

CBS PROGRAM BOOK • SPRING, 1943

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CBS brings War News from every Allied front as live and vivid as the North African Broadcasts of Charles Collingwood, Winston Burdett, and Edward R. Murrow.

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.

April 1, 1943

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"Weeks on CBS"
as of April 1, 1943

AMERICAN TOBACCO COMPANY (361st Week on CBS) Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus	Saturday 9:00-9:45 p.m. Rebroadcast 12 mid.-12:45 a.m. 116 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes Foote, Cone & Belding
ANACIN COMPANY (322nd Week on CBS) Our Gal, Sunday Easy Aces Serial Comedy-Drama	Mon. thru Fri. 12:45-1:00 p.m. 58 CBS stations ORIGINATES: WABC Wed., Thurs., Fri. 7:30-7:45 p.m. 47 CBS stations ORIGINATES: WABC	Anacin Blackett-Sample- Hummert
ARMSTRONG CORK COMPANY (78th Week on CBS) Armstrong's Theatre of Today Drama	Saturday 12 noon-12:30 p.m. 117 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs Batten, Barton, Durstin & Osborn, Inc.
B. T. BABBITT, INC. (87th Week on CBS) David Harum Serial drama	Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O Duane Jones Co.
+P. BALLANTINE & SONS (4th Week on CBS) *Three Ring Time with Guy Lombardo's Orchestra and Ogden Nash	Monday 10:30-11:00 p.m. 45 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale J. Walter Thompson Co
+BALLARD & BALLARD CO. (9th Week on CBS) *Renfro Valley Folks Hillbilly Variety	Tues. thru Fri. 8:15-8:30 a.m. 18 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour Henri, Hurst & McDonald, Inc.
BAYER COMPANY (392nd Week on CBS) American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus Second Husband Serial drama	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 Blackett-Sample- Hummert

+Program or client not listed in Winter Program Book.

BISODOL COMPANY
(530th Week on CBS)

The Romance of Helen Trent
Serial drama

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

Bisodol
*Blackett-Sample-
Hummert*

BOWEY'S, INC.
(201st 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
Sorensen & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(204th Week on CBS)

Today at the Duncans
Serial drama

Friday
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Foote, Cone & Belding

CAMPBELL SOUP COMPANY
(434th Week on CBS)

***The Milton Berle Show**
Comedy

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

Wednesday
9:30-10:00 p.m.
115 CBS stations
ORIGINATES: WABC

Campbell's Soups
Campbell's Tomato Juice
*Ward Wheelock
Company*

**CELANESE CORPORATION
OF AMERICA**
(65th 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.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(230th Week on CBS)

Dr. Christian
with Jean Hersholt

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

Vaseline Preparations
McCann-Erickson, Inc.

CHEVROLET DEALERS
(86th Week on CBS)

***John B. Kennedy**
News Commentator

Tues. and Thurs.
6:30-6:45 p.m.
Rebroadcast
Mon. and Thurs.
12 mid. 12:15 a.m.
116 CBS stations
ORIGINATES: WABC

Institutional
Campbell-Ewald Co.

<p>CHRYSLER CORPORATION (369th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (189th Week on CBS)</p> <p>Pause That Refreshes On the Air 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. 118 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (377th Week on CBS)</p> <p>Al Jolson with Monty Woolley, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra</p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid.-12:25 a.m. 76 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>
<p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p>	<p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 72 CBS stations ORIGINATES: WABC</p>	<p>Palmolive Shave Cream <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (430th 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: WBBM</p>	<p>Wonder Bread <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL RADIO & TELEVISION CORP. (26th 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>
<p>CORN PRODUCTS REFINING CO. (339th Week on CBS)</p> <p>Stage Door Canteen <i>Variety</i></p>	<p>Thursday 9:30-10:00 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Mazola <i>C. L. Miller Company</i></p>

CURTISS CANDY COMPANY*(131st Week on CBS)***News**

with Warren Sweeney

Sat., Sun.

11:00-11:05 a.m.

113 CBS stations

ORIGINATES: WABC

Candy

*C. L. Miller Company***ELGIN NATIONAL WATCH CO.***(24th Week on CBS)***The Man Behind the Gun***Drama*

Sunday

10:30-11:00 p.m.

53 CBS stations

ORIGINATES: WABC

Institutional

*J. Walter Thompson Co.***EMERSON DRUG COMPANY***(152nd Week on CBS)***Vox Pop**with Parks Johnson and
Warren Hull*Interviews*

Monday

8:00-8:30 p.m.

74 CBS stations

ORIGINATES: ON TOUR

Bromo-Seltzer

*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.***(183rd Week on CBS)***Take It or Leave It**

with Phil Baker

Quiz

Sunday

10:00-10:30 p.m.

117 CBS stations

ORIGINATES: KNX

Eversharp Pens and Pencils

*The Biow Company***GENERAL ELECTRIC***(57th Week on CBS)***Frazier Hunt***News and comments*

Tues., Thurs., Sat.

6:00-6:15 p.m.

Rebroadcast

10:45-11:00 p.m.

60 CBS stations

ORIGINATES: WABC

Institutional

*Maxon, Inc.***GENERAL FOODS CORPORATION***(144th Week on CBS)***Kate Smith Hour**with Kate Smith, Ted Collins,
Jack Miller and his orchestra
and guest stars*Music, comedy and drama*

Friday

8:00-8:30 p.m.

Rebroadcast

12:00 mid.-12:30 a.m.

116 CBS stations

ORIGINATES: WABC

Jell-O

Jell-O Puddings

*Young & Rubicam, Inc.***The Adventures of the****Thin Man***Mystery*

Friday

8:30-8:55 p.m.

Rebroadcast

12:30-12:55 a.m.

114 CBS stations

ORIGINATES: WABC

Sanka, Post Toasties

*Benton & Bowles, Inc.***Those We Love***Drama*

Sunday

2:00-2:30 p.m.

116 CBS stations

ORIGINATES: KNX

Grape Nuts, Grapenuts

Flakes, Wheatmeal

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.

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.

78 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 Coffee

Young & Rubicam, Inc.

Swansdown Cake Flour

Calumet

Young & Rubicam, Inc.

La France, Satina

Post's Raisin Bran

Young & Rubicam, Inc.

Post Toasties

Post Bran Flakes

Benton & Bowles, Inc.

Grape Nuts Flakes

Wheatmeal

*Young & Rubicam, Inc.***GENERAL MILLS, INC.***(462nd 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.****B. F. GOODRICH CO.***(3rd Week on CBS)****Meaning of the News**

with Joseph C. Harsch

News

Mon. thru Fri.

6:55-7:00 p.m.

Rebroadcast

Mon., Wed., Thurs.

11:55-12 mid.

Tues., 12:25-12:30 a.m.

Fri., 12:55-1:00 a.m.

115 CBS stations

ORIGINATES: WTOP

Institutional

*Batten, Barton,**Durstine & Osborn, Inc.****GREAT ATLANTIC &
PACIFIC TEA COMPANY***(119th Week on CBS)****Food News Round-up**

with Gunnar Back and

Ruth Hadley

Food News

Wed. and Fri.

11:00-11:15 a.m.

32 CBS stations

ORIGINATES: WTOP

A&P Store Services

Paris & Peart

GULF OIL CORPORATION
(477th Week on CBS)

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

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

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY
(264th Week on CBS)

Edward R. Murrow
Broadcasting from London
News

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

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

IRONIZED YEAST CO., INC.
(188th Week on CBS)

Lights Out
Mystery-drama

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

Ironized Yeast
Ruthrauff & Ryan, Inc.

JOHNS-MANVILLE CORPORATION
(87th Week on CBS)

Cecil Brown
News

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

Insulation
*J. Walter Thompson
Company*

JOHNSON & JOHNSON
(104th Week on CBS)

Edwin C. Hill
The Human Side of the News

Tuesday
6:15-6:30 p.m.
Rebroadcast
12:30-12:45 a.m.
66 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

KOLYNOS COMPANY
(530th Week on CBS)

The Romance of Helen Trent
Serial drama

**Mr. Keen, Tracer of Lost
Persons**
Mystery-drama

Mon. and Tuesday
12:30-12:45 p.m.
52 CBS stations
ORIGINATES: WBBM

Wed., Thurs., Fri.
7:45-8:00 p.m.
48 CBS stations
ORIGINATES: WABC

Kolynos
*Blackett-Sample-
Hummert*

Kolynos Toothpaste

LADY ESTHER, LTD.
(486th Week on CBS)

Screen Guild Players
Drama

Monday
10:00-10:30 p.m.
117 CBS stations
ORIGINATES: KNX

Face Powder, Face Cream,
Rouge, Lipstick and
Nail Polish
Pedlar & Ryan, Inc.

LEVER BROTHERS COMPANY

(400th Week on CBS)

Lux Radio Theater

Cecil B. DeMille, director,
with stars of stage and screen

Drama

Burns and Allen

Comedy

Mayor of the Town

with Lionel Barrymore

Drama

Aunt Jenny's Real Life Stories

Dramatic sketches

Big Sister

Serial drama

Bright Horizon

with Richard Kollmar

Serial drama

Monday

9:00-10:00 p.m.

117 CBS stations

30 CBC stations

ORIGINATES: KNX

Tuesday

9:00-9:30 p.m.

116 CBS stations

ORIGINATES: KNX

Wednesday

9:00-9:30 p.m.

119 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

11:45-12 noon

50 CBS stations

30 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

70 CBS stations

30 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

46 CBS stations

ORIGINATES: WABC

Lux Toilet Soap, Lux Flake

J. Walter Thompson

Company

Swan Soap

Young & Rubicam, Inc.

Rinso

Ruthrauff & Ryan, Inc.

Spry

Ruthrauff & Ryan, Inc.

Rinso

Ruthrauff & Ryan, Inc.

Swan Soap

Young & Rubicam, Inc.

LEWIS-HOWE COMPANY

(43rd Week on CBS)

Crunit and Sanderson

Quiz

Saturday

8:00-8:30 p.m.

52 CBS stations

ORIGINATES: WABC

Tums

Roche, Williams

& Cunyngham, Inc.

***LIBERTY MAGAZINE**

(74th Week on CBS)

***The Ghost Shift**

Drama

Friday

6:10-6:15 p.m.

40 CBS stations

ORIGINATES: WABC

Liberty Magazine

Warwick & Legler, Inc.

LIGGETT & MYERS TOBACCO

COMPANY

(544th 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: KNX

Chesterfield Cigarettes

Newell-Emmett Co.

*Program or client not listed in Winter Program Book.

LOCKHEED AIRCRAFT CORP. <i>(21st Week on CBS)</i> Ceiling Unlimited <i>Aviation dramas</i>	Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX	Institutional <i>Foote, Cone & Belding</i>
P. LORILLARD COMPANY <i>(275th Week on CBS)</i> Sammy Kaye and his orchestra <i>Popular music</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 115 CBS stations ORIGINATES: WABC	Old Gold Cigarettes <i>J. Walter Thompson Co.</i>
*PABST SALES CO. <i>(1st Week on CBS)</i> *Blue Ribbon Town with Groucho Marx, Virginia O'Brien, Donald Dickson and Robert Armbruster's Orchestra <i>Comedy variety</i>	Saturday 10:15-10:45 p.m. 107 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i>
PACIFIC COAST BORAX CO. <i>(91st Week on CBS)</i> Death Valley Days <i>Drama</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax, Soap Chips <i>McCann-Erickson, Inc.</i>
THE PARKER PEN CO. <i>(40th Week on CBS)</i> Eric Sevareid <i>News</i>	Sat., Sun. 8:55-9:00 p.m. 114 CBS stations ORIGINATES: WABC	Quink <i>J. Walter Thompson Co.</i>
PET MILK SALES CORPORATION <i>(489th Week on CBS)</i> Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45-10:15 p.m. 63 CBS stations ORIGINATES: WABC	Irradiated Pet Milk <i>Gardner Advertising Company</i>
Mary Lee Taylor home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. 69 CBS stations ORIGINATES: KMOX	

<p>PHILCO CORPORATION (359th 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. 118 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p>
<p>CHARLES H. PHILLIPS CHEMICAL CO. (281st Week on CBS)</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. (347th Week on CBS)</p> <p>Crime Doctor <i>Mystery-drama</i></p> <p>Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra <i>Drama</i></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>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 114 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>
<p>*PRINCE MATCHABELLI PERFUMERY (1st Week on CBS) <i>Music</i> (April 18 only)</p>	<p>Sunday 1:30-1:45 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Prince Matchabelli Perfume <i>Morse International I</i></p>
<p>THE PROCTER & GAMBLE CO. (440th Week on CBS)</p> <p>The Goldbergs <i>Serial drama</i></p> <p>*I Love A Mystery <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>Mon. thru Fri. 1:45-2:00 p.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 66 CBS stations ORIGINATES: KNX</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. 60 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 46 CBS stations ORIGINATES: WBBM</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap Oxydol <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample- Hummert</i></p> <p>Ivory Flakes, Crisco <i>Compton Advertising, Inc.</i></p>

*Program or client not listed in Winter Program Book.

