

WINTER 1946-47    Number 65

# CBS Listener's Guide



**New Documentary Unit  
Probes Social Issues**

**Taking Stock of Radio**

**Paley Views on Radio  
Win Press Approval**

**Cross Section — USA**

**CBS Airs 13-Week  
Symposium on Alcohol**

**COLUMBIA BROADCASTING SYSTEM**  
485 Madison Avenue, New York 22, N.Y.

**This is where it all starts  
— the radio director  
at his control-room window.**

# Taking Stock of Radio

**New "Time for Reason" Series with Lyman Bryson Analyzes Broadcasting Problems—for Public Response and Guidance**

If you listen regularly to Lyman Bryson, CBS Counsellor on Public Affairs, you know that he has turned his *Time for Reason* talks (Sundays at 1:30 p.m. EST) to an extended discussion of radio. He calls the new series simply "About Radio" and will continue it for 20 or more weeks — long enough to examine thoroughly what he regards as the three major problems of broad-



**BRYSON**

casting: the problems of taste, enlightenment, and freedom. The series began December 1. To some degree Dr. Bryson's talks will expand the concept of radio's public responsibility that William S. Paley, Chairman of the Board of CBS, recently put before the National Association of Broadcasters (see column three). Appropriately, Mr. Paley introduced the "About Radio" series.

## **Veteran Broadcaster**

Dr. Bryson, who is also a professor of education at Columbia University, brings to bear on his current subject a scholar's detachment and an educator's concern for its wise use. He has been at the microphone himself since 1932, when he discovered in public libraries that only the first pages of serious books were well-thumbed.

Every Sunday for the past two years, Dr. Bryson has been unraveling current questions of general public concern. Now, as he explained in his first "About Radio" talk, his new series "will give to anyone who cares to listen, the facts that will make it possible for him to make up his mind for himself about what should be done with this great and useful invention. . . . Out of that the broadcasters can hope to get the public response and the public guidance they need when they try to run a system that is controlled in all its final decisions by its customers, the people themselves."

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To some degree Dr. Bryson's talks will

## **Front Cover**

Behind the scenes of the industry Lyman Bryson will scrutinize for several months in his "About Radio" series (see column one) — CBS Producer-Director Marx Loeb's hand signal means "cut," or "show's over."

## **Cities Backward in Radio Use; Mayors Urged to Experiment**

City officials, says Robert B. Hudson, Columbia's Director of Education, should make better use of radio in explaining their problems and in enlisting public support for their policies. That, in essence, is what he told mayors and city councilmen attending a recent Philadelphia conference of the National Municipal League.

Mr. Hudson reviewed for the mayors a dozen or more programs produced by CBS network stations in the area of civic education, among them: "St. Louis Speaks" (KMOX), "Worcester and the World" (WTAG), and "Youth Takes a Stand" (WTOP, Washington). He went on to point out that thus far city officials were seldom the ones to initiate these programs. Rather, he said, ". . . they have to be dragged out of their offices by persuasion and main strength . . ."

Summing up, Mr. Hudson said that CBS regards public affairs broadcasting as the new frontier in radio programming. He urged city officials to learn microphone techniques and then fill an essential role in their local stations' schedules.

## **Press Endorses Paley Views on Higher Standards for Radio**

Newspaper and magazine writers seem to agree with veteran broadcasters that William S. Paley, Chairman of the Board of CBS, has something there. What he has there, as



**PALEY**

you may have read, is the new code of higher standards for radio that he proposed recently at the 24th annual convention of the National Association of Broadcasters. "Our real task," he said in part "is to earn and hold public confidence by deserving it."

In his widely syndicated column John Crosby of the *New York Herald Tribune* observed: "It was a courageous and honest speech from an extremely influential man in broadcasting."

The *Christian Science Monitor* said the speech showed "praiseworthy commonsense" and "indicated a healthy desire for self-correction within the industry."

Then in two successive issues of *The Nation*, Lou Frankel went on to say: "Paley and people like him are doing their best to spread the word to others. Meanwhile, it is up to the intelligent listener to temper his demands with a reasonableness that takes into account some of the problems confronting radio."





