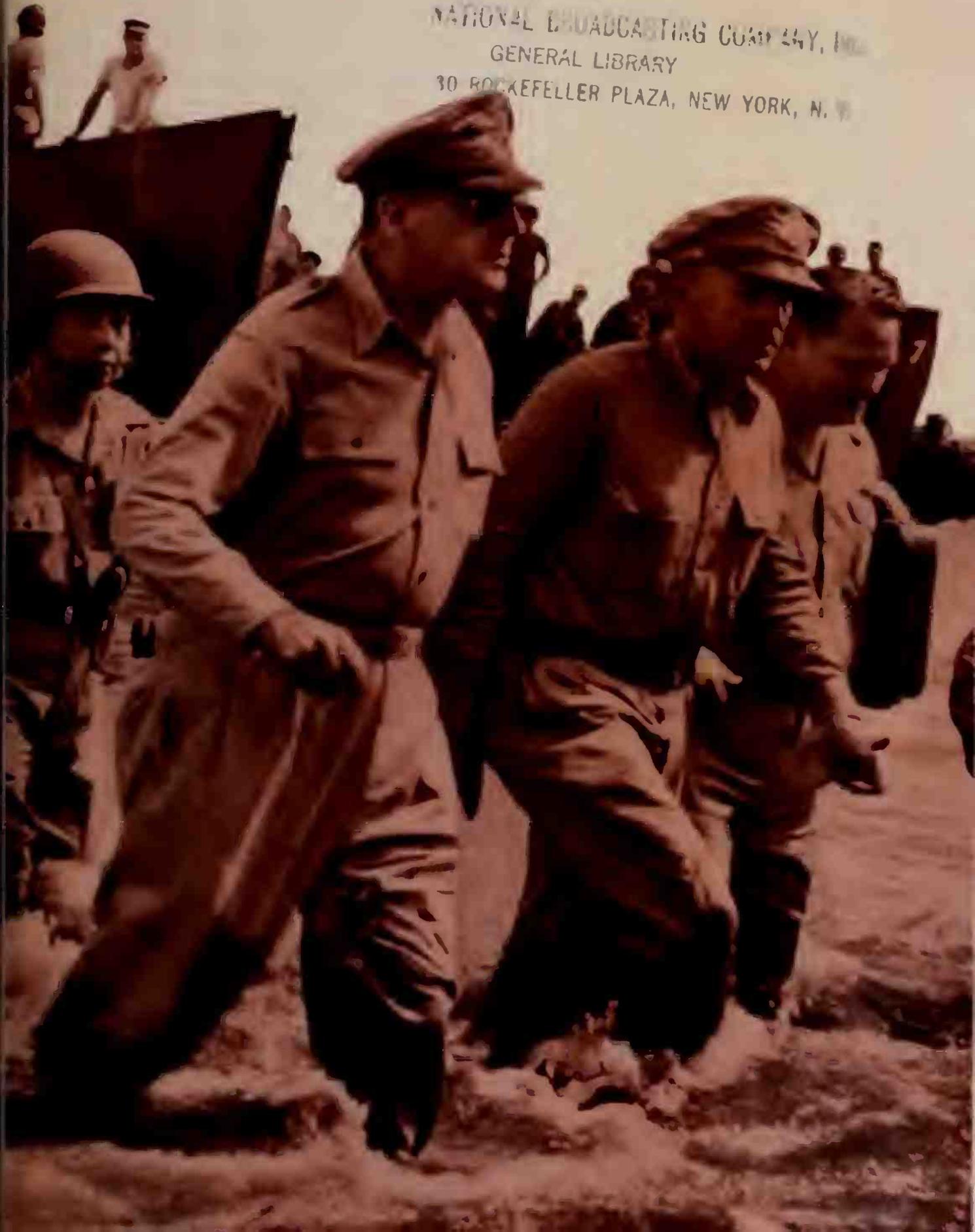


# CBS PROGRAM BOOK • WINTER, 1945

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*THE COVER: General MacArthur, Lt. Gen. Sutherland and CBS' Far Eastern News Chief, William J. Dunn, (hatless) wade ashore at Leyte, P. I. following the first assault waves, Oct. 22, 1944. Dunn also accompanied the subsequent landings on Luzon. He is heard regularly on CBS world news roundups.*

