

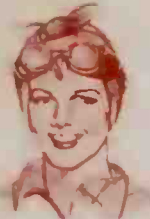
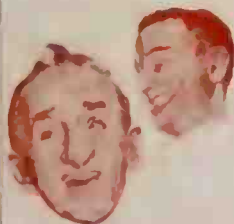
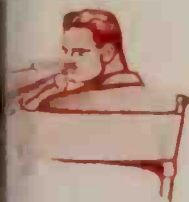
# CBS PROGRAM BOOK • FALL, 1943



NATIONAL BROADCASTING COMPANY, INC.



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FALL 1943

# THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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*October 1, 1943*

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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, 1943

<p><b>*AMERICAN OIL COMPANY</b> (208th Week on CBS)</p> <p><b>*CBS World News</b> <i>News</i></p> <p><b>*Edward R. Murrow</b> <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:30-1:45 p.m. 56 CBS stations ORIGINATES: BBC, LONDON</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (387th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Frank Sinatra, Bea Wain, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 119 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i></p>
<p><b>ANACIN COMPANY</b> (348th Week on CBS)</p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></p> <p><b>Easy Aces</b> <i>Serial Comedy-Drama</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 128 CBS stations ORIGINATES: WABC</p> <p>Wed., Thurs., Fri. 7:30-7:45 p.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues. 12:30-12:45 p.m. 128 CBS stations ORIGINATES: WBBM</p>	<p>Anacin <i>Blackett-Sample-Hummert</i></p> <p>Benefax</p>
<p><b>ARMSTRONG CORK COMPANY</b> (104th Week on CBS)</p> <p><b>Armstrong's Theater of Today</b> <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 120 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Dursst &amp; Osborn, Inc.</i></p>
<p><b>P. BALLANTINE &amp; SONS</b> (30th Week on CBS)</p> <p><b>Three Ring Time</b> with Guy Lombardo's Orchestra and Ogden Nash</p>	<p>Monday 10:30-11:00 p.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Ballantine Beer &amp; Ale <i>J. Walter Thompson Co.</i></p>
<p><b>BALLARD &amp; BALLARD CO.</b> (35th Week on CBS)</p> <p><b>Renfro Valley Folks</b> <i>Hillbilly variety</i></p>	<p>Wed., Thurs. 8:15-8:30 a.m. Friday 8:15-8:45 a.m. Sunday 9:15-9:45 a.m. 21 CBS stations ORIGINATES: WHAS</p>	<p>Ballard's Obelisk Flour <i>Henri, Hurst &amp; McDonald, Inc.</i></p>

\* Program or client not listed in Summer Program Book.

<p><b>BAYER COMPANY</b> (418th Week on CBS)</p> <p><b>American Melody Hour</b> with Eileen Farrell, Bob Hannon, Evelyn MacGregor, orchestra and chorus</p> <p><b>Second Husband</b> <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 117 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 11:15-11:30 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample- Hummert</i></p>
<p><b>BISODOL COMPANY</b> (556th Week on CBS)</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 128 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample- Hummert</i></p>
<p><b>BOURJOIS, INC.</b> (220th Week on CBS)</p> <p>*<b>Here's to Romance</b> Dick Haymes, Jim Ameche, and the Ray Bloch Orchestra <i>Musical</i></p>	<p>Thursday 10:30-11:00 p.m. 117 CBS stations ORIGINATES: KNX AND WABC</p>	<p>Evening in Paris Face Powder <i>Foote, Cone &amp; Belding</i></p>
<p><b>BOWEY'S, INC.</b> (227th Week on CBS)</p> <p><b>Stars Over Hollywood</b> Original drama with Art Gilmore, MC, and guest stars</p>	<p>Saturday 12:30-1:00 p.m. 47 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen &amp; Company</i></p>
<p>*<b>CAMPANA SALES CO.</b> (178th Week on CBS)</p> <p>*<b>Campana Serenade</b> with Dick Powell</p>	<p>Saturday 1:00-1:25 p.m. 118 CBS stations ORIGINATES: KNX</p>	<p>Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up <i>Wallace-Ferry-Hanly Co.</i></p>
<p><b>CAMPBELL SOUP COMPANY</b> (460th Week on CBS)</p> <p><b>The Jack Carson Show</b> <i>Comedy, variety</i></p> <p><b>Radio Reader's Digest</b> with Conrad Nagel, Don Bryan's orchestra, and guest stars</p>	<p>Wednesday 9:30-10:00 p.m. 117 CBS stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Soups Campbell's Tomato Juice <i>Foote, Cone &amp; Belding</i></p> <p><i>Ward Wheelock Company</i></p>

\* Program or client not listed in Summer Program Book.

<p><b>CELANESE CORPORATION OF AMERICA</b> (91st Week on CBS)</p> <p><b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Musical program</i></p>	<p>Wednesday 10:00-10:30 p.m. 119 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> (256th Week on CBS)</p> <p><b>Dr. Christian</b> with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 125 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> (395th Week on CBS)</p> <p><b>Major Bowes' Amateurs</b></p>	<p>Thursday 9:00-9:30 p.m. 125 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COCA-COLA COMPANY</b> (215th Week on CBS)</p> <p><b>Pause That Refreshes</b> <b>On the Air</b> with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists <i>Music</i></p>	<p>Sunday 4:30-5:00 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> (403rd Week on CBS)</p> <p><b>Judy Canova Show</b> <i>Variety</i></p> <p><b>Inner Sanctum</b> <i>Dramatic</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:25 a.m. 121 CBS stations ORIGINATES: KNX</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Colgate Tooth Powder <i>Sherman &amp; Marquette, Inc.</i></p> <p>Palmolive Shave Cream <i>Ted Bates, Inc.</i></p>
<p><b>CONTINENTAL BAKING CO., INC.</b> (456th Week on CBS)</p> <p><b>Bachelor's Children</b> <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: WBBM</p>	<p>Wonder Bread <i>Ted Bates, Inc.</i></p>
<p><b>CONTINENTAL RADIO &amp; TELEVISION CORP.</b> (52nd Week on CBS)</p> <p><b>World News Today</b> <i>News</i></p>	<p>Sunday 2:30-2:55 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Admiral Radio Institutional <i>Cruttenden &amp; Eger</i></p>



**CORN PRODUCTS REFINING CO.**  
(365th Week on CBS)

**Stage Door Canteen**  
*Variety*

Friday  
10:30-11:00 p.m.  
54 CBS stations  
ORIGINATES: WABC

All Products  
*C. L. Miller Company*

\***CREAM OF WHEAT CORP.**  
(165th Week on CBS)

\***Let's Pretend**  
*Dramatic*

Saturday  
11:05-11:30 a.m.  
118 CBS stations  
ORIGINATES: WABC

Cream of Wheat Cereal  
*Batten, Barton,  
Durstine & Osborn, Inc.*

**CUDAHY PACKING COMPANY**  
(344th Week on CBS)

**Something to Talk About**  
*Talks*

Mon. thru Fri.  
4:30-4:45 p.m.  
14 CBS stations  
ORIGINATES: WBBM

Delrich Margarine  
*Grant Advertising, Inc.*

**CURTISS CANDY COMPANY**  
(157th Week on CBS)

**News**  
with Warren Sweeney

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

Candy  
*C. L. Miller Company*

\***ELECTRIC COMPANIES  
ADVERTISING PROGRAM**  
(10th Week on CBS)

\***Report to the Nation**  
*Dramatized news*

Tuesday  
9:30-10:00 p.m.  
126 CBS stations  
ORIGINATES: WABC

Institutional  
*N. W. Ayer & Son, Inc.*

\***ELGIN NATIONAL WATCH CO.**  
(37th Week on CBS)

