

CRIME PHOTOGRAPHER  
9:30-10:00 PM EDT, Thursdays  
Anchor-Hocking Glass Corp.

NED CALMER AND THE NEWS  
8:55-9:00 PM EDT, Saturdays and Sundays  
Luden's, Inc.

WARREN SWEENEY: NEWS  
11:00-11:05 AM EDT, Saturdays and Sundays  
The Curtiss Candy Company

MY FRIEND IRMA  
10:00-10:30 PM EDT, Mondays, starting August 25  
Ever Brothers—Swan Soap

JEAN SABLON  
5:30-5:45 PM EDT, Sundays  
Richard Hudnut Sales Company, Inc.

ARTHUR GODFREY'S TALENT SCOUTS  
8:30-8:55 PM EDT, Mondays  
Thomas J. Lipton, Inc.

#### JULY 7—

CBS Is There: 9:00-9:30 p.m., EDT, Mondays. "Moving and powerful radio," Variety. "An exciting innovation... history in fascinating, easy-to-take doses," Denis, N.Y. Post. "An exciting program... a painless history lesson... packs a genuine wallop," Crosby of N.Y. Herald-Tribune. Documentary dramatizations of great moments of history (Assassination of Lincoln, Boston Tea Party, Joan of Arc's trial), news-covered by CBS as if they were happening today. John Daly does eye-witness job. Produced-directed by Robert L. Shayon. Broadcast recordings, analysis available.

#### JULY 7—

Escape: 9:30-10:00 p.m., EDT, Mondays. Only tales between the credible and incredible are recreated on this new drama series, with what Variety calls "the laudable aim of simply 'telling a good story'." Originals and classics like Conrad's Typhoon, Kipling's Man Who Would Be King "skillfully scripted... with full-scale production flavor... adept handling," adds Variety. CBS-Hollywood origination. Wm. N. Robson directs. Broadcast recordings available.

#### 90 MINUTES OF CBS COMEDY AVAILABLE

Robert Q. Lewis Little Show: 8:00-8:30 p.m., EDT, Saturdays. New half hour comedy-variety featuring shrewd satire of ex-disk jockey Robert Q. Lewis. Scripted by Goodman (Easy Aces) Ace. "Kids radio, movies, anything else that pops to mind... may well turn out to be the answer...": Newsweek. "A new comedian, a longer spot and a not-so-little show": Time Magazine. "Refreshing... top supervisory production job... hep scripting... justifies initial handsprings." Variety. Broadcast recordings available.

Sweeney and March: 8:30-8:55 p.m., EDT, Saturdays. CBS-discovered comedy team, ex-GI Hal March and his buddy Bob Sweeney, in the special Hollywood-built-for-them series which network has been developing for a year. Hilarious situation-caricatures of universal everyday frustrations. Rated "wonderful", "a hit", by critics. Broadcast recordings available.

Bill Goodwin Show: 9:00-9:30 p.m., EDT, Saturdays. First show of his own for the emcee-announcer of Hope, Burns and Allen, Sinatra shows. Situation comedy, starring Goodwin as an eager-beaver civic-improvement volunteer, with genius for landing behind eight-balls. "More than usual sustaining coin and effort in this one": Variety. "One of the best situation comedies developed in many a month": Hollywood Reporter. Broadcast recordings, analysis, available.

#### DRAMA OPEN TO SPONSORSHIP

Studio One: 9:30-10:30 p.m., EDT, Tuesdays. New hour-long repertory air-theater series, doing full-scale presentations of fine novels and plays rarely heard because they are too meaty for radio's half-hour condensations. "An array that certainly won't be found anywhere else on the air": N.Y. Herald-Tribune. "Notable... fine rewarding program": N.Y. World-Telegram. Broadcast recordings available.

Romance. This great-love-story drama series delivered October-April Hooper averages in the 11's during 1944-46 sponsorship. Today "it continues to hit its big programming stride," according to Variety. Weaves romantic-mood spell for commercials, with masterly re-creations of great love stories. Broadcast recordings.