Key:
0 good contacts
✓ fair contacts
x poor contacts
* should develop contacts
(e) commercial

September 19, 1949

PROGRAMS WITH WHICH THE RADIO AND TELEVISION DEPARTMENT HAS CONTACTS OR SHOULD DEVELOP CONTACTS

Radio

Quiz Programs

Quiz Kids - (quiz show from Chicago) - Joe Kelly, quizmaster - NBC - Sundays - 3:30-4:00 P.M. - (e) - 0
Take It Or Leave It - (quiz show from Hollywood) - Eddie Cantor, quizmaster - NBC - Sundays - 10:00-10:30 P.M. - 0 - (e)
Dr. I.Q. - NBC - Fridays - 10:00-10:30 P.M. - 0 - (e)
Truth or Consequences - NBC - Saturdays - 8:30-9:00 P.M. - (e) - *
Double or Nothing - NBC - Mondays-Fridays - 2:00-2:30 P.M. - (e) - ✓
Break the Bank - NBC - Wednesdays - 9:00-9:30 P.M. - (e) - 0
Give and Take - CBS - Saturdays - 1:30-2:00 P.M. - (e) - *
Quick As A Flash - MBS - Saturdays - 7:30-8:00 P.M. - (e) - *
Twenty Questions - MBS - Saturdays - 8:00-8:30 P.M. - (e) - 0
Answer Man - WOR - Mondays-Fridays - 7:15-7:30 P.M. - Saturdays - 7:45-8:00 P.M. - (e) -
Radio (continued)

Dramatization Programs

NBC University Theatre - NBC - Sundays - 2:00-3:00 P.M. - *
One Man's Family - dramatic sketch (from Hollywood) - NBC - Sundays - 3:30-4:00 P.M. - (c) - 0

Cavalcade of America - NBC - Tuesdays - 8:00-8:30 P.M. - (c) - 0
Mr. District Attorney - NBC - Wednesdays - 9:30-10:00 P.M. - (c) - 0
Big Town - drama about an editor - NBC - Tuesdays - 10:00-10:30 P.M. - (c) - x
Theatre Guild on the Air - NBC - Sundays - 8:30-9:30 P.M. - (c) -
Greatest Story Ever Told - Biblical dramatizations - ABC - Sundays - 6:30-7:00 P.M. - (c) - /
Dr. Christian - (from Hollywood) - CBS - Wednesdays - 8:30-9:00 P.M. - (c) - *

Religious Programs

Religious News Reporter - religious news - local stations - different times - 0
Religion in the News - NBC - Saturdays - 6:00-6:15 P.M. - 0
Radio (continued)

News Commentators

Henry J. Taylor - ABC - Mondays - 9:45-9:00 P.M. - (c) - *
Drew Pearson - ABC - (Washington) - Sundays - 6:00-6:15 P.M. - (c) - 0
Walter Winchell - ABC - Sundays - 9:00-9:15 P.M. - (c) - x
Don Gardner - ABC - Mondays-Fridays - 7:15-7:30 A.M. - (c) - *
Elmer Davis - ABC - (Washington) - Mondays-Fridays - 7:15-7:30 P.M. - x
Martin Agronsky - ABC - (Washington) - Mondays-Fridays - 8:00-8:15 A.M. - (c) - 0
Lowell Thomas - CBS - Mondays-Fridays - 6:45-7:00 P.M., 11:00-11:15 P.M., 12 Mid.-12:15 A.M. - (c) - *
Edward R. Murrow - CBS - Mondays-Fridays - 7:45-8:00 P.M. - (c) - *
Eric Sevareid & the News - CBS - Mondays-Fridays - 6:00-6:15 P.M. - (c) - *
Bill Henry & the News - MBS - Mondays-Fridays - 8:55-9:10 P.M. - (c) - *
Cecil Brown - MBS - Mondays-Fridays - 10:00-10:15 A.M. - ✓
Fulton Lewis, Jr. - MBS - (Washington) - Mondays-Fridays - 7:00-7:15 P.M. - ✓
Cedric Foster - MBS - (Boston) - Mondays-Fridays - 11:00-11:15 P.M. - ✓
John B. Kennedy - MBS - Saturdays - 7:55-8:00 P.M. - 0
Don Goddard - WINS - Mondays-Fridays - 12 Noon - 12:15 P.M. - 0

