efforts to institute law and order.</p>
<p><b>Intrigue</b></p>	<p>Wednesday 9:30-10:00 p.m. ORIGINATES: KNX</p>	<p>As the "Devil's Advocate", Joseph Schildkraut escorts listeners each week to a world of sinister duplicity, introducing them to a series of dramas of dangerous political adventure.</p>
<p><b>The Whistler</b></p>	<p>Wednesday 8:00-8:30 p.m. ORIGINATES: KNX</p>	<p>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.</p>
<p><b>Arthur Godfrey's Talent Scouts</b></p>	<p>Tuesday 9:00-9:30 p.m. ORIGINATES: WABC</p>	<p>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.</p>
<p><b>Danny O'Neil and His Guests</b></p>	<p>Saturday 8:30-8:55 p.m. ORIGINATES: WABC</p>	<p>Romantic tenor Danny O'Neil invites other noted singers, instrumentalists, and comedians to share his half-hour of song and variety.</p>
<p><b>Oklahoma Round-Up</b></p>	<p>Saturday 10:15-10:45 p.m. ORIGINATES: KOMA</p>	<p>Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby.</p>



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Fri. 7:30 p.m. EDT

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Sun. 2 p.m. EDT

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Sun. 5:45 p.m. EDT

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Meet Corliss Archer  
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**NEW AND SUSTAINING PROGRAMS (continued)**

<p><b>Sound Off With Mark Warnow</b></p>	<p>Thursday 8:30-8:55 p.m. ORIGINATES: WABC</p>	<p>Musical series featuring Mark Warnow and his orchestra with top-ranking guest soloists and the Lyn Murray chorus. Dramatic vignettes based on the peacetime accomplishments of the U.S. Army. A joint CBS-U.S. Army Recruiting Service production.</p>
<p><b>Sweeney &amp; March</b></p>	<p>Friday 8:30-8:55 p.m. ORIGINATES: KNX</p>	<p>Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Wilbur Hatch.</p>
<p><b>The Jack Kirkwood Show</b></p>	<p>Monday 9:30-10:00 p.m. ORIGINATES: KNX</p>	<p>The veteran comedian in a new half-hour program, supported by Lillian Leigh, Gene Lavalle, and Lud Gluskin's orchestra.</p>

**MONTHLY CORRECTIONS - 1945 SUSTAINING PROGRAMS**

<p><i>Page 21</i></p>	<p><b>ASSIGNMENT HOME</b></p>	<p>Change time to Sunday, 2:00-2:30 p.m.</p>
<p><i>Page 26</i></p>	<p><b>COLUMBIA'S COUNTRY JOURNAL</b></p>	<p>Change time to Saturday, 2:00-2:30 p.m.</p>

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# CBS PROGRAM BOOK SUPPLEMENT • JULY 1, 1946

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY

## NEW CBS SPONSORED PROGRAMS

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.  
(All times are Eastern Daylight Time)

<p><b>AMERICAN HOME FOODS, INC.</b> (45th Week on CBS)</p> <p style="text-align: center;"><b>Surprise Party</b> <i>Audience Participation</i></p>	<p>Tues., Thurs. 3:00–3:30 p.m. 37 CBS stations ORIGINATES: KNX</p>	<p>G. Washington Coffee <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>HOUSEHOLD FINANCE CORP.</b> (79th Week on CBS)</p> <p style="text-align: center;"><b>Phone Again Finnegan</b> <i>Comedy drama</i></p>	<p>Thursday 10:30–11:00 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Personal Loans <i>Shaw-Le Vally, Inc.</i></p>

## NEW CBS PACIFIC NETWORK PROGRAMS

(All times are Pacific Standard Time)

<p><b>“42” PRODUCTS, INC.</b> (86th Week on CBS)</p> <p style="text-align: center;"><b>Bob Garred</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 4:45–4:55 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Brisacher, Van Norden &amp; Staff</i></p>
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## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 4	AMERICAN HOME PRODUCTS, INC.	Change client listing of “Ellery Queen” and “Give and Take” to Whitehall Pharmacal Company.
Page 6	CAMPBELL SOUP CO.	“The Jack Carson Show” hiatus July 3 thru Sept. 25.
Page 6	CELANESE CORP. OF AMERICA	Cancel series.
Page 6	CHESEBROUGH MANUFACTURING CO., CONSOLIDATED	Change origination to KNX.
Page 7	CONTINENTAL CAN CO.	Cancel series.
Page 8	FORD MOTOR CO.	Hiatus July 24 thru Sept. 11.