THE PROCTER & GAMBLE CO.*(Continued)***Pepper Young's Family***Serial drama*

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

Camay, Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(200th 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.
83 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

THE QUAKER OATS COMPANY*(71st Week on CBS)***That Brewster Boy***Comedy drama***Aunt Jemima***Variety*

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

Quaker Food Products
Ruthrauff & Ryan, Inc.

Sunday
2:55-3:00 p.m.
33 CBS stations
ORIGINATES: WBBM

Aunt Jemima
Pancake Flour
*Sherman K. Ellis Co.,
Inc.*

**R. J. REYNOLDS TOBACCO
COMPANY***(517th Week on CBS)***Blondie**

The domestic adventures of the
Bumsteads

*Comedy***Camel Comedy Caravan**

with Herb Shriner, Jack Carson,
Connie Haines, Ken Niles and
Freddy Rich's Orchestra

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

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

Friday
10:00-10:45 p.m.
117 CBS stations
ORIGINATES: KNX

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

ROMA WINE CO., INC.*(4th Week on CBS)****Grapevine Rancho**

with Ransom Sherman and
Leo Carillo

Comedy variety

Thursday
8:00-8:30 p.m.
Rebroadcast
12:30-1:00 a.m.
86 CBS stations
ORIGINATES: KNX

Roma Wines
McCann-Erickson, Inc.

<p>*SCHENLEY IMPORT CORP.</p> <p>*Cresta Blanca Carnival <i>Variety</i> Starts April 14</p>	<p>Wednesday 10:30–11:00 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wine <i>William H. Weintraub & Company, Inc.</i></p>
<p>SCHUTTER CANDY COMPANY <i>(12th Week on CBS)</i></p> <p>Col. Stoopnagle's Stooparoos</p>	<p>Sunday 1:45–2:00 p.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Candies <i>Roche, Williams & Cunnyngnam, Inc.</i></p>
<p>*SERVEL, INC.</p> <p>*Fashions for Rations with Billie Burke <i>Household Advice</i> Starts April 3</p>	<p>Saturday 11:30 a.m.–12 Noon 68 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>*SOUTHERN COTTON OIL CO. <i>(25th Week on CBS)</i></p> <p>*The Singing Sweethearts Frank Crumit and Julia Sanderson <i>Songs</i></p>	<p>Mon. thru Fri. 3:00–3:15 p.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>
<p>E. R. SQUIBB & SONS <i>(143rd Week on CBS)</i></p> <p>Keep Working, Keep Singing, America with Walter Cassel and David Ross <i>Songs</i></p>	<p>Mon., Wed., Fri. 6:30–6:45 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY <i>(305th Week on CBS)</i></p> <p>Texaco Star Theatre starring Fred Allen, Jimmy Walling- ton, Al Goodman's Orchestra, Portland Hoffa, and guest vocalists <i>Comedy</i></p>	<p>Sunday 9:30–10:00 p.m. 117 CBS stations 13 CBC stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY <i>(409th Week on CBS)</i></p> <p>Gay Nineties Revue starring Beatrice Kay, 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. 63 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>

R. L. WATKINS CO.
(35th 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

Mon., Tues.
10:30-10:45 a.m.
40 CBS stations
ORIGINATES: WABC

Dr. Lyons Toothpowder
*Blackett-Sample-
Hummert*

Mulsified Coconut Oil
Shampoo
*Blackett-Sample-
Hummert*

THE WELCH GRAPE JUICE CO.
(43rd 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
(563rd Week on CBS)

Sergeant Gene Autry
Air Corps dramatic series

The First Line
Drama

Keep the Home Fires Burning
Musical series

Sunday
6:30-7:00 p.m.
116 CBS stations
ORIGINATES:
LUKE FIELD, ARIZ.

Thursday
10:00-10:30 p.m.
115 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.

**CALIFORNIA PRUNE & APRICOT
GROWERS ASSOCIATION**
(55th Week on CBS)

Dick Joy and the News
News analyst

Saturday
8:55-9:00 p.m. PWT
ORIGINATES: KNX

California Prunes and
Apricots
*Long Advertising
Service*

***CHEMICALS, INC.**
(10th Week on CBS)

***Deane Dickason**

Sunday
9:15-9:30 p.m. PWT
ORIGINATES: KQW

Vano Household Chemical
*Sidney Garfinkel
Advertising Agency*

COLONIAL DAMES, INC.
(173rd Week on CBS)

***Dick Joy**
News

Sunday
8:25-8:30 p.m. PWT
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

J. A. FOLGER & COMPANY
(58th Week on CBS)

***Harry W. Flannery**
News analyst

Saturday
5:30-5:45 p.m. PWT
ORIGINATES: KNX

Folger's Coffee
Raymond R. Morgan Co.

*Program or client not listed in Winter Program Book.

**COLUMBIA
PACIFIC
NETWORK**

**COLUMBIA
PACIFIC
NETWORK**

Continued

<p>GENERAL CIGAR CO. <i>(364th Week on CBS)</i></p> <p>William Winter <i>News analyst</i></p>	<p>Sunday 9:00-9:15 p.m. PWT Wednesday 9:30-9:45 p.m. PWT ORIGINATES: KQW</p>	<p>Van Dyck Cigars <i>Federal Advertising Agency, Inc.</i></p>
<p>GENERAL MILLS, INC. <i>(462nd Week on CBS)</i></p> <p>Sam Hayes <i>News</i></p> <p>*Nelson Pringle <i>News analyst</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KNX</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>
<p>*GRAYSON'S SHOPS, INC. <i>(3rd Week on CBS)</i></p> <p>*Stop or Go with Ken Murray</p>	<p>Sunday 8:30-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Women's Apparel <i>Milton Weinberg Advertising Co.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(182nd Week on CBS)</i></p> <p>Bob Andersen <i>News</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>(111th Week on CBS)</i></p> <p>Dick Joy <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>(139th Week on CBS)</i></p> <p>*William Winter <i>News analyst</i></p>	<p>Tues., Thurs., Sat. 12:30-12:45 p.m. PWT ORIGINATES: KQW</p>	<p>Bexel <i>J. D. Tarcher & Co.</i></p>
<p>THE MENNEN COMPANY <i>(151st Week on CBS)</i></p> <p>Dick Joy <i>News</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>(25th Week on CBS)</i></p> <p>Phil Stearns <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KQW</p>	<p>Mentholatum Salve <i>J. Walter Thompson Co.</i></p>

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

PETER PAUL INC.
(129th Week on CBS)

Truman Bradley
News

Bob Andersen
News

Mon., Fri.
5:45-5:55 p.m. PWT
ORIGINATES: KNX

Wednesday
5:45-5:55 p.m. PWT
ORIGINATES: KNX

Candy Bars
Brisacher, Davis & Staff

**PLANTERS NUT AND CHOCOLATE
COMPANY**
(127th 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
Tues. and Thurs.
5:30-5:45 p.m. PWT
ORIGINATES: KNX

Planters Peanut Oil,
Salted Peanuts
Raymond R. Morgan Co.

PLOUGH, INC.
(26th 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.*

**SOIL OFF MANUFACTURING
COMPANY**
(113th 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.

BEKINS VAN AND STORAGE CO.
(80th Week on CBS)

Harry W. Flannery
News analyst

Mon., Wed., Fri.
5:30-5:45 p.m. PWT
ORIGINATES: KNX

Moving and Storage
*Brooks Advertising
Agency*

THE PROCTER & GAMBLE CO.
(140th Week on CBS)

***Truman Bradley**
News

Mon., Wed., Fri.
2:30-2:45 p.m. PWT
ORIGINATES: KNX

Dash
Pedlar & Ryan, Inc.

**COLUMBIA
CALIFORNIA
NETWORK**

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. RELIGIOUS BROADCASTS	Page 25
7. LIGHT ENTERTAINMENT	Page 26
CBS SHORT WAVE BROADCASTS	Page 27
SPECIAL BROADCASTS: WINTER	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, John Daly and Paul Manning from *London*; Charles Collingwood and Winston Burdett from *Algiers*; William Moorad from *Australia*; Webley Edwards from *Honolulu*; James Stewart from *Chungking*; Bill Downes from *Russia*; Howard K. Smith from *Berne*; Bernard Valery from *Stockholm*; Farnsworth Fowle from *Cairo*; Peter Muir from *New Delhi*; Herbert Clark from *Buenos Aires*; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Larry Leseur, Ned Calmer and Doug Edwards from *New York*; Eric Sevareid, Leigh White, Albert Leitch, John Purcell, Robert Lewis and William Costello from *Washington*; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-6:55 p.m., MONDAY THRU FRIDAY; 11:00-11:10 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY.

News Summaries: 4:00 p.m. and 6:00 p.m., MONDAY THRU FRIDAY; 12:55 a.m., MONDAY THRU SATURDAY; 1:30 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.)

Calling Pan-America

4:30-5:00 p.m.
EACH SATURDAY

CBS draws the Americas more closely together with a weekly program brought to Columbia listeners by short-wave. This series, which is heard throughout the Western Hemisphere. "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its daily life, culture and music.

**NEWS
BROADCASTS**

**WAR
PROGRAMS**

**WAR
PROGRAMS**

Continued

"Chips" Davis, Commando

7:00-7:30 p.m.

EACH 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

3:30-4:00 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.

God's Country

11:00-11:15 a.m.

EACH MONDAY

In this program of Americana, selected by the BBC for rebroadcast in England, Milton Bacon visits obscure, out-of-the-way towns throughout the country and relates fascinating, little-known stories of the region. The famous folk-songs of the region are sung by the Cross-Roads Troubadours Quartet.

Green Valley, U.S.A.

4:15-4:30 p.m.

MONDAY THRU FRIDAY

This five-times-a-week series mirrors the life of the average American family during war-time. It is produced by Hyman Brown.

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. Through arrangements by the Red Cross, the families of men who appear on the program are notified in time to hear the broadcasts.

Report from London

4:15-4:30 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.

Report from Washington

4:00-4:15 p.m.

EACH SATURDAY

William Costello of Columbia's news bureau in Washington presents an informal weekly summary of diplomatic, political and legislative currents and trends.

**WAR
PROGRAMS**
Continued
Report to the Nation

7:00-7:30 p.m.

EACH SATURDAY

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

5:30-6:00 p.m.

EACH SATURDAY

New period starts April 24

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.

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

12 noon-12:30 p.m.

EACH SUNDAY

BBC in London and CBS in New York alternate in an exchange series designed to help the English and the Americans better to understand each other. Lawrence Gilliam of the BBC supervises the London broadcasts and Norman Corwin, the Columbia programs.

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 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)

Rebroadcast

3:30-4:00 p.m.
(Pacific Time Zone)

MONDAY THRU FRIDAY

Concludes April 21

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*

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

6:15-6:45 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

3:00-3:30 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.

EDUCATIONAL
PROGRAMS*Continued***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.

Highways to Health

1:45-2:00 p.m.

EACH SATURDAY

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

**New York Philharmonic
Symphony Society**

3:00-4:30 p.m.

EACH SUNDAY

**Columbia Broadcasting
Symphony**

(Starts May 2)

The week following the final Philharmonic concert of the season. April 18, there will be a special program featuring the Toronto Symphony Orchestra, with Sir Ernest Mac-Millan conducting the Mendelssohn Choir in a performance of Verdi's *Requiem*. Subsequent Sundays will be devoted to concerts by the Columbia Broadcasting Symphony, Howard Barlow and Bernard Herrman conducting.

SERIOUS
MUSIC**Invitation to Music**

11:30-12 Mid.

EACH TUESDAY

(Starts April 6)

A new series of great music at an hour not generally available for serious works. On these programs the following artists and groups will appear: Joseph Szigeti performing compositions by Bartok, Prokofieff, Berlioz, Beethoven and Tartini, accompanied by the Columbia Concert Orchestra. Howard Barlow conducting; the Harvard Glee Club and the Radcliffe Choral Society in a joint concert; the Schola Cantorum, Hugh Ross conducting; and Jesus Maria Sanroma, pianist.

Egon Petri

11:05-11:30 a.m.

EACH SUNDAY

This noted pianist will be presented in a series of broadcasts originating at Ithaca, N.Y. On April 18th, Mr. Petri will relinquish the period to the Duke University Glee Club; and the two following programs will feature Vera Brodsky, a favorite of Columbia listeners.