News Programs

Headline Edition - ABC - Mondays-Fridays - 7:00-7:15 P.M. - 0
Mutual Newsreel - MBS - Mondays-Fridays - 10:15-10:30 P.M. - 0
News on the Human Side - WOR - Mondays-Fridays - 6:00-6:15 P.M. - 0
Radio (continued)

Variety Programs
Fred Waring Show - NBC - Thursdays - 10:30-11:00 P.M. - Saturdays - 10:00-10:30 A.M. - (c) - 0
Chesterfield Supper Club - Perry Como - NBC - Thursdays - 10:00-10:30 P.M. - (c) - *
Arthur Godfrey - CBS - Mondays-Fridays - 10:15-11:30 A.M. - (c) -
Kate Smith - news and commentary - MBS - Mondays-Fridays - 12 Noon - 12:15 P.M. - (c) - 0

Youth Programs
Child's World - ABC - Mondays - 9:30-9:45 P.M.
New York Times Youth Forum - WJXR - Saturdays - 10:15-11:00 A.M.

Forum Programs
America's Town Meeting - ABC - Tuesdays - 8:30-9:30 P.M. - 0
People's Platform - CBS - Sundays - 12:30-1:00 P.M. - 0
Author Meets the Critics - ABC - Sundays - 6:30-7:00 P.M. - 0
Radio (continued)

Dramatic-Interview Programs
We the People - CBS & CBS-TV - Tuesdays - 9:00-9:30 P.M. - (c) = 0

Soap Opera Programs
Life Can Be Beautiful - NBC - Mondays-Fridays - 3:00-3:15 P.M. - (c) =
Light of the World - NBC - Mondays-Fridays - 2:45-3:00 P.M. - (c) = x
Pepper Young's Family - NBC - Mondays-Fridays - 3:30-3:45 P.M. - (c) = x
Right to Happiness - NBC - Mondays-Fridays - 3:45-4:00 P.M. - (c) = x
Just Plain Bill - NBC - Mondays-Fridays - 5:30-5:45 P.M. - (c) = x
The Second Mrs. Burton - dramatization, guest family counselor - CBS - Mondays-
Fridays - 2:00-2:15 P.M. - (c) = 0
Our Gal Sunday - CBS - Mondays-Fridays - 12:45-1:00 P.M. - (c) = ✓
The Guiding Light - CBS - Mondays-Fridays - 1:45-2:00 P.M. - (c) =
Ethel and Albert - ABC - Mondays-Fridays - 6:15-6:30 P.M. - (c) = *

Disc
Public Affairs - discussion on community, civic, patriotic and religious affairs -
guest speakers - NBC - Saturdays - 12:15-12:30 P.M.
Radio (continued)

Human Interest Programs

Ted Malone - news and stories - ABC - Mondays-Fridays - 11:30-11:45 A.M. - (c) - *

Thhis Week Around the World - commentary on national and domestic news and happenings in entertainment world - ABC - Sundays - 2:00-2:30 P.M. - *

The Fitzgeralds - chatty breakfast series - WJZ - Mondays-Saturdays - 8:15-8:55 A.M.

Sundays - 11:00-11:30 A.M. - (c) - 0

Robert Q. Lewis - CBS - Mondays-Fridays - 9:30-4:00 P.M. - 0

This Is New York - WCBS - Mondays-Saturdays - 9:00-9:45 A.M.