## What's on People's Minds; CBS Reports Current Opinion

Beginning Saturday, January 4, Americans who want to know more about what is on their fellow Americans' minds can find out by tuning in a new CBS program called *Cross Section - USA* (3-3:30 p.m. EST).

Each week CBS, after consultation with representatives of nine national labor, management, and agricultural organizations, will determine what economic or political question is currently of greatest public interest. Then the groups most closely identified with the problem will participate in that Saturday's broadcast.

### Team of Interviewers

This is where the "cross section" comes in. For each program CBS newsman Bill Downs and a team of reporter-interviewers will range the nation, unrolling their microphone cables in homes and offices, farms and factories, to pick up opinions of citizens at all social and economic levels. Back in New York Dwight Cook will fit the regional reports into a national pattern.

*Cross Section - USA* expands three earlier CBS program series that explored successively the opinions of manufacturers and union workers.

## Talks

A quarterly digest of important addresses delivered over CBS, called *Talks*, is available free to readers of the *Listener's Guide*. In quantity, 10 cents a copy. Write: Talks Dept., CBS, 485 Madison Avenue, New York 22, N. Y.

## School of Air Exciting Too, Show Business Weekly Says

The producers of the CBS *School of the Air* recently pushed their trophies from distinguished educational organizations a little to one side, to make room for an endorsement from another authority on good radio programs — the show-business weekly *Variety*.

Some of the things *Variety* said in reviewing the current series: "An achievement without parallel in radio annals . . . An unqualified boon for progressive educators and parents . . . Stands on its own feet as entertainment . . . Instructive without being pedantic, accurate without being literal, and exciting without being sensational."

Then *Variety* summed it up: "A tribute to all radio."

## Plays Radio Doctor 10 Years, Honored by Real M. D.'s

Almost any actor who has ever played the part of a professional man will tell you that there is no surer way to get into hot water. However innocently, sooner or later you arouse the ire of the real doctors, lawyers, or clergymen you are impersonating.

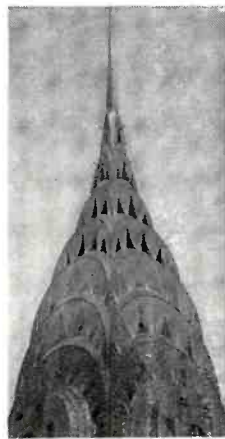
Nevertheless, in 10 years of playing *Dr. Christian* (Wednesday, 8:30 p.m. EST) Jean Hersholt seems to have gone unscathed. In fact he recently got the following letter from Dr. Morris Fishbein, representing the American Medical Association:

### Anniversary Tribute

"I understand you are celebrating the start of your tenth year in the part of Dr. Christian on the air. I am very happy to be able to say that we have never had from any member of the medical profession a protest of any kind against your program . . . Your program, on the contrary, has given the public a better understanding of the family doctor . . . You should have great satisfaction in knowing that you have contributed in this way to alleviating to a considerable extent the unnecessary fears which often complicate the problem of the physician."

**Television at the UN.** Five key steps in a notable CBS television broadcast: (1) United Nations General Assembly meets at Flushing, N. Y., for its opening session; (2) television camera in CBS press booth focuses on scene; (3) outside, field transmitter sends image airborne to New York; (4) antenna atop

Chrysler Building picks up image which is rebroadcast from same high point by WCBS-TV; (5) image arrives at a television receiver . . . In its radio coverage of the UN, CBS shortwaves news abroad daily in 10 languages; for reports to the domestic audience Larry Lesueur regularly covers all sessions.