SERIOUS

MUSIC

Continued

**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.

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

Monday: Eileen Farrell, soprano, accompanied by the Columbia Concert Orchestra under the direction of Howard Barlow.

Tuesday: William Primrose, violist.

Starts May 4: Joseph Schuster, cellist, and Nadia Reisenberg, pianist.

Wednesday: Columbia Concert Orchestra, with Bernard Herrmann conducting.

Starts May 5: The League of Composers broadcasts with Howard Barlow conducting the Columbia Concert Orchestra.

Starts May 26: Excerpts from seldom-heard operas by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

Thursday: Orchestral and chamber music by various instrumental units of the Eastman School of Music, Howard Hanson, Director.

Starts June 3: Keyboard Concerts—performances by talented young pianists.

Friday: A series of concert recitals by Joseph Szigeti, violinist and Andor Foldes, pianist.

**DRAMATIC
SERIES**

Corliss Archer

10:30-11:00 p.m.

EACH WEDNESDAY

8:00-8:30 p.m.

EACH SUNDAY

(Starts April 11)

William N. Robson produces this delightful serial comedy. Corliss Archer, the long-awaited feminine counterpart of Andy Hardy, is a typical, middle-teen high-school girl. Together with the other characters in the story, she provides entertainment for the whole family.

**DRAMATIC
SERIES**

Let's Pretend

11:05-11:30 a.m.
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.

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. Production by William Spier.

Joe and Ethel Turp

4:30-4:45 p.m.
MONDAY THRU FRIDAY
3:15-3:30 p.m.
(Starts April 12)

Originally scheduled as a three-times-a-week program, Damon Runyon's familiar and fantastic American couple now delight audiences every weekday afternoon with their domestic blunderings and bickerings.

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.

This Life is Mine

9:45-10:00 a.m.
MONDAY THRU FRIDAY

A new program which tells the story of a small-town schoolteacher in wartime America. The series, produced and directed by Charles G. Renier and supervised by Robert J. Landry, dramatizes the conflict between two philosophies—the sacrificing and the selfish.

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.

**RELIGIOUS
BROADCASTS**

**RELIGIOUS
BROADCASTS**

Continued

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**

Jazz Laboratory

10:00-10:30 p.m.

EACH TUESDAY

What the Columbia Workshop has been to radio drama—that's what Jazz Laboratory is to music: a program enthusiastically experimental in its treatment of the work of contemporary composers. The series features the music and arrangements of Raymond Scott and his orchestra; Irving Kilodin, music editor of the New York Sun; and guest stars.

Are You a Genius?

5:30-5:45 p.m.

MONDAY THRU FRIDAY

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 program which features musical interludes between questions, provided by Fred Feibel at the organ.

Gordon MacRae

11:15-11:30 p.m.

MONDAY THRU FRIDAY

This golden baritone is Columbia's new discovery of 1943. He is heard every weekday evening in a quarter hour of ballads and popular romantic songs, against the instrumental background of the Columbia Dance Band, Walter Cross conducting.

Madeleine Carroll Reads

5:00-5:15 p.m.

MONDAY THRU FRIDAY

Every afternoon, Madeleine Carroll gives brilliant voice to a new chapter of one of the great novels. The first novel read in this series was James Hilton's *Lost Horizon*; currently, Miss Carroll is reading the best-seller, *Jamaica Inn*, by Daphne Du Maurier.

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.

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.

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.

LIGHT ENTERTAINMENT

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST

CBS Transmitters
WCBX New York
WCRC New York
WCDA New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

CBS Transmitters
WCBX New York
WCRC New York
WCDA New York

SPECIAL BROADCASTS: WINTER

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

JAN. 1: Michael Straight, author and lecturer, speaking under the auspices of the Free World Association, discussed "The Hope of the United Nations," 4:30-4:45 p.m.

JAN. 6: Dr. George N. Shuster, President of Hunter College, spoke on "Loyal Americans of German Descent," 11:15-11:30 p.m.

JAN. 12: His Excellency, Dr. H. J. Van Mock, Netherlands Cabinet Minister, spoke on the anniversary of the Japanese invasion of the Indies, 10:30-10:45 p.m.

JAN. 13: Round-table discussion in connection with the Congress on Industrial Health in Chicago. Dr. Clarence Selby, Medical Consultant, General Motors; Dr. Orlen Johnson, AMA; Mr. Sterling Morton, President, Morton Salt Co.; and Dr. Robert Flynn, U. S. Public Health Service, spoke on this program, 3:00-3:15 p.m.

JAN. 13: W. P. Witherow, President, National Association of Manufacturers, spoke before the Associated Equipment Distributors Convention held in Chicago on "Industry and World Reconstruction," 11:15-11:30 p.m.

JAN. 14: Basil O'Connor, President, National Foundation for Infantile Paralysis,

spoke on the opening of the annual fundraising drive in the fight against Infantile Paralysis, 10:30-10:45 p.m.

JAN. 16: Joseph C. Grew, former Ambassador to Tokyo, spoke at the annual luncheon of the Women's National Republican Club on "The Spirit of 1943," 2:30-3:00 p.m.

JAN. 19: Philip Murray, President of the C.I.O., broadcasting from Pittsburgh, discussed the general legislative program of the C.I.O., 10:30-10:45 p.m.

JAN. 21: Eric A. Johnstone, President, U. S. Chamber of Commerce, speaking from Washington, discussed "The Frontiers of the Future," 10:30-10:45 p.m.

JAN. 24: Miguel Prado, President of Peru, spoke from Lima on the first anniversary of the breaking of relations by Peru with the Axis, 1:30-1:45 p.m.

FEB. 2: Senator Elbert D. Thomas of Utah addressed the Citizens' Conference on International Economic Union in Washington on "World Economic Organization and the Peace," 10:30-10:45 p.m.

FEB. 4: Stringfellow Barr, President of St. John's College, discussed the incidence of war on the colleges, 6:30-6:45 p.m.

FEB. 4: Will Rogers, new Representative from California, spoke from Washington on the subject, "Should Congress Explore the Peace Terms?" 10:30-10:45 p.m.

FEB. 9: James F. Byrnes, Director, Office of Economic Stabilization, speaking from Washington, discussed "Next Steps Against Inflation," 10:00-10:30 p.m.

FEB. 11: Wendell L. Willkie, addressing the Lincoln Day celebration of the Women's Republican Club of Indianapolis, spoke on "Lincoln's Birthday," 10:30-10:45 p.m.

FEB. 15: Speaking from his office in the Treasury Department Building. Secretary of the Treasury Henry Morgenthau discussed the preparation of the 1942 Income Tax Returns, 6:15-6:30 p.m.

FEB. 16: Prentiss M. Brown, Director, Office of Price Administration, spoke from Washington on "Our Major Domestic Problem," 11:15-11:30 p.m.

FEB. 17: Mrs. William Kletzer, President, National Congress of Parents and Teachers, and Katharine F. Lenroot, Chief, U. S. Children's Bureau, speaking in connection with Founder's Day celebration of National Congress of Parents and Teachers in Washington, discussed the problems of children in the war. 3:15-3:30 p.m.

FEB. 18: Senator Charles O. Andrews of Florida spoke from Washington on "Why We are Fighting," 10:30-10:45 p.m.

FEB. 20: The Honorable Herbert C. Hoover, Dr. Rufus M. Jones of the American Friends Service Committee and Dr. Joseph R. Sizoo, Minister of the Collegiate Church of St. Nicholas, spoke on "Food for Europe's Children," 3:00-3:30 p.m.

FEB. 24: Dr. Everett R. Clinchy, President, National Conference of Christians and Jews, spoke in connection with the celebration of Brotherhood Week, 6:15-6:30 p.m.

MAR. 2: Madame Chiang Kai-shek, wife of

the Chinese Generalissimo, spoke at a meeting arranged by the Citizens' Committee to Welcome Madame Chiang, 10:00-10:30 p.m.

MAR. 4: Martin Dies, Representative from Texas, spoke from Washington on "The Work of the Dies Committee," 10:30-10:45 p.m.

MAR. 9: Mrs. Franklin D. Roosevelt, Honorary President of the Girl Scouts, spoke in connection with the thirty-first anniversary of the Girl Scouts, Inc., on "The Role of Volunteer Leadership and Youth in War-time," 10:30-10:45 p.m.

MAR. 11: Dr. Reinhold Niebuhr of the Union for Democratic Action broadcast "A Reply to Martin Dies," 10:30-10:45 p.m.

MAR. 15: Dr. Morris Fishbein, Editor, Journal of the American Medical Association, addressed the National Conference on the Need for Medical Planning for War and Post-War Medical Service, 3:15-3:30 p.m.

MAR. 15: Walter G. Andrews, Representative of New York, spoke from Washington on "Our War Effort," 6:15-6:30 p.m.

MAR. 16: Congressman Frank Carlson of Kansas spoke from Washington on "Pay-as-you-go" taxation being considered by Congress, 10:30-10:45 p.m.

MAR. 18: Speaking respectively from San Francisco and New York, Governors Warren of California and Edison of New Jersey addressed the Council of State Governors on "Post-War Reconstruction and Development in the States," 10:30-10:45 p.m.

MAR. 23: Clark M. Eichelberger, Director, Commission to Study the Organization of Peace, spoke on "The Search for Security," 10:30-10:45 p.m.

MAR. 25: Paul V. McNutt, Chairman, War Manpower Commission, speaking under the auspices of the American Association of School Administrators, discussed "Manpower and the Schools," 10:30-10:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • MAY

NEW AND SIGNIFICANT PROGRAMS

<p>CUDAHY PACKING COMPANY (325th Week on CBS) Something to Talk About <i>Starts May 24</i></p>	<p>Mon. thru Fri. 4:30-4:45 p.m. 14 CBS Stations ORIGINATES: WBBM</p>	<p>Delrich Margarine <i>Grant Advertising, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR CO. (108th Week on CBS) Kentucky Derby <i>May 1 only</i></p>	<p>Saturday 6:15-6:45 p.m. 122 CBS Stations ORIGINATES: LOUISVILLE</p>	<p>Safety Razors, Blades, and Shaving Cream <i>Maxon, Inc.</i></p>
<p>HOLLAND FURNACE COMPANY (4th Week on CBS) To be announced <i>Starts May 3</i></p>	<p>Mon., Wed., Fri. 9:45-10:00 a.m. 25 CBS Stations ORIGINATES: WBBM</p>	<p>Air-Conditioning and Heating Equipment <i>Roche, Williams & Cunningham, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY (548th Week on CBS) This Is the Army <i>Starts May 25</i></p>	<p>Tuesday 9:30-10:30 p.m. 117 CBS Stations ORIGINATES: KNX</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p>OWENS-ILLINOIS GLASS CO. Your Home Front Reporter <i>Starts May 10</i></p>	<p>Mon. thru Fri. 4:00-4:25 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>D'Arcy Advertising Company</i></p>
<p>PRINCE MATCHABELLI PERFUMERY, INC. (2nd Week on CBS) Stradavarii Orchestra <i>May 2 only</i></p>	<p>Sunday 4:15-4:30 p.m. 117 CBS Stations ORIGINATES: WABC</p>	<p>Prince Matchabelli Perfumes <i>Morse International, Inc.</i></p>
<p>SHEFFORD CHEESE CO., INC. Navy "E" Award <i>April 22 only</i></p>	<p>Thursday 4:00-4:30 p.m. 56 CBS Stations ORIGINATES: GREEN BAY, WISCONSIN</p>	<p>Institutional <i>Leo Burnett Co., Inc.</i></p>

CBS PROGRAM BOOK SUPPLEMENT • JUNE

NEW CBS SPONSORED PROGRAMS

<p>GENERAL ELECTRIC (66th Week on CBS) The World Today <i>Started May 31</i></p>	<p>Mon. thru Sat. 6:45-6:55 p.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Maxon, Inc.</i></p>
<p>PRINCE MATCHABELLI PERFUMERY, INC. (3rd Week on CBS) Stradivari Orchestra <i>May 16 only</i></p>	<p>Sunday 4:00-4:15 p.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Prince Matchabelli Perfumes <i>Morse International, Inc.</i></p>
<p>E. R. SQUIBB & SONS (151st Week on CBS) To be announced <i>Starts June 13</i></p>	<p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 Mid. 117 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>UNITED STATES RUBBER CO. (54th Week on CBS) New York Philharmonic- Symphony <i>Started May 23</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>
<h2>NEW CBS PACIFIC NETWORK PROGRAMS</h2>		
<p>BEN HUR PRODUCTS, INC. Hollywood Showcase <i>Started April 30</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>SIGNAL OIL COMPANY Signal's Question of the Week <i>Starts June 13</i></p>	<p>Sunday 4:30-5:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>DWIGHT-EDWARDS COMPANY World Today, and Chet Huntley <i>Commentary</i> <i>Starts April 12</i></p>	<p>Mon., Wed., Fri. 3:45-4:00 p.m. PWT ORIGINATES: WABC & KNX</p>	<p>Dwight-Edwards Coffee <i>McCann Erickson, Inc.</i></p>
<p>KAY JEWELRY COMPANY Bob Andersen <i>News</i> <i>Starts May 2</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Jewelry <i>Sidney Garfinkel</i> <i>Advertising Agency</i></p>