WINTER, 1945

# THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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*February 1, 1945*

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

"Weeks on CBS"  
as of February 1, 1945

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>ADMIRAL CORPORATION</b> (121st Week on CBS)</p> <p><b>World News Today</b> <i>News</i></p>	<p>Sunday 2:30-2:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Admiral Radio Institutional <i>Cruttenden &amp; Eger</i></p>
<p><b>AMERICAN OIL COMPANY</b> (277th Week on CBS)</p> <p><b>CBS World News</b> <i>News</i></p> <p><b>Edward R. Murrow</b> <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:45-2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (456th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Lawrence Tibbett, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i></p>
<p><b>ANACIN COMPANY</b> (417th Week on CBS)</p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></p> <p><b>*Ellery Queen</b> <i>Mystery drama</i></p> <p><b>Friday on Broadway</b> <i>Music</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 132 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 52 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Friday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample</i></p> <p><i>Ruthrauff &amp; Ryan, Inc.</i></p> <p><i>Dancer-Fitzgerald-Sample</i></p>
<p><b>ANCHOR-HOCKING GLASS CORP.</b> (56th Week on CBS)</p> <p><b>Corliss Archer</b> <i>Dramatic series</i></p>	<p>Thursday 9:30-10:00 p.m. 122 CBS stations ORIGINATES: KNX</p>	<p>Glass Products <i>William H. Weintraub &amp; Co., Inc.</i></p>
<p><b>ARMOUR &amp; COMPANY</b> (86th Week on CBS)</p> <p><b>Hedda Hopper's Hollywood</b> <i>Woman's commentary</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Meat &amp; Dairy Products <i>Foote, Cone &amp; Belding</i></p>

\*Program or client not listed in Fall and Winter Program Book

**ARMSTRONG CORK COMPANY**  
 (173rd Week on CBS)  
**Armstrong's Theater of Today**  
*Drama*

Saturday  
 12 noon-12:30 p.m.  
 142 CBS stations  
 ORIGINATES: WABC

Armstrong's Floor  
 Coverings  
*Batten, Barton, Durstine  
 & Osborn, Inc.*

**P. BALLANTINE & SONS**  
 (99th Week on CBS)  
**The Johnny Morgan Show**  
*Variety*

Monday  
 10:30-11:00 p.m.  
 43 CBS stations  
 ORIGINATES: WABC

Ballantine Beer & Ale  
*J. Walter Thompson Co.*

**BALLARD & BALLARD CO.**  
 (104th Week on CBS)  
**Renfro Valley Folks**  
*Serial drama*

Wed., Thurs., Fri..  
 Sat.  
 8:15-8:30 a.m.  
 Sunday  
 9:15-9:45 a.m.  
 27 CBS stations  
 ORIGINATES: WHAS

Ballard's Obelisk Flour  
*Henri, Hurst &  
 McDonald, Inc.*

**BAYER COMPANY**  
 (487th Week on CBS)  
**American Melody Hour**  
 with Eileen Farrell, Bob Hannon,  
 Evelyn MacGregor, Orchestra  
 and chorus  
*Music*

Tuesday  
 7:30-8:00 p.m.  
 122 CBS stations  
 ORIGINATES: WABC

Bayer Aspirin  
*Dancer-Fitzgerald-  
 Sample*

**Second Husband**  
*Serial drama*

Mon. thru Fri.  
 11:15-11:30 a.m.  
 43 CBS stations  
 ORIGINATES: WABC

**BOURJOIS, INC.**  
 (289th Week on CBS)  
**Here's To Romance**  
 with Ray Bloch's Orchestra,  
 Larry Douglas, and guests  
*Variety*