\***The Man Behind the Gun**  
*Drama*

Saturday  
7:00-7:30 p.m.  
66 CBS stations  
ORIGINATES: WABC

Institutional  
*J. Walter Thompson Co.*

**EMERSON DRUG COMPANY**  
(178th Week on CBS)

**Vox Pop**  
with Parks Johnson and  
Warren Hull  
*Interview quiz*

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

Bromo-Seltzer  
*Ruthrauff & Ryan, Inc.*

**EVERSHARP, INC.**  
(209th Week on CBS)

**Take It or Leave It**  
with Phil Baker  
*Quiz*

Sunday  
10:00-10:30 p.m.  
119 CBS stations  
ORIGINATES: WABC

Eversharp Pens and Pencils  
*The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>GENERAL ELECTRIC</b> <i>(83rd Week on CBS)</i>  <b>The World Today</b> <i>News</i>	Mon. thru Sat. 6:45-6:55 p.m. 116 CBS stations ORIGINATES: WABC	Institutional <i>Maxon, Inc.</i>
<b>GENERAL FOODS CORPORATION</b> <i>(440th Week on CBS)</i>  <b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars <i>Music, comedy and drama</i>  <b>The Adventures of the Thin Man</b> <i>Mystery</i>  <b>Kate Smith Speaks</b> Ted Collins with the News <i>Talks and news</i>  <b>Joyce Jordan, M.D.</b> <i>Serial drama</i>  * <b>The Dinah Shore Program</b> with Cornelia Otis Skinner, Roland Young, and the Joseph Lilley Singers <i>Variety</i>  <b>Young Dr. Malone</b> <i>Serial drama</i>  <b>We Love and Learn</b> <i>Serial drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 120 CBS stations ORIGINATES: WABC  Sunday 10:30-11:00 p.m. 117 CBS stations ORIGINATES: WABC  Mon. thru Fri. 12 noon-12:15 p.m. 117 CBS stations ORIGINATES: WABC  Mon. thru Fri. 2:15-2:30 p.m. 118 CBS stations ORIGINATES: WABC  Thursday 9:30-10:00 p.m. 122 CBS stations ORIGINATES: KNX  Mon. thru Fri. 2:00-2:15 p.m. 118 CBS stations ORIGINATES: WABC  Mon. thru Fri. 2:30-2:45 p.m. 118 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka <i>Young &amp; Rubicam, Inc.</i>  Sanka, Post Toasties <i>Benton &amp; Bowles, Inc.</i>  Grape Nuts Grape Nuts Flakes <i>Young &amp; Rubicam, Inc.</i>  La France, Satina Post's Raisin Bran <i>Young &amp; Rubicam, Inc.</i>  Birds-Eye Frosted Foods <i>Young &amp; Rubicam, Inc.</i>  Post's 40% Bran Flakes <i>Benton &amp; Bowles, Inc.</i>  Grape Nuts Flakes Wheatmeal <i>Young &amp; Rubicam, Inc.</i>
<b>GENERAL MILLS, INC.</b> <i>(488th Week on CBS)</i>  <b>Kitty Foyle</b> <i>Serial drama</i>  <b>Valiant Lady</b> <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 42 CBS stations ORIGINATES: WABC  Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 42 CBS stations ORIGINATES: WABC	Wheaties <i>Knox Reeves Advertising, Inc.</i>  Bisquick <i>Knox Reeves Advertising, Inc.</i>

\* Program or client not listed in Summer Program Book.

<p><b>B. F. GOODRICH CO.</b> (29th Week on CBS)</p> <p><b>Meaning of the News</b> with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. <i>Rebroadcast</i> Mon., Wed., Thurs. 11:55-12 mid. Tues., 12:25-12:30 a.m. Fri., 12:55-1:00 a.m. 120 CBS stations ORIGINATES: WTOP</p>	<p>Institutional <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> (503rd Week on CBS)</p> <p><b>We, the People, at War</b> with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m. 90 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p>*<b>THE HUDSON COAL COMPANY</b> (2nd Week on CBS)</p> <p>*<b>CBS News of the World</b> <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 22 CBS stations ORIGINATES: WABC</p>	<p>Delaware and Hudson Coal <i>The Clements Company, Inc.</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b> (290th Week on CBS)</p> <p><b>Silver Theater</b> <i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 60 CBS stations ORIGINATES: KNY</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>IRONIZED YEAST CO., INC.</b> (214th Week on CBS)</p> <p><b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 118 CBS stations 30 CBC stations ORIGINATES: KNY</p>	<p>Ironized Yeast <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>JOHNS-MANVILLE CORPORATION</b> (113th Week on CBS)</p> <p><b>Bill Henry</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (130th Week on CBS)</p> <p><b>Edwin C. Hill</b> The Human Side of the News</p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young &amp; Rubicam, Inc.</i></p>

<p><b>KOLYNOS COMPANY</b> (556th Week on CBS)</p> <p><b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery-drama</i></p>	<p>Wed., Thurs., Fri. 7:45-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Toothpaste <i>Blackett-Sample-Hunmert</i></p>
<p><b>LADY ESTHER, LTD.</b> (512th Week on CBS)</p> <p><b>Screen Guild Players</b> <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 119 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (426th Week on CBS)</p> <p><b>Lux Radio Theater</b> Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p><b>Burns and Allen</b> <i>Comedy</i></p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i></p> <p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p> <p><b>Big Sister</b> <i>Serial drama</i></p> <p><b>Bright Horizon</b> with Richard Kollmar <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 119 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Tuesday 9:00-9:30 p.m. 125 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 119 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:45-12 noon 51 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 71 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap, Lux Flake <i>J. Walter Thompson Company</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>LEWIS-HOWE COMPANY</b> (69th Week on CBS)</p> <p><b>Correction, Please</b> with Jim McWilliams <i>Quiz</i></p>	<p>Saturday 10:15-10:45 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Tums <i>Roche, Williams &amp; Cunyningham, Inc.</i></p>

SPONSOR	PROGRAM	PRODUCT AND AGENCY
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b> <i>(570th Week on CBS)</i>  <b>Harry James</b> and his Music Makers  <i>Popular music</i>	Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 120 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes <i>Newell-Emmett Co.</i>
<b>LOCKHEED AIRCRAFT CORP.</b> <i>(17th Week on CBS)</i>  <b>America—Ceiling Unlimited</b>  <i>Dramatic</i>	Sunday 2:00-2:30 p.m. 60 CBS stations ORIGINATES: KNX	Institutional <i>Foote, Cone &amp; Belding</i>
<b>P. LORILLARD COMPANY</b> <i>(301st Week on CBS)</i>  <b>Sammy Kaye</b> and his orchestra  <i>Popular music</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. 118 CBS stations ORIGINATES: WABC	Old Gold Cigarettes <i>J. Walter Thompson Co.</i>
<b>THE MENNEN COMPANY</b> <i>(211th Week on CBS)</i>  *Ed Sullivan Entertains  <i>Interviews</i>	Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 118 CBS stations ORIGINATES: WABC	Shave products <i>Russel M. Seeds Company, Inc.</i>
* <b>MINNEAPOLIS-HONEYWELL REGULATOR CO.</b> <i>(17th Week on CBS)</i>  * <b>Blue Jacket Choir</b> with Danny O'Neil  <i>Musical</i>	Sunday 11:05-11:30 a.m. 120 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION	Institutional <i>Addison Lewis &amp; Associates</i>
* <b>JOHN MORRELL &amp; CO.</b> <i>(1st Week on CBS)</i>  * <b>Bob Becker's Chats About Dogs</b>	Thursday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 39 CBS stations ORIGINATES: WBBM	Red Heart Dog Food <i>Henri, Hurst &amp; McDonald, Inc.</i>
<b>OWENS-ILLINOIS GLASS CO.</b> <i>(21st Week on CBS)</i>  <b>Your Home Front Reporter</b> with Fletcher Wiley, Phil Regan, Diana Gayle, Phil Hanna and Wilbur Hatch's orchestra	Mon. thru Fri. 4:00-4:25 p.m. 119 CBS stations ORIGINATES: KNX	Institutional <i>D'Arcy Advertising Company</i>

\* Program or client not listed in Summer Program Book.

