

CBS PROGRAM BOOK · FALL, 1942



NATIONAL BROADCASTING COMPANY, INC.
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Rex Stout debunks Axis propaganda in "Our Secret Weapon".

THE COVER: *"Our Secret Weapon", a new CBS sustaining series, brings Rex Stout, the famous author and lecturer, to the radio audience. The series is given under the auspices of Freedom House.*

FALL, 1942

NATIONAL BROADCASTING COMPANY, INC.
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THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

October 1, 1942

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Chrysler motor cars Page 6

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS"
as of October 1, 1942

| | | |
|---|--|---|
| <p>AMERICAN TOBACCO COMPANY (335th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus</p> | <p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 117 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Mon., 7:15-8:00 a.m.</p> | <p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p> |
| <p>ANACIN COMPANY (296th Week on CBS)</p> <p>Our Gal, Sunday</p> <p>Easy Aces <i>Serial Comedy-Drama</i></p> | <p>Mon. thru Fri. 12:45-1:00 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Wed., Thurs., Fri. 7:30-7:45 p.m. 48 CBS stations ORIGINATES: WABC</p> | <p>Anacin <i>Blackett-Sample- Hummert</i></p> |
| <p>ARMSTRONG CORK COMPANY (52nd Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p> | <p>Saturday 12 noon-12:30 p.m. 116 CBS stations ORIGINATES: WABC</p> | <p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> |
| <p>B. T. BABBITT, INC. (61st Week on CBS)</p> <p>David Harum <i>Serial drama</i></p> | <p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WARC</p> | <p>Bab-O <i>Duane Jones Co.</i></p> |
| <p>BAYER COMPANY (366th Week on CBS)</p> <p>American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus</p> <p>Second Husband <i>Serial drama</i></p> | <p>Tuesday 7:30-8:00 p.m. 77 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 11:15-11:30 a.m. 40 CBS stations ORIGINATES: WABC</p> | <p>Bayer Aspirin <i>Blackett-Sample- Hummert</i></p> |

BISODOL COMPANY*(504th Week on CBS)***The Romance of Helen Trent***Serial drama****Mr. Keen***Mystery-drama*

Wed., Thurs., Fri.

12:30-12:45 p.m.

51 CBS stations

ORIGINATES: WBBM

Wed., Thurs., Fri.

7:15-8:00 p.m.

48 CBS stations

ORIGINATES: WABC

Bisodol

*Blackett-Sample-
Hummert***BOWEY'S, INC.***(175th Week on CBS)***Stars Over Hollywood**Original drama with Knox
Manning, MC, and guest stars

Saturday

12:30-1:00 p.m.

51 CBS stations

ORIGINATES: KNX

Dari-Rich Products

*Sorenson & Company***CALIFORNIA FRUIT GROWERS
EXCHANGE***(178th Week on CBS)***Hedda Hopper's
Hollywood**

Mon., Wed., Fri.

6:15-6:30 p.m.

44 CBS stations

ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

*Lord & Thomas***CAMPBELL SOUP COMPANY***(108th Week on CBS)***Amos 'n' Andy***Serial comedy-drama***Radio Reader's Digest**with Conrad Nagel, Lyn Murray's
orchestra, and guest stars

Mon. thru Fri.

7:00-7:15 p.m.

Rebroadcast

11:00-11:15 p.m.

63 CBS stations

ORIGINATES: WABC

Sunday

9:00-9:30 p.m.

66 CBS stations

ORIGINATES: WABC

Campbell's Soups

Campbell's Tomato Juice

Campbell's Pork and Beans

*Ward Wheelock
Company***CELANESE CORPORATION
OF AMERICA***(39th Week on CBS)***Great Moments in Music**

with Jean Tennyson and guest stars

Musical program

Wednesday

10:00-10:30 p.m.

117 CBS stations

ORIGINATES: WABC

Celanese Products

Young & Rubicam, Inc.

| | | |
|---|---|--|
| <p>CHEESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (204th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt</p> | <p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 66 CBS stations ORIGINATES: KNX</p> | <p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p> |
| <p>CHRYSLER CORPORATION (343rd Week on CBS)</p> <p>Major Bowes' Amateurs</p> | <p>Thursday 9:00-9:30 p.m. 62 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Sun., 9:30-10 a.m.</p> | <p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>COCA-COLA COMPANY (163rd Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists <i>Music</i></p> | <p>Sunday 4:30-5:00 p.m. 117 CBS stations ORIGINATES: WABC</p> | <p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p> |
| <p>COLGATE-PALMOLIVE-PEET COMPANY (351st Week on CBS)</p> <p>*Al Jolson with Parkyakarkus, Shakyakarkus, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> | <p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid. 12:25 a.m. 73 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 73 CBS stations ORIGINATES: WABC</p> | <p><i>Sherman & Marquette, Inc.</i></p> <p><i>Ted Bates, Inc.</i></p> |
| <p>CONTINENTAL BAKING CO., INC. (404th Week on CBS)</p> <p>Bachelor's Children <i>Serial drama</i></p> | <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 46 CBS stations ORIGINATES: WABC</p> | <p>Wonder Bread Hostess Cake <i>Ted Bates, Inc.</i></p> |

***CONTINENTAL RADIO & TELEVISION CORP.**

+World News Today
News

Sunday
2:30-2:55 p.m.
43 CBS stations
ORIGINATES: WABC

Admiral Radio
Institutional
Cruttenden & Eger

***CORN PRODUCTS REFINING CO.**
(313th Week on CBS)

+Stage Door Canteen
Variety

Thursday
9:30-10:00 p.m.
44 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Mon. 6:45-7:15 a.m.

Mazola
C. L. Miller Company

CURTISS CANDY COMPANY
(105th Week on CBS)

News
with Jackson Wheeler

Sat., Sun.
11:00-11:05 a.m.
113 CBS stations
ORIGINATES: WABC

Candy
C. L. Miller Company

EMERSON DRUG COMPANY
(126th Week on CBS)

Vox Pop
with Parks Johnson and
Warren Hull
Interviews

Monday
8:00-8:30 p.m.
70 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.
(157th Week on CBS)

Take It or Leave It
with Phil Baker, MC, David Ross
Quiz

Sunday
10:00-10:30 p.m.
117 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Wed., 7-7:30 a.m.

Eversharp Pens and Pencils
The Biow Company

GENERAL ELECTRIC CO.
(31st Week on CBS)

Frazier Hunt
News and comments

Tues., Thurs., Sat.
6:00-6:15 p.m.
Rebroadcast
10-15-11:00 p.m.
52 CBS stations
ORIGINATES: WABC

Institutional
Maxon, Inc.

GENERAL FOODS CORPORATION
(384th Week on CBS)

+Kate Smith Hour
with Kate Smith, Ted Collins,
Jack Miller and his orchestra
and guest stars
Music, comedy and drama

Friday
8:00-8:55 p.m.
Rebroadcast
12:00 mid. 12-55 a.m.
117 CBS stations
ORIGINATES: WABC

Jell-O
Jell-O Puddings
Young & Rubicam, Inc.

GENERAL FOODS CORPORATION

Continued

William L. Shirer

News

Kate Smith Speaks

Ted Collins with the News

Talks and news

Joyce Jordan, M.D.

Serial drama

Young Dr. Malone

Serial drama

We Love and Learn

Serial drama

Sunday

5:45-6:00 p.m.

82 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

12:00-12:15 p.m.

73 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15-2:30 p.m.

Rebroadcast

3:30-3:45 p.m.

76 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

87 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

91 CBS stations

ORIGINATES: WABC

Sanka Coffee

Young & Rubicam, Inc.

Swansdown Cake Flour

Calumet

Young & Rubicam, Inc.

La France

Satina

Postum

Post's Bran

Young & Rubicam, Inc.

Post Toasties

Benton & Bowles, Inc.

Grape Nuts Flakes

Wheatmeal

Young & Rubicam, Inc.

GENERAL MILLS, INC.

(436th Week on CBS)

Stories America Loves

Serial drama

Valiant Lady

Serial drama

Mon. thru Fri.

10:15-10:30 a.m.

Rebroadcast

11:45-12 noon

41 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:30-11:45 a.m.

40 CBS stations

ORIGINATES: WABC

Wheaties

Knox Reeves

Advertising, Inc.

Softasilk

Knox Reeves Advertising, Inc.

GULF OIL CORPORATION

(451st Week on CBS)

We, the People

with Milo Boulton and Oscar Bradley's orchestra

Real life experiences

Sunday

7:30-8:00 p.m.

80 CBS stations

ORIGINATES: KNX

Short Wave to AEF

Tues., 6:45-7:15 a.m.

Motor Oil and Gas

Young & Rubicam, Inc.

| | | |
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| <p>INTERNATIONAL SILVER COMPANY (238th Week on CBS)</p> <p>Edward R. Murrow Broadcasting from London <i>News</i></p> | <p>Sunday 6:00-6:15 p.m. 26 CBS stations ORIGINATES: LONDON</p> | <p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p> |
| <p>IRONIZED YEAST CO., INC. (162nd Week on CBS)</p> <p>*Lights Out <i>Mystery-drama</i></p> | <p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 76 CBS stations ORIGINATES: WABC</p> | <p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>JOHNS-MANVILLE CORPORATION (61st Week on CBS)</p> <p>Cecil Brown <i>News</i></p> | <p>Mon. thru Fri. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC</p> | <p>Insulation <i>J. Walter Thompson Company</i></p> |
| <p>JOHNSON & JOINSON (78th Week on CBS)</p> <p>Edwin C. Hill The Human Side of the News</p> | <p>Tuesday 6:15-6:30 p.m. 66 CBS stations ORIGINATES: WABC</p> | <p>Band-Aid <i>Young & Rubicam, Inc.</i></p> |
| <p>KOLYNOS COMPANY (504th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p> | <p>Mon. and Tuesday 12:30-12:45 p.m. 51 CBS stations ORIGINATES: WBBM</p> | <p>Kolynos <i>Blackett-Sample- Hummert</i></p> |
| <p>LADY ESTHER, LTD. (460th Week on CBS)</p> <p>Freddy Martin and his orchestra <i>Popular music</i></p> | <p>Monday 10:00-10:30 p.m. 67 CBS stations ORIGINATES: KNX</p> | <p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p> |
| <p>LEVER BROTHERS COMPANY (377th Week on CBS)</p> <p>*Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> | <p>Monday 9:00-10:00 p.m. 117 CBS stations 30 CBC stations ORIGINATES: KNX <i>Short Wave to AEF</i> Thurs., 7-8:00 a.m.</p> | <p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> |

LEVER BROTHERS COMPANY*Continued****Burns and Allen***Comedy****Bob Burns****The Arkansas Traveler***Comedy****Mayor of the Town**

with Lionel Barrymore

*Dramatic***Bright Horizon**

with Richard Kollmar

*Serial drama***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister***Serial drama*

Tuesday

9:00-9:30 p.m.

115 CBS stations

ORIGINATES: KNX

*Short Wave to AEF**Sun. 7:30-8:00 a.m.*

Wednesday

9:00-9:30 p.m.

115 CBS stations

ORIGINATES: KNX

Wednesday

9:30-10:00 p.m.

115 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

11:30-11:45 a.m.

48 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

*Rebroadcast**2:15-2:30 p.m.*

62 CBS stations

30 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

69 CBS stations

30 CBC stations

ORIGINATES: WABC

Swan Soap

Young & Rubicam, Inc

Lifebuoy

Ruthrauff & Ryan, Inc

Rinso

Ruthrauff & Ryan, Inc.

Silver Dust

*Batten, Barton, Durstin
& Osborn, Inc.*

Spry

Ruthrauff & Ryan, Inc.

Rinso

*Ruthrauff & Ryan, Inc.****LEWIS-HOWE COMPANY*****Mr. Adam and Mrs. Eve**

with Frank Crumit and

Julia Sanderson

Quiz

Saturday

8:00-8:30 p.m.

52 CBS stations

ORIGINATES: WABC

Tums

*Roche, Williams
& Cunyngnam, Inc.***LIGGETT & MYERS TOBACCO
COMPANY***(518th Week on CBS)****Harry James**

and his Music Makers

Popular music

Tues., Wed., Thurs.

7:15-7:30 p.m.

*Rebroadcast**11:15-11:30 p.m.*

117 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

Newell-Emmett Co.

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| <p>P. LORILLARD COMPANY (249th Week on CBS)</p> <p>Nelson Eddy with Nadine Conner, Robert Ambruster's Orchestra and Chorus</p> | <p>Wednesday 8:00-8:30 p.m. 63 CBS stations ORIGINATES: KNX</p> | <p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p> |
| <p>PACIFIC COAST BORAX CO. (65th Week on CBS)</p> <p>Death Valley Days <i>Drama</i></p> | <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30 11:55 p.m. 60 CBS stations ORIGINATES: WABC</p> | <p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips <i>McCann-Erickson, Inc.</i></p> |
| <p>THE PARKER PEN CO. (14th Week on CBS)</p> <p>Eric Sevareid <i>News</i></p> | <p>Sat., Sun. 8:55-9:00 p.m. 58 CBS stations ORIGINATES: WABC</p> | <p>Quink <i>J. Walter Thompson Co.</i></p> |
| <p>PET MILK SALES CORPORATION (463rd Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p> | <p>Saturday 9:45-10:15 p.m. 62 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. 69 CBS stations ORIGINATES: KMOX</p> | <p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p> |
| <p>*CHARLES H. PHILLIPS CHEMICAL CO.</p> <p>*Amanda of Honeymoon Hill <i>Serial drama</i></p> | <p>Wed., Thurs., Fri. 10:30-10:45 a.m. 40 CBS stations ORIGINATES: WABC</p> | <p>Phillips Toothpaste & Toothpowder <i>Blackett-Sample- Hummert</i></p> |
| <p>PHILIP MORRIS & COMPANY, LTD. (321st Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra <i>Drama</i></p> | <p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 115 CBS stations ORIGINATES: WABC</p> | <p>Philip Morris Cigarettes <i>The Biow Company</i></p> |

| | | |
|---|---|---|
| <p>PHILIP MORRIS & COMPANY, LTD. <i>Continued</i></p> <p>The Crime Doctor <i>Mystery-drama</i></p> | <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 114 CBS stations ORIGINATES: WABC</p> | <p>Philip Morris Cigarettes <i>The Biow Company</i></p> |
| <p>PILLSBURY FLOUR MILLS CO. <i>(275th Week on CBS)</i></p> <p>Clara, Lu 'n' Em <i>Serial drama</i></p> | <p>Mon., Wed., Fri. 11:00-11:15 a.m. 40 CBS stations ORIGINATES: WBBM</p> | <p>Pillsbury Flour <i>McCann-Erickson, Inc.</i></p> |
| <p>THE PROCTER & GAMBLE CO. <i>(414th Week on CBS)</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Ma Perkins <i>Serial drama</i></p> <p>Vic and Sade <i>Serial drama</i></p> <p>Pepper Young's Family <i>Serial drama</i></p> | <p>Mon. thru Fri. 1:45-2:00 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 60 CBS stations 25 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 59 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 46 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 25 CBS stations ORIGINATES: WBBM</p> | <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample-Hummert</i></p> <p>Duz Crisco <i>Compton Advertising, Inc.</i></p> <p>Camay Chipso <i>Pedlar & Ryan, Inc.</i></p> |
| <p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(174th Week on CBS)</i></p> <p>Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices</p> | <p>Sunday 5:00-5:45 p.m. 83 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> <i>Fri., 6:45-7:30 a.m.</i></p> | <p>Insurance Services <i>Benton & Bowles, Inc.</i></p> |

THE QUAKER OATS COMPANY*(45th Week on CBS)***That Brewster Boy***Drama*

Friday
9:30-10:00 p.m.
Rebroadcast
12:00 mid.-12:30 a.m.
80 CBS stations
ORIGINATES: WBBM

Quaker Food Products
Ruthrauff & Ryan, Inc.