Thursday  
 10:30-11:00 p.m.  
 123 CBS stations  
 ORIGINATES: WABC

Evening in Paris  
 Perfumes & Cosmetics  
*Foote, Cone & Belding*

**BOWEY'S, INC.**  
 (296th Week on CBS)  
**Stars Over Hollywood**  
 with Art Gilmore and guest stars  
*Original drama*

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

Dari-Rich Products  
*Sorensen & Company*

**CAMPBELL SOUP COMPANY**  
 (529th Week on CBS)  
**The Jack Carson Show**  
 with Freddie Martin's Orchestra  
*Variety*

Wednesday  
 8:00-8:30 p.m.  
*Rebroadcast*  
 12:00-12:30 a.m.  
 123 CBS stations  
 27 CBC stations  
 ORIGINATES: KNX

Campbell's Soups,  
 Baked Beans,  
 Tomato Juice  
*Foote, Cone & Belding*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CAMPBELL SOUP COMPANY</b> <i>Continued</i> <b>Radio Reader's Digest</b> with Quentin Reynolds, Don Bryan's Orchestra, and guest stars <i>Drama</i></p>	<p>Sunday 9:00-9:30 p.m. 123 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p><i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> <i>(160th Week on CBS)</i> <b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 137 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CENTAUR DIVISION, STERLING DRUG, INC.</b> <i>(283rd Week on CBS)</i> <b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 124 CBS stations 21 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(325th Week on CBS)</i> <b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 142 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> <i>(464th Week on CBS)</i> <b>Major Bowes' Red Cross Radio Shows</b></p>	<p>Thursday 9:00-9:30 p.m. 137 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>(472nd Week on CBS)</i> <b>Colgate Theater of Romance</b> <i>Drama</i> <b>Blondie</b> <i>Comedy</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 126 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 141 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder <i>Sherman &amp; Marquette, Inc.</i></p> <p>Super Suds <i>Wm. Esty &amp; Co., Inc.</i></p>
<p><b>CONTINENTAL BAKING CO., INC.</b> <i>(525th Week on CBS)</i> <b>Bachelor's Children</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 47 CBS stations ORIGINATES: WBBM</p>	<p>Wonder Bread, Hostess Cake <i>Ted Bates, Inc.</i></p>