<p><b>PABST SALES CO.</b> (27th Week on CBS)</p> <p><b>Blue Ribbon Town</b> with Groucho Marx, Fay McKenzie, Donald Dickson and Robert Armbruster's Orchestra <i>Comedy variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:15-10:45 p.m. 108 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc</i></p>
<p><b>PACIFIC COAST BORAX CO.</b> (117th Week on CBS)</p> <p><b>Death Valley Days</b> <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><b>THE PARKER PEN CO.</b> (66th Week on CBS)</p> <p><b>Ned Calmer and the News</b></p>	<p>Sat., Sun. 8:55-9:00 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co</i></p>
<p><b>PET MILK SALES CORPORATION</b> (515th Week on CBS)</p> <p><b>Saturday Night Serenade</b> Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p><b>Mary Lee Taylor</b> Home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 64 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. 70 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p><b>PHILCO CORPORATION</b> (385th Week on CBS)</p> <p><b>Dateline</b> <i>News dramatization</i></p>	<p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 124 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p>
<p><b>CHARLES H. PHILLIPS CHEMICAL CO.</b> (307th Week on CBS)</p> <p><b>Amanda of Honeymoon Hill</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste &amp; Toothpowder, Phillips Tablets <i>Blackett-Sample- Hummert</i></p>

**PHILIP MORRIS & COMPANY, LTD.**  
*373rd Week on CBS*

**Crime Doctor**  
*Mystery drama*

**Philip Morris Playhouse**  
Directed by Charles Martin, with  
guest stars and Ray Bloch's  
Orchestra  
*Drama*

Sunday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:00-11:25 p.m.  
116 CBS stations  
ORIGINATES: WABC

Friday  
9:00-9:30 p.m.  
*Rebroadcast*  
11:30 p.m.-12 mid.  
117 CBS stations  
ORIGINATES: WABC

Philip Morris Cigarettes  
*The Biow Company*

**THE PROCTER & GAMBLE CO.**  
*166th Week on CBS*

**The Goldbergs**  
*Serial drama*

**I Love A Mystery**  
*Serial drama*

**Life Can Be Beautiful**  
*Serial drama*

**Ma Perkins**  
*Serial drama*

**Bernadine Flynn**  
*News*

**Pepper Young's Family**  
*Serial drama*

Mon. thru Fri.  
1:15-2:00 p.m.  
57 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
7:00-7:15 p.m.  
*Rebroadcast*  
11:00-11:15 p.m.  
66 CBS stations  
ORIGINATES: KXX

Mon. thru Fri.  
1:00-1:15 p.m.  
57 CBS station  
ORIGINATES: WABC

Mon. thru Fri.  
1:15-1:30 p.m.  
63 CBS stations  
ORIGINATES: WBBM

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

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

Duz  
*Compton Advertising,  
Inc.*

Ivory Soap  
Oxydol  
*Compton Advertising,  
Inc.*

Ivory Soap  
*Compton Advertising,  
Inc.*

Oxydol  
*Blackett-Sample-  
Hummert*

Ivory Flakes, Crisco  
*Compton Advertising,  
Inc.*

Camay, Ivory Flakes  
*Pedlar & Ryan, Inc.*

**PRUDENTIAL INSURANCE  
COMPANY OF AMERICA**  
*226th Week on CBS*

**Prudential Family Hour**  
with Gladys Swarthout and  
Deems Taylor, Al Goodman's  
Orchestra, and chorus

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

Insurance Services  
*Benton & Bowles, In*

<p><b>THE QUAKER OATS COMPANY</b> (97th Week on CBS)</p> <p><b>That Brewster Boy</b> <i>Comedy drama</i></p> <p><b>The Muffet Show</b> <i>Music</i></p>	<p>Friday 9:30-10:00 p.m. 118 CBS stations ORIGINATES: WBBM</p> <p>Sunday 2:55-3:00 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Muffets <i>Sherman K. Ellis Co., Inc.</i></p>
<p><b>R. J. REYNOLDS TOBACCO COMPANY</b> (543rd Week on CBS)</p> <p><b>Blondie</b> The domestic adventures of the Bumsteads <i>Comedy</i></p> <p><b>Moore and Durante Show</b> <i>Variety</i></p> <p><b>Thanks to the Yanks</b> with Bob Hawk <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 127 CBS stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 129 CBS stations ORIGINATES: KNX</p> <p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 127 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty &amp; Company, Inc.</i></p>
<p><b>ROMA WINE CO., INC.</b> (30th Week on CBS)</p> <p><b>Roma Show</b> with Charles Ruggles, Mary Astor, Mischa Auer, and the Andrews Sisters <i>Comedy variety</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. 81 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>McCann-Erickson, Inc.</i></p>
<p><b>SCHENLEY IMPORT CORP.</b> (25th Week on CBS)</p> <p><b>Schenley's Cresta Blanca Carnival</b> Morton Gould's Orchestra, Alec Templeton and Guest Stars <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wine <i>William H. Weintraub &amp; Company, Inc.</i></p>
<p><b>SCHUTTER CANDY COMPANY</b> (38th Week on CBS)</p> <p><b>The Coronet Little Show</b> <i>Dramatic</i></p>	<p>Sunday 1:45-2:00 p.m. 41 CBS stations ORIGINATES: WBBM</p>	<p>Candies <i>Schwimmer &amp; Scott</i></p>



<p><b>SERVEI, INC.</b> (39th Week on CBS)</p> <p><b>Fashions in Rations</b> with Billie Burke <i>Household Advice</i></p>	<p>Saturday 11:30 a.m.-12 noon 77 CBS stations ORIGINATES: WABC AND WTOG</p>	<p>Institutional <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>SOUTHERN COTTON OIL CO.</b> (51st Week on CBS)</p> <p><b>Southern Cotton Oil Show</b> <i>Songs</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon &amp; Eckhardt, Inc.</i></p>
<p><b>E. R. SQUIBB &amp; SONS</b> (169th Week on CBS)</p> <p><b>The Squibb Program</b></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell &amp; Newell, Inc.</i></p>
<p>*STANDARD BRANDS, INC. (151st Week on CBS)</p> <p>*Mary Marlin <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Tender Leaf Tea <i>J. Walter Thompson Co.</i></p>
<p><b>THE TEXAS COMPANY</b> (331st Week on CBS)</p> <p><b>Texaco Star Theater</b> James Melton, Diane Courtney, and Al Goodman's Orchestra</p>	<p>Sunday 9:30-10:00 p.m. 119 CBS stations 15 CBC stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan &amp; Co.</i></p>
<p><b>UNITED STATES RUBBER CO.</b> (71st Week on CBS)</p> <p><b>New York Philharmonic- Symphony</b> <i>Music</i></p>	<p>Sunday 3:00-4:30 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co., Inc., Eastern Division</i></p>
<p><b>U. S. TOBACCO COMPANY</b> (135th Week on CBS)</p> <p><b>Gay Nineties Revue</b> starring Lillian Leonard, Joe E. Howard, Mc. Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p><b>R. L. WATKINS CO.</b> (61st Week on CBS)</p> <p><b>Second Husband</b> <i>Serial drama</i></p>	<p>Mon., Tues., Wed. 11:15-11:30 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Toothpowder <i>Blackett-Sample- Hummert</i></p>

\*Program or client not listed in Summer Program Book.