Gabriel Heatter Opportunity Show - MBS - Saturdays - 8:30-9:00 P.M. - (c) - 0

Gabriel Heatter's Mail Bag - MBS - Mondays-Fridays - 12:45-1:00 P.M.

Dorothy and Dick - chatty breakfast series - WOR - Mondays-Fridays - 8:15-8:55 A.M. - (c) - 0

Women's Programs

Mary Margaret McBride - WNBC - Mondays-Fridays - 1:00-2:00 P.M. - (c) - 0

Betty Crocker's Magazine of the Air - ABC - Mondays-Fridays - 10:30-10:45 A.M.

Nancy Craig - ABC - Mondays-Fridays - 1:15-1:45 P.M. - (c) - 0

Margaret Arlen - WCBS - Mondays-Saturdays - 8:30-9:00 A.M. - (c) -

Martha Deane - WOR - Mondays-Fridays - 10:15-11:00 A.M. - (c) - 0
Radio (continued)

Interview Programs

_Hi Jinx!_ — chatty breakfast series — NBC — Mondays-Fridays — 8:30-9:00 A.M.

Sundays — 12:00 Noon-12:30 P.M. — (e) = 0

_Luncheon at Sardi's_ — MBS, Mondays-Fridays — 1:00-1:30 P.M. — (e) = 0

Documentary

_Living — 1949_ — NBC — Sundays — Ben Grauer, narrator —

Chatty

_Breakfast With Burrows_ — Abe Burrows — CBS — Mondays — 9:30-10:00 P.M., —

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_RFD America_ — NBC — Saturdays — 1:30-2:00 P.M._
Television

Religious

Television Chapel - WPIX - Sundays - 6:00-6:30 P.M. - 0
Morning Chapel - WABD - Fridays - 10:30-10:45 A.M. - 0

News

City Hall Reporter - WPIX - Saturdays - 7:05-7:15 P.M. - 0
News of the Hour - WPIX - Mondays-Fridays - 6:30-6:45 P.M. - 0

Quiz

Winner Take All - CBS-TV - Saturdays - 8:00-8:30 P.M. - 0

Variety

Small Time - WPIX - Saturdays - 4:45-5:15 P.M. - 0
Arthur Godfrey - CBS-TV - Saturdays - 8:00-9:00 P.M. -

Forum

Author Meets the Critics - ABC-TV - Mondays - 7:30-8:00 P.M. - 0
America's Town Meeting - WJZ-TV - Tuesdays - 8:30-9:30 P.M. - 0
Children's

Lucky Pup - CBS-TV - Mondays-Saturdays - 6:45-7:15 P.M. -

Kukla, Fran and Ollie - NBC-TV - Mondays-Fridays - 7:00-7:30 P.M. -

Howdy Doody - WMMP - Mondays-Fridays - 5:00-6:00 P.M. -

Small Fry - WABD - Mondays-Fridays - 6:00-6:30 P.M. -

Comics on Parade - WPIX - Mondays-Fridays - 5:00-5:15 P.M. - Sundays - 5:30-6:00 P.M. -

Pixie Playtime - WPIX - Mondays, Thursdays, Fridays - 5:15-5:30 P.M. -

Mr. Magoo - WPX - Tuesdays, Wednesdays, Saturdays - 5:15-5:30 P.M. -

Interview

This Is Broadway - CBS-TV - alternate Sundays - 9:00-10:00 P.M. -

We the People - CBS-TV - Tuesdays - 9:00-9:30 P.M. -

Dramatic Serial

Mama - CBS-TV - Fridays - 3:00-3:30 P.M. -

Dramatic

Theatre Time - WPX - periodic
Films
Stained Glass Windows - ABC-TV - Sundays - 7:00-7:30 P.M.

Human Interest
Little Old New York - WPIX - Sundays - 7:30-8:00 P.M.

Cartoons
The Bob Dunn Show - (formerly Drawing Game with Rube Goldberg) - Thursdays - WPIX - 7:30-8:00 P.M.