# Listener's Guide

TO CULTURE

**WINTER 1946-47**

*Partial listing.*

*See your local newspapers*

*for full CBS schedule.*



SUNDAYS	MONDAYS	TUESDAYS
9:15 A.M. E. POWER BIGGS, ORGANIST	11:15 P.M. REPORT FROM THE UN Larry Lesueur summarizes the week's developments in the councils of the UN.	8:00 A.M. CBS MORNING NEWS ROUNDUP
10:00 A.M. CHURCH OF THE AIR Two consecutive half-hours of religious services.	8:00 A.M. CBS MORNING NEWS ROUNDUP Douglas Edwards summa- rizes national news from New York and CBS corre- spondents from overseas bring you on-the-scene re- ports.	9:00 A.M. CBS MORNING NEWS, WITH HARRY CLARK
11:05 A.M. WINGS OVER JORDAN Spirituals and gospel songs by a 20-voice choir.	9:00 A.M. CBS MORNING NEWS, WITH HARRY CLARK	4:25 P.M. NEWS
11:30 A.M. SALT LAKE TABERNACLE CHOIR AND ORGAN	4:25 P.M. NEWS	5:00 P.M. GATEWAYS TO MUSIC School of the Air program presenting the Columbia Concert Orchestra in a mu- sic appreciation series.
12:00 NOON INVITATION TO LEARN- ING—Informal discussions of classics of world litera- ture.	5:00 P.M. WORLD NEIGHBORS School of the Air dramatiza- tions of contemporary life in member countries of the United Nations.	6:00 P.M. QUINCY HOWE AND THE NEWS
12:30 P.M. YOURS SINCERELY Joint CBS-BBC broadcasts about British and American customs and current ques- tions.	6:00 P.M. QUINCY HOWE AND THE NEWS	6:15 P.M. FRONTIERS OF SCIENCE CBS science director John Pfeiffer discusses latest find- ings in the realm of scientific research. (Resumes Feb. 11, after completion of special series "You and Alcohol," described elsewhere in this issue.)
1:00 P.M. PEOPLE'S PLATFORM Qualified authorities match views on controversial issues of the day.	6:15 P.M. IN MY OPINION Correspondents, columnists, and men in public life offer viewpoints on current con- troversies.	6:30 P.M. RED BARBER—SPORTS
1:30 P.M. TIME FOR REASON—ABOUT RADIO Lyman Bryson examines the problems and responsibilities of broadcasting.	6:30 P.M. RED BARBER—SPORTS	6:45 P.M. ROBERT TROUT WITH THE NEWS TILL NOW Campbell Soup Co.
1:45 P.M. HOWARD K. SMITH FROM LONDON	6:45 P.M. ROBERT TROUT WITH THE NEWS TILL NOW Campbell Soup Co.	7:30 P.M. THE AMERICAN MELODY HOUR Bayer Co. presents Bob Han- nan and Evelyn MacGregor singing the lighter classics and current favorites.
2:00 P.M. CBS WEEKLY NEWS REVIEW	8:55 P.M. BILL HENRY AND THE NEWS From Washington Johns-Manville Corp.	8:55 P.M. BILL HENRY AND THE NEWS Johns-Manville Corp.
2:30 P.M. ONCE UPON A TUNE These new and imaginative musical-comedy miniatures are to radio what cartoon fantasies are to the screen.	9:00 P.M. LUX RADIO THEATRE Lever Brothers Co. presents Hollywood stars in radio adaptations of outstanding film hits.	10:30 P.M. OPEN HEARING Federal legislators and gov- ernment spokesmen, guided by a CBS moderator, express conflicting viewpoints on topics of current significance.
3:00 P.M. N. Y. PHILHARMONIC- SYMPHONY ORCHESTRA United States Rubber Co. Dr. Artur Rodzinski conducts the famous orchestra in its 17th season on CBS.	11:00 P.M. NEWS & MEANING OF THE NEWS	11:00 P.M. NEWS & MEANING OF THE NEWS
5:00 P.M. THE FAMILY HOUR Prudential Insurance Co. of America presents Rise Ste- vens and Al Goodman's or- chestra in familiar music of today and yesterday.	11:30 P.M. EILEEN FARRELL Concert songs, operatic arias and familiar operetta selec- tions. In December Evelyn Pasen will substitute for Miss Farrell; in January, Winifred Smith.	
5:45 P.M. NEWS—WILLIAM L. SHIRER J. B. Williams Co.	12:00 MID. CBS NEWS	12:00 MID. CBS NEWS
11:00 P.M. NEWS & NEWS ANALYSIS		

# R A L A N D E D U C A T I O N A L C B S P R O G R A M S

## W E D N E S D A Y S

## T H U R S D A Y S

## F R I D A Y S

## S A T U R D A Y S

8:00 A.M. CBS MORNING NEWS ROUNDUP

9:00 A.M. CBS MORNING NEWS, WITH HARRY CLARK

4:25 P.M. NEWS

5:00 P.M. MARCH OF SCIENCE  
School of the Air dramatizations of stories behind commonplace objects in everyday life.