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<p><i>Page 5</i></p>	<p>CALIFORNIA FRUIT GROWERS EXCHANGE</p>	<p>Add broadcasts on Monday and Wednesday, effective May 3.</p>
<p><i>Page 10</i></p>	<p>LEVER BROTHERS COMPANY</p>	<p>Add repeat broadcast 12:30-1:00 a.m. to "Mayor of the Town" program.</p>
<p><i>Page 10</i></p>	<p>LIGGETT & MYERS TOBACCO COMPANY</p>	<p>Change origination to WABC.</p>
<p><i>Page 14</i></p>	<p>SCHENLEY IMPORT CORP.</p>	<p>Change program listing to "Schenley's Cresta Blanca Carnival," Morton Gould's Orchestra, and guest stars.</p>
<p><i>Page 14</i></p>	<p>SERVEL, INC.</p>	<p>Change program listing to "Fashions in Rations." Change origination to KNX and WTOP.</p>

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<p><i>Page 16</i></p>	<p>GENERAL CIGAR CO.</p>	<p>Cancel Wednesday broadcast, 9:30-9:45 p.m. PWT, after May 5. Change time to Tuesday, 9:45-10:00 p.m., starting May 11.</p>
<p><i>Page 16</i></p>	<p>MENTHOLATUM COMPANY</p>	<p>Cancel program after April 4.</p>

MONTHLY CONTRIBUTIONS - THE SPONSORED PROGRAMS

<i>Page 4</i>	B. T. BABBITT, INC.	Cancel program after May 14.
<i>Page 5</i>	BOWEY'S, INC.	Art Gilmore replaces Knox Manning as MC.
<i>Page 5</i>	CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Change origination to WABC.
<i>Page 6</i>	CHRYSLER CORPORATION	Increase number of stations to 119.
<i>Page 7</i>	ELGIN NATIONAL WATCH CO.	Cancel program after May 30.
<i>Page 7</i>	GENERAL ELECTRIC	Cancel "Frazier Hunt" after May 29.
<i>Page 7</i> <i>Page 8</i>	GENERAL FOODS CORPORATION	Cancel "Those We Love" after May 30. Change origination of "William L. Shirer," news, to BBC studios, London, England.
<i>Page 8</i>	GREAT ATLANTIC & PACIFIC TEA COMPANY	Cancel program after May 14.
<i>Page 10</i>	LIBERTY MAGAZINE	Cancel program after May 21.
<i>Page 13</i>	THE QUAKER OATS COMPANY	Change "Aunt Jemima" to "The Muffet Show."
<i>May Supplement</i>	HOLLAND FURNACE COMPANY	Program listing "Smilin' Ed McConnell."
<i>May Supplement</i>	LIGGETT & MYERS TOBACCO COMPANY	Cancel "This Is the Army."

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<i>Page 15</i>	J. A. FOLGER & COMPANY	Cancel program after May 29.
<i>Page 16</i>	GENERAL CIGAR CO.	Change time of Wednesday broadcast to Tuesday, 9:45-10:00 p.m. PWT. Change Tuesday program listing to: "Pacific Theater of War."
<i>Page 16</i>	GENERAL MILLS, INC.	Change origination of "Sam Hayes" to KQW.
<i>Page 17</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Add Saturday broadcast to "Harry W. Flannery," 5:30-5:45 p.m. PWT, starting June 5.

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BOY UNITED STATES WAR BONDS

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SUMMER, 1943

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PRINCE MATCHABELLI PERFUMERY:

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"Weeks on CBS"
as of July 1, 1943

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN TOBACCO COMPANY (374th Week on CBS) Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 118 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Foote, Cone & Belding</i>
ANACIN COMPANY (335th Week on CBS) Our Gal, Sunday Easy Aces <i>Serial Comedy-Drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 117 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 (91st Week on CBS) Armstrong's Theatre of Today <i>Drama</i>	Saturday 12 noon-12:30 p.m. 119 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rug <i>Batten, Barton, Durston & Osborn, Inc.</i>
P. BALLANTINE & SONS (17th Week on CBS) Three Ring Time with Guy Lombardo's Orchestra and Ogden Nash	Monday 10:30-11:00 p.m. 45 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale <i>J. Walter Thompson Co</i>
BALLARD & BALLARD CO. (22nd Week on CBS) Renfro Valley Folks <i>Hillbilly variety</i>	Tues. thru Fri. 8:15-8:30 a.m. 18 CBS stations ORIGINATES: WHPA	Ballard's Obelisk Flour <i>Henri, Hurst & McDonald, Inc.</i>
BAYER COMPANY (405th 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. 117 CBS stations ORIGINATES: WABC Thurs., Fri. 11:15-11:30 a.m. 49 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert</i>
BISODOL COMPANY (543rd Week on CBS) The Romance of Helen Trent <i>Serial drama</i>	Wed., Thurs., Fri. 12:30-12:45 p.m. 117 CBS stations ORIGINATES: WBBM	Bisodol <i>Blackett-Sample-Hummert</i>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

BOWEY'S, INC.*214th Week on CBS***Stars Over Hollywood**

Original drama with Art Gilmore, MC. and guest stars

Saturday

12:30-1:00 p.m.

16 CBS stations

ORIGINATES: KNX

Dart-Rich Products

*Sorensen & Company***CALIFORNIA FRUIT GROWERS EXCHANGE***217th 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***147th Week on CBS****The Jack Carson Show***Comedy, variety***Radio Reader's Digest**

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

Wednesday

9:30-10:00 p.m.

118 CBS stations

ORIGINATES: KNX

Sunday

9:00-9:30 p.m.

117 CBS stations

ORIGINATES: WABC

Campbell's Soups

Campbell's Tomato Juice

*Foote, Cone & Belding**Ward Wheelock**Company***CELANESE CORPORATION OF AMERICA***78th Week on CBS***Great Moments in Music**

with Jean Tennyson and guest stars

Musical program

Wednesday

10:00-10:30 p.m.

118 CBS stations

ORIGINATES: WABC

Celanese Products

*Young & Rubicam, Inc.***CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED***243rd Week on CBS***Dr. Christian**

with Jean Hersholt

Wednesday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

124 CBS stations

ORIGINATES: KNX

Vaseline Preparations

*McCann-Erickson, Inc.***CHEVROLET DEALERS***199th Week on CBS***John B. Kennedy***News Commentator*

Tues. and Thurs.

6:30-6:45 p.m.

Rebroadcast

10:45-11:00 p.m.

120 CBS stations

ORIGINATES: WABC

Institutional

*Campbell-Ewald Co.***CHRYSLER CORPORATION***182nd Week on CBS***Major Bowes' Amateurs**

Thursday

9:00-9:30 p.m.

124 CBS stations

ORIGINATES: WABC

Institutional

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COCA-COLA COMPANY <i>(202nd Week on CBS)</i> Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists <i>Music</i>	Sunday 4:30-5:00 p.m. 120 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising Company, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(390th Week on CBS)</i> * Judy Canova Show Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid. 12:25 a.m. 116 CBS stations ORIGINATES: KNX Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 116 CBS stations ORIGINATES: WABC	Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i> Palmolive Shave Cream <i>Ted Bates, Inc.</i>
CONTINENTAL BAKING CO., INC. <i>(443rd Week on CBS)</i> Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 45 CBS stations ORIGINATES: WBBM	Wonder Bread <i>Ted Bates, Inc.</i>
CONTINENTAL RADIO & TELEVISION CORP. <i>(39th Week on CBS)</i> World News Today <i>News</i>	Sunday 2:30-2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional <i>Cruttenden & Eger</i>
CORN PRODUCTS REFINING CO. <i>(352nd Week on CBS)</i> Stage Door Canteen <i>Variety</i>	Thursday 9:30-10:00 p.m. 53 CBS stations ORIGINATES: WABC	All Products <i>C. L. Miller Company</i>
* CUDAHY PACKING COMPANY <i>(331st Week on CBS)</i> * Something to Talk About <i>Talks</i>	Mon. thru Fri. 4:30-4:45 p.m. 14 CBS stations ORIGINATES: WBBM	Delrich Margarine <i>Grant Advertising, Inc.</i>
CURTISS CANDY COMPANY <i>(144th Week on CBS)</i> News with Warren Sweeney	Sat., Sun. 11:00-11:05 a.m. 114 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>

*Program or client not listed in Spring Program Book.

EMERSON DRUG COMPANY*(165th Week on CBS)***Vox Pop**with Parks Johnson and
Warren Hull*Interviews*

Monday

8:00-8:30 p.m.

118 CBS stations

ORIGINATES: ON TOUR

Bromo-Seltzer

*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.***(196th Week on CBS)***Take It or Leave It**

with Phil Baker

Quiz

Sunday

10:00-10:30 p.m.

118 CBS stations

ORIGINATES: WABC

Eversharp Pens and Pencils

*The Biow Company***GENERAL ELECTRIC***(70th Week on CBS)****The World Today***News*

Mon. thru Sat.

6:45-6:55 p.m.

112 CBS stations

ORIGINATES: WABC

Institutional

*Maxon, Inc.***GENERAL FOODS CORPORATION***(427th Week on CBS)***Kate Smith Hour**with Kate Smith, Ted Collins,
Jack Miller and his orchestra
and guest stars*Music, comedy and drama*

Summer Hiatus, June 25-Oct. 1

Friday

8:00-8:30 p.m.

*Rebroadcast**12:00 mid. 12:30 a.m.*

116 CBS stations

ORIGINATES: WABC

Jell-O

Jell-O Puddings

*Young & Rubicam, Inc.***The Adventures of the
Thin Man***Mystery*

Friday

8:30-8:55 p.m.

*Rebroadcast**12:30-12:55 a.m.*

117 CBS stations

ORIGINATES: WABC

Sanka, Post Toasties

*Benton & Bowles, Inc.***William L. Shirer***News*

Sunday

10:30-10:45 p.m.

116 CBS stations

ORIGINATES: BBC, LONDON

Grape Nuts, Grape Nuts
Flakes*Young & Rubicam, Inc.***Kate Smith Speaks**

Ted Collins with the News

Talks and news

Mon. thru Fri.

12 noon-12:15 p.m.

109 CBS stations

ORIGINATES: WABC

Swansdown Cake Flour
Calumet*Young & Rubicam, Inc.***Joyce Jordan, M.D.***Serial drama*

Mon. thru Fri.

2:15-2:30 p.m.

115 CBS stations

ORIGINATES: WABC

La France, Satina

Post's Raisin Bran

Young & Rubicam, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>GENERAL FOODS CORPORATION <i>Continued</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>We Love and Learn <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:00-2:15 p.m. 115 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Post Toasties Post Bran Flakes <i>Benton & Bowles, Inc.</i></p> <p>Grape Nuts Flakes Wheatmeal <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL MILLS, INC. <i>(175th Week on CBS)</i></p> <p>Kitty Foyle <i>Serial drama</i></p> <p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 43 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> <p>Bisquick <i>Knox Reeves Advertising, Inc.</i></p>
<p>B. F. GOODRICH CO. <i>(16th Week on CBS)</i></p> <p>Meaning of the News with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. <i>Rebroadcast</i> <i>Mon., Wed., Thurs.</i> 11:55-12 mid. <i>Tues., 12:25-12:30 a.m.</i> <i>Fri., 12:55-1:00 a.m.</i> 122 CBS stations ORIGINATES: WTOP</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>GULF OIL CORPORATION <i>(490th Week on CBS)</i></p> <p>We, the People, at War with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>*HOLLAND FURNACE COMPANY <i>(13th Week on CBS)</i></p> <p>*Smilin' Ed McConnell <i>Talks</i></p>	<p>Mon., Wed., Fri. 9:45-10:00 a.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Air-Conditioning and Heating Equipment <i>Roche, Williams & Cunyngnam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>(277th Week on CBS)</i></p> <p>Silver Theater <i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>

*Program or client not listed in Spring Program Book.