**COLUMBIA  
PACIFIC  
NETWORK**

<p><b>THE WELCH GRAPE JUICE CO.</b> (69th Week on CBS)</p> <p><b>Dear John</b> with Irene Rich <i>Drama</i></p>	<p>Sunday 5:45-6:00 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Welch Products <i>H. W. Kastor &amp; Sons Advertising Co., Inc.</i></p>
<p><b>WM. WRIGLEY, JR., COMPANY</b> (589th Week on CBS)</p> <p>* <b>America in the Air</b> <i>Air Corps dramatic series</i></p> <p><b>The First Line</b> <i>Drama</i></p> <p>* <b>American Women</b> <i>Dramatic</i></p>	<p>Sunday 6:30-7:00 p.m. 117 CBS stations ORIGINATES: WBBM</p> <p>Thursday 10:00-10:30 p.m. 117 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 5:45-6:00 p.m. 119 CBS stations ORIGINATES: WBBM</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p> <p>Spearmint Gum <i>Arthur Meyerhoff &amp; Co.</i></p>
<p><b>CALIFORNIA PRUNE &amp; APRICOT GROWERS ASSOCIATION</b> (81st Week on CBS)</p> <p><b>Dave Vaile and the News</b> <i>News analyst</i></p>	<p>Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>California Prunes and Apricots <i>Long Advertising Service</i></p>
<p><b>CHEMICALS, INC.</b> (36th Week on CBS)</p> <p><b>Deane Dickason</b> <i>Talks</i></p>	<p>Tuesday 9:45-10:00 p.m. PWT ORIGINATES: KQW</p>	<p>Vano Household Chemical <i>Garfield &amp; Guild</i></p>
<p><b>COLONIAL DAMES, INC.</b> (199th Week on CBS)</p> <p><b>Bob Greene</b> <i>News</i></p>	<p>Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey &amp; Co.</i></p>
<p><b>GENERAL MILLS, INC.</b> (488th Week on CBS)</p> <p><b>Sam Hayes</b> <i>News</i></p> <p><b>Nelson Pringle</b> <i>News analyst</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KQW</p> <p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Drifted Snow Flour <i>Knox Reeves Advertising, Inc.</i></p> <p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>

\* Program or client not listed in Summer Program Book.

**LAMONT, CORLISS & COMPANY**

*(13th Week on CBS)*

**Eleanore King**

*Beauty talks*

Sunday

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

ORIGINATES: KNX

Pond's Cold Cream

*J. Walter Thompson Co.*

**LOS ANGELES SOAP COMPANY**

*(208th Week on CBS)*

**Bob Andersen**

*News*

Mon. thru Fri.

12:15-12:30 p.m.

PWT

ORIGINATES: KNX

White King Soap

Sierra Pine Soap

*Raymond R. Morgan Co.*

**MANHATTAN SOAP CO.**

*(137th Week on CBS)*

**Bob Greene**

*News*

Mon., Wed., Fri.

7:30-7:45 a.m. PWT

ORIGINATES: KNX

Sweetheart Soap

*Franklin Bruck*

*Advertising Corp.*

**McKESSON & ROBBINS, INC.**

*(165th Week on CBS)*

**William Winter**

*News analyst*

**Chet Huntley**

*News analyst*

Tues., Thurs., Sat.

12:30-12:45 p.m.

PWT

ORIGINATES: KQW

Bexel

*J. D. Tarcher & Co., Inc.*

Mon. thru Fri.

3:55-4:00 p.m. PWT

ORIGINATES: KNX

All products

*J. D. Tarcher & Co., Inc.*

**THE MENNEN COMPANY**

*(211th Week on CBS)*

**Bob Greene**

*News*

Tues., Thurs., Sat.

7:30-7:45 a.m. PWT

ORIGINATES: KNX

Talcum Powder, Lather

Shave Cream, Brushless

Shave

*Russel M. Seeds Co., Inc.*

**PETER PAUL, INC.**

*(155th Week on CBS)*

**Truman Bradley**

*News*

**Bob Andersen**

*News*

Mon., Fri.

5:45-5:55 p.m. PWT

ORIGINATES: KNX

Candy Bars

*Brisacher, Davis & Staff*

Wednesday

5:45-5:55 p.m. PWT

ORIGINATES: KNX

**PLANTERS NUT AND CHOCOLATE  
COMPANY**

*(153rd Week on CBS)*

**William Winter**

*News analyst,*

**Harry W. Flannery**

*News analyst*

Mon., Wed., Fri.

12:30-12:45 p.m.

PWT

Sunday

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

ORIGINATES: KQW

Planters Peanut Oil,

Salted Peanuts

*Raymond R. Morgan Co.*

Tues., Thurs., Sat.

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

ORIGINATES: KNX

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

**PLOUGH, INC.**  
*(52nd Week on CBS)*

**Don't You Believe It**  
with Ken Niles

Saturday  
9:45-10:00 p.m. PWT  
ORIGINATES: KNX

St. Joseph's Aspirin  
Penetro Products  
*Lake-Spiro-Shurman,  
Inc.*

**SIGNAL OIL COMPANY**  
*(16th Week on CBS)*

**Signal Round Table**  
*Discussion*

Sunday  
4:30-5:00 p.m. PWT  
ORIGINATES: KNX

All Products  
*Barton A. Stebbins*

**SOIL OFF MANUFACTURING  
COMPANY**  
*(139th Week on CBS)*

**Truman Bradley**  
*News*

Tues., Thurs., Sat.  
5:45-5:55 p.m. PWT  
ORIGINATES: KNX

"Soil Off" for all  
painted surfaces  
*Buchanan & Co.*

**\*UNION OIL COMPANY**  
*(104th Week on CBS)*

**\*Point Sublime**  
*Comedy drama*

Sunday  
9:30-10:00 p.m.  
PWT  
ORIGINATES: KNX

All Products  
*Foote, Cone & Belding*

**\*WASHINGTON COOPERATIVE  
EGG & POULTRY ASSN.**  
*(1st Week on CBS)*

**\*Chet Huntley**  
*News analyst*

Saturday  
3:55-4:00 p.m. PWT  
ORIGINATES: KNX

Linden Chicken  
Noodle Soup  
*Pacific National Adv.  
Agency*

**WESTERN SUGAR REFINERY**  
*(15th Week on CBS)*

**I Was There**  
*Real life experiences*

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

Sea Island Sugar  
*J. Walter Thompson Co.*

**COLUMBIA  
CALIFORNIA  
NETWORK**

**\*BANK OF AMERICA NAT'L TRUST  
& SAVINGS ASSN.**  
*(30th Week on CBS)*

**\*California Carry On**  
*Variety*

Thursday  
7:30-8:00 p.m. PWT  
ORIGINATES: KNX

Services  
*J. Walter Thompson  
Company*

\*Program or client not listed in Summer Program Book.

<p><b>BEKINS VAN AND STORAGE CO.</b> <i>(106th Week on CBS)</i></p> <p><b>Harry W. Flannery</b> <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>
<p><b>BEN HUR PRODUCTS, INC.</b> <i>(22nd Week on CBS)</i></p> <p><b>Hollywood Showcase</b> <i>Variety</i></p>	<p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Ben Hur Coffee <i>Barton A. Stebbins</i></p>
<p>*<b>CAMPBELL CEREAL COMPANY</b> <i>(1st Week on CBS)</i></p> <p>*<b>10 O'Clock Wire</b> with William Winter</p>	<p>Mon. thru Fri. 10:05-10:15 p.m. PWT ORIGINATES: KQW</p>	<p>Malt-O-Meal and other products <i>H. W. Kastor &amp; Sons Adv. Agency, Inc.</i></p>
<p>*<b>GROVE LABORATORIES, INC.</b> <i>(16th Week on CBS)</i></p> <p>*<b>10 O'Clock Wire</b> with Bob Greene</p>	<p>Mon. thru Fri. 10:00-10:05 p.m. PWT ORIGINATES: KNX</p>	<p>All products <i>Russel M. Seeds Co., Inc.</i></p>
<p><b>KAY JEWELRY COMPANY</b> <i>(22nd Week on CBS)</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Jewelry <i>Garfield &amp; Guild</i></p>
<p>*<b>KELITE PRODUCTS, INC.</b> <i>(13th Week on CBS)</i></p> <p>*<b>Agent V</b> with Frank Graham <i>Dramatic</i></p>	<p>Sunday 9:15-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Kenu Cleansing Powder <i>Little &amp; Company</i></p>
<p><b>VICK CHEMICAL COMPANY</b> <i>(125th Week on CBS)</i></p> <p><b>Hello From Hollywood</b> <i>Service Men Interviews</i></p>	<p>Tues. and Thurs. 4:00-4:15 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Morse International, Inc</i></p>

\*Program or client not listed in *Summer 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:

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SERIOUS MUSIC . . . . .	Page 23
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**News Broadcasts**

8:00-8:15 a.m.