<b>ONTINENTAL CAN CO.</b> <i>4th Week on CBS)</i> <b>*Report to the Nation</b> <i>News dramatization</i>	Saturday 1:30-2:00 p.m. 141 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products <i>Batten, Barton, Durstine            &amp; Osborn, Inc.</i>
<b>ORN PRODUCTS REFINING CO.</b> <i>134th Week on CBS)</i> <b>Stage Door Canteen</b> <i>Variety</i>	Friday 10:30-11:00 p.m. 51 CBS stations ORIGINATES: WABC	All Products <i>C. L. Miller Company</i>
<b>REAM OF WHEAT CORP.</b> <i>234th Week on CBS)</i> <b>Let's Pretend</b> <i>Drama</i>	Saturday 11:05-11:30 a.m. 123 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal <i>Batten, Barton, Durstine            &amp; Osborn, Inc.</i>
<b>RESTA BLANCA WINE CO.</b> <i>9th Week on CBS)</i> <b>This Is My Best</b> <i>Drama</i>	Tuesday 9:30-10:00 p.m. 73 CBS stations ORIGINATES: WABC	Cresta Blanca Wines <i>Batten, Barton, Durstine,            &amp; Osborn, Inc.</i>
<b>UDAHY PACKING COMPANY</b> <i>107th Week on CBS)</i> <b>Tena &amp; Tim</b> <i>Dramatic serial</i>	Mon. thru Fri. 2:45-3:00 p.m. 60 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser <i>Grant Advertising, Inc.</i>
<b>MURTISS CANDY COMPANY</b> <i>226th Week on CBS)</i> <b>News</b> <i>with Warren Sweeney</i>	Sat., Sun. 11:00-11:05 a.m. 139 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>
<b>ELECTRIC COMPANIES            ADVERTISING PROGRAM</b> <i>73rd Week on CBS)</i> <b>The Electric Hour</b> <i>with Nelson Eddy</i> <i>Variety</i>	Sunday 4:30-5:00 p.m. 139 CBS stations ORIGINATES: KNX	Institutional <i>N. W. Ayer &amp; Son, Inc.</i>
<b>EMERSON DRUG COMPANY</b> <i>217th Week on CBS)</i> <b>Vox Pop</b> <i>with Parks Johnson and            Warren Hull</i> <i>Interview quiz</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 127 CBS stations ORIGINATES: ON FOUR	Bromo-Seltzer <i>McCann-Erickson, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>EVERSHARP, INC.</b> <i>(278th Week on CBS)</i>  <b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i>  Milton Berle in * <b>"Let Yourself Go"</b> <i>Variety</i>	Sunday 10:00-10:30 p.m. 143 CBS stations ORIGINATES: WABC  Wednesday 10:30-11:00 p.m. 141 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencil Red Top Leads <i>The Biow Company</i>
* <b>FERRY-MORSE SEED CO.</b> <i>(Begins February 3rd)</i>  * <b>Garden Talks</b> with Tom Williams	Saturday 9:15-9:30 a.m. 80 CBS stations ORIGINATES: WABC	Seeds <i>MacManus, John &amp; Adams, Inc.</i>
<b>GENERAL ELECTRIC</b> <i>(152nd Week on CBS)</i>  <b>The World Today</b> <i>News</i>  * <b>G. E. House Party</b> <i>Variety</i>	Mon. thru Fri. 6:45-6:55 p.m. 133 CBS stations ORIGINATES: WABC AND REMOTE  Mon. thru Fri. 4:00-4:25 p.m. 145 CBS stations ORIGINATES: KNX	Electronics Division <i>Maxon, Inc.</i>  Household Appliance Division <i>Young &amp; Rubicam, Inc.</i>
<b>GENERAL FOODS CORPORATION</b> <i>(509th Week on CBS)</i>  <b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars <i>Variety</i>  <b>Kate Smith Speaks</b> Ted Collins with the News <i>Talks and news</i>  <b>Joyce Jordan, M.D.</b> <i>Serial drama</i>  <b>Toasties Time</b> with Fannie Brice <i>Variety</i>	Sunday 7:00-8:00 p.m. 144 CBS stations ORIGINATES: WABC  Mon. thru Fri. 12 noon-12:15 p.m. 117 CBS stations ORIGINATES: WABC  Mon. thru Fri. 2:00-2:15 p.m. 123 CBS stations ORIGINATES: WABC  Sunday 6:30-7:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 144 CBS stations ORIGINATES: KNX	Jell-O Jell-O Puddings, Sanka <i>Young &amp; Rubicam, Inc.</i>  Calumet, Swansdown <i>Young &amp; Rubicam, Inc.</i>  Grapenuts & Grapenuts Wheatmeal <i>Young &amp; Rubicam, Inc.</i>  Post Toasties <i>Benton &amp; Bowles, Inc.</i>