R. J. REYNOLDS TOBACCO COMPANY*(491st Week on CBS)****Blondie**

The domestic adventures of the
Bumsteads

*Comedy****Camel Caravan**

with Lanny Ross, Connee Boswell,
Xavier Cugat, Margo, Herb Shriner,
Camel Chorus, and dramatic
sketch based on Our Town

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
115 CBS stations
ORIGINATES: KNA
Short Wave to AEF
Sat. 9:30-10:00 a.m.

Friday
10:00-11:00 p.m.
117 CBS stations
ORIGINATES: WABC

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

E. R. SQUIBB & SONS*(117th Week on CBS)***Keep Working, Keep Singing.
America**

with Frank Parker and David Ross

Songs

Mon., Wed., Fri.
6:30-6:45 p.m.
57 CBS stations
ORIGINATES: WABC

Squibb Products
*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY*(279th Week on CBS)***Texaco Star Theatre**

starring Fred Allen, Arthur Godfrey,
Al Goodman's Orchestra, Portland
Hoffa, and guest vocalists

Comedy

Sunday
9:30-10:00 p.m.
117 CBS stations
11 CBC stations
ORIGINATES: WABC
Short Wave to AEF
Sun., 7-7:30 a.m.

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY*(383rd Week on CBS)***Gay Nineties Revue**

starring Beatrice Kay,
Joe E. Howard, MC, Florodora Girls,
Elm City Four, Jenny Lynn

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
64 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Fri., 7:30-7:55 a.m.

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

**COLUMBIA
PACIFIC
NETWORK**

| | | |
|---|--|---|
| <p>*R. L. WATKINS CO. Second Husband <i>Serial drama</i></p> <p>*Amanda of Honeymoon Hill <i>Serial drama</i></p> | <p>Mon., Tues., Wed. 11:15-11:30 a.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues. 10:30-10:45 a.m. 49 CBS stations ORIGINATES: WABC</p> | <p>Dr. Lyons Toothpowder <i>Blackett-Sample-Hummert</i></p> <p>Mulsified Coconut Oil Shampoo <i>Blackett-Sample-Hummert</i></p> |
| <p>THE WELCH GRAPE JUICE CO. <i>(17th Week on CBS)</i></p> <p>Dear John with Irene Rich <i>Dramatic</i></p> | <p>Sunday 6:15-6:30 p.m. 66 CBS stations ORIGINATES: KNX</p> | <p>Welch Products <i>H. W. Kastor & Sons Advertising Co., Inc.</i></p> |
| <p>WM. WRIGLEY, JR., COMPANY <i>(537th Week on CBS)</i></p> <p>Sergeant Gene Autry <i>Air Corps dramatic series</i></p> <p>The First Line <i>Informational series</i></p> <p>Ben Bernie with all the Lads <i>Musical series</i></p> | <p>Sunday 6:30-7:00 p.m. 116 CBS stations ORIGINATES: KNX <i>Short Wave to AEF</i> Tues., 7:15-7:45 a.m.</p> <p>Thursday 10:00-10:30 p.m. 115 CBS stations ORIGINATES: WBBM <i>Short Wave to AEF</i> Wed., 7:30-8:00 a.m.</p> <p>Mon. thru Fri. 5:45-6:00 p.m. 117 CBS stations ORIGINATES: WBBM <i>Short Wave to AEF</i> Mon. thru Fri., 9:30-9:45 a.m.</p> | <p>Doublemint Gum <i>J. Walter Thompson Company</i></p> <p>Spearmint Gum <i>Arthur Meyerhoff & Co</i></p> |
| <p>BROWN & WILLIAMSON TOBACCO CORP. <i>(24th Week on CBS)</i></p> <p>Harry W. Flannery <i>News analyst</i></p> | <p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p> | <p>Avalon Cigarettes <i>Russell M. Seeds Co.</i></p> |
| <p>CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION <i>(29th Week on CBS)</i></p> <p>Dick Joy and the News <i>News analyst</i></p> | <p>Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX</p> | <p>Sunsweet Prunes <i>Long Advertising Service</i></p> |

*Program or client not listed in Summer Program Book.

COLONIAL DAMES, INC.
(147th Week on CBS)

Find the Woman
with Knox Manning

Friday
9:55-10:00 p.m. PWT
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

***J. A. FOLGER & COMPANY**
(32nd Week on CBS)

***America's Home Front**
Informational series

Friday
5:15-5:30 p.m. PWT
ORIGINATES: KNX

Folger's Coffee
Raymond R. Morgan Co.

GENERAL CIGAR CO.
(338th Week on CBS)

William Winter
News analyst

Wed., Sun.
9:00-9:15 p.m. PWT
ORIGINATES: KQW

Van Dyck Cigars
*Federal Advertising
Agency Inc.*

GENERAL FOODS CORPORATION
(384th Week on CBS)

The Second Mrs. Burton
Dramatic serial

Mon. thru Fri.
4:00-4:15 p.m. PWT
ORIGINATES: KNX

Sanka Coffee
Young & Rubicam, Inc.

GENERAL MILLS, INC.
(436th Week on CBS)

Sam Hayes
News

Mon. thru Fri.
1:15-1:30 p.m. PWT
ORIGINATES: KNX

Drifted Snow Flour
*Knox Reeves
Advertising Inc.*

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(92nd Week on CBS)

I Was There
News dramatizations

Monday
9:00-9:30 p.m. PWT
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

LOS ANGELES SOAP COMPANY
(156th Week on CBS)

Bob Anderson
News

Mon. thru Fri.
12:15-12:30 p.m.
PWT
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

| | | |
|---|---|--|
| <p>MANHATTAN SOAP CO. <i>(85th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> | <p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p> | <p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p> |
| <p>McKESSON & ROBBINS, INC. <i>(113th Week on CBS)</i></p> <p>Dick Joy and the News <i>News analyst</i></p> | <p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p> | <p>Bexel <i>J. D. Tarcher & Co., Inc.</i></p> |
| <p>*THE MENNEN COMPANY <i>(125th Week on CBS)</i></p> <p>Bob Garred and the News</p> | <p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p> | <p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p> |
| <p>*MODE O'DAY SHOPS <i>(17th Week on CBS)</i></p> <p>Dick Joy <i>News</i></p> | <p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> | <p>Mode O'Day Products <i>Glasser, Gailey & Company</i></p> |
| <p>PAR SOAP COMPANY</p> <p>Galen Drake</p> | <p>Tues., Thurs. 1:00-1:15 p.m. PWT ORIGINATES: KNX</p> | <p>Par Household Soap <i>Tomaschke-Elliott, Inc.</i></p> |
| <p>PETER PAUL INC. <i>(103rd Week on CBS)</i></p> <p>Bob Garred Reporting</p> | <p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> | <p>Candy Bars <i>Brisacher, Davis & Staff</i></p> |
| <p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(101st Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> <p>William Winter <i>News analyst</i></p> | <p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> <p>Mon. thru Fri. 2:30-2:45 p.m. PWT ORIGINATES: KQW</p> | <p>Salted Peanuts <i>Raymond R. Morgan Co.</i></p> <p>Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p> |

COLUMBIA
PACIFIC
NETWORK

*PLOUGH, INC.

*Don't You Believe It

Saturday
9:45-10:00 p.m. PWT
ORIGINATES: KNXSt. Joseph's Aspirin
Penetro Products
*Lake-Spiro-Shurman
Inc.*SOIL OFF MANUFACTURING
COMPANY
(87th Week on CBS)Bob Garred Reporting
*News*Tues., Thurs., Sat.
5:45-5:55 p.m. PWT
ORIGINATES: KNXCleaning Fluid for
Walls and Woodwork
*Buchanan & Co.*SUNNYVALE PACKING COMPANY
(40th Week on CBS)

Galen Drake

Mon., Wed., Fri.
1:00-1:15 p.m. PWT
ORIGINATES: KNXRancho Soups
*Lord & Thomas*BEKINS VAN AND STORAGE CO.
(54th Week on CBS)Harry W. Flannery
*News analyst*Mon., Wed., Fri.
5:30-5:45 p.m. PWT
ORIGINATES: KNXMoving and Storage
*Brooks Advertising
Agency*COLUMBIA
CALIFORNIA
NETWORK

*J. C. ENO, LTD.

George Fisher
*Hollywood whispers*Tues., Thurs.
5:15-5:30 p.m. PWT
ORIGINATES: KNXMacLean's Toothpaste
Atherton & Currier, Inc.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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|--------------------------------------|---------|
| 1. NEWS BROADCASTS | Page 19 |
| 2. DRAMATIC SERIES | Page 20 |
| 3. WAR PROGRAMS | Page 20 |
| 4. LIGHT ENTERTAINMENT | Page 21 |
| 5. SERIOUS MUSIC | Page 22 |
| 6. EDUCATIONAL PROGRAMS | Page 23 |
| 7. CHILDREN'S PROGRAMS | Page 26 |
| 8. PERSONALITIES | Page 26 |
| 9. RELIGIOUS BROADCASTS | Page 26 |
| CBS SHORT WAVE BROADCASTS | Page 27 |
| SPECIAL BROADCASTS: SUMMER | Page 28 |

News Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Edward R. Murrow, Bob Trout and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from New Delhi, Herbert Clark from Buenos Aires; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, John Daly, Ned Calmer from New York; Eric Sevareid, Leigh White, and John Purcell from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 11:00-11:10 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Cecil Brown, 8:55-9:00 p.m., MONDAY THRU FRIDAY; Eric Sevareid, 8:55-9:00 p.m., SATURDAY AND SUNDAY; 11:10-11:15 p.m., MONDAY, William Shirer; TUESDAY, Quincy Howe; WEDNESDAY, William Shirer; THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot.
(See also sponsored news programs.)

**DRAMATIC
SERIES**



Columbia Workshop

10:30-11:00 p.m.

EACH MONDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer.
OCTOBER 12: "Rebirth in Barrows Inlet", by Joseph Liss. Directed by Earle McGill.
OCTOBER 19: "Remodeled Brownstone", by Lucille Fletcher. Directed by John Dietz.
OCTOBER 26: "Proclaim the Morning", by David Ross. Directed by Earle McGill.
NOVEMBER 2: "It Ain't Necessarily Not So", by Robert Paul Smith. Directed by Wendell Adams.

**WAR
PROGRAMS**

Report to the Nation

7:30-8:00 p.m.

EACH FRIDAY

(Starting October 25)

10:30-11:00 p.m.

EACH SUNDAY

Recently revising its format, this series now presents a review and summation of the most vital news of the week and describes how it affects the American civilian and soldier. Paul White supervises, Bill Slocum, Jr., edits, and Earle McGill directs.

The Man Behind the Gun

10:30-11:00 p.m.

EACH WEDNESDAY

This new series presents dramatic stories of how men in uniform do their jobs. William N. Robson produces and Ranald MacDougall writes.

Our Secret Weapon

7:00-7:15 p.m.

EACH SUNDAY

Rex Stout of Freedom House debunks Axis propaganda by answering their claims with the facts.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Music by service bands are aired each week with documentary broadcasts from military posts.

Soldiers With Wings

8:00-8:30 p.m.

THURSDAY

A variety show presented by air cadets and officers stationed in California and including Hollywood guest talent.

Green Valley, U.S.A.

7:30-8:00 p.m.

EACH WEDNESDAY

Himan Brown produces and directs these programs of simple human dramas about a typical small town and its war effort contributions.

| | | WAR PROGRAMS |
|---|--|---------------------|
| <p>Cheers From the Camps 7:30-10:30 p.m. EACH TUESDAY</p> | <p>With talent recruited from a different army camp each week, Ted Husing MCs this traveling morale show.</p> | ✓ |
| <p>They Live Forever 10:30-11:00 p.m. EACH SUNDAY (Starting October 27) 9:30-10:00 p.m. EACH TUESDAY</p> | <p>American sacrifice, courage, and heroism, are vividly dramatized in this series about men and women who gave their lives in this war.</p> | ✓ |
| <p>Youth On Parade 10:00-10:30 a.m. EACH SATURDAY</p> | <p>A new program series which reports the constructive wartime activities of boys and girls throughout the nation originates in Boston. The orchestra is directed by Del Castillo.</p> | ✓ |
| <p>Commandos 8:00-8:30 p.m. EACH SUNDAY</p> | <p>A dramatized account of the exploits of American, Canadian, and British commandos.</p> | ✓ |
| <p>Calling Pan-America 6:15-6:45 p.m. EACH SATURDAY</p> | <p>CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.</p> | ✓ |
| <p>God's Country 11:15-11:30 a.m. EACH SATURDAY</p> | <p>Milton Bacon tells stories of America's small towns and the way of life they represent. Private Burl Ives sings songs of the region.</p> | ✓ |
| <p>Lou Holtz in Time Out for Laughs 7:15-7:30 p.m. EACH SUNDAY</p> | <p>Lou Holtz tells his famous stories and Mildred Bailey sings with Jeff Alexander's Orchestra.</p> | ✓ |
| <p>Mary Small 10:45-11:00 p.m. TUESDAY AND THURSDAY</p> | <p>Popular songs are featured by this artist, accompanied by Walter Gross' Orchestra.</p> | ✓ |

LIGHT ENTERTAINMENT

**LIGHT
ENTERTAIN-
MENT**

Continued

**SERIOUS
MUSIC**

Sing Along
5:30-5:45 p.m.
MONDAY THRU FRIDAY

This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.