11:00-11:10 p.m.

MONDAY THRU SATURDAY

9:00-9:15 a.m.

SUNDAY THRU SATURDAY

**News Summaries**

3:15 p.m. and 6:00 p.m.

MONDAY THRU FRIDAY

1:00 a.m.

MONDAY THRU SATURDAY

**News Analyses**

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

Edward R. Murrow, Larry Lesueur, Charles Collingwood and George Moorad report from London; John Daly, Winston Burdett and Farnsworth Fowle from the Mediterranean; William J. Dunn from Australia; Webley Edwards from Honolulu; Eric Sevareid and James Stewart from Chungking; Bill Downs from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; James Fleming from Cairo; Herbert Clark from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, Everett Holles, Ned Calmer, Elizabeth Bemis and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis and William Costello from Washington.

11:10-11:15 p.m. NIGHTLY

William L. Shirer

Bill Henry

Major George Fielding Eliot

Quincy Howe

Bob Trout

Everett Holles

6:55 p.m. SATURDAY, Bob Trout

(See also sponsored news programs)

**"Chips" Davis, Commando**

5:30-6:00 p.m.

EACH SATURDAY

Weekly dramatizations of adventures of the Commandos, based on fact. This is a thrilling program of desperate and realistic heroism. It tells how American boys carry out strategic assignments in enemy territory. Each week brings a different story, factual, patterned after the actual raids and dangerous sabotage undertakings of the Commandos.

**WAR PROGRAMS**

**WAR  
PROGRAMS**

*Continued*

**Calling Pan-America**

4:30-5:00 p.m.

EACH SATURDAY

RESUMES IN NOVEMBER

CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music. The program is heard throughout the Hemisphere.

**Trans-Atlantic Call,  
People to People**

12:30-1:00 p.m.

EACH SUNDAY

BBC in London and CBS in New York alternate in an exchange series designed to create better understanding between the English and the Americans.

**Red Cross Reporter**

9:15-9:30 a.m.

EACH SATURDAY

Lindsay MacHarrie, chief of the radio section of the American Red Cross in London, interviews American Service men in the British Isles. Families of these men are notified in time to hear the broadcasts.

**Green Valley, U.S.A.**

3:45-4:00 p.m.

MONDAY THRU FRIDAY

This is a five-a-week series of simple human dramas that portray the life of an average American family during wartime; a fortifying picture of America.

**Report from London**

4:00-4:15 p.m.

EACH SATURDAY

RESUMES IN NOVEMBER

In this always-dramatic program CBS correspondents in London report the human interest stories of a people only 20 minutes by air from the enemy.

**Spirit of '43**

2:30-3:00 p.m.

EACH SATURDAY

RESUMES IN NOVEMBER

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

**Youth on Parade**

10:00-10:30 a.m.

EACH SATURDAY

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



**Invitation to Music**

11:30-12 midnight

EACH WEDNESDAY

A weekly half-hour presenting great music at a time not generally available for serious works. Eminent soloists such as Gregor Piati-gorsky, cellist, and Claudio Arrau, pianist, appear on each program, accompanied by the Columbia Concert Orchestra.

**Eileen Farrell and the  
Columbia Concert Orchestra**

11:30-12 midnight

EACH FRIDAY

This richly talented young soprano, whom Columbia is proud to have discovered a little more than two years ago, is presented in concert songs, operatic arias and light-opera favorites. She is accompanied by the Columbia Concert Orchestra.

**Maria Kurenko and the  
Columbia Concert Orchestra**

11:15-11:30 p.m.

EACH SUNDAY

Maria Kurenko, brilliant Russian-born soprano who has won acclaim in both Europe and the United States, brings great art to the microphone on Sunday evenings. She sings a program of songs and arias with affecting beauty and refreshing sincerity. She is supported by the Columbia Concert Orchestra.

**E. Power Biggs, Organist**

9:15-9:45 a.m.

EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Harvard University—now headquarters for a U. S. Army Chaplains' School—this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, the organ programs will be expanded to include works written for various combinations of instruments with the organ. These concerts will feature not only organ concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions specially written for the series by contemporary American composers, among them Hanson, Harris, Piston and Sowerby. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.

**SERIOUS****MUSIC***Continued***Salt Lake Tabernacle  
Choir and Organ**

12 noon-12:30 p.m.

EACH SUNDAY

This is the oldest consecutively presented public-service series in radio, having celebrated its 741st network broadcast on September 26. 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****MUSIC****Dance Orchestras  
Various Hours**

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country.

**The Navy Sings**

8:45-9:00 a.m.

EACH SUNDAY

From the Navy's only training school for chaplains and chaplain assistants, in historic Williamsburg, Virginia. Columbia broadcasts the singing of the Navy Chaplains' School chorus of 70 officers and men. The broadcasts originate in Phi Beta Kappa Memorial Hall on the campus of the College of William and Mary. Both sacred and secular music are included in a rousing and stirring program.

**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 join as a soloist in the old-favorite harmonies of the Landt Trio.

**Joan Brooks**

11:15-11:30 p.m.

MONDAY THRU FRIDAY

This series presents the talented Miss Brooks, former Oklahoma school teacher, now nationally known for her singing of blues, with the accompaniment of Paul Baron's Orchestra.

**Perry Como, Songs**

4:45-5:00 p.m.

MONDAY THRU FRIDAY

Perry Como's rich baritone voice is heard in a group of old and new song favorites five times a week. *Variety* says of him, he "has the equipment to reach a prominent niche in radio."

**LIGHT  
MUSIC**

**It's Maritime**  
5:15-5:30 p.m.  
EACH SATURDAY

This program, originating at the United States Maritime Service Training Station at Sheepshead Bay, Brooklyn, New York, is produced in cooperation with the United States Maritime Service. It brings to the network the music of the 23-piece Maritime Service band, together with a guest vocalist each week.

**Raymond Scott  
and His Orchestra**  
11:30-12 midnight  
EACH TUESDAY

In this program Raymond Scott has an opportunity to display his rare musical talent. He gives new treatment to standard jazz classics and contemporary music. *Variety* says of Raymond Scott's orchestra, "Composed of outstanding musicians, its work was electrifying." Helen Young does the singing.

**Music by Warrington**  
12:05-12:30 a.m.  
EACH MONDAY NIGHT

Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Marion Mason and Jack Hunter handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

**Jeri Sullivan**  
6:30-6:45 p.m.  
MONDAY, WEDNESDAY, FRIDAY

The magnetic and lovely Miss Sullivan, with her ever-refreshing delivery of a tune, is heard in a program of popular songs and music.

**Jack Smith, Songs**  
6:30-6:45 p.m.  
TUESDAY AND THURSDAY

Jack Smith, originally discovered by CBS, has been featured on the *Prudential Family Hour* for the past year and has built an enthusiastic personal following among Columbia network listeners. He is accompanied by Paul Baron's Orchestra.

**DRAMATIC  
SERIES**

**Flashgun Casey—  
Press Photographer**  
11:30-12 midnight  
EACH THURSDAY

In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is witty and worldly, the situations authentic and vivid.

**Suspense**  
10:00-10:30 p.m.  
EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which are literally packed with suspense. Outstanding guest stars fill the cast each week.