<p><b>Two On A Clue</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>LaFrance, Satina, Postum, Post's Raisin Bran <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>The Aldrich Family</b> <i>Comedy</i></p>	<p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 124 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Postum <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>The Adventures of the Thin Man</b> <i>Mystery</i></p>	<p>Friday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:30-12:55 a.m. 126 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Maxwell House Coffee &amp; Grapenuts &amp; Grapenuts Flakes <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>GENERAL MILLS, INC.</b> <i>(557th Week on CBS)</i></p> <p><b>Light of the World</b> <i>Serial drama</i></p> <p><b>Valiant Lady</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Softasilk Flour, Kix <i>Dancer-Fitzgerald-Sample</i></p> <p>Cheeri-Oats <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>B. F. GOODRICH CO.</b> <i>(98th Week on CBS)</i></p> <p><b>Meaning of the News</b> with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. 132 CBS stations ORIGINATES: WTOP AND WABC</p>	<p>Rubber Goods <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> <i>(572nd Week on CBS)</i></p> <p><b>We, the People, at War</b> with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 102 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>THE HUDSON COAL COMPANY</b> <i>(71st Week on CBS)</i></p> <p><b>CBS News of the World</b> <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>"D&amp;H" Anthracite <i>The Clements Company, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>INTERNATIONAL SILVER COMPANY</b> <i>(361st Week on CBS)</i>  <b>Adventures of Ozzie &amp; Harriet</b> <i>Variety</i>	Sunday 6:00—6:30 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i>
<b>JOHNS-MANVILLE CORPORATION</b> <i>(182nd Week on CBS)</i>  <b>Bill Henry</b> <i>News</i>	Mon. thru Fri. 8:55—9:00 p.m. 63 CBS stations ORIGINATES: WABC AND WTOP	Building Material <i>J. Walter Thompson Co.</i>
<b>JOHNSON &amp; JOHNSON</b> <i>(199th Week on CBS)</i>  <b>Edwin C. Hill</b> The Human Side of the News <i>News</i>	Tuesday 6:15—6:30 p.m. <i>Rebroadcast</i> 12:30—12:45 a.m. 141 CBS stations ORIGINATES: WABC	First Aid Products <i>Young &amp; Rubicam, Inc.</i>
<b>KOLYNOS COMPANY</b> <i>(625th Week on CBS)</i>  <b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery drama</i>  <b>The Romance of Helen Trent</b> <i>Serial drama</i>	Thursday 7:30—8:00 p.m. 50 CBS stations ORIGINATES: WABC  Mon. thru Fri. 12:30—12:45 p.m. 133 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste <i>Dancer-Fitzgerald-Sample</i>  Kolynos and Bisodol
<b>LADY ESTHER, LTD.</b> <i>(581st Week on CBS)</i>  <b>Screen Guild Players</b> <i>Drama</i>	Monday 10:00—10:30 p.m. 143 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Company</i>
<b>LEVER BROTHERS COMPANY</b> <i>(495th Week on CBS)</i>  <b>Lux Radio Theater</b> Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra <i>Drama</i>  <b>The George Burns and Gracie Allen Show</b> <i>Comedy—Variety</i>	Monday 9:00—10:00 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX  Monday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 141 CBS stations ORIGINATES: KNX	Lux Soap & Flakes <i>J. Walter Thompson Co.</i>  Swan Soap <i>Young &amp; Rubicam, Inc.</i>

<p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p> <p><b>Big Sister</b> <i>Serial drama</i></p> <p><b>Bright Horizon</b> with Richard Kollmar <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:45-12 noon 77 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 141 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>LEWIS-HOWE COMPANY</b> <i>(138th Week on CBS)</i></p> <p>Al Pierce in *<b>"Here Comes Elmer"</b> <i>Comedy show</i></p>	<p>Saturday 10:15-10:45 p.m. 53 CBS stations ORIGINATES: KXN</p>	<p>Tums <i>Roche, Williams &amp; Cleary, Inc.</i></p>
<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b> <i>(639th Week on CBS)</i></p> <p><b>Music That Satisfies</b> featuring Martin Block and Johnnie Johnston <i>Variety</i></p>	<p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p><b>THOMAS J. LIPTON INC.</b> <i>(67th Week on CBS)</i></p> <p><b>Inner Sanctum</b> <i>Mystery drama</i></p>	<p>Tuesday 9:00-9:30 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Lipton Tea and Continental Soup Mix <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>P. LORILLARD COMPANY</b> <i>(370th Week on CBS)</i></p> <p><b>Which Is Which?</b> with Richard Himber's Orchestra and guest stars <i>Variety-quiz</i></p>	<p>Wednesday 9:30-10:00 p.m. 141 CBS stations ORIGINATES: KXN</p>	<p>Old Gold Cigarettes <i>Lennen &amp; Mitchell, Inc.</i></p>
<p><b>MANHATTAN SOAP CO. INC.</b> <i>(206th Week on CBS)</i></p> <p>* <b>The Strange Romance of Evelyn Winters</b> <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>