6:00 P.M. QUINCY HOWE AND THE NEWS

6:15 P.M. WORD FROM THE COUNTRY  
Reports on regional news and opinion from scattered points across the nation.

6:30 P.M. RED BARBER—SPORTS

6:45 P.M. ROBERT TROUT WITH THE NEWS TILL NOW  
Campbell Soup Co.

8:55 P.M. BILL HENRY AND THE NEWS  
Johns-Manville Corp.

10:30 P.M. INFORMATION PLEASE  
Parker Pen Co. presents John Kieran, Franklin P. Adams, Clifton Fadiman, and guest experts in the famous quiz program.

11:00 P.M. NEWS & MEANING OF THE NEWS

1:30 P.M. INVITATION TO MUSIC  
Distinguished soloists with the CBS Symphony Orchestra in comparatively unfamiliar but important works of the great composers.

12:00 MID. CBS NEWS

8:00 A.M. CBS MORNING NEWS ROUNDUP

9:00 A.M. CBS MORNING NEWS, WITH HARRY CLARK

4:25 P.M. NEWS

5:00 P.M. TALES OF ADVENTURE  
A School of the Air program dramatizing stories of vigor and distinction from the classics of world literature and the best of contemporary writing.

6:00 P.M. QUINCY HOWE AND THE NEWS

6:15 P.M. IN MY OPINION  
Correspondents, columnists, and men in public life offer viewpoints on current controversies.

6:30 P.M. RED BARBER—SPORTS

6:45 P.M. ROBERT TROUT WITH THE NEWS TILL NOW  
World news as gathered by CBS news experts around the globe and by leading wire services.  
Campbell Soup Co.

8:55 P.M. BILL HENRY AND THE NEWS  
Johns-Manville Corp.

10:00 P.M. READER'S DIGEST—RADIO EDITION  
Hall Bros., Inc. presents radio adaptations of stories from the most widely read periodical of present times.

11:00 P.M. NEWS & MEANING OF THE NEWS

12:00 MID. CBS NEWS

8:00 A.M. CBS MORNING NEWS ROUNDUP

9:00 A.M. CBS MORNING NEWS, WITH HARRY CLARK

4:25 P.M. NEWS

5:00 P.M. OPINION PLEASE  
The fifth weekly program in Columbia's School of the Air series, planned to supplement school work and encourage child-and-parent listening: student-veteran panels discuss contemporary problems.

6:00 P.M. QUINCY HOWE AND THE NEWS

6:15 P.M. REPORT FROM WASHINGTON  
Weekly report from Capitol Hill by members of Columbia's Washington news staff.

6:30 P.M. RED BARBER—SPORTS  
Columbia's new director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.

6:45 P.M. ROBERT TROUT WITH THE NEWS TILL NOW  
Campbell Soup Co.

8:55 P.M. BILL HENRY AND THE NEWS  
Johns-Manville Corp.

11:00 P.M. NEWS & MEANING OF THE NEWS  
In a half-hour of news, analysis, highlights, and sidelights, Columbia's extensive news staff sums up the day's events.

12:00 MID. CBS NEWS

9:15 A.M. THE GARDEN GATE  
Ferry-Morse Seed Co.

11:00 A.M. NEWS—WARREN SWEENEY  
Curtiss Candy Co.

11:05 A.M. LET'S PRETEND  
Cream of Wheat Corp. presents Nila Mack's dramatizations of children's stories.

2:30 P.M. COLUMBIA'S COUNTRY JOURNAL  
The farmer's daily problems and his role in the nation's business. Regional pickups.

3:00 P.M. CROSS SECTION—U.S.A.  
Each week CBS and recognized agencies of industry, labor and agriculture bring to the air representative Americans from all parts of the country to give their views on a major economic question.

4:30 P.M. ADVENTURES IN SCIENCE  
Watson Davis, director of Science Service, interviews prominent guest scientists.

4:45 P.M. OF MEN AND BOOKS  
Discussions of latest books and their authors.