Are You a Genius?
5:00-5:15 p.m.
MONDAY THRU FRIDAY

Ernest Chappell MC's this quiz show which features Walter Gross' Orchestra and Jerry Wayne, William Spier produces.

Delta Rhythm Boys
Four Clubmen, Symphonettes
VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has its own distinctive vocal style.

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening.

**New York Philharmonic
Symphony Orchestra**
3:00-4:30 p.m.
EACH SUNDAY
(Starts October 25)

The New York Philharmonic-Symphony Orchestra is broadcasting for the thirteenth consecutive year on CBS. Bruno Walter, Dr. Artur Rodzinski, and Dimitri Mitropoulos conduct. Deems Taylor is the intermission commentator.

Cleveland Orchestra
5:00-6:00 p.m.
EACH SATURDAY
(Starts October 24)

3:00-4:30 p.m.
SUNDAY, OCTOBER 11 AND 18

WGAR and CBS present the famous Cleveland Orchestra in a series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Rudolph Ringwall is associate conductor.

Dr. Rodzinski will conduct the orchestra in two Sunday concerts including a special performance of the Shostakovich Seventh Symphony on October 18.

Budapest String Quartet
11:05-12:00 noon
EACH SUNDAY

Coolidge String Quartet
(Starts November 22)

From the Library of Congress in Washington, D.C., CBS airs these programs of chamber music by these famed instrumental groups. The Budapest String Quartet is sponsored by the Whittall Foundation and the Coolidge String Quartet is broadcast under the auspices of the Coolidge Foundation.

E. Power Biggs, Organist
9:15-9:45 a.m.
EACH SUNDAY

Playing on the remarkable organ in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music.

**SERIOUS
MUSIC**

**Eileen Farrell and the
Columbia Concert Orchestra**
10:30-11:00 p.m.
EACH SATURDAY

This young soprano is featured in a series of programs of concert songs, operatic arias, and light opera favorites. Howard Barlow conducts.

**Columbia's Weekday
Schedule of Fine Music**
MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages.

Mondays: 3:30 to 4:00 p.m., Columbia Concert Orchestra conducted by Bernard Herrmann and vocal artists.

Starts November 9: Wanda Landowska, harpsichordist, and the Columbia Concert Orchestra.

Tuesdays: 3:30 to 4:00 p.m., Keyboard Concert Series with eminent pianists.

Wednesdays: 3:30 to 4:00 p.m., Songs of the Centuries with a variety of young singers and the Columbia Concert Orchestra. Howard Barlow, conducting.

Thursdays: 3:30 to 4:00 p.m., Exploring Music with Bernard Herrmann.

Fridays: 3:30 to 4:00 p.m., Russian-American Festival Series, Bernard Herrmann conducting.

Starts October 30: From the Eastman School of Music, Mr. Howard Hanson director, the Eastman Symphony and the Eastman-Rochester Symphony will broadcast a series of concerts.

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People's Platform" are presentation of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board of representative of the nation's leading educators and publicists.

- | | |
|------------------------|---------------------|
| LYMAN BRYSON, chairman | HENRY R. LUCE |
| STRINGFELLOW BARR | SPENCER MILLER, JR. |
| WILLIAM BENTON | RUTH BRYAN ROHDE |
| HARRY WOODBURN CHASE | THOMAS V. SMITH |
| ROBERT I. GANNON, S.J. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBUR |
| JOSEPH H. WILLITS | |

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

**School of the Air of the
Americas**

9:15-9:45 a.m.
(Eastern Time Zone)

2:30-2:55 p.m.
(Central Time Zone)

9:30-10:00 a.m.
(Mountain Time Zone)

1:30-2:00 p.m.
(Pacific Time Zone)

MONDAY THRU FRIDAY

The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its fourteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. The School of the Air is officially sponsored by the O.W.I. to get messages to children, teachers, and parents.

MONDAYS — *Science at Work*

OCTOBER 5: What Is Science

OCTOBER 19: Building Machinery.

OCTOBER 26: Liquid Power.

NOVEMBER 2: Power in the Air.

TUESDAYS — *Music on a Holiday*

OCTOBER 6: Music on a Holiday.

OCTOBER 13: Columbus Day.

OCTOBER 20: Alaska Day.

OCTOBER 27: Navy Day.

WEDNESDAYS — *New Horizons*

OCTOBER 7: Columbus Eclipses the Moon.

OCTOBER 14: Cabot Discovers "Land of Cod".

OCTOBER 21—Cuba, Springboard for Conquest.

OCTOBER 28: Mexico's Tragic Emperor.

THURSDAYS — *Tales from Far and Near*

OCTOBER 8: Augustus and the Mountains.

OCTOBER 15: Young Mac of Fort Vancouver.

OCTOBER 22: Call It Courage.

OCTOBER 29: Young Hickory.

FRIDAY — *This Living World*

OCTOBER 9: The United Nations.

OCTOBER 16: War on the Home Front.

OCTOBER 23: Sea Power Today.

OCTOBER 30: Democracy in Action.

Invitation to Learning

1:35-2:00 p.m.

EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.

OCTOBER 4: The Holy Bible. *The Epistles of St. Paul to the Corinthians.*

OCTOBER 11: Confucius. *Wisdom.*

OCTOBER 18: Ralph Waldo Emerson. *English Traits.* Washington Irving. *Sketch Book.*

OCTOBER 25: Baldassare Castiglione. *The Book of the Courtier.*

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.

Living Art

1:30-4:45 p.m.

EACH TUESDAY

These programs stress the beauty of things outside museums and covers art from the advertising posters to the paintings in "The National Gallery".

Highways to Health

1:30-4:15 p.m.

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

Exploring Space

4:30-4:45 p.m.

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating study of the stars and the planets.

Of Men and Books

1:30-4:15 p.m.

EACH WEDNESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

EDUCATIONAL PROGRAMS

Continued

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

CHILDREN'S PROGRAMS

Let's Pretend

11:30-12:00 noon

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.

PERSONALITIES

The Garden Gate

9:30-10:00 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime. Washington reports on the War Garden Drive.

RELIGIOUS BROADCASTS

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is in its twelfth consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to major religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

News and News Features

In English:

6:30-6:45 a.m., 10:30-10:45 a.m.

10:45-11:00 a.m.

2:30-2:45 p.m., 2:45-3:00 p.m.

4:30-4:45 p.m.

In French:

8:00-8:15 a.m., 8:15-8:30 a.m.

11:00-11:15 a.m., 11:15-11:30

a.m., 2:00-2:15 p.m., 2:15-2:30

p.m., 4:15-4:30 p.m.

In German:

8:30-8:45 a.m., 8:45-9:00 a.m.

10:00-10:15 a.m., 10:15-10:30

a.m., 1:00-1:15 p.m., 1:15-1:30

p.m., 4:00-4:15 p.m.

In Italian:

9:00-9:15 a.m., 9:15-9:30 a.m.

12:00 noon-12:15 p.m., 12:15-

12:30 p.m., 3:00-3:15 p.m.

3:15-3:30 p.m.

In Polish:

12:45-1:00 p.m., 3:45-4:00 p.m.

In Serbo-Croatian:

12:30-12:45 p.m., 3:30-3:45 p.m.

In Dutch:

1:30-1:45 p.m.

In Czech:

9:45-10:00 a.m., 1:45-2:00 p.m.

In Turkish:

11:45-12:00 noon

In Arabic:

11:30-11:45 a.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's powerful international stations. WCBX, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Czech, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE
AND THE
NEAR EAST**
*WCBX New York**WCRC New York**WCDA New York***News and News Features**

In Spanish:

4:00-4:15 p.m., 6:45-7:00 p.m.

7:00-7:15 p.m., 8:45-9:00 p.m.

10:00-10:15 p.m.

In Portuguese:

4:00-4:15 p.m., 6:45-7:00 p.m.

8:45-9:00 p.m.

In English:

10:45-11:00 p.m.

From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—La Cadena de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**
*WCBX New York**WCRC New York**WCDA New York*

SPECIAL BROADCASTS: SUMMER

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of Summer programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

SPECIAL EVENTS

JULY 25: Ted Husing, assisted by Jimmy Dolan, covered the Yonkers Handicap in a broadcast from the Empire City racetrack, 4:30-5:00 p.m.

AUGUST 25: Katharine Lenroot, chief of the Department of Labor's Children's Bureau, Mrs. Eugene Meyer, member of the Commission on Children in Wartime of the Labor Department's Children's Bureau, and Charles Taft, assistant director of the Office of Defense Health and Welfare, participated in a round-table forum on "Children of Working Mothers", 10:30-10:45 p.m.

AUGUST 28: David E. Lilienthal, chairman of the Tennessee Valley Authority spoke in connection with the third Conference on Science, Philosophy and Religion, 4:30-4:45 p.m.

AUGUST 29: Lincoln MacVeagh, U. S. Minister to South Africa, Marshall R. Dimock, Director of Recruitment and Manning (cq) of the War Shipping Administration, and Laird Archer, member of the board of directors of the Greek War Relief Association, were heard in a special program under the auspices of the Greek War Relief Association, 10:15-10:30 p.m.

AUGUST 30: Rear Admiral Ross T. McIntire, Surgeon General of the U. S. Navy; Dr. Frank H. Lahey, chairman of the Procurement and Assignment Service of the War Manpower Commission; Dr. Warren Draper, Assistant Surgeon General of the United States Public Health Service and Major General James C. Mason, Surgeon General of the United States Army, participated in a round-table discussion on "Measures to Insure Adequate Medical Services for the Nation's Civilians and Armed Forces", 11:05-11:30 a.m.

SEPTEMBER 4: Garfield Swift, Charro Gil Trio, Eva Garzu, Juan Arvizu, and Alfredo Antonini's orchestra appeared in a special variety program for the hemispheric audience, 8:30-8:55 p.m.

SEPTEMBER 5: Ted Husing and Jimmy Dolan broadcast the running of the Woodmere Claiming Stakes, 4:30-5:00 p.m.

PUBLIC AFFAIRS

JULY 9: Anthony J. Drexel Biddle, Jr., American Ambassador to the Governments-in-Exile spoke on "The Spirit and Activities of the Allied Governments and Their Forces", 10:30-10:45 p.m.

JULY 14: Harold L. Ickes, Secretary of the Interior, spoke in connection with the celebration of Bastille Day under the auspices of France Forever, 10:30-10:45 p.m.

JULY 16: Andre Michalopoulos, Greek Minister of Information spoke on the subject of conditions in Greece under the Nazis, 10:30-10:45 p.m.

AUGUST 2: Vice Admiral R. R. Waesche talked about the "War Effort of the Coast Guard" from the Mall in Boston, 7:00-7:15 p.m.

AUGUST 2: R. J. Thomas, president of the United Automobile Workers spoke on "Labor Reports", 12:00-12:15 p.m.

AUGUST 4: Representative Samuel Dickstein delivered an address on "The Challenge for Service in the Navy", 10:30-10:45 p.m.

AUGUST 10: S. Stanwood Menken, founder of the National Security League and honorary chairman of the Minute Men of America spoke on "America's Pledge to Freedom" on the occasion of the first anniversary of The Atlantic Charter, 7:15-7:30 p.m.

AUGUST 18: Dr. Lin Yutang, author, lecturer, and philosopher, discussed the Indian crises, 10:30-10:45 p.m.

AUGUST 22: Beardsley Ruml, chairman of the Federal Reserve Bank of New York and treasurer of R. H. Macy and Company, spoke on "Pay As You Go Taxation", 10:15-10:30 p.m.

SEPTEMBER 7: Lieutenant General Henry H. Arnold, commanding general of the U.S. Army Air Force, addressed the C.I.O. and A. F. of L. on Labor Day, 3:15-3:30 p.m.

SEPTEMBER 7: President Franklin D. Roosevelt addressed the nation in a Labor Day broadcast on inflation and the rising cost of living.

SEPTEMBER 10: Jesse Jones, U. S. Secretary of Commerce, discussed the importance of free courses in aviation in a talk "Pre-Flight Training in American Schools", 10:30-10:45 p.m.

SEPTEMBER 10: Rabbi Simon Greenberg, William Rosenwald, and the Temple Emanuel ensemble appeared in a Rosh Hoshanah broadcast of the United Jewish Appeal, 6:15-6:30 p.m.

SEPTEMBER 17: Dr. George N. Shuster, president of Hunter College and Ernest Angell, president of the Council for Democracy, discussed "Shall We Reclassify Enemy Aliens?" 10:30-10:45 p.m.