\* Program or client not listed in Fall and Winter Program Book

TITLE AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>MARYLAND PHARMACEUTICAL CO.</b> (19th Week on CBS)</p> <p><b>Bob Trout</b> <i>News</i></p>	<p>Saturday 6:55—7:00 p.m. 12 CBS stations ORIGINATES: WABC</p>	<p>Rem, Rel <i>Joseph Katz Co.</i></p>
<p><b>NOXZEMA CHEMICAL CO.</b> (126th Week on CBS)</p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i></p>	<p>Saturday 7:00—7:30 p.m. <i>Rebroadcast</i> 10:15—10:45 p.m. 58 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>PABST SALES CO.</b> (96th Week on CBS)</p> <p><b>*The Danny Kaye Show</b> with Harry James and his Music Makers <i>Comedy variety</i></p>	<p>Saturday 8:00—8:30 p.m. 131 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i></p>
<p><b>PACIFIC COAST BORAX CO.</b> (186th Week on CBS)</p> <p><b>Death Valley Sheriff</b> <i>Drama</i></p>	<p>Thursday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo, <i>McCann-Erickson, Inc.</i></p>
<p><b>THE PARKER PEN CO.</b> (135th Week on CBS)</p> <p><b>Ned Calmer and the News</b></p>	<p>Sat., Sun. 8:55—9:00 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils Quink <i>J. Walter Thompson Co.</i></p>
<p><b>PET MILK SALES CORPORATION</b> (584th Week on CBS)</p> <p><b>Saturday Night Serenade</b> Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p> <p><b>Mary Lee Taylor</b> Home Economist <i>Talks</i></p>	<p>Saturday 9:45—10:15 p.m. 70 CBS stations ORIGINATES: WABC</p> <p>Saturday 10:30—11:00 a.m. <i>Rebroadcast</i> 2:00—2:30 p.m. 84 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p><b>CHARLES H. PHILLIPS CHEMICAL CO.</b> (376th Week on CBS)</p> <p><b>Amanda</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:00—11:15 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Phillips Tablets &amp; Toothpaste <i>Dancer-Fitzgerald- Sample</i></p>

