

# The JACK CARSON SHOW *originates at KNX*



## *... so does the 11 p. m. NEWS*

It takes all kinds of radio shows to make a network. Comedy, variety, music, drama, news... Have they anything in common?

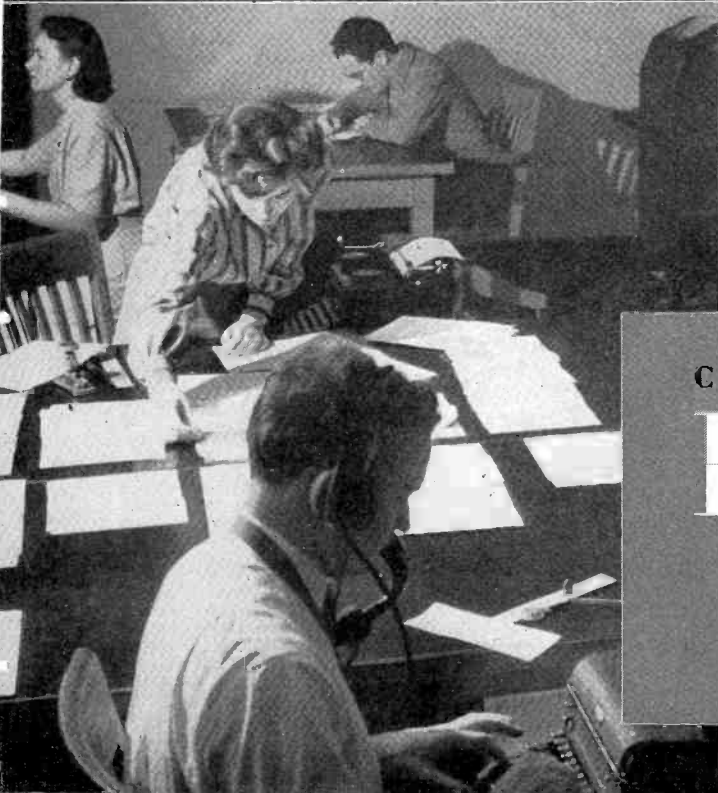
At KNX they have. Because here *all* shows, network or local, have the same exacting, unflagging CBS standards to meet. KNX is where Columbia's Hollywood-produced shows come from. KNX is CBS in Hollywood.

There's the new Jack Carson show, produced by Foote, Cone & Belding for Campbell's Soups. KNX personnel, equipment, sound effects and priceless *know-how* help speed it smoothly coast-to-coast, to make it one of the top comedy shows on the air.

Then there's the KNX 11 p. m. news. This twenty-minute comprehensive news roundup has become virtually the town crier for Southern California. Its participating sponsors, on a local, low-cost, late-evening basis, get exactly the same kind of news writing, editing, delivery, engineering and *thinking* that has given CBS what TIME called "the most efficient and adult news service in radio"—because the KNX news bureau is an integral part of Columbia's world-wide news facilities.

When you use the KNX 11 p. m. news to reach Southern California, you get the same KNX-tra touch of *audience acceptance* and sales impact that has kept one sponsor on it continuously for 148 weeks, another for 78 weeks. That's *results*.

Some time is available. Ask us, or Radio Sales.



COLUMBIA OWNED

# KNX

LOS ANGELES  
50,000 WATTS



*Columbia's  
Station for  
all Southern  
California*