

DINAH SHORE originates at KNX

CBS
STATION KNX



...so does POTLUCK PARTY!

The Billboard's poll of radio editors says, "Dinah Shore is radio's leading female vocalist" . . . Radio Daily's poll calls her the favorite female singer of popular songs. A double-winner, every Thursday night, she captivates a nation-wide audience of sentimentalists—millions of them—with the charm and allure of her flawless voice.

Flawless, too, is her show, as it ripples from song to laughter. Equally flawless is

the smooth, swift KNX-CBS production that can so skillfully translate a colorless program blueprint into a finished masterpiece of actual showmanship.

It's the *same* KNX experience and skill, the *same* subtle KNX handling, the *same* KNX studio facilities and expert engineering, that produce the contrasting and totally wacky *Potluck Party* heard over KNX every weekday afternoon. Comedian Jack Bailey strings a group of participations along a sputtering fuse of high jinks. A 17-piece orchestra plays them on with a flourish. And it comes out fun for thousands of Southern California housewives.

They listen. *They buy.* Every participation gets a custom-made build-up,

every sponsor sports a happy smile. Talented showmanship—the KNX touch—does it. Plus network standards and facilities that keep *Potluck Party* at an entertainment peak. Sometimes there's a *Potluck* spot open. It might be wise to talk now with us or Radio Sales about saving the next one for you.



Columbia's Station for All Southern California

Represented by Radio Sales, the SPOT Broadcasting Division of CBS