**PHILIP MORRIS & COMPANY, LTD.**  
(42nd Week on CBS)

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

Philip Morris Cigarettes  
*The Biow Company*

**Crime Doctor**  
*Mystery drama*

**It Pays To Be Ignorant**  
*Comedy*

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

**PILLSBURY MILLS, INC.**  
(333rd Week on CBS)

**Saturday**  
1:00-1:25 p.m.  
120 CBS stations  
ORIGINATES: WABC

All Products  
*McCann-Erickson, Inc.*

**Grand Central Station**  
*Drama*

**THE PROCTER & GAMBLE CO.**  
(335th Week on CBS)

**Mon. thru Fri.**  
1:45-2:00 p.m.  
72 CBS stations  
ORIGINATES: WABC

Duz  
*Compton Advertising, Inc.*

**The Goldbergs**  
*Serial drama*

\***The Jack Kirkwood Show**  
*Variety*

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

Ivory Soap  
Oxydol  
*Compton Advertising, Inc.*

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

**Mon. thru Fri.**  
1:00-1:15 p.m.  
68 CBS stations  
ORIGINATES: WABC

Ivory Soap  
*Compton Advertising, Inc.*

**Ma Perkins**  
*Serial drama*

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

Oxydol  
*Dancer-Fitzgerald-Sample*

**Bernadine Flynn**  
*News*

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

Crisco  
*Compton Advertising, Inc.*

**Perry Mason**  
*Serial drama*

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

Camay  
*Pedlar & Ryan Inc.*

\***F.B.I. in Peace and War**  
*Drama*

**Saturday**  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
78 CBS stations  
ORIGINATES: WABC

Lava Soap  
*The Biow Co., Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> <i>(295th Week on CBS)</i>  <b>Prudential Family Hour</b> with Patrice Munsel, Jack Smith, Robert Shafer, Reed Kennedy, Al Goodman's Orchestra, and chorus <i>Music</i>	Sunday 5:00—5:45 p.m. 124 CBS stations ORIGINATES: WABC	Insurance Services <i>Benton &amp; Bowles, Inc.</i>
<b>THE QUAKER OATS COMPANY</b> <i>(166th Week on CBS)</i>  <b>That Brewster Boy</b> <i>Comedy drama</i>	Friday 9:30—10:00 p.m. 124 CBS stations 21 CBC stations ORIGINATES: WBBM	Quaker Food Products <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>R. J. REYNOLDS TOBACCO COMPANY</b> <i>(612th Week on CBS)</i>  <b>Moore and Durante Show</b> with Georgia Gibbs and Roy Bargy's Orchestra <i>Variety</i>  <b>Thanks to the Yanks</b> with Bob Hawk <i>Quiz</i>	Friday 10:00—10:30 p.m. 133 CBS stations ORIGINATES: KNX   Monday 7:30—8:00 p.m. <i>Rebroadcast</i> 10:30—11:00 p.m. 135 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty &amp; Company, Inc.</i>
<b>ROMA WINE CO., INC.</b> <i>(99th Week on CBS)</i>  <b>Suspense</b> <i>Mystery drama</i>	Thursday 8:00—8:30 p.m. <i>Rebroadcast</i> 12 mid.—12:30 a.m. 81 CBS stations ORIGINATES: KNX	Roma Wines <i>The Biow Company</i>
<b>*SALES BUILDERS, INC.</b> <i>(4th Week on CBS)</i>  <b>The Frank Sinatra Show</b> <i>Variety</i>	Wednesday 9:00—9:30 p.m. 141 CBS stations ORIGINATES: KNX	Max Factor Cosmetics <i>Smith &amp; Drum, Inc.</i>
<b>SERVEL, INC.</b> <i>(108th Week on CBS)</i>  <b>Billie Burke Show</b> <i>Household advice</i>	Saturday 11:30 a.m.—12 noon 138 CBS stations ORIGINATES: WABC	Refrigerators & Air Conditioning <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i>