***CBS Program Book
Supplement for November
to be tipped in here***

**CBS Program Book
Supplement for December
to be tipped in here**

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

40 ROCKEFELLER PLAZA, NEW YORK, N. Y.

CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER

1142

NEW CBS SPONSORED PROGRAMS

| | | |
|--|---|---|
| <p>GENERAL FOODS CORPORATION (388th Week on CBS)</p> <p>Those We Love <i>Drama</i></p> | <p>Sunday 2:00-2:30 p.m. 116 CBS Stations ORIGINATES: KNX</p> | <p>Grapenuts, Wheatmeal <i>Young & Rubicam, Inc.</i></p> |
| <p>LOCKHEED AIRCRAFT CORP.</p> <p>To be determined Aviation dramas with Orson Welles (Starts November 9)</p> | <p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS Stations ORIGINATES: KNX <i>Short Wave to AEF</i> Wed. 6:45-7:00 a.m.</p> | <p>Institutional <i>Lord & Thomas</i></p> |
| <p>NORTHERN PUMP COMPANY</p> <p>Great Lakes Training School Graduation (October 28 only)</p> | <p>Wednesday 5:00-5:30 p.m. 116 CBS Stations ORIGINATES: GREAT LAKES, ILLINOIS</p> | <p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> |
| <p>PHILCO CORPORATION (337th Week on CBS)</p> <p>Our Secret Weapon Rex Stout debunks Axis Propaganda</p> | <p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 119 CBS Stations ORIGINATES: WABC <i>Short Wave to AEF</i> Sun. 6:45-7:00 a.m.</p> | <p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p> |
| <p>R. J. REYNOLDS TOBACCO CO. (495th Week on CBS)</p> <p>Thanks to the Yanks Quiz Program with Bob Hawk</p> | <p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 115 CBS Stations ORIGINATES: WABC <i>Short Wave to AEF</i> Tues. 7:15-7:45 a.m.</p> | <p>Camel Cigarettes <i>William Esty & Co., Inc.</i></p> |

CBS PROGRAM BOOK SUPPLEMENT • DECEMBER

30 HOOKER L... COMPANY, 13...
 1942
 PLAZA, NEW YORK, N. Y.

NEW CBS SPONSORED PROGRAMS

ELGIN NATIONAL WATCH CO.
(18th Week on CBS)

Variety program
November 26 only

Variety program
December 25 only

Thursday
 4:00-6:00 p.m.
 116 CBS stations

Institutional
J. Walter Thompson Co.

Friday
 4:00-6:00 p.m.
 116 CBS stations

Institutional
J. Walter Thompson Co.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Cancel all short wave rebroadcasts to AEF. Facilities leased to U. S. Government.

| | | |
|--------|----------------------------|---|
| Page 6 | CHIESEBROUGH MFG. CO. | "Dr. Christian" now broadcast over 113 CBS stations. |
| Page 6 | COCA-COLA COMPANY | Ted Cott replaces Albert Spalding as master of ceremonies. |
| Page 6 | CONTINENTAL BAKING CO. | Program originates: WBBM |
| Page 7 | CORN PRODUCTS REFINING CO. | "Stage Door Canteen" program now broadcast over 53 CBS stations. |
| Page 7 | EMERSON DRUG COMPANY | "Vox Pop" program now broadcast over 76 CBS stations. |
| Page 8 | GENERAL FOODS CORPORATION | Cancel rebroadcast of "Joyce Jordan" program. Rebroadcast stations shifted to early show. |

STANDARD OIL CO. OF N. J.
(91st Week on CBS)

Army-Navy Football Game
(November 28 only)

Saturday
1:30-4:00 p.m.
47 CBS Stations
ORIGINATES: ANNAPOLIS

Esso Gas & Oil
Marschalk & Pratt, Inc.

NEW YORK PACIFIC NETWORK PROGRAMS

MENTHOLATUM COMPANY

William Winter
News Analyst

Sunday
5:30-5:45 p.m. PWT
ORIGINATES: KQW

Mentholatum Salve
J. Walter Thompson Co.

SMITH BROTHERS
(93rd Week on CBS)

Dick Joy
News
(Starts November 17)

Nelson Pringle
News Analyst
(Starts November 16)

Tuesday
9:25-9:30 p.m. PWT
Thursday
8:55-9:00 p.m. PWT
ORIGINATES: KNX

Cough Drops
J. D. Tarcher & Co.

Mon., Wed.
7:45-8:00 a.m. PWT
ORIGINATES: KNX

TIDEWATER ASSOCIATED OIL CO.
(152nd Week on CBS)

Football Play-by-Play

Saturday
2:15-4:00 p.m. PWT
(approximately)
ORIGINATES: VARIOUS
POINTS

Gas & Oil
Lord & Thomas

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 5

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

Change listing of "Hedda Hopper's
Hollywood" to "Today at the Duncans".

Page 5

CAMPBELL SOUP COMPANY

Change origination of "Amos'n'Andy"
from WABC to KNX.

Page 6

COLGATE-PALMOLIVE-PEET CO.

"Al Jolson", rebroadcast by Short
Wave to AEF Saturday, 9:30-9:55 a.m.

Page 7

CORN PRODUCTS REFINING CO.

Cancel Short Wave to AEF.

| | | |
|----------------------------|----------------------------------|---|
| <i>Page 8</i> | GENERAL MILLS, INC. | Change rebroadcast of "Kitty Foyle" program to 11:30-11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15-11:30 a.m. |
| <i>Page 10</i> | LEVER BROTHERS COMPANY | Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show. |
| <i>Page 12</i> | PILLSBURY FLOUR MILLS CO. | Cancel program. |
| <i>November Supplement</i> | LOCKHEED AIRCRAFT CORP. | Name of program is "Ceiling Unlimited". |

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

| | | |
|----------------|---|---|
| <i>Page 15</i> | COLONIAL DAMES, INC. | Change listing to "'Find the Woman' with Perry Ward." |
| <i>Page 15</i> | GENERAL MILLS, INC. | Shift "Sam Hayes" program to Mon. thru Fri. 4:15-4:30 p.m. PWT. |
| <i>Page 16</i> | PETER PAUL, INC. | Change listing to "Truman Bradley - News" Mon. and Fri.; "Bob Andersen - News" Wed. |
| <i>Page 16</i> | PLANTERS NUT AND CHOCOLATE COMPANY | Shift "William Winter" program to Mon. thru Fri. 12:30-12:45 p.m. PWT. |

| | | |
|----------------|---------------------------------|---|
| <i>Page 7</i> | CURTISS CANDY COMPANY | Change listing of "News with Jackson Wheeler" to "News - with Warren Sweeney". |
| <i>Page 7</i> | EVERSHARP, INC. | Change origination from WABC to KNX. |
| <i>Page 8</i> | GENERAL MILLS, INC. | Change listing of "Stories America Loves" to "Kitty Foyle". Change product on "Valiant Lady" from "Softasilk" to "Bisquick". |
| <i>Page 8</i> | GULF OIL CORPORATION | Change origination from KNX to WABC. |
| <i>Page 9</i> | INTERNATIONAL SILVER CO. | "Edward R. Murrow" program now using 58 CBS stations. |
| <i>Page 9</i> | IRONIZED YEAST CO., INC. | Change origination from WABC to KNX. |
| <i>Page 9</i> | LADY ESTHER, LTD. | Change listing of "Freddy Martin and his orchestra" to "Screen Guild Players". Program now using 116 CBS stations. |
| <i>Page 10</i> | LEVER BROTHERS COMPANY | Change product on "Bright Horizon" program to "Swan Soap" and advertising agency to Young & Rubicam, Inc. |
| <i>Page 11</i> | P. LORILLARD COMPANY | "Nelson Eddy" program now using 115 CBS stations. |
| <i>Page 11</i> | PARKER PEN COMPANY | "Eric Sevareid" program now using 115 CBS stations. |

| | | |
|----------------------------|----------------------------------|---|
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| <i>Page 12</i> | PILLSBURY FLOUR MILLS CO. | Cancel program. |
| <i>November Supplement</i> | LOCKHEED AIRCRAFT CORP. | Name of program is "Ceiling Unlimited". |

WORKING CONNECTIONS - THE PALMER RETROPP PROGRAM

| | | |
|----------------|---|---|
| <i>Page 15</i> | COLONIAL DAMES, INC. | Change listing to "'Find the Woman' with Perry Ward." |
| <i>Page 15</i> | GENERAL MILLS, INC. | Shift "Sam Hayes" program to Mon. thru Fri. 4:15-4:30 p.m. PWT. |
| <i>Page 16</i> | PETER PAUL, INC. | Change listing to "Truman Bradley - News" Mon. and Fri.; "Bob Andersen - News" Wed. |
| <i>Page 16</i> | PLANTERS NUT AND CHOCOLATE COMPANY | Shift "William Winter" program to Mon. thru Fri. 12:30-12:45 p.m. PWT. |

| | | |
|---|--|--|
| <i>Page 13</i> | QUAKER OATS COMPANY | Cancel rebroadcast on "That Brewster Boy". |
| <i>Page 13</i> | R. J. REYNOLDS TOBACCO CO. | Change Short Wave to AEF rebroadcast of "Blondie" to "Camel Caravan". |
| MONTHLY CONNECTIONS - CBS PACIFIC NETWORK PROGRAMS | | |
| <i>Page 15</i> | COLONIAL DAMES, INC. | Omit "with Knox Manning" from program listing. |
| <i>Page 15</i> | GENERAL PETROLEUM CORP. OF CALIFORNIA | Cancel program. |
| <i>Page 15</i> | LOS ANGELES SOAP COMPANY | Correct spelling of "Bob Andersen". |
| <i>Page 16</i> | MANHATTAN SOAP COMPANY | Change listing to "Dick Joy—News". |
| <i>Page 16</i> | THE MENNEN COMPANY | Change listing to "Dick Joy—News". |
| <i>Page 16</i> | MODE O'DAY SHOPS | Cancel program. |
| <i>Page 16</i> | PETER PAUL, INC. | Change listing to "Truman Bradley-News" on Monday and Wednesday and "Bob Andersen—News" on Friday. |
| <i>Page 16</i> | PLANTERS NUT & CHOCOLATE CO. | Cancel "Bob Garred Reporting" program. |
| <i>Page 17</i> | SOIL OFF MANUFACTURING CO. | Change listing to "Truman Bradley-News". |
| <i>Page 17</i> | J. C. ENO, LTD. | Correct spelling of Macleans Tooth-paste. |

| | | |
|----------------------------|----------------------------------|---|
| <i>Page 8</i> | GENERAL MILLS, INC. | Change rebroadcast of "Kitty Foyle" program to 11:30-11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15-11:30 a.m. |
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| <i>November Supplement</i> | LOCKHEED AIRCRAFT CORP. | Name of program is "Ceiling Unlimited". |

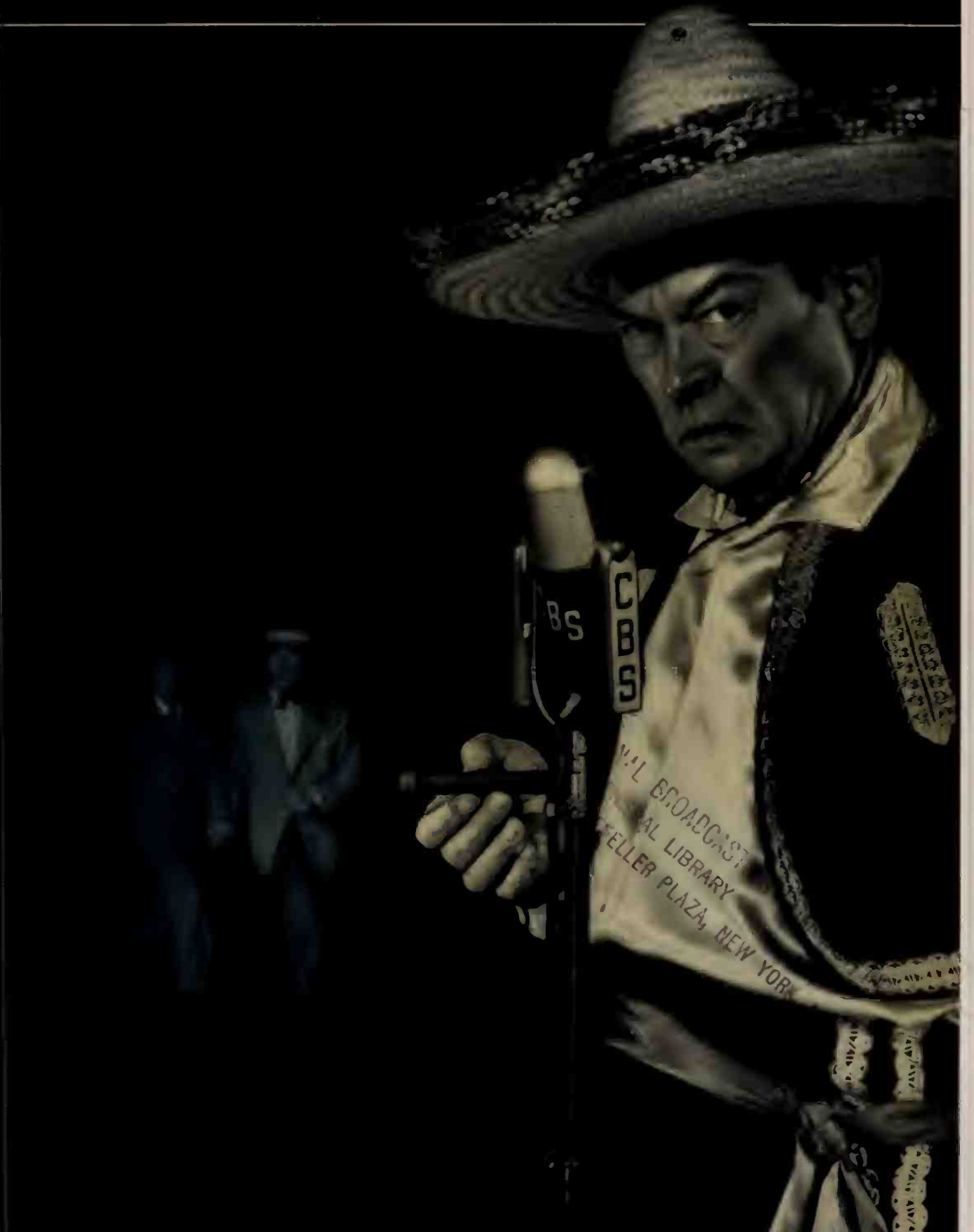
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

| | | |
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THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK • WINTER, 1943



Fred Allen — the Funniest Man in America

*THE COVER: Fred Allen, master of the ad-lib,
whose fast-moving, quip-filled comedy program
is heard every Sunday over every CBS station.*