**DRAMATIC  
SERIES**

*Continued*

**Mother and Dad**

11:00-11:15 a.m.

MONDAY, WEDNESDAY, FRIDAY

Each visit with Mother and Dad brings a blend of poems, hymns, humorous gossip, kindly advice and song fests around the wheezy parlor organ. It is homespun entertainment with wide appeal.

**Now and Forever**

3:30-3:45 p.m.

MONDAY THRU FRIDAY

This new serial deals with the emotional development of a mature woman who meets many serious problems in her daily life. It is a real and honest love story.

**This Life is Mine**

9:45-10:00 a.m.

MONDAY THRU FRIDAY

This serial tells the story of Eden Channing, young small-town school teacher. It dramatizes the eternal conflict between two philosophies of life, the self-serving and the self-sacrificing.

**LIGHT  
ENTERTAIN-  
MENT**

**The Jerry Lester Show**

7:00-7:30 p.m.

EACH SUNDAY

Jerry Lester stars in a new comedy-variety program, tailored to his unique brand of spontaneous humor. Fred Uttal assists as straight man and announcer; Diane Courtney, vocal stylist, sings popular and sweet songs; Ray Sinatra conducts his 18-piece orchestra. A prominent guest star joins the program each week.

**Broadway Bandbox**

8:00-8:30 p.m.

EACH SUNDAY

Frank Sinatra, most popular baritone of the day, is starred on this weekly melody-packed program. Raymond Scott, master of jive, and his orchestra complete the entertainment.

**The Colonel**

11:30-12 midnight

EACH SATURDAY

Colonel Lemuel Q. Stoopnagle, master of wacky hilarity, heads this gloom-chasing comedy program, with Eddie Green and Florence Halop aiding and abetting the goings-on. Jeri Sullivan and the Bobby Tucker Singers do the vocals to the accompaniment of Paul Baron's orchestra.

**Quote-Ted Husing**

10:45-11:00 p.m.

EACH TUESDAY

Columbia's top sports reporter, Ted Husing, presents a weekly roundup of sports news, and quotes from the columns of nationally known sports writers. During the football season he will cover the game of the week in an on-the-spot Saturday broadcast.

**Romance**

11:30-12 midnight

EACH MONDAY

This new weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Kaye Brinker as the narrator.

**LIGHT  
ENTERTAIN-  
MENT**

**The Eddie Dunn Show**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Comedian Eddie Dunn comes to the network from Columbia's Chicago station WBBM, where he scored a tremendous hit. He steers the festivities for a half-hour of music and laughs. He is supported by an orchestra, by vocalist Vera Holley and by the Three Sisters, Beatrice, Geraldine and Margie Ross, who specialize in modern interpretations of rhythm-songs and ballads.

**CBS ADULT  
EDUCATION BOARD**

CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are:

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

**EDUCATIONAL  
PROGRAMS**

**The American  
School of the Air**

9:15-9:45 a.m.

Rebroadcast

3:30-4:00 p.m.

MONDAY THRU FRIDAY

Now in its fourteenth year on CBS, this program is broadcast in the United States and Canada. 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—Tools of Science
- TUESDAY—Gateway to Music
- WEDNESDAY—New Horizons—World Geography
- THURSDAY—Tales from Far and Near
- FRIDAY—This Living World

**Invitation to Learning**

11:30-12 noon

EACH SUNDAY

In a series which Time Magazine has called "the pearl of all educational programs," the world's great books are informally discussed by leading scholars.

**EDUCATIONAL  
PROGRAMS**

*Continued*

**The People's Platform**

6:15-6:45 p.m.

EACH SATURDAY

Now in its sixth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Four guests and a moderator meet for an informal discussion of current and postwar problems.

**Of Men and Books**

9:45-10:00 a.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.

**Columbia's Country Journal**

10:30-11:00 a.m.

EACH SATURDAY

Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. A feature is a weekly news report from Washington and from farm regions throughout the country.

**The Garden Gate**

9:30-9:45 a.m.

EACH SATURDAY

Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.

**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 America's major religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.

**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.

### **The Chapel Singers**

9:15-9:30 a.m.

EACH MONDAY, WEDNESDAY  
AND FRIDAY

The fine old familiar hymns of all religious denominations, inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.

## **EDUCATIONAL PROGRAMS**

### **News and News Features Beamed Overseas**

In: ENGLISH  
FRENCH  
ITALIAN  
GERMAN  
POLISH  
SERBO-CROATIAN  
DUTCH  
CZECH  
ARABIC  
TURKISH  
PERSIAN  
GREEK  
BULGARIAN

News in 13 languages, plus more than three hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule begins in New York at 6:00 a.m.; suspends in the late afternoon when the Latin-American schedule begins. The European transmissions are resumed after midnight. The whole CBS short wave schedule is continuous, around the clock, except for brief maintenance periods for each transmitter. Two half-hour periods daily are now being re-transmitted by Radio Algiers.

### **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 till midnight Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News and news commentaries are featured on these CBS Latin-American broadcasts; 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: SUMMER

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 partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

## PUBLIC AFFAIRS

**JULY 1:** Judge Marvin Jones, of the United States Court of Claims, and Representative John W. McCormack, of Massachusetts, spoke from Washington, D. C. on inflation: 10:30-10:45 p.m.

**JULY 7:** Under the auspices of United China Relief, James G. Blaine, Director of United China Relief, spoke on the sixth anniversary of the initial attack on China by Japan: 4:45-5:00 p.m.

**JULY 8:** Fred M. Vinson, Economic Stabilization Director, and Representative Sam Rayburn, Speaker of the House, discussed inflation: 10:30-10:45 p.m.

**JULY 9:** In connection with the International Round Table of Christian Leaders, the following people discussed some of the problems related to post war reconstruction: Dr. Walter W. Van Kirk, Secretary of the Federal Council of Churches; Bishop Robert Wilson Macaulay, of Melbourne; Dr. Yi-Fang Wu, President, Gin-ling College, China; The Very Reverend Alwyn Keith Warren, Dean of Christchurch Cathedral, New Zealand; Dr. A. C. Craig, of London, England: 3:30-3:45 p.m.

**JULY 19:** From the War Service Conference of the American Osteopathic Association in Detroit, Dr. R. McFarlane Tilley and Dr. Thomas R. Thorburn discussed "Maladies From the Black Market:" 5:15-5:30 p.m.

**JULY 20:** Senator Robert R. Reynolds, of North Carolina, spoke from Little Rock, Arkansas, on democracy at work: 10:30-10:45 p.m.

**JULY 22:** Norman Thomas, Chairman, Executive Committee, Post War World Council and head of the Socialist Party in the United States, discussed "Some Wrong Roads to Peace," under the auspices of the Post War World Council: 10:30-10:45 p.m.

**JULY 24:** Eric C. Johnston, President, Chamber of Commerce of the United States, spoke from Spokane, Washington, stressing the need for management-labor cooperation to attain this year's production goals: 10:45-11:00 p.m.

**JULY 25:** In connection with the Emergency Conference to Save the Jews of Europe, Rear Admiral Yates Stirling, Jr., U.S.N. Retired, spoke from New York and Herbert C. Hoover from San Francisco: 10:45-11:00 p.m.



JULY 27: From Povard Hall, University of Southern California in Los Angeles, L. Welch Pogue, Chairman. Civil Aeronautics Board, discussed "Tomorrow's Use of Today's Airplanes:" 10:30-10:45 p.m.

JULY 29: J. Van den Bogaert, managing editor of ANETA, official Dutch news-gathering agency, in London, England, spoke from New York on "Gathering Headline News from Occupied Holland:" 10:30-10:45 p.m.

AUGUST 3: Senator Ellison D. Smith, of South Carolina, speaking from Washington, D. C., discussed "The American People and the War Effort:" 10:30-10:45 p.m.