<p>IRONIZED YEAST CO., INC. (201st 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. 116 CBS stations ORIGINATES: KNX</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION (100th Week on CBS)</p> <p>Cecil Brown <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>JOHNSON & JOHNSON (117th Week on CBS)</p> <p>Edwin C. Hill The Human Side of the News</p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30 12:45 a.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (543rd 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. 117 CBS stations ORIGINATES: WBBM</p> <p>Wed., Thurs., Fri. 7:15-8:00 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Kolynos <i>Blackett-Sample-Hummert</i></p> <p>Kolynos Toothpaste</p>
<p>LADY ESTHER, LTD. (499th Week on CBS)</p> <p>Screen Guild Players <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 118 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 (413th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Summer Hiatus, July 12-Sept. 13</p> <p>Burns and Allen <i>Comedy</i> Summer Hiatus, June 29-Aug. 31</p> <p>Mayor of the Town with Lionel Barrymore <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 118 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Tuesday 9:00-9:30 p.m. 117 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 120 CBS stations ORIGINATES: KNX</p>	<p>Lux Toilet Soap, Lux Flakes <i>J. Walter Thompson Company</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>LEVER BROTHERS COMPANY <i>Continued</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></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. 70 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>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>
<p>LEWIS-HOWE COMPANY <i>(56th Week on CBS)</i></p> <p>Crumit and Sanderson <i>Quiz</i></p>	<p>Saturday 8:00-8:30 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Tums <i>Roche, Williams & Cunyningham, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY <i>(557th Week on CBS)</i></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. 119 CBS stations ORIGINATES: KNX</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p>LOCKHEED AIRCRAFT CORP <i>(34th Week on CBS)</i></p> <p>Ceiling Unlimited <i>Aviation dramas</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Foote, Cone & Belding</i></p>
<p>P. LORILLARD COMPANY <i>(288th Week on CBS)</i></p> <p>Sammy Kaye and his orchestra <i>Popular music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p>*OWENS-ILLINOIS GLASS CO. <i>(8th Week on CBS)</i></p> <p>*Your Home Front Reporter with Fletcher Wiley, Frank Parker, Eleanor Steber and David Broekman's orchestra</p>	<p>Mon. thru Fri. 4:00-4:25 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>D'Arcy Advertising Company</i></p>

*Program or client not listed in Spring Program Book.

<p>PABST SALES CO. (14th Week on CBS)</p> <p>Blue Ribbon Town with Groucho Marx, Virginia O'Brien, Donald Dickson and Robert Armbruster's Orchestra <i>Comedy variety</i></p>	<p>Saturday 10:15-10:45 p.m. 107 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i></p>
<p>PACIFIC COAST BORAX CO. (104th 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. (53rd Week on CBS)</p> <p>*Ned Calmer and the News</p>	<p>Sat., Sun. 8:55-9:00 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co.</i></p>
<p>PET MILK SALES CORPORATION (502nd 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. 63 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>PHILCO CORPORATION (372nd 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. 123 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p>
<p>CHARLES H. PHILLIPS CHEMICAL CO. (294th Week on CBS)</p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 10:30-10:45 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste & Toothpowder <i>Blackett-Sample-Hummert</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (360th Week on CBS)</p> <p>Crime Doctor <i>Mystery drama</i></p>	<p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PHILIP MORRIS & COMPANY, LTD. <i>Continued</i></p> <p>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. 116 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>
<p>PRINCE MATCHABELLI PERFUMERY <i>(4th Week on CBS)</i></p> <p>Stradivari Orchestra <i>Music (June 20 only)</i></p>	<p>Sunday 2:00-2:30 p.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Prince Matchabelli Perfume <i>Morse International, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(453rd Week on CBS)</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>I Love A Mystery <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. 56 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 65 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 57 CBS 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. 40 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 2:45-3:00 p.m. ORIGINATES: WBBM</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap Oxydol <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample- Hummert</i></p> <p>Ivory Flakes, Crisco <i>Compton Advertising, Inc.</i></p> <p>Camay, Ivory Flakes <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(213th Week on CBS)</i></p> <p>Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and chorus</p>	<p>Sunday 5:00-5:45 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>

<p>THE QUAKER OATS COMPANY (84th Week on CBS)</p> <p>That Brewster Boy <i>Comedy drama</i></p> <p>†The Muffet Show <i>Music</i></p>	<p>Friday 9:30-10:00 p.m. 117 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 & Ryan, Inc.</i></p> <p>Muffets <i>Sherman K. Ellis Co., Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY (530th Week on CBS)</p> <p>Blondie The domestic adventures of the Bumsteads <i>Comedy</i></p> <p>Camel Comedy Caravan Summer Hiatus, July 2-Oct. 8</p> <p>Thanks to the Yanks with Bob Hawk <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 118 CBS stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 117 CBS stations ORIGINATES: KNX</p> <p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>ROMA WINE CO., INC. (17th Week on CBS)</p> <p>†Roma Show with Charles Ruggles, Mary Astor and Mischa Auer <i>Comedy variety</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 89 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>McCann-Erickson, Inc.</i></p>
<p>SCHENLEY IMPORT CORP. (13th Week on CBS)</p> <p>Schenley's Cresta Blanca Carnival Morton Gould's Orchestra, and Guest Stars <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wine <i>William H. Weintraub & Company, Inc.</i></p>
<p>SCHUTTER CANDY COMPANY (25th Week on CBS)</p> <p>Col. Stoopnagle's Stooparoos</p>	<p>Sunday 1:45-2:00 p.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Candies <i>Roche Williams & Cunnyngham, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>SERVEL, INC. (26th Week on CBS)</p> <p>Fashions in Rations with Billie Burke <i>Household Advice</i></p>	<p>Saturday 11:30 a.m.—12 Noon 74 CBS stations ORIGINATES: KNX AND WTOP</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>SOUTHERN COTTON OIL CO. (38th Week on CBS)</p> <p>The Singing Sweethearts Frank Crumit and Julia Sanderson <i>Songs</i></p>	<p>Mon. thru Fri. 3:00—3:15 p.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>
<p>E. R. SQUIBB & SONS (156th Week on CBS)</p> <p>*Calling America with Bob Trout, Walter Cassell and Victor Bay's Orchestra</p>	<p>Sunday 8:00—8:30 p.m. <i>Rebroadcast</i> 11:30—12:00 mid. 120 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (318th Week on CBS)</p> <p>Texaco Star Theatre James Melton, Joan Roberts, and Al Goodman's Orchestra</p>	<p>Sunday 9:30—10:00 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>*UNITED STATES RUBBER CO. (58th Week on CBS)</p> <p>*New York Philharmonic- Symphony <i>Music</i></p>	<p>Sunday 3:00—4:30 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co., Inc., Eastern Division</i></p>
<p>U. S. TOBACCO COMPANY (422nd Week on CBS)</p> <p>Gay Nineties Revue 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>R. L. WATKINS CO. (48th Week on CBS)</p> <p>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. 40 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues. 10:30—10:45 a.m. 40 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>

*Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE WELCH GRAPE JUICE CO. <i>(56th Week on CBS)</i> Dear John with Irene Rich <i>Drama</i>	Sunday 5:45-6:00 p.m. 66 CBS stations ORIGINATES: KNX	Welch Products <i>H. W. Kastor & Sons Advertising Co., Inc.</i>
W.M. WRIGLEY, JR., COMPANY <i>(576th Week on CBS)</i> Sergeant Gene Autry <i>Air Corps dramatic series</i> The First Line <i>Drama</i> Keep the Home Fires Burning <i>Musical series</i>	Sunday 6:30-7:00 p.m. 116 CBS stations ORIGINATES: ARMY AIR FIELDS Thursday 10:00-10:30 p.m. 116 CBS stations ORIGINATES: WBBM Mon. thru Fri. 5:15-6:00 p.m. 116 CBS stations ORIGINATES: WBBM	Doublemint Gum <i>J. Walter Thompson Company</i> Spearmint Gum <i>Arthur Meyerhoff & Co.</i>
*BEN HUR PRODUCTS, INC. <i>(9th Week on CBS)</i> *Hollywood Showcase <i>Variety</i>	Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Coffee <i>Barton A. Stebbins</i>
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION <i>(68th Week on CBS)</i> Dick Joy and the News <i>News analyst</i>	Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots <i>Long Advertising Service</i>
CHEMICALS, INC. <i>(23rd Week on CBS)</i> Deane Dickason	Sunday 9:15-9:30 p.m. PWT ORIGINATES: KQW	Vano Household Chemical <i>Garfield & Guild</i>
COLONIAL DAMES, INC. <i>(186th Week on CBS)</i> Dick Joy <i>News</i>	Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX	Cosmetics <i>Glasser, Gailey & Co.</i>
*DWIGHT-EDWARDS COMPANY <i>(112th Week on CBS)</i> *Chet Huntley <i>News analyst</i>	Mon. thru Fri. 3:55-4:00 p.m. PWT ORIGINATES: KNX	Dwight-Edwards Coffee <i>McCann Erickson, Inc.</i>

COLUMBIA
PACIFIC
NETWORK

**COLUMBIA
PACIFIC
NETWORK**
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. <i>(475th Week on CBS)</i> Sam Hayes <i>News</i> Nelson Pringle <i>News analyst</i>	Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KQW	Drifted Snow Flour <i>Knox Reeves Advertising, Inc.</i>
+LAMONT, CORLISS & COMPANY *Eleanore King <i>Beauty talks</i> Starts July 4	Sunday 9:00-9:15 p.m. PWT ORIGINATES: KNX	Pond's Cold Cream <i>J. Walter Thompson Co.</i>
LOS ANGELES SOAP COMPANY <i>(195th Week on CBS)</i> Bob Andersen <i>News</i>	Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i>
MANHATTAN SOAP CO. <i>(124th Week on CBS)</i> Dick Joy <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i>
McKESSON & ROBBINS, INC. <i>(152nd Week on CBS)</i> William Winter <i>News analyst</i>	Tues., Thurs., Sat. 12:30-12:45 p.m. PWT ORIGINATES: KQW	Bexel <i>J. D. Tarcher & Co.</i>
THE MENNEN COMPANY <i>(164th Week on CBS)</i> Dick Joy <i>News</i>	Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i>
PETER PAUL INC. <i>(142nd Week on CBS)</i> Truman Bradley <i>News</i> Bob Andersen <i>News</i>	Mon., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX Wednesday 5:45-5:55 p.m. PWT ORIGINATES: KNX	Candy Bars <i>Brisacher, Davis & Staff</i>

*Program or client not listed in Spring Program Book.

<p>PLANTERS NUT AND CHOCOLATE COMPANY (140th Week on CBS)</p> <p>William Winter <i>News analyst</i></p> <p>Harry W. Flannery <i>News analyst</i></p>	<p>Mon., Wed., Fri. 12:30-12:45 p.m. PWT Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p> <p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Peanut Oil, Salted Peanuts <i>Raymond R. Morgan Co.</i></p>
<p>PLOUGH, INC. (39th Week on CBS)</p> <p>Don't You Believe It with Ken Niles</p>	<p>Saturday 9:45-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>St. Joseph's Aspirin Penetro Products <i>Lake-Spiro-Shurman, Inc.</i></p>
<p>* SIGNAL OIL COMPANY (3rd Week on CBS)</p> <p>* Signal's Question of the Week</p>	<p>Sunday 4:30-5:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins</i></p>
<p>SOIL OFF MANUFACTURING COMPANY (126th 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>
<p>* SPRECKELS SUGAR COMPANY (2nd Week on CBS)</p> <p>* I Was There <i>Real life experiences</i></p>	<p>Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Honeydew Brand Sugar <i>J. Walter Thompson Co.</i></p>
<p>BEKINS VAN AND STORAGE CO. (93rd 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>
<p>* KAY JEWELRY COMPANY (9th Week on CBS)</p> <p>* Bob Andersen <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Jewelry <i>Garfield & Guild</i></p>
<p>THE PROCTER & GAMBLE CO. (453rd Week on CBS)</p> <p>Truman Bradley <i>News</i></p>	<p>Mon., Wed., Fri. 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>Dash <i>Pedlar & Ryan, Inc.</i></p>

**COLUMBIA
CALIFORNIA
NETWORK**

* Program or client not listed in Spring 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:

NEWS BROADCASTS	Page 19
WAR PROGRAMS	Page 19
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LIGHT MUSIC	Page 22
DRAMATIC SERIES	Page 23
LIGHT ENTERTAINMENT	Page 24
EDUCATIONAL PROGRAMS	Page 25
RELIGIOUS BROADCASTS	Page 27
CBS SHORT WAVE BROADCASTS	Page 27
SPECIAL BROADCASTS: SPRING	Page 28

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

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 and Charles Collingwood report from London; John Daly from Algiers; William Moorad and William J. Dunn from Australia; Webley Edwards from Honolulu; James Stewart from Chungking; Bill Downs from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Winston Burdett and Farnsworth Fowle from Cairo; Herbert Clark from Buenos Aires; John Adams from Rio de Janeiro; James Fleming from Ankara; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Ned Calmer and Doug Edwards from New York; Eric Sevareid, Leigh White, Albert Leitch, John Purcell, Robert Lewis and William Costello from Washington.