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

<i>Page 9</i>	<b>GENERAL FOODS CORP.</b>	“Kate Smith Sings” hiatus July 5 thru Sept. 27. Change “The Aldrich Family” product to “Postum”.
<i>Page 10</i>	<b>HALL BROS. INC.</b>	Cancel series.
<i>Page 11</i>	<b>LEVER BROS. CO.</b>	“Lux Radio Theater” hiatus July 1 thru Aug. 19. Change “Aunt Jenny” to 12:15-12:30 p.m. Cancel “Big Sister” series.
<i>Page 11</i>	<b>LEWIS-HOWE CO.</b>	Cancel series.
<i>Page 11</i>	<b>THOMAS J. LIPTON, INC.</b>	Hiatus July 2 thru Aug. 20.
<i>Page 11</i>	<b>P. LORILLARD CO.</b>	“Sad Sack”, comedy, summer replacement for “Frank Sinatra Show”.
<i>Page 14</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	“Big Sister” replaces “Life Can Be Beautiful” at 1:00-1:15 p.m. Change “Rosemary” time to 11:45-12:00 Noon.
<i>Page 15</i>	<b>E. R. SQUIBB &amp; SONS</b>	Change time to Wed., 10:00-10.30 p.m.
<i>Page 16</i>	<b>WM. WRIGLEY JR., CO.</b>	Cancel “Island Venture” series. Change “Gene Autry Show” time to 7:00-7:30 p.m.

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 17</i>	<b>P. DUFF &amp; SONS, INC.</b>	Cancel series.
<i>Page 17</i>	<b>Add GUITTARD CHOCOLATE CO.</b>	“That’s A Good Idea” omitted from Summer Program Book. Current time: 8:00-8:15 p.m. Sun.
<i>Page 17</i>	<b>KELITE PRODUCTS, INC.</b>	Cancel series.
<i>Page 17</i>	<b>KERR GLASS MANUFACTURING CO.</b>	Cancel series.
<i>Page 17</i>	<b>LOMA LINDA FOOD CO.</b>	Change to Mon. and Fri.



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MONTHLY CONNECTIONS - THE PACIFIC REGIONAL PROGRAMS (CONTINUED)

Page 18	S. A. MOFFATT CO.	Cancel series.
Page 18	PETER PAUL, INC.	Change to Mon., Wed., Fri.
Page 18	SIMONIZ CO.	Change time to 1:45-2:00 p.m.

REGULAR SCHEDULED PROGRAMS

<b>Howard K. Smith From London</b>	Sunday 1:45-2:00 p.m. ORIGINATES: WABC	An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.
<b>Report from the UN</b>	Sunday 11:15-11:30 p.m. ORIGINATES: WABC	Charles Collingwood sums up the week's developments at UN meetings in New York.
<b>Report from Washington</b>	Friday 6:15-6:30 p.m. ORIGINATES: WTOP	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
<b>Sports Arena</b>	Saturday 11:15-11:30 p.m. ORIGINATES: WABC	Joe Weeks and other network reporters in a review of highlights in spectator and participation sports.
<b>Washington</b>	Saturday 6:00-6:15 p.m. ORIGINATES: WTOP	Problems resulting from World War II, domestic economic questions, and trends affecting world security analyzed by network correspondents in the nation's capital.
<b>Weekly News Review</b>	Sunday 2:30-3:00 p.m. ORIGINATES: WABC	An informative, colorful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.
<b>Word from the Country</b>	Wednesday 6:15-6:30 p.m. ORIGINATES: WABC	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.
<b>Matinee at Meadowbrook</b>	Saturday 5:00-6:00 p.m. ORIGINATES: WABC	Full-hour variety program presenting emcee John Tillman, comedian Art Carney, guest artists, and the name band currently playing at Frank Dailey's Meadowbrook.