WINTER, 1943
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THE COLUMBIA PROGRAM BOOK

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CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 15

CBS SUSTAINING PROGRAMS: page 18

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

January 1, 1943

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

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Chrysler Motor Cars Page 6

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Ironized Yeast Page 9

JOHNSON & JOHNSON:
Band-Aid Page 9

KOLYNOS COMPANY:
Kolynos, Kolynos Toothpaste . . Page 10

LADY ESTHER, LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . Page 10

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap,
Swan Soap, Lifebuoy Page 10

LEWIS-HOWE CO.:
Tums Page 11

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Soap Page 16

MANHATTAN SOAP COMPANY:
Sweetheart Soap Page 16

MC KESSON & ROBBINS, INC.:
Bexel Page 16

THE MENNEN CO.:
Talcum Powder, Shave Cream,
Brushless Shave Page 16

MENTHOLATUM COMPANY:
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PAR SOAP CO.:
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Camay Page 13

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Squibb Products Page 14

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Dr. Lyons Toothpowder,
Mulsified Coconut Oil Shampoo . Page 14

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 Sunkist Oranges, Lemons Page 5

CALIFORNIA PRUNE AND APRICOT GROWERS ASSOCIATION:
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 Campbell's Soups, Pork and Beans, and Tomato Juice Page 5

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 Folger's Coffee Page 15

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(See also Laundry Soaps)
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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS"
as of January 1, 1943

| | | |
|---|---|--|
| AMERICAN TOBACCO COMPANY (348th Week on CBS) Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus | Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 116 CBS stations ORIGINATES: WABC | Lucky Strike Cigarettes <i>Foote, Cone & Belding</i> |
| ANACIN COMPANY (309th Week on CBS) Our Gai, Sunday Easy Aces <i>Serial Comedy-Drama</i> | Mon. thru Fri. 12:45-1:00 p.m. 56 CBS stations ORIGINATES: WABC Wed., Thurs., Fri. 7:30-7:45 p.m. 47 CBS stations ORIGINATES: WABC | Anacin <i>Blackett-Sample- Hummert</i> |
| ARMSTRONG CORK COMPANY (65th Week on CBS) Armstrong's Theatre of Today <i>Drama</i> | Saturday 12 noon-12:30 p.m. 116 CBS stations ORIGINATES: WABC | Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i> |
| B. T. BABBITT, INC. (74th Week on CBS) David Harum <i>Serial drama</i> | Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC | Bab-O <i>Duane Jones Co.</i> |
| +BARBASOL COMPANY (286th Week on CBS) +John B. Kennedy <i>News</i> | Mon. and Fri. 6:00-6:10 p.m. 37 CBS stations ORIGINATES: WABC | Barbasol Shaving Cream <i>Erwin Wasey & Co., In</i> |
| BAYER COMPANY (379th Week on CBS) American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus Second Husband <i>Serial drama</i> | Tuesday 7:30-8:00 p.m. 77 CBS stations ORIGINATES: WABC Thurs., Fri. 11:15-11:30 a.m. 40 CBS stations ORIGINATES: WABC | Bayer Aspirin <i>Blackett-Sample- Hummert</i> |

BISODOL COMPANY
(517th Week on CBS)
The Romance of Helen Trent
Serial drama

Wed., Thurs., Fri.
12:30-12:45 p.m.
51 CBS stations
ORIGINATES: WBBM

Bisodol
*Blackett-Sample-
Hummert*

BOWEY'S, INC.
(188th Week on CBS)
Stars Over Hollywood
Original drama with Knox
Manning, MC, and guest stars

Saturday
12:30-1:00 p.m.
46 CBS stations
ORIGINATES: KNX

Dari-Rich Products
Sorenson & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(191st Week on CBS)
***Today at the Duncans**
Serial drama

Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Foote, Cone & Belding

CAMPBELL SOUP COMPANY
(421st Week on CBS)
Amos 'n' Andy
Serial comedy-drama

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
62 CBS stations
ORIGINATES: KNX

Campbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
*Ward Wheelock
Company*

Radio Reader's Digest
with Conrad Nagel, Lyn Murray's
orchestra, and guest stars

Sunday
9:00-9:30 p.m.
65 CBS stations
ORIGINATES: WABC

**CELANESE CORPORATION
OF AMERICA**
(52nd Week on CBS)

Wednesday
10:00-10:30 p.m.
116 CBS stations
ORIGINATES: WABC

Celaneese Products
Young & Rubicam, Inc.

Great Moments in Music
with Jean Tennyson and guest stars
Musical program

**CHIESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(217th Week on CBS)

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
114 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

Dr. Christian
with Jean Hersholt

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| <p>CHRYSLER CORPORATION (356th Week on CBS)</p> <p>Major Bowes' Amateurs</p> | <p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>COCA-COLA COMPANY (176th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 15-piece orchestra, Ted Cott, and guest soloists <i>Music</i></p> | <p>Sunday 4:30-5:00 p.m. 118 CBS stations ORIGINATES: WABC</p> | <p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p> |
| <p>COLGATE-PALMOLIVE-PEET COMPANY (364th Week on CBS)</p> <p>Al Jolson with Parkyakarkus, Shakyakarkus, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> | <p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid.-12:25 a.m. 77 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 73 CBS stations ORIGINATES: WABC</p> | <p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p> <p>Palmolive Shave Cream <i>Ted Bates, Inc.</i></p> |
| <p>CONTINENTAL BAKING CO., INC. (417th Week on CBS)</p> <p>Bachelor's Children <i>Serial drama</i></p> | <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 45 CBS stations ORIGINATES: WABC</p> | <p>Wonder Bread <i>Ted Bates, Inc.</i></p> |
| <p>CONTINENTAL RADIO & TELEVISION CORP. (13th Week on CBS)</p> <p>World News Today <i>News</i></p> | <p>Sunday 2:30-2:55 p.m. 42 CBS stations ORIGINATES: WABC</p> | <p>Admiral Radio Institutional <i>Cruttenden & Eger</i></p> |

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| <p>CORN PRODUCTS REFINING CO. (326th Week on CBS)</p> <p>Stage Door Canteen <i>Variety</i></p> | <p>Thursday 9:30-10:00 p.m. 52 CBS stations ORIGINATES: WABC</p> | <p>Mazola <i>C. L. Miller Company</i></p> |
| <p>CURTISS CANDY COMPANY (118th Week on CBS)</p> <p>News with Warren Sweeney</p> | <p>Sat., Sun. 11:00-11:05 a.m. 113 CBS stations ORIGINATES: WARC</p> | <p>Candy <i>C. L. Miller Company</i></p> |
| <p>EMERSON DRUG COMPANY (139th Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interviews</i></p> | <p>Monday 8:00-8:30 p.m. 75 CBS stations ORIGINATES: ON TOUR</p> | <p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>EVERSHARP, INC. (170th Week on CBS)</p> <p>Take It or Leave It with Phil Baker <i>Quiz</i></p> | <p>Sunday 10:00-10:30 p.m. 116 CBS stations ORIGINATES: WARC</p> | <p>Eversharp Pens and Pencils <i>The Biow Company</i></p> |
| <p>GENERAL ELECTRIC CO. (44th Week on CBS)</p> <p>Frazier Hunt <i>News and comments</i></p> | <p>Tues., Thurs., Sat. 6:00-6:15 p.m. <i>Rebroadcast</i> 10:45-11:00 p.m. 51 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Maxon, Inc.</i></p> |
| <p>GENERAL FOODS CORPORATION (401st Week on CBS)</p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars <i>Music, comedy and drama</i></p> | <p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00 mid. 12:30 a.m. 116 CBS stations ORIGINATES: WABC</p> | <p>Jell-O Jell-O Puddings <i>Young & Rubicam, Inc.</i></p> |

GENERAL FOODS CORPORATION

Continued

***The Adventures of the
Thin Man**
Mystery
(Starts January 8)

***Those We Love**
Drama

William L. Shirer
News

Kate Smith Speaks
Ted Collins with the News
Talks and news

Joyc  Jordan, M.D.
Serial drama

Young Dr. Malone
Serial drama

We Love and Learn
Serial drama

Thursday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
115 CBS stations
ORIGINATES: WABC

Sunday
2:00-2:30 p.m.
116 CBS stations
ORIGINATES: KNX

Sunday
5:45-6:00 p.m.
81 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
12 noon-12:15 p.m.
73 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:15-2:30 p.m.
77 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:00-2:15 p.m.
88 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
91 CBS stations
ORIGINATES: WABC

Sanka, Post Toasties
Benton & Bowles, Inc.

Grape Nuts,
Grapenuts Wheatmeal
Young & Rubicam, Inc.

Sanka Coffee
Young & Rubicam, Inc.

Swansdown Cake Flour
Calumet
Young & Rubicam, Inc.

La France
Post's Raisin Bran
Young & Rubicam, Inc.

Post Toasties
Benton & Bowles, Inc.

Grape Nuts Flakes
Wheatmeal
Young & Rubicam, Inc.

GENERAL MILLS, INC.
(449th Week on CBS)

***Kitty Foyle**
Serial drama

Valiant Lady
Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
11:30-11:45 a.m.
42 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:15-11:30 a.m.
41 CBS stations
ORIGINATES: WABC

Wheaties
*Knox Reeves
Advertising, Inc.*

Bisquick
*Knox Reeves
Advertising, Inc.*

***GILLETTE SAFETY RAZOR CO.**
(107th Week on CBS)

Friday
January 1
59 CBS stations
ORIGINATES: WQAM

Razors, Blades and
Shaving Cream
Maxon, Inc.

***Orange Bowl Football Game**
with Ted Husing
Play-by-play description

GULF OIL CORPORATION
(464th Week on CBS)

Sunday
7:30-8:00 p.m.
79 CBS stations
ORIGINATES: WABC

Motor Oil and Gas
Young & Rubicam, Inc.

We, the People, at War
with Milo Boulton and Oscar
Bradley's orchestra
Real life experiences

INTERNATIONAL SILVER COMPANY
(251st Week on CBS)

Sunday
6:00-6:15 p.m.
59 CBS stations
ORIGINATES: LONDON

International Sterling and
1847 Rogers Bros.
Silverplate
Young & Rubicam, Inc.

Edward R. Murrow
Broadcasting from London
News

IRONIZED YEAST CO., INC.
(175th Week on CBS)

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
75 CBS stations
ORIGINATES: KNX

Ironized Yeast
Ruthrauff & Ryan, Inc.

Lights Out
Mystery-drama

JOHNS-MANVILLE CORPORATION
(74th Week on CBS)

Mon. thru Fri.
8:55-9:00 p.m.
58 CBS stations
ORIGINATES: WABC

Insulation
*J. Walter Thompson
Company*

Cecil Brown
News

JOHNSON & JOHNSON
(91st Week on CBS)

Tuesday
6:15-6:30 p.m.
66 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

Edwin C. Hill
The Human Side of the News

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| <p>KOLYNOS COMPANY (517th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p> <p>Mr. Keen, Tracer of Lost Persons <i>Mystery-drama</i></p> | <p>Mon. and Tuesday 12:30–12:45 p.m. 51 CBS stations ORIGINATES: WRBM</p> <p>Wed., Thurs., Fri. 7:45–8:00 p.m. 48 CBS stations ORIGINATES: WABC</p> | <p>Kolynos <i>Blackett-Sample-Hummert</i></p> <p>Kolynos Toothpaste</p> |
| <p>LADY ESTHER, LTD. (473rd Week on CBS)</p> <p>*Screen Guild Players <i>Drama</i></p> | <p>Monday 10:00–10:30 p.m. 115 CBS stations ORIGINATES: KNX</p> | <p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p> |
| <p>LEVER BROTHERS COMPANY (387th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Burns and Allen <i>Comedy</i></p> <p>Bob Burns The Arkansas Traveler <i>Comedy</i></p> <p>Mayor of the Town with Lionel Barrymore <i>Drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p> | <p>Monday 9:00–10:00 p.m. 116 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Tuesday 9:00–9:30 p.m. 114 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:00–9:30 p.m. 118 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:30–10:00 p.m. 118 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45–12:00 noon 61 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15–12:30 p.m. 69 CBS stations 30 CBC stations ORIGINATES: WABC</p> | <p>Lux Toilet Soap, Lux Flakes <i>J. Walter Thompson Company</i></p> <p>Swan Soap <i>Young & Rubicam, Inc</i></p> <p>Lifebuoy <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc</i></p> <p>Swan Soap <i>Young & Rubicam, Inc</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc</i></p> |

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| <p>LEWIS-HOWE COMPANY (30th Week on CBS)</p> <p>Crumit and Sanderson Quiz</p> | <p>Saturday 8:00-8:30 p.m. 52 CBS stations ORIGINATES: WABC</p> | <p>Tums <i>Roche, Williams & Cunnyngham, Inc.</i></p> |
| <p>LIGGETT & MYERS TOBACCO COMPANY (531st Week on CBS)</p> <p>Harry James and his Music Makers <i>Popular music</i></p> | <p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 115 CBS stations ORIGINATES: KNX</p> | <p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p> |
| <p>+LOCKHEED AIRCRAFT CORP. (8th Week on CBS)</p> <p>+Ceiling Unlimited with Orson Welles <i>Aviation dramas</i></p> | <p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX</p> | <p>Institutional <i>Foote, Cone & Belding</i></p> |
| <p>P. LORILLARD COMPANY (262nd Week on CBS)</p> <p>Nelson Eddy with Nadine Conner, Robert Ambruster's Orchestra and Chorus</p> | <p>Wednesday 8:00-8:30 p.m. 115 CBS stations ORIGINATES: KNX</p> | <p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p> |
| <p>PACIFIC COAST BORAX CO. (78th Week on CBS)</p> <p>Death Valley Days <i>Drama</i></p> | <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 59 CBS stations ORIGINATES: WABC</p> | <p>20 Mule Team Borax, Boraxo 20 Mule Team Borax, Soap Chips <i>McCann-Erickson, Inc.</i></p> |
| <p>THE PARKER PEN CO. (27th Week on CBS)</p> <p>Eric Sevareid <i>News</i></p> | <p>Sat., Sun. 8:55-9:00 p.m. 113 CBS stations ORIGINATES: WABC</p> | <p>Quink <i>J. Walter Thompson Co.</i></p> |
| <p>PET MILK SALES CORPORATION (476th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haensehen's Orchestra and Chorus</p> | <p>Saturday 9:45-10:15 p.m. 62 CBS stations ORIGINATES: WABC</p> | <p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p> |

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| <p>PET MILK SALES CORPORATION <i>Continued</i></p> <p>Mary Lee Taylor home economist <i>Household advice</i></p> | <p>Tues. and Thurs. 11:00-11:15 a.m. 69 CBS stations ORIGINATES: KMOX</p> | <p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p> |
| <p>*PHILCO CORPORATION <i>(346th Week on CBS)</i></p> <p>Our Secret Weapon Rex Stout debunks Axis propaganda</p> | <p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 118 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p> |
| <p>CHARLES H. PHILLIPS CHEMICAL CO. <i>(268th Week on CBS)</i></p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p> | <p>Wed., Thurs., Fri. 10:30-10:45 a.m. 40 CBS stations ORIGINATES: WABC</p> | <p>Phillips Toothpaste & Toothpowder <i>Blackett-Sample-Hummert</i></p> |
| <p>PHILIP MORRIS & COMPANY, LTD. <i>(334th Week on CBS)</i></p> <p>The Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra <i>Drama</i></p> <p>The Crime Doctor <i>Mystery-drama</i></p> | <p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 114 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 113 CBS stations ORIGINATES: WABC</p> | <p>Philip Morris Cigarettes <i>The Biow Company</i></p> <p>Philip Morris Cigarettes <i>The Biow Company</i></p> |
| <p>THE PROCTER & GAMBLE CO. <i>(427th Week on CBS)</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Ma Perkins <i>Serial drama</i></p> | <p>Mon. thru Fri. 1:45-2:00 p.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 61 CBS stations 25 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 60 CBS stations ORIGINATES: WBBM</p> | <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample-Hummert</i></p> |

* Program or client not listed in Fall Program Book.