News Summaries

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

MONDAY THRU FRIDAY

12:55 a.m.

MONDAY THRU SATURDAY

1:30 p.m.

EACH SUNDAY

News Analyses

11:10-11:15 p.m., MONDAY, Eric Sevareid; TUESDAY AND THURSDAY, Quincy Howe; WEDNESDAY AND FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot; SUNDAY, Everett Holles.

6:55 p.m. SATURDAY, Bob Trout.

1:30 p.m. SUNDAY, Edward R. Murrow.

(See also sponsored news programs.)

Calling Pan-America

1:30-5:00 p.m.

EACH SATURDAY

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.

WAR PROGRAMS**"Chips" Davis, Commando**

7:00-7:30 p.m.

EACH SUNDAY

Weekly dramatizations of adventures of the Commandos, based on fact; a thrilling program of desperate and realistic heroism.

**WAR
PROGRAMS**

Continued

PROGRAM AND TIME	DESCRIPTION
<p>E.O.B. Detroit 3:30-4:00 p.m. EACH SATURDAY</p>	<p>From Detroit, arsenal of America, CBS brings reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.</p>
<p>God's Country 11:00-11:15 a.m. EACH MONDAY</p>	<p>In this program, selected by the BBC for rebroadcast in England, Milton Bacon, a great story teller, brings to life the legends and lost heroes of obscure American towns. The favorite folk songs of each region are sung by the Cross-Roads Troubadours quartet.</p>
<p>Green Valley, U.S.A. 3:45-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>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.</p>
<p>The Man Behind the Gun 7:00-7:30 p.m. Rebroadcast 9:00-9:30 p.m. EACH SATURDAY</p>	<p>In March 1943 this program received the George Foster Peabody Radio Award for "outstanding entertainment in drama." Each week's dramatization gives a vivid account of the experiences of men in America's fighting forces.</p>
<p>Red Cross Reporter 9:15-9:30 a.m. EACH SATURDAY</p>	<p>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.</p>
<p>Report from London 4:00-4:15 p.m. EACH SATURDAY</p>	<p>CBS correspondents in London report the human interest stories of a people only 20 minutes by air from the enemy.</p>
<p>Report to the Nation 9:00-9:30 p.m. EACH TUESDAY</p>	<p>This program presents a review and summary of the most vital news of the week and dramatizes it for the American civilian and the American in the armed forces.</p>
<p>Spirit of '43 2:30-3:00 p.m. EACH SATURDAY</p>	<p>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.</p>

WAR
PROGRAMS**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 help the English and the Americans better to understand each other.

Youth on Parade10:00-10:30 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.

Invitation to Music11:30-12 midnight
EACH TUESDAY

A weekly half-hour presenting great music at a time not generally available for serious works. The broadcasts of July 6 and July 13 feature Eileen Farrell, one of America's truly great sopranos, in songs and operatic arias. On July 20 Alexander Kipnis, famed baritone of the Metropolitan Opera, performs scenes from Moussorgsky's *Boris Godounoff*. Eminent soloists make later appearances. Each soloist is accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.

SERIOUS
MUSIC**Egon Petri**11:05-11:30 a.m.
EACH SUNDAY

This distinguished Dutch pianist, a favorite of Columbia listeners, is presented in a series of Sunday recitals, the broadcasts originating at Cornell University, Ithaca, New York.

E. Power Biggs, Organist9:15-9:45 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. 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

**Eileen Farrell and the
Columbia Concert Orchestra**

11:30-12 midnight
EACH THURSDAY

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

**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 728th network broadcast on June 27. 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.

**St. Louis Municipal
Opera Company**

2:00-2:30 p.m.
EACH SUNDAY

This municipal opera, which this year celebrates its 25th anniversary, presents excerpts from the world's best-loved operettas in a series of Sunday programs.

**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.

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.

The Three Sisters

6:15-6:30 p.m.
EACH THURSDAY

These real sisters, Beatrice, Geraldine and Margie Ross, specialize in modern interpretations of rhythm-songs and ballads. Their harmony is augmented by an instrumental group under the direction of Paul Baron.

Sing Along

9:45-10:00 a.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.

**LIGHT
MUSIC**

**Olga Coelho and
El Charro Gil Trio**
11:15-11:30 p.m.
EACH SUNDAY

This brilliant concert soprano specializes in Brazilian folk songs, familiar and unfamiliar; voodoo chants; songs of the Argentine and of Chile. The Trio furnishes instrumental and vocal accompaniment.

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

Accompanied by Paul Baron's Orchestra, the magnetic Miss Sullavan is heard three times a week in a program of popular songs and music.

Johnny Gart Trio
3:30-3:45 p.m.
MONDAY THRU FRIDAY

This unusual musical program presents popular songs of the past, with Johnny Gart, organist, Verlye Mills, harpist, and Buddy Sheppard, violinist.

Golden Gate Quartet
SUNDAY THRU FRIDAY

An exceptionally fine male quartet of Negro singers, who have been harmonizing together since their grammar school days in Norfolk, Virginia.

**DRAMATIC
SERIES**

Corliss Archer
8:00-8:30 p.m.
EACH FRIDAY

Here is a delightful serial comedy about Corliss Archer, 15-year-old typical high school girl. She is complemented by understanding parents and a host of recognizable young people. The program provides entertainment for the whole family.

**Flashgun Casey —
Press Photographer**
11:30-12:00 p.m.
EACH WEDNESDAY
(Starts July 7)

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

Let's Pretend
11:05-11:30 a.m.
EACH SATURDAY

This series of dramatizations of children's stories has given new life to the beloved fairy tales of all literatures. The program has consistently earned the highest awards and honors during its long career under writer-producer-director Nila Mack. Delighting its younger listeners, it has also won the unqualified endorsement of parents and educators.

**DRAMATIC
SERIES***Continued***Suspense**

10:00-10:30 p.m.

EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of suspense. Outstanding guest stars fill the cast each week.

Mother and Dad

5:15-5:30 p.m.

MONDAY THRU 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.

Joe and Ethel Turp

3:15-3:30 p.m.

MONDAY THRU FRIDAY

Damon Runyon's familiar and fantastic American couple, Joe and Ethel Turp, now bring their domestic blunderings and bickerings to a wide audience each weekday afternoon. The series retains the full zest of Runyon's popular characterizations.

This Life is Mine

9:30-9:45 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****Are You a Genius?**

5:30-5:45 p.m.

MONDAY THRU FRIDAY

This is a novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell acts as master of ceremonies and Fred Feibel at the organ provides musical interludes between questions.

Broadway Bandbox

11:30-12:00 mid. FRIDAY

TIME CHANGES JULY 19 TO

9:30-10:00 p.m. MONDAY

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.

Madeleine Carroll Reads

5:00-5:15 p.m.

MONDAY THRU FRIDAY

Every afternoon Madeleine Carroll gives brilliant voice to a new chapter of one of the great novels. Miss Carroll dramatically vitalizes the printed page and reaches out to a wide audience who enjoy taking their literature aurally.

LIGHT
ENTERTAIN-
MENT**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. The program gives an authoritative commentary on sports from table tennis to water polo.

Romance

9:00-9:30 p.m.

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.

95 Minutes from Broadway

12:05-12:30 a.m.

EACH MONDAY

Columbia's swiftly paced variety program originates each week at station WCAU, Philadelphia. Powers Gouraud, the Jericho Quintet and Johnny Warrington's Orchestra appear on this distinctly original show.

**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. LICE
STRINGFELLOW HARR	SPENCER MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROHDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT L. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
JOSEPH H. WILLIAMS	

EDUCATIONAL
PROGRAMS**The American
School of the Air**

9:15-9:45 a.m.

Rebroadcast

3:30-4:00 p.m.

MONDAY THRU FRIDAY

Resumes October 11

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

**EDUCATIONAL
PROGRAMS**

Continued

<p>Invitation to Learning 11:30-12 noon EACH SUNDAY</p>	<p>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.</p>
<p>The People's Platform 6:15-6:45 p.m. EACH SATURDAY</p>	<p>Now completing its fifth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests and draws them into an informal discussion of current and post-war problems.</p>
<p>Of Men and Books 3:00-3:30 p.m. EACH SATURDAY</p>	<p>Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.</p>
<p>Adventures in Science 1:30-1:45 p.m. EACH SATURDAY</p>	<p>Watson Davis, director of Science Service, Inc., reports on what's new in science and interviews prominent scientists.</p>
<p>Columbia's Country Journal 1:00-1:30 p.m. EACH SATURDAY</p>	<p>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.</p>
<p>The Garden Gate 9:30-10:00 a.m. EACH SATURDAY</p>	<p>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.</p>
<p>Highways to Health 1:45-2:00 p.m. EACH SATURDAY</p>	<p>A series of instructive medical talks, arranged by the New York Academy of Medicine, with each subject treated by a specialist.</p>

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.

**RELIGIOUS
BROADCASTS****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.

**News and News Features
Beamed Overseas**

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

ARABIC

TURKISH

PERSIAN

GREEK

News in 12 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.

**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. 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: SPRING

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

APRIL 1: Dr. Alexander Loudon, Ambassador for Her Majesty, Queen Wilhelmina of the Netherlands, discussed the war effort of the Dutch people throughout the world, 10:30-10:45 p.m.

APRIL 6: Representative James W. Wadsworth, of New York, and Senator Edwin C. Johnson, of Colorado, spoke from Washington, D. C., on "Labor Conscription," 10:30-10:45 p.m.

APRIL 7: Under the auspices of the National Council of Women of the United States, Mrs. Harold V. Milligan spoke on "What Women Demand of a Post-War World," 5:15-5:30 p.m.

APRIL 13: Representative Frank Carlson, of Kansas, Representative John P. Newsome, of Alabama, and Representative Edward Hebert, of Louisiana, speaking from Washington, discussed a compromise pay-as-you-go tax plan, 10:30-10:45 p.m.

APRIL 15: Grant Taggart, President, National Association of Life Underwriters, spoke from Seattle, Washington in connection with the 2nd War Loan Drive, 10:30-10:45 p.m.

APRIL 15: Dr. Herbert V. Evatt, Attorney General and Minister for External Affairs in the Australian Government, speaking from Washington, D. C., discussed "The Pacific Situation," 6:15-6:30 p.m.

APRIL 21: Wendell L. Willkie spoke from Freedom House in New York City, and the Right Honorable Herbert Morrison, British Minister of Home Security and member of the British Inner War Cabinet, from London, England, in connection with the exhibit at Freedom House on the "London Blitz," 4:15-4:30 p.m.

APRIL 21: William Robbins, Assistant to Secretary of the Treasury Henry Morgenthau, Jr., and Director of the Sale of Government Securities, spoke from Washington, D. C., in connection with the 2nd War Loan Drive. His subject: "The Job Isn't Finished Yet," 6:15-6:30 p.m.

APRIL 27: Paul V. McNutt, Chairman, War Manpower Commission, reported on the progress of manpower utilization in connection with the 31st Annual Meeting and War Council of the Chamber of Commerce of the United States of America, 4:15-4:30 p.m.

APRIL 28: James Lawrence Fly, Chairman, Federal Communications Commission, discussed radio's support of the war effort, in

connection with the Radio War Conference of the National Association of Broadcasters, 3:15-3:30 p.m.

MAY 3: Speaking from Washington, D.C., Jan Ciechanowski, Polish Ambassador to Washington, Representative John McCormack of Massachusetts, Representative Joseph Martin of Massachusetts, and Representative B. J. Monkiewicz of Connecticut, commemorated the anniversary of Polish Constitution Day, 3:15-3:30 p.m.

MAY 3: Senator Tom Connally, of Texas, and Senator John A. Danaher, of Connecticut, debated "The Question of Anti-Strike Legislation," 10:30-10:45 p.m.

MAY 6: Secretary of the Treasury Henry Morgenthau, Jr. spoke from Washington, D. C., in praise of the public's cooperation during the 2nd War Loan Drive, 10:30-10:45 p.m.

MAY 12: Mrs. Franklin D. Roosevelt spoke from Carnegie Hall, New York City, in connection with the convention of the Textile Workers Union of America on "Labor's Role in the War Effort." 3:15-3:30 p.m.