5:00 P.M. PHILADELPHIA ORCHESTRA  
Full hour of symphony music by orchestra and famous soloists, directed by Eugene Ormandy.

6:00 P.M. WASHINGTON NEWS

6:15 P.M. COLUMBIA WORKSHOP  
Radio's noted dramatic laboratory, testing new styles and techniques in writing, directing and acting.

6:45 P.M. LARRY LESUEUR AND THE NEWS

9:45 P.M. SATURDAY NIGHT SERENADE  
Pet Milk Sales Co. presents HOLLACE SHAW, soprano, and GUS HAENSCHEN'S orchestra in selections from light opera, old favorites, and current hit songs.

10:45 P.M. TALKS  
Guest speakers present vital issues of the day.

11:00 P.M. NEWS AND NEWS ANALYSIS

12:00 MID. CBS NEWS

### CHECK YOUR TIME ZONE

The time shown on these pages is Eastern Standard Time. For Central Standard Time subtract one hour. For Mountain and Pacific zones check the CBS station schedule in your local newspaper.



# Power for Good

## HOW STATIONS HELP THEIR COMMUNITIES

**Town Crier** — On September 27 a strike shut down all newspapers in Springfield, Mass. All through the paper-less Autumn that followed, Columbia's Springfield affiliate, WMAS, helped to keep open the flow of community information by:

(1) Increasing the WMAS local news staff to eight reporters.

(2) Increasing the airtime for local news from 20 to 75 minutes a day.

(3) Broadcasting strike statements by publishers and labor unions.

(4) Issuing each noon a single-page mimeographed summary of the day's local news. Requests from banks, hotels, libraries, and city offices have run the regular daily edition to more than 500 copies.

(5) And, as Station Manager Robert Donahue writes us, "No person has been refused space on our air to get his message to the public, whether that message was the mayor's statement, or the announcement of a lost earring or a lost dog."

**Boy Reporter** — In the Upstate New York town of Port Byron last October 16-year-old Jimmy Bright wrote for his town paper an editorial on the United Nations. Three weeks later he found himself covering the news of the UN on the spot, sent there by his paper and Columbia's affiliated station in nearby Ithaca, N. Y., WHCU.

In a few hours Jimmy managed three exclusive interviews and heard speeches by Soviet Foreign Minister Molotov, Mrs. Franklin D. Roosevelt, and Senator Tom Connally. On his tour he carried questions from Port Byron townspeople — bankers, merchants, and students. He got answers generally from the horse's mouth, and more specifically from the



**BRIGHT IN CBS NEWSROOM**

mouths of Andrew Cordier, executive assistant to the Secretary General; Sir Alexander Cadogan, United Kingdom representative to the Security Council; and Benjamin Cohen of Chile, Assistant Secretary General in charge of Public Information.

Next day he visited CBS headquarters in New York (picture above) and told about his trip on Bill Leonard's program *This Is New York*.

**Up to Philadelphia** — Sunday afternoons this Winter, Philadelphia listeners are hearing a series of forthright dramatizations telling them *It's Up to You*. What's up to the Philadelphians is a sweeping plan for civic betterment proposed jointly by the City Chamber of Commerce and the Board of Trade. It includes improvements in slum conditions, water supply, airport facilities, sewage disposal, and the police department.

The series began on October 6 and will run for 13 weeks, at 1:30 p.m. EST, each Sunday. The programs are written, directed, and produced with a full cast and orchestra by the staff of Columbia's Philadelphia affiliate, WCAU.

## New Documentary Unit to Probe Social Issues

If you heard Columbia's special program on the executions at Nuremberg, *The Empty Noose*, you know that the network has lately set up a special program-making team called the CBS Documentary Unit. The new unit will concern itself exclusively with major domestic and international issues, and will develop its material through extraordinary research and preparation. Work on *The Empty Noose*, for example, had been initiated long before the Allied Control Commission set the final date for the executions.

### No Regular Schedule

The aim of the CBS Documentary Unit will be 10 or 12 broadcasts a year, presented as soon as possible after the completion of detailed study and preparation for each program. The work of the new unit will be supervised by Robert Heller, producer of *Assignment Home*, *Transatlantic Call*, and many other Columbia series. Robert Lewis Shayon, who wrote and directed the notable CBS documentary program on the atomic bomb, *Operation Crossroads*, will also prepare special programs for the unit's schedule.