AUGUST 5: Senator Scott W. Lucas, senior Senator from Illinois, spoke from Quincy, Illinois, on "The Future of Aviation:" 10:30-10:45 p.m.

AUGUST 12: Clark M. Eichelberger, Director, Commission to Study the Organization of Peace, spoke on "The Hour of Decision for the United States:" 10:30-10:45 p.m.

AUGUST 17: Colonel ("Captain") Eddie Rickenbacker, U. S. Army Air Forces, reported on "My Trip to the Fighting Fronts:" 9:00-9:30 p.m.

AUGUST 17: After completing a tour of the United States, Senator Carl A. Hatch, of New Mexico, discussed "What America is Thinking About Post War Planning:" 10:30-10:45 p.m.

AUGUST 19: Dr. Alexander Loudon, Netherlands Ambassador to Washington, spoke on "Germans Already Organizing for the Next War:" 10:30-10:45 p.m.

AUGUST 26: John L. Sullivan, Assistant Secretary of the Treasury, discussed the new federal tax returns due September 15: 6:15-6:30 p.m.

AUGUST 26: The Right Honorable Sir Donald Bradley Somervell, Attorney General of Great Britain, spoke from Chicago in connection with the annual dinner of the American Bar Association: 10:30-10:45 p.m.

AUGUST 31: Dr. H. J. van Mook, Netherlands Minister of Overseas Territories, spoke from London on the birthday of Queen Wilhelmina: 5:15-5:30 p.m.

SEPTEMBER 3: In connection with the meeting of the Foreign Policies Association of the Twin Cities and the University of Minnesota, Herbert C. Hoover spoke on "A New Approach to the Making of Lasting Peace:" 10:30-11:00 p.m.

SEPTEMBER 4: Deneen A. Watson, National Chairman, Republican Post War Policy Association, speaking from Chicago, made announcement of the policy agreed upon at meetings held in Chicago, New York and San Francisco: 10:45-11:00 p.m.

SEPTEMBER 6: I. M. Ornburn, Secretary-Treasurer, Union Label Trades Department of the American Federation of Labor, discussed labor's war effort: 5:15-5:30 p.m.

SEPTEMBER 6: Madame Frances Perkins, Secretary of Labor, spoke on "Labor Day:" 7:15-7:30 p.m.

SEPTEMBER 11: Dr. Lin Yutang discussed his impressions of American thought concerning China: 10:45-11:00 p.m.

SEPTEMBER 13: Dean Virginia Gilderleeve, Dean of Barnard College, spoke in connection with the meeting of the American Association of University Women: 5:15-5:30 p.m.

SEPTEMBER 16: Louis Bromfield, author and agriculturist, addressed the National Food Conference of Consumers and Producers in Chicago: 3:30-3:45 p.m.

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

# CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER 15

The CBS Program Book will hereafter be published on the first of February, May, August, and November, instead of January, April, July and October.

## NEW CBS SPONSORED PROGRAMS

<p><b>ALLEGHENY-LUDLUM STEEL CORP.</b> (7th Week on CBS)</p> <p><b>Mother and Dad</b> Started October 2</p>	<p>Saturday 5:30-6:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Walker &amp; Downing</i></p>
<p><b>ELGIN NATIONAL WATCH CO.</b> (44th Week on CBS)</p> <p><b>Thanksgiving and Christmas Day Special Programs</b> November 25 and December 25 only</p>	<p>Thursday 4:00-6:00 p.m. Saturday 4:00-6:00 p.m. 132 CBS stations ORIGINATES: VARIOUS POINTS</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>
<p><b>C. F. MUELLER COMPANY</b> (123rd Week on CBS)</p> <p><b>Isabel Manning Hewson</b> Starts November 29</p>	<p>Mon., Wed., Fri. 9:45-10:00 a.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Domestic Science <i>Duane Jones Co.</i></p>
<p><b>THE QUAKER OATS COMPANY</b> (103rd Week on CBS)</p> <p><b>Aunt Jemima Program</b> Starts November 6</p>	<p>Saturday 1:30-1:45 p.m. 39 CBS stations ORIGINATES: WBBM</p>	<p>Aunt Jemima Pancake Flour <i>Sherman K. Ellis Co., Inc.</i></p>
<p><b>SUN OIL COMPANY</b> <b>Address by Secretary Harold L. Ickes</b> October 27 only</p>	<p>Wednesday 3:30-4:00 p.m. 47 CBS stations ORIGINATED: MARCUS HOOK, PA.</p>	<p>Institutional <i>Roche, Williams &amp; Cunyngnam, Inc.</i></p>
<p><b>JOSEPH TETLEY &amp; CO., INC.</b> (1st Week on CBS)</p> <p><b>Isabel Manning Hewson</b> Started November 9</p>	<p>Tues., Thurs., Sat. 9:45-10:00 a.m. 27 CBS stations ORIGINATES: WABC</p>	<p>Domestic Science <i>Duane Jones Co.</i></p>

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# CBS PROGRAM BOOK SUPPLEMENT • DECEMBER 15

The CBS Program Book will hereafter be published on the first of February, May, August, and November, instead of January, April, July and October.

## NEW CBS SPONSORED PROGRAMS

**ANACIN COMPANY**  
(352nd Week on CBS)

**Friday on Broadway**  
*Started December 3*

Friday  
7:30-8:00 p.m.  
50 CBS stations  
ORIGINATES: WABC

Anacin and Benefax  
Multi Vitamins  
*Blackett-Sample-Hummert*

**ANCHOR-HOCKING GLASS CORPORATION**

**Corliss Archer**  
*Drama*  
*Starts January 8, 1944*

Saturday  
5:00-5:30 p.m.  
122 CBS stations  
ORIGINATES: KNX

Glass Containers and  
Closures; Fire King  
Ovenware and Glass  
Tableware  
*William H. Weintraub & Company, Inc.*

**GILLETTE SAFETY RAZOR CO.**  
(113th Week on CBS)

**Orange Bowl Football Game**  
**Sugar Bowl Football Game**  
*January 1, 1944 only*

Saturday  
1:00-6:00 p.m.  
134 CBS stations  
ORIGINATES: MIAMI AND  
NEW ORLEANS

Gillette Blades and  
Shaving Cream  
*Maxon, Inc.*

**STANDARD BRANDS, INC.**  
(161st Week on CBS)

**All-Star Radio Show**  
*December 21 only*

**The Open Door**  
*Serial drama*  
*Starts January 3, 1944*

Tuesday  
10:00-11:00 p.m.  
121 CBS stations  
ORIGINATES: KNX

Monday thru Friday  
3:15-3:30 p.m.  
131 CBS stations  
ORIGINATES: WABC

Enriched White Bread  
*J. Walter Thompson Co.*

Vitamin Products,  
Coffee and Desserts  
*Ted Bates, Inc.*

**B. WILLIAMS COMPANY**  
(nd Week on CBS)

**William L. Shirer**  
*News*  
*Started December 5*

Sunday  
7:00-7:15 p.m.  
46 CBS stations  
ORIGINATES: WABC

Williams Shaving Cream  
*J. Walter Thompson Co.*

NEW CBS PACIFIC WEEKDAY ORIGINALS

<p><b>P. DUFF &amp; SONS, INC.</b> (7th Week on CBS) <b>Galen Drake</b> Started September 28</p>	<p>Tues., Thurs. 5:00-5:15 p.m., PWT ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell</i> Advertising Agency</p>
<p><b>SOIL-OFF MANUFACTURING COMPANY</b> (145th Week on CBS) <b>Galen Drake</b> Started September 28</p>	<p>Mon., Wed., Fri. 5:00-5:15 p.m., PWT ORIGINATES: KNX</p>	<p>"Soil-Off" for all painted surfaces <i>Buchanan &amp; Co.</i></p>
<p><b>UNITED AIR LINES TRANSPORT CORP.</b> (2nd Week on CBS) <b>In Time to Come</b> Started November 7</p>	<p>Sunday 8:30-9:00 p.m., PWT ORIGINATES: KNX</p>	<p>Air Travel <i>N. W. Ayer &amp; Son, Inc.</i></p>