THE PROCTER & GAMBLE CO.*Continued***Vic and Sade***Serial drama***Pepper Young's Family***Serial drama*

Mon. thru Fri.
1:30-1:45 p.m.
47 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
2:45-3:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Ivory Flakes
Crisco
*Compton Advertising,
Inc.*

Camay
Chipso, Duz
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(187th Week on CBS)***Prudential Family Hour**

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, and a chorus of mixed
voices

Sunday
5:00-5:45 p.m.
83 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

THE QUAKER OATS COMPANY*(58th Week on CBS)***That Brewster Boy***Comedy drama*

Friday
9:30-10:00 p.m.
82 CBS stations
ORIGINATES: WBBM

Quaker Food Products
Ruthrauff & Ryan, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY***(504th Week on CBS)***Blondie**

The domestic adventures of the
Bumsteads
Comedy

Camel Caravan

with Lanny Ross, Connee Boswell,
Xavier Cugat, Margo, Herb Shriver,
and Camel Chorus

***Thanks to the Yanks**

with Bob Hawk
Quiz

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
114 CBS stations
ORIGINATES: KNX

Friday
10:00-10:45 p.m.
116 CBS stations
ORIGINATES: WABC

Saturday
7:30-8:00 p.m.
Rebroadcast
11:00-11:30 p.m.
114 CBS stations
ORIGINATES: WABC

Camel Cigarettes
Prince Albert Smoking
Tobacco
*William Esty &
Company, Inc.*

SCHUTTER CANDY COMPANY***Col. Stoopnagle**

Starts January 10

Sunday
1:45-2:00 p.m.
42 CBS stations
ORIGINATES: WABC

Candies
*Roche, Williams
& Cunyngnam, Inc.*

E. R. SQUIBB & SONS

(130th Week on CBS)

**Keep Working, Keep Singing,
America**

with Walter Cassel and David Ross
Songs

Mon., Wed., Fri.

6:30-6:45 p.m.

59 CBS stations

ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY

(292nd Week on CBS)

Texaco Star Theatre

starring Fred Allen, Jimmy Walling-
ton, Al Goodman's Orchestra,
Portland Hoffa, and guest vocalists
Comedy

Sunday

9:30-10:00 p.m.

116 CBS stations

11 CBC stations

ORIGINATES: WABC

Texaco Products

Buchanan & Co.

U. S. TOBACCO COMPANY

(396th Week on CBS)

Gay Nineties Revue

starring Beatrice Kay,
Joe E. Howard, MC, Florodora Girls,
Elm City Four, Jenny Lynn

Monday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

63 CBS stations

ORIGINATES: WABC

Dill's Best

Model Smoking Tobacco

Arthur Kudner, Inc.

R. L. WATKINS CO.

(22nd Week on CBS)

Second Husband

Serial drama

Amanda of Honeymoon Hill

Serial drama

Mon., Tues., Wed.

11:15-11:30 a.m.

40 CBS stations

ORIGINATES: WABC

Dr. Lyons Toothpowder

*Blackett-Sample-
Hummert*

Mon., Tues.

10:30-10:45 a.m.

40 CBS stations

ORIGINATES: WABC

Mulsified Coconut Oil
Shampoo

*Blackett-Sample-
Hummert*

THE WELCH GRAPE JUICE CO.

(30th Week on CBS)

Dear John

with Irene Rich
Drama

Sunday

6:15-6:30 p.m.

66 CBS stations

ORIGINATES: KNX

Welch Products

*H. W. Kastor & Sons
Advertising Co., Inc.*

WM. WRIGLEY, JR., COMPANY

(550th Week on CBS)

Sergeant Gene Antry

Air Corps dramatic series

The First Line

Drama

Ben Bernie

with all the Lads

Musical series

Sunday

6:30-7:00 p.m.

116 CBS stations

ORIGINATES:

LUKE FIELD, ARIZ.

Thursday

10:00-10:30 p.m.

114 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

5:45-6:00 p.m.

118 CBS stations

ORIGINATES: WBBM

Doublemint Gum

J. Walter Thompson

Company

Spearmint Gum

Arthur Meyerhoff & Co.

**BROWN & WILLIAMSON TOBACCO
CORP.**

(37th Week on CBS)

Harry W. Flannery

News analyst

Tues., Thurs., Sat.

5:30-5:45 p.m. PWT

ORIGINATES: KXX

Avalon Cigarettes

Russell M. Seeds Co.

**CALIFORNIA PRUNE & APRICOT
GROWERS ASSOCIATION**

(42nd Week on CBS)

Dick Joy and the News

News analyst

Saturday

8:55-9:00 p.m. PWT

ORIGINATES: KXX

Sunsweet Prunes

Long Advertising

Service

COLONIAL DAMES, INC.

(160th Week on CBS)

Find the Woman

with Perry Ward

Friday

9:55-10:00 p.m. PWT

ORIGINATES: KXX

Cosmetics

Glasser, Gailey & Co.

J. A. FOLGER & COMPANY

(15th Week on CBS)

America's Home Front

Informational series

Friday

5:15-5:30 p.m. PWT

ORIGINATES: KXX

Folger's Coffee

Raymond R. Morgan Co.

GENERAL CIGAR CO.

(351st Week on CBS)

William Winter

News analyst

Wed., Sun.

9:00-9:15 p.m. PWT

ORIGINATES: KQW

Van Dyck Cigars

Federal Advertising

Agency, Inc.

**COLUMBIA
PACIFIC
NETWORK**

**COLUMBIA
PACIFIC
NETWORK**

Continued

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| <p>GENERAL MILLS, INC. <i>(449th Week on CBS)</i></p> | <p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KNX</p> | <p>Drifted Snow Flour <i>Knox Reeves Advertising Inc.</i></p> |
| <p>LOS ANGELES SOAP COMPANY <i>(169th Week on CBS)</i></p> | <p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p> | <p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p> |
| <p>MANHATTAN SOAP CO. <i>(98th Week on CBS)</i></p> | <p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p> | <p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p> |
| <p>McKESSON & ROBBINS, INC. <i>(126th Week on CBS)</i></p> | <p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p> | <p>Bexel <i>J. D. Tarcher & Co., Inc.</i></p> |
| <p>THE MENNEN COMPANY <i>(138th Week on CBS)</i></p> | <p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p> | <p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p> |
| <p>+MENTHOLATUM COMPANY <i>(12th Week on CBS)</i></p> | <p>Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p> | <p>Mentholatum Salve <i>J. Walter Thompson Co.</i></p> |
| <p>+William Winter +Phil Stearns <i>News</i> (Starts January 10)</p> | <p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KQW</p> | |
| <p>PAR SOAP COMPANY <i>(20th Week on CBS)</i></p> | <p>Tues., Thurs. 1:00-1:15 p.m. PWT ORIGINATES: KNX</p> | <p>Par Household Soap <i>Tomaschke-Elliott, Inc.</i></p> |

**Program or client not listed in Fall Program Book.*

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| <p>PETER PAUL INC. (116th Week on CBS)</p> <p>Truman Bradley <i>News</i></p> <p>Bob Andersen <i>News</i></p> | <p>Mon., Fri. 5:45-5:55 p.m. PWT</p> <p>Wednesday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> | <p>Candy Bars <i>Brisacher, Davis & Staff</i></p> |
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| <p>PLANTERS NUT AND CHOCOLATE COMPANY (114th Week on CBS)</p> <p>William Winter <i>News analyst</i></p> <p>*William Winter <i>News analyst</i> Starts January 10</p> | <p>Mon. thru Fri. 12:30-12:45 p.m. PWT ORIGINATES: KQW</p> <p>Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p> | <p>Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p> <p>Planter's Salted Peanuts <i>Raymond R. Morgan Co.</i></p> |
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| <p>PLOUGH, INC. (13th Week on CBS)</p> <p>Don't You Believe It</p> | <p>Saturday 9:45-10:00 p.m. PWT ORIGINATES: KNX</p> | <p>St. Joseph's Aspirin Pentro Products <i>Lake-Spiro-Shurman Inc.</i></p> |
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| <p>*SMITH BROTHERS (106th Week on CBS)</p> <p>*Dick Joy <i>News</i></p> <p>*Nelson Pringle <i>News Analyst</i></p> | <p>Tuesday 9:25-9:30 p.m. PWT</p> <p>Thursday 8:55-9:00 p.m. PWT ORIGINATES: KNX</p> <p>Mon., Wed. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p> | <p>Cough Drops <i>J. D. Tarcher & Co.</i></p> |
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| <p>SOIL OFF MANUFACTURING COMPANY (100th Week on CBS)</p> <p>Truman Bradley <i>News</i></p> | <p>Tues., Thurs., Sat. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> | <p>"Soil Off" for all painted surfaces <i>Buchanan & Co.</i></p> |
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| <p>BEKINS VAN AND STORAGE CO. (67th Week on CBS)</p> <p>Harry W. Flannery <i>News analyst</i></p> | <p>Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p> | <p>Moving and Storage <i>Brooks Advertising Agency</i></p> |
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**COLUMBIA
CALIFORNIA
NETWORK**

* Program or client not listed in Fall Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

| | |
|--|---------|
| 1. NEWS BROADCASTS | Page 19 |
| 2. WAR PROGRAMS | Page 19 |
| 3. EDUCATIONAL PROGRAMS | Page 21 |
| 4. SERIOUS MUSIC | Page 23 |
| 5. DRAMATIC SERIES | Page 24 |
| 6. BROADCASTS OF INTERNATIONAL CHARACTER | Page 25 |
| 7. RELIGIOUS BROADCASTS | Page 26 |
| 8. LIGHT ENTERTAINMENT | Page 26 |
| CBS SHORT WAVE BROADCASTS | Page 27 |
| SPECIAL BROADCASTS: FALL | Page 28 |

**News Summaries, Analyses
and Broadcasts from Abroad**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's air reporters—in foreign capitals, in New York and in Washington—cover the second world war in a regular news pattern, so dove-tailed with sponsored news programs as to afford frequent reports throughout the day.

News Broadcasts: Edward R. Murrow, Bob Trout and Paul Manning from *London*; Charles Collingwood from *Algiers*; William J. Dunn from *Australia*; Webley Edwards from *Honolulu*; James Stewart from *Chungking*; Bill Downes from *Russia*; Howard K. Smith from *Berne*; Bernard Valery from *Stockholm*; Winston Burdett from *Cairo*; Peter Muir from *New Delhi*; Herbert Clark from *Buenos Aires*; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Larry Lescur, John Daly and Ned Calmer from *New York*; Eric Sevareid, Leigh White, Albert Leitch and John Purcell from Washington; 8:00-8:15 a.m., 6:45-7:00 p.m., 11:00-11:10 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY.

News Summaries: 4:00 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 6:00 p.m., WEDNESDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY.

News Analyses: 11:10-11:15 p.m., MONDAY AND WEDNESDAY, William Shirer; TUESDAY AND THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot. (See also sponsored news programs.)

Commandos

7:00-7:30 p.m.

SUNDAY

The soon-to-become-legendary exploits of the Commandos are presented in this weekly series of fictionalized dramas, based on fact. Robert Louis Shayon is the producer.

F.O.B. Detroit

3:00-3:30 p.m.

EACH SATURDAY

From Detroit, arsenal of America, CBS brings the reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.

**NEWS
BROADCASTS**

**WAR
PROGRAMS**

**WAR
PROGRAMS**

Continued

God's Country

11:15-11:30 a.m.

EACH SATURDAY

In this program of Americana, Milton Bacon takes the CBS microphone to small towns throughout the country and tells the fascinating, little-known stories of the region.

Green Valley, U.S.A.

4:15-4:30 p.m.

MONDAY THRU FRIDAY

This former half-hour program comes back to the network as a five times a week series of simple human dramas of American life at home during wartime.

Hello from Hawaii

3:30-4:00 p.m.

EACH SATURDAY

The soldiers entertain the folks back home. This variety program is written, directed and produced by army men stationed in Honolulu, with Webley Edwards, CBS correspondent, as master of ceremonies.

The Man Behind the Gun

10:30-11:00 p.m.