MAY 13: Under the auspices of World Peaceways, Inc., Representative Will Rogers, Jr., of California, discussed "Is Congress Side-Tracking A Lasting Peace?", 10:30-10:45 p.m.

MAY 16: Vice-President Henry A. Wallace spoke from Central Park in connection with New York City's third annual observance of "I Am An American Day," 4:15-4:30 p.m.

MAY 20: Vernon Bartlett, Member of British Parliament, spoke on current developments and the post-war world from New York City, 10:30-10:45 p.m.

MAY 22: Dr. Eduard Benes, President of Czechoslovakia, in his first American broadcast, addressed the Chicago Council for Foreign Relations on "The Future of the Small Nations of Europe," 3:00-3:30 p.m.

MAY 25: Representative John W. Flanagan, Jr., of Virginia, and Representative J. W. Fulbright, of Arkansas, broadcasting from Washington, D. C., discussed "The Labor Situation And Legislation," 10:30-10:45 p.m.

MAY 29: Paul H. Appleby, Assistant Secretary of Agriculture and Chief Technical Advisor to the United Nations Conference on Food and Agriculture, reported on the Conference from Hot Springs, Virginia, 10:45-11:00 p.m.

JUNE 8: Herbert C. Hoover, former President of the United States, spoke before a dinner meeting at the American Farm Bureau Federation's convention in New York City, discussing the current food situation, 9:30-10:00 p.m.

JUNE 8: Dr. James E. Paullin, President-Elect of the American Medical Association, spoke from Chicago on "American Medicine Goes to War." 4:45-5:00 p.m.

JUNE 10: Dr. Fred H. Albee, Colonel, M.R.C., U. S. A., International President, International College of Surgeons, discussed "Advances in Surgery in This Present Global War," 3:30-3:45 p.m.

JUNE 10: John L. Sullivan, Assistant Secretary, Department of the Treasury, discussed the new pay-as-you-go tax law from Washington, D. C., 10:30-10:45 p.m.

JUNE 12: William Green addressed a meeting of the American Labor Conference on International Affairs on "American Labor in World Affairs," 2:05-2:30 p.m.

JUNE 22: Dr. Charles L. Fox, Jr., Department of Bacteriology, College of Physicians and Surgeons, Columbia University, discussed "New Developments in Treatment of War Wounds and Burns" in connection with the Wartime Conference of the Special Libraries Association, 4:45-5:00 p.m.

CBS PROGRAM BOOK SUPPLEMENT • AUGUST

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NEW CBS SPONSORED PROGRAMS 20 ROCKEFELLER PLAZA, NEW YORK, N. Y.

<p>ELECTRIC COMPANIES ADVERTISING PROGRAM Report to the Nation <i>Started July 27</i></p>	<p>Tuesday 9:30–10:00 p.m. 124 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>N. W. Ayer & Son, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR CO. <i>(109th Week on CBS)</i> All-Star Baseball Game <i>July 13 only</i></p>	<p>Tuesday 8:55–11:15 p.m. 128 CBS stations 21 CBC stations ORIGINATES: SHIBE PARK, PHILADELPHIA, PA.</p>	<p>Blades and Shaving Cream, and Institutional <i>Maxon, Inc.</i></p>
<p>SCHUTTER CANDY COMPANY <i>(29th Week on CBS)</i> The Coronet Little Show <i>Started July 11</i></p>	<p>Sunday 1:45–2:00 p.m. 41 CBS stations ORIGINATES: WBBM</p>	<p>Candies <i>Schwimmer & Scott</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>KELITE PRODUCTS, INC. <i>(4th Week on CBS)</i> Agent V with Frank Graham <i>Started July 4</i></p>	<p>Sunday 7:45–8:00 p.m. PWT ORIGINATES: KNX</p>	<p>Kenu Cleansing Powder <i>Little & Company</i></p>
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MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 5</p>	<p>CALIFORNIA FRUIT GROWERS EXCHANGE</p>	<p>Cancel program after July 30.</p>
<p>Page 5</p>	<p>CAMPBELL SOUP COMPANY</p>	<p>Change number of stations for "The Jack Carson Show" to 116. Change orchestra listing for "Radio Reader's Digest" to Don Bryan's orchestra.</p>

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CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER

NEW CBS SPONSORED PROGRAMS

<p>AMERICAN OIL COMPANY (202nd Week on CBS) CBS World News <i>Started August 19</i> Edward R. Murrow <i>Started August 22</i></p>	<p>Thursday 6:00-6:15 p.m. 55 CBS stations ORIGINATES: WABC Sunday 1:30-1:45 p.m. 55 CBS stations ORIGINATES: BBC, LONDON</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p>CAMPANA SALES CO. (174th Week on CBS) Campana Serenade <i>Starts September 4</i></p>	<p>Saturday 1:00-1:25 p.m. 117 CBS stations ORIGINATES: KNX</p>	<p>Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up <i>Wallace-Ferry-Hanly Co.</i></p>
<p>ELGIN NATIONAL WATCH CO. (33rd Week on CBS) The Man Behind the Gun <i>Starts September 4</i></p>	<p>Saturday 7:00-7:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>UNION OIL COMPANY (100th Week on CBS) Point Sublime <i>Started August 1</i></p>	<p>Sunday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Foote, Cone & Belding</i></p>
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NOTICE OF CANCELS - CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p>BALLARD & BALLARD CO.</p>	<p>Change time, effective September 1, to: Wed. and Thurs., 8:15-8:30 a.m., Fri., 8:15-8:45 a.m., Sun., 9:00-9:30 a.m.</p>
<p>Page 5</p>	<p>CHEVROLET DEALERS</p>	<p>Cancel program after August 12.</p>

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

<i>Page 7</i>	GENERAL FOODS CORPORATION	Change origination of "William L. Shirer," news, to WABC. Change product listing for "Kate Smith Speaks" to Grape Nuts and Grape Nuts Flakes. Total number of stations now 117.
<i>Page 8</i>	HOLLAND FURNACE COMPANY	Cancel program after July 30.
<i>Page 8</i>	INTERNATIONAL SILVER COMPANY	Change origination to KNX.
<i>Page 9</i>	JOHNS-MANVILLE CORPORATION	Bob Trout replaced Cecil Brown July 12 thru July 30.
<i>Page 10</i>	LOCKHEED AIRCRAFT CORP.	Change program listing to "James Hilton, Author." Time changes to Sunday, 2:00-2:30 p.m., effective Aug. 8.
<i>Page 10</i>	OWENS-ILLINOIS GLASS CO.	Change origination to KNX.
<i>Page 13</i>	R. J. REYNOLDS TOBACCO COMPANY	Change time of "Thanks to the Yanks" to Friday, 10:00-10:30 p.m., effective July 9.
<i>Page 13</i>	SCHUTTER CANDY COMPANY	Cancel "Colonel Stoopnagle's Stooparoos" after July 4.
<i>Page 14</i>	TEXAS COMPANY	Change program listing to "Texaco Summer Theater."
<i>Page 15</i>	WM. WRIGLEY, JR., COMPANY	Change program listing of "Keep the Home Fires Burning" to "American Women."

MONTHLY CORRECTIONS - KQZ SPONSORED PROGRAMS (continued)

<i>Page 6</i>	COLGATE-PALMOLIVE-PEET COMPANY	"Inner Sanctum" replaces "Hobby Lobby," effective September 4.
<i>Page 8</i>	B. F. GOODRICH CO.	Bob Trout replaced Joseph C. Harsch August 16 thru August 27.
<i>Page 9</i>	KOLYNOS COMPANY	Change product listing for "The Romance of Helen Trent" to Benefax and Bi-So-Dol.
<i>Page 10</i>	LOCKHEED AIRCRAFT CORP.	Change program listing to "America - Ceiling Unlimited."
<i>Page 11</i>	CHARLES H. PHILLIPS CHEMICAL CO.	Change days of broadcast to Mon. thru Fri.
<i>Page 14</i>	SERVEL, INC.	Change origination to WABC and WTOP.
<i>Page 14</i>	R. L. WATKINS CO.	Cancel "Amanda of Honeymoon Hill."
<i>Page 15</i>	WM. WRIGLEY, JR., COMPANY	Change "Sergeant Gene Autry" program listing to "America in the Air," originating at WBBM.

MONTHLY CORRECTIONS - KQZ PACIFIC NETWORK PROGRAMS

<i>Page 16</i>	MANHATTAN SOAP CO.	Change program listing to "News."
<i>Page 16</i>	THE MENNEN COMPANY	Change program listing to "News."

MINUTE CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 15</i>	BEN HUR PRODUCTS, INC.	Program should be listed under Columbia California Network.
<i>Page 15</i>	CHEMICALS, INC.	Change time to Monday, 8:15-8:30 p.m. PWT, effective August 9.
<i>Page 17</i>	SPRECKELS SUGAR COMPANY	Change sponsor to WESTERN SUGAR REFINERY and product to Sea Island Sugar.
<i>Page 17</i>	THE PROCTER & GAMBLE CO.	Cancel program after June 30.

CBS Program Book
Supplement for September
to be tipped in here

*CBS Program Book
Supplement for September
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**CBS Program Book
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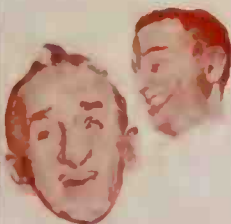
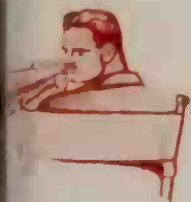
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FALL 1943

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485 Madison Avenue, New York 22, N. Y.

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>*AMERICAN OIL COMPANY (208th Week on CBS)</p> <p>*CBS World News <i>News</i></p> <p>*Edward R. Murrow <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>AMERICAN TOBACCO COMPANY (387th Week on CBS)</p> <p>Your Hit Parade 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 & Belding</i></p>
<p>ANACIN COMPANY (348th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p> <p>Easy Aces <i>Serial Comedy-Drama</i></p> <p>The Romance of Helen Trent <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>ARMSTRONG CORK COMPANY (104th Week on CBS)</p> <p>Armstrong's Theater of Today <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, Dursin & Osborn, Inc.</i></p>
<p>P. BALLANTINE & SONS (30th Week on CBS)</p> <p>Three Ring Time 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 & Ale <i>J. Walter Thompson Co.</i></p>
<p>BALLARD & BALLARD CO. (35th Week on CBS)</p> <p>Renfro Valley Folks <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 & McDonald, Inc.</i></p>

* Program or client not listed in Summer Program Book.

<p>BAYER COMPANY (418th Week on CBS)</p> <p>American Melody Hour with Eileen Farrell, Bob Hannon, Evelyn MacGregor, orchestra and chorus</p> <p>Second Husband <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>BISODOL COMPANY (556th Week on CBS)</p> <p>The Romance of Helen Trent <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>BOURJOIS, INC. (220th Week on CBS)</p> <p>*Here's to Romance 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 & Belding</i></p>
<p>BOWEY'S, INC. (227th Week on CBS)</p> <p>Stars Over Hollywood 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 & Company</i></p>
<p>*CAMPANA SALES CO. (178th Week on CBS)</p> <p>*Campana Serenade 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>CAMPBELL SOUP COMPANY (460th Week on CBS)</p> <p>The Jack Carson Show <i>Comedy, variety</i></p> <p>Radio Reader's Digest 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 & Belding</i></p> <p><i>Ward Wheelock Company</i></p>

* Program or client not listed in Summer Program Book.