### Future Programs

No limit has been set on the Documentary Unit's subject matter, nor will the broadcasts conform to any single pattern of treatment. The tentative schedule of future broadcasts includes a personalized New Year's Eve summary of the year's crowded events and programs on the world food situation, the nation's health, our educational system and the problem of Germany. A study of the nation's juvenile delinquency problem is currently being prepared by Mr. Shayon, based on his findings in a 9,000-mile tour of the nation planned by James V. Bennett, Director of the Federal Bureau of Prisons. Later a D-Day program will retrace the European invasion and describe contemporary life in the areas between Omaha Beach and the Elbe.

# Authoritative Viewpoints on Alcohol Aired by CBS in New 13-Week Series

In the belief that the subject of alcohol deserves the thoughtful consideration of all of us, CBS is currently presenting a special 13-week series of discussions titled *You and Alcohol* (Tuesdays, 6:15-6:30 p.m. EST).

Through the early weeks of the program Columbia listeners have heard a series of professional men and women examine seven aspects of the question. In the weeks to come, through February 4, six more authoritative voices from many professions will develop other social, medical, religious, and governmental facets of the problem.

## Dr. Jellinek Leads Off

The initial broadcast presented Dr. E. M. Jellinek, Director of the Section of Alcohol Studies of the Laboratory of Applied Physiology at Yale. He introduced the series by saying that "more than 120 million

words have been written in praise or disparagement . . . of alcoholic beverages . . . [but] much remains to be said and even more remains to be done."

## Last Six Programs

The remaining programs: Dec. 31, "Inebriety and Social Reform," discussed by Dr. Sheldon Bacon, Yale University; Jan. 7, "Abstinence As a Solution," by Rev. Dr. Donald B. Cloward, Northern Baptist Convention; Jan. 14, "Systems of Alcohol Control" by George M. Stout, California Liquor Administrator; Jan. 21, "Legal Elimination of Beverage Alcohol," by Rev. Herbert H. Parish, National Temperance Movement; Jan. 28, "The Prohibition Experiment," by Dr. John Allen Krout, Columbia University; Feb. 4, "What People Really Think About Alcohol," by Dr. John Riley, Rutgers University.



**Prelude.** The eminent American composer Aaron Copland (left) and CBS conductor Daniel Saidenberg prepare a program of works by Copland and other contemporary musicians for the School of the Air's regular Tuesday afternoon appreciation series, Gateways to Music.

## '46 Football Footnote

Coming up to a late-November Saturday afternoon, Columbia's sports director, Red Barber, faced a worrisome dilemma. Two games seemed critically important in deciding which Midwest team would go to the Rose Bowl; which game should he put on the air? Barber settled the question with characteristic resourcefulness: he and his staff would broadcast *both* games. So Barber at the Ohio State-Michigan game and Gene Shumate at the Illinois-Northwestern affair took turns describing what was going on before them. CBS listeners heard 11 of the 12 touchdowns.

## Why Those 30 Seconds "For Station Identification"?

Among the hand-signals that radio directors use to keep things moving in front of the microphone is an up-raised, clenched fist. It means: "Make system." That, in turn, means it is time for the announcer to end (or interrupt) his show by saying (in these parts): "This is CBS, the Columbia Broadcasting System."

If you keep a close check on your watch you know that "System" comes exactly 30 seconds before the hour, or quarter or half hour. How come?

Well, in the early days of broadcasting the networks established the 30-second interval so radio and telephone engineers could throw a series of switches to set up the circuit for the next program.

Today, when a program from Hollywood follows one originating in New York, three key engineers with semi-automatic relay switches can reverse the lines in five seconds. But the old interval remains — for time signals, weather reports, and local commercial announcements.

On a recent day CBS directors in New York raised their fists 65 times.

Columbia Broadcasting System Inc., 485 Madison Avenue, New York 22, N. Y.

WINTER 1946-47

# CBS Listener's Guide



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U. S. POSTAGE  
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