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**NEW CBS SUSTAINING PROGRAMS (continued)**

<b>Viva America</b>	Sunday 6:30-7:00 p.m. ORIGINATES: WABC	The notable South-of-the-Border musical revue returns at a new time with its authentic rhythms and colorful Latin American artists.
<b>Richard Lawless</b>	Sunday 8:00-8:30 p.m. ORIGINATES: WABC	Swashbuckling new series of dramatic programs set in 17th Century England, in the reign of Charles II.
<b>Johnny's Front Porch</b>	Sunday 5:30-5:45 p.m. ORIGINATES: WABC	Humorous soliloquy on the American scene by homespun Southerner John Faulk.
<b>Kiss and Make Up</b>	Monday 9:00-9:30 p.m. ORIGINATES: WABC	"Judge" Milton Berle presides over a Court of Petty Grievances, where members of the studio and radio audiences put themselves and their abusers on trial.
<b>Night Life</b>	Tuesday 10:00-10:30 p.m. ORIGINATES: WABC	Musical variety program with Teddy Wilson's orchestra, guests, and singer and comedian Willie Bryant as master of ceremonies.
<b>Sing Along</b>	Mon. thru Fri. 2:30-3:00 p.m. ORIGINATES: WABC	Variety and audience participation show featuring songs by the Landt Trio and Carmen Miranda.
<b>That's Life</b>	Thursday 10:00-10:30 p.m. ORIGINATES: KNX	Comedy show built around anecdotes provided by members of the studio audience, who are interviewed on a new kind of experience each week.
<b>Winner Take All</b>	Mon., Wed., Fri. 3:00-3:30 p.m. ORIGINATES: WABC	A new audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers.

**MONTHLY CORRECTIONS • CBS SUSTAINING PROGRAMS**

<i>Page 22</i>	<b>In My Opinion</b>	Change time to 6:15-6:30 p.m.
<i>Page 24</i>	<b>Skyline Roof</b>	Change time to 7:15-7:30 p.m.
<i>Page 24</i>	<b>Waitin' for Clayton</b>	Change time to 7:00-7:15 p.m.
<i>Page 26</i>	<b>Frontiers of Science</b>	Change time to 6:15-6:30 p.m.



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Supplements for July and August  
to be tipped in here*

**THE C O L U M B I A B R O A D C A S T I N G S Y S T E M**

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Earle Building, Washington 4, D.C. • Columbia Square, Los Angeles 28 • Palace Hotel,  
San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

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**JACKIE COOGAN**  
Forever Ernest  
Mon. 8 p.m. EDT

**TOMMY RIGGS**  
Tommy Riggs and Betty Lou  
Fri. 7:30 p.m. EDT

**CLAUDETTE COLBERT**  
Reader's Digest —  
Radio Edition  
Sun. 2 p.m. EDT

**WILLIAM L. SHIRER**  
Sun. 5:45 p.m. EDT

**JANET WALDO**  
Meet Corliss Archer  
Sun. 9 p.m. EDT

**CHARLES COLLINGWOOD**  
Sat. 6:45 p.m. EDT

**EILEEN FARRELL**  
The Family Hour  
Sun. 5 p.m. EDT

**TONY MARTIN**  
Listen To A Love Song  
Sat. 7:30 p.m. EDT

**ROBERT TROUT**  
Mon. thru Fri. 6:45 p.m. EDT

**GENE AUTRY**  
Sun. 5:30 p.m. EDT

**MIL0 BOULTON**  
We, The People  
Sun. 10:30 p.m. EDT

**BILL HENRY**  
Mon. thru Fri. 8:55 p.m. EDT

**GERTRUDE WARNER**  
The Adventures of Ellery Queen  
Wed. 7:30 p.m. EDT

**WILLIAM SPIER**  
Suspense  
Thurs. 8 p.m. EDT

**BILL PERRY**  
Saturday Night Serenade  
Sat. 9:45 p.m. EDT

**BENNETT KILPACK**  
Mr. Keen  
Thurs. 7:30 p.m. EDT

**BASIL RATHBONE**  
Stars Over Hollywood  
Sat. 12:30 p.m. EDT

**ROBERT LANDRY**  
Columbia Workshop  
Sun. 4 p.m. EDT

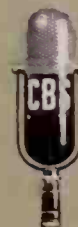
**ARTHUR GODFREY**  
Mon. thru Fri. 11 a.m. EDT

**LYMAN BRYSON**  
Time For Reason  
Sun. 1:30 p.m. EDT

**DANNY O'NEIL**  
The Danny O'Neil Show  
Mon. thru Fri. 9:15 a.m. EDT

**EDWARD R. MURROW**  
In My Opinion  
Mon. and Thurs. 11:15 p.m. EDT

**CHUCK WORCESTER**  
Columbia's Country Journal  
Sun. 8:30 a.m. EDT



# CBS PROGRAM BOOK • SUMMER, 1946



How many CE  
headliners can y  
name before looki  
on the inside covers?