EACH WEDNESDAY

Radio dramas which give listeners a vivid account of the jobs and the experiences of the men in different units of the nation's fighting forces, including the merchant marine. The programs are written by Ranald MacDougall and produced by William Robson.

**One Hundred Million
Questions**

6:30-6:45 p.m.

EACH THURSDAY

Through arrangement with the Office of War Information, CBS presents a series of broadcasts featuring Leon Henderson and OPA executives as the "answer men" on questions related to price-fixing, rationing and other subjects under the jurisdiction of the Office of Price Administration.

Report to the Nation

10:30-11:00 p.m.

EACH SUNDAY

This series presents a review and summary of the most vital news of the week and relates it to the American civilian and to the American in the armed forces. Paul White, CBS news editor, produces the program.

Soldiers with Wings

10:15-10:45 p.m.

EACH SATURDAY

This variety program is presented by the Air Cadets and Officers of the West Coast Air Force Training Center, in Santa Ana, California. Hollywood stars regularly appear as guests.

Spirit of '43

2:30-3:00 p.m.

EACH SATURDAY

This series features pick-ups from training and war production centers. The historical background and development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.

Womanpower

12:15-12:30 p.m.

EACH SUNDAY

A report on the activities and contributions of women on the war, production and home fronts.

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

Outstanding wartime achievements of the boys and girls of the nation. The program also presents dramatic sketches of the childhood of famous Americans.

**CBS ADULT
EDUCATION BOARD**

Invitation to Learning and *The People's Platform* are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board whose members are:

- | | |
|------------------------|---------------------|
| LYMAN RRYSON, chairman | HENRY R. LUCE |
| STRINGFELLOW BARR | SPENCER MILLER, JR. |
| WILLIAM BENTON | RUTH BRYAN ROHDE |
| HARRY WOODBURN CHASE | THOMAS V. SMITH |
| ROBERT I. GANNON, S.J. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBUR |
| JOSEPH H. WILLITS | |

School of the Air of the Americas

9:15-9:45 a.m.

(Eastern Time Zone)

Rebroadcast

3:30-4:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

Now in its fourteenth year on CBS, the program is broadcast in Canada and the United States. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information.

- MONDAY—*Science at Work*
- TUESDAY—*Music on a Holiday*
- WEDNESDAY—*New Horizons*
- THURSDAY—*Tales from Far and Near*
- FRIDAY—*This Living World*

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

Invitation to Learning

11:30-12 noon

EACH SUNDAY

The world's great books are informally discussed by one of five chairmen—John Anderson, Irwin Edman, Lewis Gannett, Harry D. Gideonse and Louis Untermeyer—and special guests in a series which Time Magazine has called “the pearl of all educational programs.”

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

After more than four years on the air, this still remains one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests at dinner and draws them into a completely-scriptless discussion of current problems, and an informal exchange of ideas.

Of Men and Books

2:05-2:30 p.m.

EACH SATURDAY

Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently-published books and interviews their authors.

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

Watson Davis reports on “what's new in Science” and interviews prominent scientists in these broadcasts planned in conjunction with Science Service, Inc.

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

Charles (“Chuck”) Worcester conducts this weekly “radio newspaper” and delineator of the activities, problems, home life and opinions of American farm families. Farm legislation and new scientific farm methods are explained from Washington.

The Garden Gate

9:30-10:00 a.m.

EACH SATURDAY

Tom Williams, “the old dirt dobber,” horticultural expert of WLAC, Nashville, answers queries on trees, plants, birds and insects, and advises on wartime gardening. Representatives of the National Victory Garden Committee report on war gardens.

Children and the War

4:30-4:45 p.m.

EACH MONDAY

Pauline Rush Fadiman, editor of the publications of the Child Study Association of America, discusses the emotional impact of the war on children. Her program guests include war-working mothers and experts in the field of child education.

**EDUCATIONAL
PROGRAMS**

Living Art

4:30-4:45 p.m.

EACH TUESDAY

John D. Morse interviews creators of modern art. The subject matter of the series ranges from talks on "The Chair to Sit In" to "A Musician Looks at Paintings."

Food and the War

4:30-4:45 p.m.

EACH WEDNESDAY

Presented by Columbia's Country Journal, the program discusses the changing food problems in times of war, and advises listeners of the food values of current, seasonal supplies.

Highways to Health

4:40-4:45 p.m.

EACH THURSDAY

A series of instructive medical talks, with each subject treated by a specialist in that field, arranged by the New York Academy of Medicine.

Exploring Space

4:30-4:45 p.m.

EACH FRIDAY

A human-interest approach to the fascinating study of stars and planets is given each week by Professor William H. Barton, Jr., Curator of New York's Hayden Planetarium.

**New York Philharmonic
Symphony Society**

3:00-4:30 p.m.

EACH SUNDAY

The Philharmonic, now beginning its second century of great music, continues its thirteenth consecutive season over the Columbia Network. Dimitri Mitropoulos, Fritz Reiner and Bruno Walter conduct, and Deems Taylor provides intermission commentaries.

**SERIOUS
MUSIC**

Cleveland Orchestra

5:00-6:00 p.m.

EACH SATURDAY

This season the orchestra celebrates its twenty-fifth anniversary, and its second year in a series of 26 Saturday afternoon concerts over CBS. Dr. Artur Rodzinski conducts, with Rudolph Ringwall, associate conductor.

Vera Brodsky

11:05-11:30 a.m.

EACH SUNDAY

A series of piano recitals by a favorite of Columbia listeners. Miss Brodsky will include many of the classics of piano literature, as well as an ample sprinkling of new works.

U. S. Navy String Quartet

(Starts February 14)

**Eileen Farrell and the
Columbia Concert Orchestra**

10:45-11:00 p.m.

EACH SATURDAY

This richly talented young soprano whom Columbia is proud to have discovered only last season, is presented in a series of concert songs, operatic arias and light opera favorites.

**SERIOUS
MUSIC**
Continued

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Cambridge, this noted musician broadcasts the world's finest organ music.

**Columbia's Weekday
Schedule of Fine Music**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

This is a stimulating series of programs which includes a festival devoted to one of the most distinguished, yet neglected, American composers, programs by two eminent music schools and talented young singers and pianists who might not otherwise have the opportunity to be heard by a large audience.

Monday: Two of the outstanding voices on last season's "Songs of the Centuries", Jennie Tourel, soprano, and James Pease, bass-baritone, are presented in a series of joint programs, accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.

Starts February 15: The great lieder and operatic soprano, Lotte Lehmann will be presented, for the first time, in a weekly series of radio broadcasts.

Tuesday: Keyboard Concerts, featuring talented young pianists.

Starts February 16: Chamber music and vocal programs arranged in collaboration with the David Mannes School of New York.

Wednesday: The Columbia Concert Orchestra, Bernard Herrmann conducting, in a series featuring a Charles Ives Music Festival as well as many other unusual works for small orchestra.

Thursday: The Indianapolis Symphony Orchestra, with Fabien Sevitzky, Conductor. This youthful orchestra offers many contemporary American compositions as well as standard symphonic selections.

Friday: Programs by the Eastman School of Music, Howard Hanson, Director. Orchestral and chamber music by various instrumental units of the Eastman School of Music of Rochester, New York.

**DRAMATIC
SERIES**

Suspense

9:30-10:00 p.m.

EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of the quality which gives the series its title.

**DRAMATIC
SERIES**

Daytime Showcase
10:30-11:00 p.m.
EACH MONDAY
(Through February 8)

Daytime stars shine at night. CBS introduces the old favorite programs of daytime listeners to a nighttime audience with full-length, life-sized samples of the full range of entertainment covered in the daylight hours.

Only Yesterday
10:30-11:00 p.m.
EACH MONDAY
(Starts February 15)

A glance backward at the events and songs of the fabulous nineteen twenties, starring Benny Rubin, with Mary Small, Frank Sinatra and Don Walker's Orchestra.

Mother and Dad
5:15-5:30 p.m.
MONDAY THRU FRIDAY

A homey, living-room visit with Mother and Dad whose boy is in the service. To help rout their loneliness, they sing the songs we all know, and invite listeners to join the singing.

Joe and Ethel Turp
11:00-11:15 a.m.
MON., WED., FRI.

Damon Runyon's familiar and fantastic American couple renew old acquaintances and win new friends among radio listeners in a mid-morning comedy serial.

Let's Pretend
11:30-12:00 noon
EACH SATURDAY

Like Tennyson's brook — and just as refreshing — this series of dramatizations of children's stories still goes on. It is still directed by Nila Mack...it still continues to delight the younger listeners... and it still wins the unqualified endorsement of parents and educators.

Hello Americans
8:00-8:30 p.m.
EACH SUNDAY

Orson Welles, recently returned from an extended trip through South America, presents and participates in a series of weekly dramatizations by the Mercury Theater Group to enable the Americans of the North to become better acquainted with their fellow Americans in Central and South America.

**BROADCASTS
OF INTER-
NATIONAL
CHARACTER**

Calling Pan-America
6:15-6:45 p.m.
EACH SATURDAY

CBS draws the Americas closer together. Brought to Columbia listeners by shortwave, this series which is heard throughout the Western Hemisphere "calls" a different nation to the microphone each week, and presents a vivid radio picture of its daily life, culture and music.

**BROADCASTS
OF INTERNATIONAL
CHARACTER**

Continued

An American in Russia
10:00-10:30 p.m.
TUESDAY
(January 19 and 26,
February 2)

Continuing the series on the United Nations, auspiciously begun with the Norman Corwin broadcasts, "An American in England," Larry Leseur, former CBS correspondent in Moscow, gives his impressions of another of our valiant fighting allies.

Good to Know You
(Starts week of February 7)

BBC in London and CBS in New York alternate in an exchange series. Lawrence Gilliam directs the London broadcasts and Norman Corwin, the Columbia programs.

Report from London
4:45-5:00 p.m.
EACH SATURDAY

Bob Trout, CBS London correspondent, reports the human interest stories of a people only 20 minutes by air from the enemy.

**RELIGIOUS
BROADCASTS**

Church of the Air
10:00-10:30 a.m.
1:00-1:30 p.m.
EACH SUNDAY

In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday to major religious faiths in America for complete freedom of expression so long as no message attacks the religious faith of others.

Wings Over Jordan
10:30-11:00 a.m.
EACH SUNDAY

This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which features the renowned thirty-voice Wings Over Jordan Choir.

**Salt Lake Tabernacle
Choir and Organ**
12:30-1:00 p.m.
EACH SUNDAY

This is the oldest, consecutively-presented public service series in radio, having celebrated its 700th network broadcast on December 13th. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

**LIGHT
ENTERTAIN-
MENT**

Are You a Genius?
5:00-5:15 p.m.
MONDAY THRU FRIDAY
5:30-5:45 p.m.
(Starting January 11)

A novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell is master of ceremonies on this five-days-a-week program which features Walter Gross' Orchestra and Jerry Wayne.

**LIGHT
ENTERTAIN-
MENT**

Madeleine Carroll Reads

5:00-5:15 p.m.

MONDAY THRU FRIDAY

(Starts January 11)

After an absence of several months, this program (previously titled "Radio Reader"). returns to the network with Madeleine Carroll as the cover-to-cover "reader" of a great novel.

Mountain Music

4:45-5:00 p.m.

MONDAY THRU FRIDAY

Folk music from the hills. Mondays and Wednesdays the program originates in St. Louis; on Tuesdays and Thursdays the program features the "Renfro Valley Folks" from Louisville; Fridays the program comes from Denver.

Sing Along

3:15-3:30 p.m.

MONDAY THRU FRIDAY

A cheerful invitation to bathroom baritones and kitchen contraltos to act as soloists to the harmony provided by the Landt Trio.

Dance Orchestras

Various Hours

MONDAY THRU SUNDAY

Every night—and often during the day—CBS picks up the music of the ranking dance orchestras from all over the country.

News and News Features

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

SLOVENE

DUTCH

CZECH

ARABIC

TURKISH

News in eleven languages—a comprehensive schedule of some 35 fifteen-minute periods, plus more than two hours of entertainment for American troops abroad—are prepared daily by the CBS Shortwave Department and are directed to listeners in Europe, Africa, the Near East and Asia over 9 powerful shortwave stations. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is late afternoon and evening in the areas where the broadcasts are received.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE
AND THE
EAST**

CBS Transmitters

WCBX New York

WCRC New York

WCDA New York

**News and Entertainment to
The Network of the Americas**

In: SPANISH

PORTUGUESE

From late afternoon to early the next morning, Columbia programs are beamed to all Latin America via seven separate transmitters. News and news commentaries feature Columbia's Latin American broadcasting, and elaborate musical and dramatic programs round out the entertainment schedule.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**

CBS Transmitters

WCBX New York

WCRC New York

WCDA New York

SPECIAL BROADCASTS: FALL

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following list of programs which were arranged too late for inclusion in the previous issue of THE CBS PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 1: President Everett Case, recently appointed head of Colgate University, spoke on "The double challenge to education," 10:30-10:45 p.m.

OCTOBER 2: Senator George D. Aiken of Vermont spoke under the auspices of the Farmer's Grange on "Farm Manpower," 11:15-11:30 p.m.

OCTOBER 9: William O. Douglas, Associate Justice of the Supreme Court, Madame Wei Tao-ming, wife of the Chinese ambassador and Tse Ping Sun, grandson of the first president of the Chinese Republic, spoke on the 31st anniversary of the founding of the Chinese Republic, 4:45-5:00 p.m.

OCTOBER 23: King Peter of Yugoslavia, Jan Masaryk, premier and foreign minister of the Czechoslovakian Government-in-exile, and others spoke from London in connection with the opening of the fortnight at Freedom House devoted to Czechoslovakia and Yugoslavia, 4:15-4:45 p.m.

OCTOBER 26: Wendell Willkie delivered "A Report to the People" after his recently-completed trip to Europe, Asia and Africa, 10:30-11:00 p.m.

OCTOBER 27: Sister Elizabeth Kenny whose

work with infantile paralysis patients has won her world acclaim, received the Parent's Magazine Medal for outstanding service to children, and spoke in connection with Better Parents Week, 3:15-3:30 p.m.

OCTOBER 27: Andre Michalopoulos, Greek Minister of Information, spoke in connection with the first anniversary of Greece's entrance into the war, 10:30-10:45 p.m.