<p>CELANESE CORPORATION OF AMERICA (91st Week on CBS)</p> <p>Great Moments in Music 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 & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (256th 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. 125 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (395th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 125 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (215th Week on CBS)</p> <p>Pause That Refreshes On the Air 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>COLGATE-PALMOLIVE-PEET COMPANY (403rd Week on CBS)</p> <p>Judy Canova Show <i>Variety</i></p> <p>Inner Sanctum <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 & Marquette, Inc.</i></p> <p>Palmolive Shave Cream <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (456th 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: WBBM</p>	<p>Wonder Bread <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL RADIO & TELEVISION CORP. (52nd 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>

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
GENERAL ELECTRIC (83rd Week on CBS) The World Today <i>News</i>	Mon. thru Sat. 6:45-6:55 p.m. 116 CBS stations ORIGINATES: WABC	Institutional <i>Maxon, Inc.</i>
GENERAL FOODS CORPORATION (440th Week on CBS) Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars <i>Music, comedy and drama</i> The Adventures of the Thin Man <i>Mystery</i> Kate Smith Speaks Ted Collins with the News <i>Talks and news</i> Joyce Jordan, M.D. <i>Serial drama</i> * The Dinah Shore Program with Cornelia Otis Skinner, Roland Young, and the Joseph Lilley Singers <i>Variety</i> Young Dr. Malone <i>Serial drama</i> We Love and Learn <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 & Rubicam, Inc.</i> Sanka, Post Toasties <i>Benton & Bowles, Inc.</i> Grape Nuts Grape Nuts Flakes <i>Young & Rubicam, Inc.</i> La France, Satina Post's Raisin Bran <i>Young & Rubicam, Inc.</i> Birds-Eye Frosted Foods <i>Young & Rubicam, Inc.</i> Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i> Grape Nuts Flakes Wheatmeal <i>Young & Rubicam, Inc.</i>
GENERAL MILLS, INC. (488th Week on CBS) Kitty Foyle <i>Serial drama</i> Valiant Lady <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. F. GOODRICH CO. (29th Week on CBS)</p> <p>Meaning of the News 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 & Osborn, Inc.</i></p>
<p>GULF OIL CORPORATION (503rd Week on CBS)</p> <p>We, the People, at War 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 & Rubicam, Inc.</i></p>
<p>*THE HUDSON COAL COMPANY (2nd Week on CBS)</p> <p>*CBS News of the World <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>INTERNATIONAL SILVER COMPANY (290th Week on CBS)</p> <p>Silver Theater <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 & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (214th Week on CBS)</p> <p>Big Town <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 & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION (113th Week on CBS)</p> <p>Bill Henry <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>JOHNSON & JOHNSON (130th Week on CBS)</p> <p>Edwin C. Hill 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 & Rubicam, Inc.</i></p>

<p>KOLYNOS COMPANY (556th Week on CBS)</p> <p>Mr. Keen, Tracer of Lost Persons <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>LADY ESTHER, LTD. (512th Week on CBS)</p> <p>Screen Guild Players <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 & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (426th 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>Mayor of the Town with Lionel Barrymore <i>Drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p> <p>Bright Horizon 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 & Rubicam, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>
<p>LEWIS-HOWE COMPANY (69th Week on CBS)</p> <p>Correction, Please 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 & Cunyningham, Inc.</i></p>

SPONSOR	PROGRAM	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY <i>(570th Week on CBS)</i> Harry James 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>
LOCKHEED AIRCRAFT CORP. <i>(17th Week on CBS)</i> America—Ceiling Unlimited <i>Dramatic</i>	Sunday 2:00-2:30 p.m. 60 CBS stations ORIGINATES: KNX	Institutional <i>Foote, Cone & Belding</i>
P. LORILLARD COMPANY <i>(301st Week on CBS)</i> Sammy Kaye 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>
THE MENNEN COMPANY <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>
* MINNEAPOLIS-HONEYWELL REGULATOR CO. <i>(17th Week on CBS)</i> * Blue Jacket Choir 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 & Associates</i>
* JOHN MORRELL & CO. <i>(1st Week on CBS)</i> * Bob Becker's Chats About Dogs	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 & McDonald, Inc.</i>
OWENS-ILLINOIS GLASS CO. <i>(21st Week on CBS)</i> Your Home Front Reporter 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>PABST SALES CO. (27th Week on CBS)</p> <p>Blue Ribbon Town 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 & Legler, Inc</i></p>
<p>PACIFIC COAST BORAX CO. (117th 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. (66th Week on CBS)</p> <p>Ned Calmer and the News</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>PET MILK SALES CORPORATION (515th 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. 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>PHILCO CORPORATION (385th Week on CBS)</p> <p>Dateline <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>CHARLES H. PHILLIPS CHEMICAL CO. (307th Week on CBS)</p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste & 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>THE QUAKER OATS COMPANY (97th Week on CBS)</p> <p>That Brewster Boy <i>Comedy drama</i></p> <p>The Muffet Show <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 & Ryan, Inc.</i></p> <p>Muffets <i>Sherman K. Ellis Co., Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY (543rd Week on CBS)</p> <p>Blondie The domestic adventures of the Bumsteads <i>Comedy</i></p> <p>Moore and Durante Show <i>Variety</i></p> <p>Thanks to the Yanks 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 & Company, Inc.</i></p>
<p>ROMA WINE CO., INC. (30th Week on CBS)</p> <p>Roma Show 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>SCHENLEY IMPORT CORP. (25th Week on CBS)</p> <p>Schenley's Cresta Blanca Carnival 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 & Company, Inc.</i></p>
<p>SCHUTTER CANDY COMPANY (38th Week on CBS)</p> <p>The Coronet Little Show <i>Dramatic</i></p>	<p>Sunday 1:45-2:00 p.m. 41 CBS stations ORIGINATES: WBBM</p>	<p>Candies <i>Schwimmer & Scott</i></p>

<p>SERVEI, INC. (39th Week on CBS)</p> <p>Fashions in Rations 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 & Osborn, Inc.</i></p>
<p>SOUTHERN COTTON OIL CO. (51st Week on CBS)</p> <p>Southern Cotton Oil Show <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 & Eckhardt, Inc.</i></p>
<p>E. R. SQUIBB & SONS (169th Week on CBS)</p> <p>The Squibb Program</p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & 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>THE TEXAS COMPANY (331st Week on CBS)</p> <p>Texaco Star Theater 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 & Co.</i></p>
<p>UNITED STATES RUBBER CO. (71st Week on CBS)</p> <p>New York Philharmonic- Symphony <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>U. S. TOBACCO COMPANY (135th Week on CBS)</p> <p>Gay Nineties Revue 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>R. L. WATKINS CO. (61st Week on CBS)</p> <p>Second Husband <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>THE WELCH GRAPE JUICE CO. (69th Week on CBS)</p> <p>Dear John 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 & Sons Advertising Co., Inc.</i></p>
<p>WM. WRIGLEY, JR., COMPANY (589th Week on CBS)</p> <p>* America in the Air <i>Air Corps dramatic series</i></p> <p>The First Line <i>Drama</i></p> <p>* American Women <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 & Co.</i></p>
<p>CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION (81st Week on CBS)</p> <p>Dave Vaile and the News <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>CHEMICALS, INC. (36th Week on CBS)</p> <p>Deane Dickason <i>Talks</i></p>	<p>Tuesday 9:45-10:00 p.m. PWT ORIGINATES: KQW</p>	<p>Vano Household Chemical <i>Garfield & Guild</i></p>
<p>COLONIAL DAMES, INC. (199th Week on CBS)</p> <p>Bob Greene <i>News</i></p>	<p>Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>GENERAL MILLS, INC. (488th Week on CBS)</p> <p>Sam Hayes <i>News</i></p> <p>Nelson Pringle <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>BEKINS VAN AND STORAGE CO. <i>(106th Week on CBS)</i></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>
<p>BEN HUR PRODUCTS, INC. <i>(22nd Week on CBS)</i></p> <p>Hollywood Showcase <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>*CAMPBELL CEREAL COMPANY <i>(1st Week on CBS)</i></p> <p>*10 O'Clock Wire 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 & Sons Adv. Agency, Inc.</i></p>
<p>*GROVE LABORATORIES, INC. <i>(16th Week on CBS)</i></p> <p>*10 O'Clock Wire 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>KAY JEWELRY COMPANY <i>(22nd Week on CBS)</i></p> <p>Bob Andersen <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Jewelry <i>Garfield & Guild</i></p>
<p>*KELITE PRODUCTS, INC. <i>(13th Week on CBS)</i></p> <p>*Agent V 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 & Company</i></p>
<p>VICK CHEMICAL COMPANY <i>(125th Week on CBS)</i></p> <p>Hello From Hollywood <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:

NEWS BROADCASTS	Page 21
WAR PROGRAMS	Page 21
SERIOUS MUSIC	Page 23
LIGHT MUSIC	Page 24
DRAMATIC SERIES	Page 25
LIGHT ENTERTAINMENT	Page 26
EDUCATIONAL PROGRAMS	Page 27
RELIGIOUS BROADCASTS	Page 28
CBS SHORT WAVE BROADCASTS	Page 29
SPECIAL BROADCASTS: SUMMER	Page 30

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 ADS SPONSORED THROUGH

<p>ALLEGHENY-LUDLUM STEEL CORP. (7th Week on CBS)</p> <p>Mother and Dad Started October 2</p>	<p>Saturday 5:30-6:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Walker & Downing</i></p>
<p>ELGIN NATIONAL WATCH CO. (44th Week on CBS)</p> <p>Thanksgiving and Christmas Day Special Programs 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>C. F. MUELLER COMPANY (123rd Week on CBS)</p> <p>Isabel Manning Hewson 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>THE QUAKER OATS COMPANY (103rd Week on CBS)</p> <p>Aunt Jemima Program 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>SUN OIL COMPANY Address by Secretary Harold L. Ickes 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 & Cunyngnam, Inc.</i></p>
<p>JOSEPH TETLEY & CO., INC. (1st Week on CBS)</p> <p>Isabel Manning Hewson 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>P. DUFF & SONS, INC. <i>(7th Week on CBS)</i> Galen Drake <i>Started September 28</i></p>	<p>Tues., Thurs. 5:00-5:15 p.m., PWT ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell</i> <i>Advertising Agency</i></p>
<p>SOIL-OFF MANUFACTURING COMPANY <i>(145th Week on CBS)</i> Galen Drake <i>Started September 28</i></p>	<p>Mon., Wed., Fri. 5:00-5:15 p.m., PWT ORIGINATES: KNX</p>	<p>"Soil-Off" for all painted surfaces <i>Buchanan & Co.</i></p>
<p>UNITED AIR LINES TRANSPORT CORP. <i>(2nd Week on CBS)</i> In Time to Come <i>Started November 7</i></p>	<p>Sunday 8:30-9:00 p.m., PWT ORIGINATES: KNX</p>	<p>Air Travel <i>N. W. Ayer & Son, Inc.</i></p>

MONTHLY CORRECTIONS - SET SPONSORED PROGRAMS

<p><i>Page 8</i></p>	<p>GENERAL FOODS CORP.</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><i>Page 9</i></p>	<p>IRONIZED YEAST CO., INC.</p>	<p>Change origination to WABC.</p>
<p><i>Page 11</i></p>	<p>OWENS-ILLINOIS GLASS CO.</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><i>Page 12</i></p>	<p>PET MILK SALES CORP.</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>CONSOLIDATED ROYAL CHEMICAL COMPANY, INC. Ten O'Clock Wire, 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 & Co.</i></p>
<p>JOHNSTONE DRUG SALES CORP. Hollywood Barn Dance <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>ANACIN COMPANY</p>	<p>Change time of "Easy Aces" program to Wednesday, 7:30-8:00 p.m.</p>
<p>Page 6</p>	<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</p>	<p>Change origination to WABC, December 22.</p>
<p>Page 6</p>	<p>CONTINENTAL RADIO & TELEVISION CORP.</p>	<p>The corporate name of the advertiser changes to Admiral Corporation.</p>
<p>Page 7</p>	<p>ELGIN NATIONAL WATCH CO.</p>	<p>Cancel program after December 25. Change listing of Christmas Day program to "Elgin Christmas Show".</p>
<p>Page 10</p>	<p>KOLYNOS COMPANY</p>	<p>Change time to Thursday, 7:30-8:00 p.m.</p>
<p>Page 10</p>	<p>LADY ESTHER, LTD.</p>	<p>Change agency to The Biow Co.</p>
<p>Page 10</p>	<p>LEVER BROTHERS COMPANY</p>	<p>Change products on "Mayor of the Town" program to Vimms, and agency to Batten, Barton, Durstine & Osborn, Inc. from November 24 thru December 29 only.</p>
<p>Page 11</p>	<p>P. LORILLARD COMPANY</p>	<p>Change origination to KNX.</p>

<i>Page 12</i>	CHARLES H. PHILLIPS CHEMICAL CO.	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>	THE PROCTER & GAMBLE CO.	Change "Pepper Young's Family" list- ing to "Perry Mason."
<i>Page 14</i>	THE QUAKER OATS COMPANY	Cancel "The Muffet Show" after October 31.
<i>Page 14</i>	R. J. REYNOLDS TOBACCO COMPANY	Moore and Durante Show: Change origination to WABC, November 26.
<i>Page 14</i>	ROMA WINE CO., INC.	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>	SCHUTTER CANDY COMPANY	Change program to "Starring Curt Massey."
<i>Page 15</i>	SOUTHERN COTTON OIL CO.	Change program listing to "Singing Sweethearts."
<i>Page 15</i>	E. R. SQUIBB & SONS	Change program listing to "To Your Good Health."
<i>Page 15</i>	THE TEXAS COMPANY	Change origination to KNX, Decem- ber 12.

MONTHLY CONNECTIONS - PACIFIC NETWORK PROGRAMS

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

MONTHLY CONNECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

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

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

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

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

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Supplement for December
to be tipped in here**

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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
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