MONTHLY CORRECTIONS - SET SPONSORED PROGRAMS

<p>Page 8</p>	<p><b>GENERAL FOODS CORP.</b></p>	<p>Add Postum to products advertised on "Joyce Jordan, M.D." Change products advertised on "Kate Smith Speaks" to Calumet and Swansdown.</p>
<p>Page 9</p>	<p><b>IRONIZED YEAST CO., INC.</b></p>	<p>Change origination to WABC.</p>
<p>Page 11</p>	<p><b>OWENS-ILLINOIS GLASS CO.</b></p>	<p>Change program listing to "Home Front Matinee" with Alfred Drake, star of "Oklahoma" and prominent guest stars, and the Owens-Illinois orchestra and chorus, conducted by Allen Roth; as of November 8. Change origination to WABC. Change agency listing to J. Walter Thompson Co.</p>
<p>Page 12</p>	<p><b>PET MILK SALES CORP.</b></p>	<p>Change time of Mary Lee Taylor to Saturday 10:30-11:00 a.m., rebroadcast 2:00-2:30 p.m.</p>

NEW AND PACIFIC NETWORK PROGRAMS

<p><b>CONSOLIDATED ROYAL CHEMICAL COMPANY, INC.</b>  <b>Ten O'Clock Wire</b>, with Chet Huntley and Dave Vaile  <i>Started December 8</i></p>	<p>Saturday                  10:00-10:15 p.m. PWT                  ORIGINATES: KNX</p>	<p>Kranks Shave Cream  <i>Arthur Meyerhoff &amp; Co.</i></p>
<p><b>JOHNSTONE DRUG SALES CORP.</b>  <b>Hollywood Barn Dance</b>  <i>Started December 4</i></p>	<p>Saturday                  10:30-10:45 p.m. PWT                  ORIGINATES: KNX</p>	<p>Buckley's Cough Syrup  <i>Armand S. Weill Co., Inc.</i></p>

MONTHLY CORRECTIONS - THE SPONSOR'S PROGRAMS

<p>• Page 4</p>	<p><b>ANACIN COMPANY</b></p>	<p>Change time of "Easy Aces" program to Wednesday, 7:30-8:00 p.m.</p>
<p>Page 6</p>	<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b></p>	<p>Change origination to WABC, December 22.</p>
<p>Page 6</p>	<p><b>CONTINENTAL RADIO &amp; TELEVISION CORP.</b></p>	<p>The corporate name of the advertiser changes to Admiral Corporation.</p>
<p>Page 7</p>	<p><b>ELGIN NATIONAL WATCH CO.</b></p>	<p>Cancel program after December 25. Change listing of Christmas Day program to "Elgin Christmas Show".</p>
<p>Page 10</p>	<p><b>KOLYNOS COMPANY</b></p>	<p>Change time to Thursday, 7:30-8:00 p.m.</p>
<p>Page 10</p>	<p><b>LADY ESTHER, LTD.</b></p>	<p>Change agency to The Biow Co.</p>
<p>Page 10</p>	<p><b>LEVER BROTHERS COMPANY</b></p>	<p>Change products on "Mayor of the Town" program to Vimms, and agency to Batten, Barton, Durstine &amp; Osborn, Inc. from November 24 thru December 29 only.</p>
<p>Page 11</p>	<p><b>P. LORILLARD COMPANY</b></p>	<p>Change origination to KNX.</p>

<i>Page 12</i>	<b>CHARLES H. PHILLIPS CHEMICAL CO.</b>	Change time of "Amanda of Honey- moon Hill" to Mon. thru Fri., 11:00- 11:15 a.m., and products advertised to Phillips Tablets on Mon., Tues., Wed., and Phillips Toothpaste & Tooth- powder Thurs., Fri., effective Novem- ber 22.
<i>Page 13</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	Change "Pepper Young's Family" list- ing to "Perry Mason."
<i>Page 14</i>	<b>THE QUAKER OATS COMPANY</b>	Cancel "The Muffet Show" after October 31.
<i>Page 14</i>	<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Moore and Durante Show: Change origination to WABC, November 26.
<i>Page 14</i>	<b>ROMA WINE CO., INC.</b>	Change listing of program to "Sus- pense", December 2. Change agency listing to The Biow Company, effec- tive December 2. Change repeat broad- cast to Monday, 12 midnight-12:30 a.m., starting December 6.
<i>Page 14</i>	<b>SCHUTTER CANDY COMPANY</b>	Change program to "Starring Curt Massey."
<i>Page 15</i>	<b>SOUTHERN COTTON OIL CO.</b>	Change program listing to "Singing Sweethearts."
<i>Page 15</i>	<b>E. R. SQUIBB &amp; SONS</b>	Change program listing to "To Your Good Health."
<i>Page 15</i>	<b>THE TEXAS COMPANY</b>	Change origination to KNX, Decem- ber 12.

MONTHLY CONNECTIONS - PACIFIC NETWORK PROGRAMS

Page 17	<b>McKESSON &amp; ROBBINS, INC.</b>	Change product on "Chet Huntley" program to Calox Tooth Powder.
Page 18	<b>SIGNAL OIL COMPANY</b>	Change program title to "The Whistler", effective December 12.
Page 18	<b>WASHINGTON COOPERATIVE EGG &amp; POULTRY ASSN.</b>	Cancel program after December 11.
Page 18	<b>WESTERN SUGAR REFINERY</b>	Change time to Sunday, 9:00-9:30 p.m. PWT.

MONTHLY CONNECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 19	<b>VICK CHEMICAL COMPANY</b>	Change program title to "Dean Dickason," Commentary.
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MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 17</i>	<b>LAMONT, CORLISS &amp; CO.</b>	Change time to Saturday 6:30-6:45 p.m., PWT.
<i>Page 17</i>	<b>PETER PAUL, INC.</b>	Replace Bob Andersen on Wednesday by Truman Bradley.
<i>Page 18</i>	<b>PLOUGH, INC.</b>	Tobe Reed takes the place of Ken Niles.
<i>Page 18</i>	<b>UNION OIL COMPANY</b>	Cancel program after October 24.
<i>Page 18</i>	<b>WASHINGTON COOPERATIVE EGG &amp; POULTRY ASSN.</b>	Change product to Lynden Canned Chicken and Turkey.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

<i>Page 18</i>	<b>BANK OF AMERICA NAT'L TRUST &amp; SAVINGS ASSN.</b>	Change time to Sunday 9:30-10:00 p.m., PWT.
<i>Page 19</i>	<b>KELITE PRODUCTS, INC.</b>	Cancel program after September 26.



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*Sales and administrative offices:* 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12  
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • Twelfth and Spruce Streets,  
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • Wilder Building, Charlotte 2, North  
Carolina • Earle Building, Washington 4, D.C. • Columbia Square, Hollywood 28 • Palace Hotel,  
San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

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ALAN BUNCE	DINAH SHORE	BIG TOWN	PENNY SINGLETON	ANDRE KOSTELANETZ	DICK POWELL
SCREEN GUILD PLAYERS	JIMMY DURANTE GARRY MOORE	BOB HAWK	JOSEPH C. HARSCH	NILA MACK	ADVENTURES OF THE THIN MAN
JAMES MELTON	AMERICAN WOMEN	LIONEL BARRYMORE	DOROTHY LOWELL	GROUCHO MARX	BETTY RUTH SMITH
THE FIRST LINE	ELIZABETH RELLER	INNER SANCTUM	THAT BREWSTER BOY	JEAN TENNYSON	JACK CARSON
JUDY CANOVA	CHARLES MARTIN	CLAUDIA MORGAN	EVERETT SLOANE	CONRAD NAGEL	AMERICA IN THE AIR
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