OCTOBER 29: Mrs. J. Borden Harriman, Chairman, Coordinating Council of the United Nations, spoke on the need of organizing these countries, under the topic, "The United Nations," 10:30-10:45 p.m.

NOVEMBER 1: Roane Waring, National Commander, American Legion, discussed the "Teen Age Draft Bill, then pending before Congress, 8:00-8:15 p.m.

NOVEMBER 12: Rep. Melvin J. Maas, Minnesota, spoke on his return from the Pacific theater of war where he had served with the U.S. Marines on "Unity of Command in the Pacific," 10:30-10:45 p.m.

NOVEMBER 15: Special broadcast marking the 7th anniversary of the creation of the Commonwealth of the Philippines. Speakers were President Franklin D. Roosevelt, President Avila Camacho of Mexico and Presi-

dent Manuel L. Quezon of the Philippines. 5:00-5:30 p.m.

NOVEMBER 16: James F. Byrnes, making his first broadcast after his appointment as Director of Office of Economic Stabilization, spoke before the New York Herald Tribune Forum on "Economic Foundations for World Order," 8:00-8:30 p.m.

NOVEMBER 16: Wendell Willkie spoke from the New York Herald Tribune Forum on "Economic Freedom for the World." 10:30-11:00 p.m.

NOVEMBER 16: Elmer Davis, Director of Office of War Information, and John L. Sullivan, Assistant Secretary of the Treasury, spoke from the New York Herald Tribune Forum, 3:30-4:00 p.m.

NOVEMBER 19: Paul H. Willis, President, Grocery Manufacturers of America, Inc., spoke from the meeting of the Grocery Manufacturers of America, 5:00-5:15 p.m.

NOVEMBER 24: Speaking from the testimonial dinner to American Labor given by the British War Relief Society were Winthrop Aldrich, president of the Society who introduced Sir Arthur Salter, American representative of British Ministry of Shipping and Supply, William Green, president of the A. F. of L., and Philip Murray, president of the C.I.O.

DECEMBER 1: Clark Eichelberger, director of the Commission to Study the Organization of Peace, and of the League of Nations Association in the U.S. spoke on "This Time, Let's Finish the Job." 10:30-10:45 p.m.

DECEMBER 2: The Right Honorable William Lyon Mackenzie King, Prime Minister of Canada, spoke from the banquet at the Waldorf-Astoria tendered him by the Pilgrims Society, 10:30-11:00 p.m.

DECEMBER 3: Speaking from Washington for the United Hospital Fund of New York

were Secretary of War Henry L. Stimson, Secretary of Labor Frances Perkins, Under-Secretary of the Navy, James V. Forrestal, Senator Robert F. Wagner and Senator James M. Mead, 5:00-5:15 p.m.

DECEMBER 3: Walter D. Fuller, President, Curtis Publishing Co., and Chairman of the Board, National Assn. of Manufacturers, spoke before the NAM War Congress of American Industry, 10:30-10:45 p.m.

DECEMBER 6: The Most Reverend Francis J. Spellman, Archbishop of the Diocese of New York, and Mrs. Michael E. Fleming, mother of the first Marine Corps aviator to be awarded the Congressional Medal of Honor, spoke in connection with the opening of the National Catholic Service Canteen. 12:15-12:30 p.m.

DECEMBER 8: Senator Joseph C. O'Mahoney of Wyoming spoke on "Congress and Bureaucracy," 10:30-10:45 p.m.

DECEMBER 11: Frank M. Dixon, Governor of Alabama, spoke from the annual dinner of the New York Southern Society on "Crossroads Democracy," 11:15-11:30 p.m.

DECEMBER 15: L. W. Brockington, Advisor to the Empire Division, British Ministry of Information spoke on his arrival from Canada, 10:30-10:45 p.m.

DECEMBER 22: William L. Davis, Chairman, War Labor Board spoke on "Our Allies, the Russians," at a labor dinner of the Russian War Relief, Inc., 10:30-10:45 p.m.

DECEMBER 23: Arthur J. Altmeyer, Chairman, Social Security Board, Mrs. Ellen S. Woodward, George E. Biggs, and Oscar M. Powell, executive director of the SSB spoke on "Social Security's Importance to the Home Front," 4:15-4:30 p.m.

DECEMBER 29: Senator George W. Norris, Nebraska, spoke at the dinner tendered him by several liberal groups at the close of his 30 years in the U.S. Senate, 10:30-10:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • FEBRUARY

NEW CBS SPONSORED PROGRAMS

| | | |
|--|---|---|
| ARO EQUIPMENT CORP. Army-Navy "E" Award <i>January 16 only</i> | Saturday 3:00-3:30 p.m. 116 CBS Stations ORIGINATES: BYRON, OHIO | Institutional <i>Beeson, Faller,</i> <i>Reichert, Inc.</i> |
| BALLARD AND BALLARD Renfro Valley Folks <i>Music</i> <i>Starts February 2</i> | Tues. thru Fri. 8:15-8:30 a.m. 18 CBS Stations ORIGINATES: WHAS | Obelisk Flour <i>Henri, Hurst &</i> <i>McDonald, Inc.</i> |
| GREAT ATLANTIC & PACIFIC TEA COMPANY <i>(112th Week on CBS)</i> <i>To be announced</i> <i>Starts February 17</i> | Wed. & Fri. 11:00-11:15 a.m. 32 CBS Stations ORIGINATES: WABC | Store Services <i>Paris & Peart</i> |
| QUAKER OATS COMPANY <i>(62nd Week on CBS)</i> Aunt Jemima | Sunday 2:55-3:00 p.m. 35 CBS Stations ORIGINATES: WBBM | Aunt Jemima Pancake Flour <i>Sherman K. Ellis Co., Inc.</i> |

NEW CBS CLASSIC NETWORK PROGRAMS

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| BARBASOL COMPANY <i>(290th Week on CBS)</i> Nelson Pringle <i>News Analyst</i> | Wed. & Fri. 7:45-8:00 p.m. PWT ORIGINATES: KNX | Barbasol Shaving Cream <i>Erwin, Wasey & Co.,</i> <i>Inc.</i> |
| CHEMICALS, INC. Deane Dickason | Sunday 9:15-9:30 p.m. PWT ORIGINATES: KQW | Vano Household Chemical <i>Sidney Garfinkel</i> <i>Adv. Agency</i> |
| PLANTERS NUT & CHOCOLATE COMPANY <i>(118th Week on CBS)</i> Harry W. Flannery <i>News Analyst</i> | Tues. & Thurs. 5:30-5:45 p.m. PWT ORIGINATES: KNX | Planters Salted Peanuts <i>Raymond R. Morgan</i> <i>Co.</i> |

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CBS PROGRAM BOOK SUPPLEMENT • MARCH

NEW CO-SPONSORED PROGRAMS

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| <p>P. BALLANTINE & SONS Guy Lombardo Orchestra <i>Starts March 8</i></p> | <p>Monday 10:30-11:00 p.m. 45 CBS stations ORIGINATES: WABC</p> | <p>Ballantine Beer & Ale <i>J. Walter Thompson Co.</i></p> |
| <p>CAMPBELL SOUP COMPANY <i>(429th Week on CBS)</i> Milton Berle <i>Starts March 3</i></p> | <p>Wednesday 9:30-10:00 p.m. 63 CBS stations ORIGINATES: WABC</p> | <p>Campbell Soups <i>Ward Wheelock Co.</i></p> |
| <p>ELGIN NATIONAL WATCH CO. <i>(20th Week on CBS)</i> The Man Behind the Gun <i>Starts March 7</i></p> | <p>Sunday 10:30-11:00 p.m. 59 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>J. Walter Thompson Co.</i></p> |
| <p>GENERAL MOTORS CORP. <i>(Chevrolet Division)</i> <i>(82nd Week on CBS)</i> John B. Kennedy</p> | <p>Tues. and Thurs. 6:30-6:45 p.m. <i>Rebroadcast</i> <i>Mon. and Thurs.</i> <i>12 mid.-12:15 a.m.</i> 115 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Campbell-Ewald Co.</i></p> |
| <p>GERBER PRODUCTS CO. Baby Food Rationing <i>February 28 only</i></p> | <p>Sunday 1:30-1:45 p.m. 116 CBS stations ORIGINATES: WABC</p> | <p>Baby Foods <i>Federal Advertising Agency, Inc.</i></p> |
| <p>B. F. GOODRICH CO. News Commentary <i>Starts March 15</i></p> | <p>Mon. thru Fri. 6:55-7:00 p.m. <i>Rebroadcast</i> <i>Mon., Wed., Thurs.</i> <i>11:55-12 mid.</i> <i>Tues., 12:25-12:30 a.m.</i> <i>Fri., 12:55-1:00 a.m.</i> 115 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> |

WASHINGTON STATE APPLE
ADVERTISING COMMISSION
The World Today
News

Mon., Wed. & Fri.
3:45-4:00 p.m. PWT
ORIGINATES: KNX

Washington State Apples
J. Walter Thompson Co.

MONTHLY CORRECTIONS - THE BROADCASTER PROGRAMS

| | | |
|----------------|--|--|
| <i>Page 5</i> | CALIFORNIA FRUIT GROWERS EXCHANGE | Cancel Mon. and Wed. broadcasts. |
| <i>Page 8</i> | GENERAL FOODS CORPORATION | Correct day of broadcast for "The Adventures of the Thin Man" to Friday. |
| <i>Page 10</i> | LEVER BROTHERS COMPANY | Change time for "Mayor of the Town" to 9:00-9:30 p.m. Cancel "Bob Burns". |
| <i>Page 11</i> | LOCKHEED AIRCRAFT CORP. | Remove "with Orson Welles" from program listing. |
| <i>Page 11</i> | P. LORILLARD COMPANY | Replace "Nelson Eddy" program with "Sammy Kaye and Orchestra". Change origination to WABC. Add Rebroadcast: 12 mid.-12:30 a.m. |

MONTHLY CORRECTIONS - THE BROADCASTER PROGRAMS

| | | |
|----------------|---|--|
| <i>Page 15</i> | BROWN & WILLIAMSON TOBACCO CORP. | Cancel program. |
| <i>Page 15</i> | COLONIAL DAMES, INC. | Replace "Find the Woman" with "Your Quiz Quotient" with Henry Charles. |
| <i>Page 15</i> | J. A. FOLGER & CO. | Replace "America's Home Front" program with "Harry Flannery-News Analyst". Change time to Saturday, 5:30-5:45 p.m. PWT |
| <i>Page 15</i> | GENERAL CIGAR COMPANY | Change time to Sun., 9:00-9:15 p.m. PWT, and Thurs., 9:30-9:45 p.m. PWT. |
| <i>Page 16</i> | MENTHOLATUM COMPANY | "Phil Stearns" program replaces "William Winter". |
| <i>Page 16</i> | PAR SOAP COMPANY | Cancel program. |

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| <p>LIBERTY MAGAZINE (70th Week on CBS) The Ghost Shift</p> | <p>Friday 6:10-6:15 p.m. 40 CBS stations ORIGINATES: WABC</p> | <p>Liberty Magazine <i>Warwick & Legler, Inc.</i></p> |
| <p>PROCTER & GAMBLE CO. (435th Week on CBS) I Love a Mystery Starts March 22</p> | <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 50 CBS stations ORIGINATES: KNX</p> | <p>Ivory Bar Soap, Oxydol <i>Compton Advertising, Inc.</i></p> |
| <p>ROMA WINE CO., INC. Ransom Sherman Starts March 4</p> | <p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 115 CBS stations ORIGINATES: KNX</p> | <p>Roma Wines <i>McCann-Erickson, Inc.</i></p> |
| <p>THE SOUTHERN COTTON OIL CO. (20th Week on CBS) Crumit & Sanderson Starts March 1</p> | <p>Mon. thru Fri. 3:00-3:15 p.m. 42 CBS stations ORIGINATES: WABC</p> | <p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p> |

NEW CBS PACIFIC NETWORK PROGRAMS

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|---|---|--|
| <p>GENERAL MILLS, INC. (457th Week on CBS) Nelson Pringle <i>News Analyst</i></p> | <p>Mon. thru Fri. 7:45-8:00 p.m., PWT ORIGINATES: KNX</p> | <p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> |
| <p>PROCTER & GAMBLE CO. (435th Week on CBS) Truman Bradley <i>News</i></p> | <p>Mon., Wed., Fri. 2:30-2:45 p.m., PWT (California Network only) ORIGINATES: KNX</p> | <p>Dash <i>Pedlar & Ryan, Inc.</i></p> |

WORLDLY CONNECTIONS - THE BUSINESS CONNECTION

| | | |
|---------------|--|---|
| <p>Page 4</p> | <p>AMERICAN TOBACCO COMPANY</p> | <p>Frank Sinatra replaces Barry Wood on "Your Hit Parade" program.</p> |
| <p>Page 4</p> | <p>BARBASOL COMPANY</p> | <p>"Paul Sullivan, News" now replaces the John B. Kennedy broadcasts.</p> |

CBS Program Book
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to be tipped in here

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|----------------------------|---|---|
| <i>Page 5</i> | CAMPBELL SOUP COMPANY | Cancel "Amos 'n' Andy" program. |
| <i>Page 13</i> | R. J. REYNOLDS TOBACCO CO. | Change listing of Friday program to "Camel Comedy Caravan." |
| <i>February Supplement</i> | THE GREAT ATLANTIC & PACIFIC TEA COMPANY | Change origination to WJSV. Program listing is "Food News Round-up with Gunnar Back and Ruth Hadley." |

MONTHLY CONNECTIONS - LOS ANGELES TELEVISION PROGRAMS

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|----------------------------|---|--|
| <i>Page 17</i> | PLANTERS NUT AND CHOCOLATE COMPANY (Planters Peanut Oil) | William Winter weekday schedule now Mon., Wed. and Friday. |
| <i>February Supplement</i> | GENERAL CIGAR COMPANY | Change Thursday broadcast to Wednesday, 9:30-9:45 p.m., PWT. |

**CBS Program Book
Supplement for February
to be tipped in here**

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Supplement for March
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