\*Program or client not listed in Fall and Winter Program Book

**SOUTHERN COTTON OIL CO.**

*(120th Week on CBS)*

**Irene Beasley**

*Songs*

Mon. thru Fri.  
3:15—3:30 p.m.  
55 CBS stations  
ORIGINATES: WABC

Wesson Oil and Snowdrift  
*Kenyon & Eckhardt,  
Inc.*

**E. R. SQUIBB & SONS**

*(238th Week on CBS)*

**To Your Good Health**

Lynn Murray's Orchestra and  
Chorus

*Music*

Mon., Wed., Fri.  
6:15—6:30 p.m.  
131 CBS stations  
ORIGINATES: WABC

Squibb Products  
*Batten, Barton, Durstine  
& Osborn, Inc.*

**STANDARD BRANDS, INC.**

*(220th Week on CBS)*

**Mary Marlin**

*Serial drama*

Mon. thru Fri.  
3:00—3:15 p.m.  
142 CBS stations  
ORIGINATES: WABC

Tenderleaf Tea &  
Fleischmann's Yeast  
*J. Walter Thompson Co.*

**THE TEXAS COMPANY**

*(373rd Week on CBS)*

**Texaco Star Theater**

James Melton and Al Goodman's  
Orchestra

*Variety*

Sunday  
9:30—10:00 p.m.  
143 CBS stations  
24 CBC stations  
ORIGINATES: WABC

Texaco Products  
*Buchanan & Co., Inc.*

**UNITED STATES RUBBER CO.**

*(140th Week on CBS)*

**New York Philharmonic  
Symphony**

*Music*

Sunday  
3:00—4:30 p.m.  
121 CBS stations  
ORIGINATES: WABC

Institutional  
*Campbell-Ewald Co.,  
Inc.*

**VICK CHEMICAL COMPANY**

*(183rd Week on CBS)*

**"The Matinee Theater"**

starring Victor Jory

*Drama*

Sunday  
2:00—2:30 p.m.  
123 CBS stations  
ORIGINATES: WABC

All Products  
*Morse International, Inc.*

**J. B. WILLIAMS COMPANY**

*(60th Week on CBS)*

**William L. Shirer**

*News*

Sunday  
5:45—6:00 p.m.  
142 CBS stations  
ORIGINATES: WABC

Williams Shaving Cream  
*J. Walter Thompson Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>WM. WRIGLEY, JR., COMPANY</b> <i>(658th Week on CBS)</i></p> <p><b>America in the Air</b> <i>Air Corps dramatic series</i></p> <p><b>The First Line</b> <i>Navy dramatic series</i></p> <p><b>Service to the Front</b> <i>Army dramatic series</i></p>	<p>Saturday 7:30—8:00 p.m. <i>Rebroadcast</i> 11:00—11:30 p.m. 141 CBS stations ORIGINATES: WBBM</p> <p>Thursday 10:00—10:30 p.m. 141 CBS stations ORIGINATES: WBBM</p> <p>Tuesday 10:00—10:30 p.m. 140 CBS stations ORIGINATES: WBBM</p>	<p>Chewing Gum <i>J. Walter Thompson Co.</i></p> <p>Chewing Gum <i>Arthur Meyerhoff &amp; Co.</i></p>
<p><b>BEKINS VAN AND STORAGE CO.</b> <i>(175th Week on CBS)</i></p> <p><b>Harry W. Flannery</b> <i>News</i></p>	<p>Mon., Wed., Fri. 5:30—5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
<p><b>CALIFORNIA PRUNE &amp; APRICOT GROWERS ASSOCIATION</b> <i>(150th Week on CBS)</i></p> <p><b>Dave Vaile</b> <i>News</i></p>	<p>Saturday 8:55—9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Sunsweet Prunes and Apricots <i>Long Advertising Service</i></p>
<p><b>CAMPANA SALES CORP.</b> <i>(253rd Week on CBS)</i></p> <p><b>Don't You Believe It</b> <i>Narrative-Drama</i></p>	<p>Saturday 9:45—10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Solitaire Cake Make-up <i>Wallace-Ferry-Hanly Co.</i></p>
<p><b>COLONIAL DAMES, INC.</b> <i>(266th Week on CBS)</i></p> <p><b>Song of the Week</b> <i>Music</i></p>	<p>Sunday 8:25—8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Abbott Kimball Co., Inc.</i></p>
<p><b>DAY &amp; NIGHT MANUFACTURING CO.</b> <i>(17th Week on CBS)</i></p> <p>*<b>Dave Vaile</b> <i>News</i></p>	<p>Monday 8:55—9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Water Heaters &amp; Equipment <i>Hixson-O'Donnell Adv. Inc.</i></p>

\*Program or client not listed in Fall and Winter Program Book

**P. DUFF & SONS, INC.**  
(70th Week on CBS)

\***Meet The Missus**  
*Participation quiz*

Mon., Wed., Fri.  
2:45-3:00 p.m.  
PWT  
ORIGINATES: KNX

Ready-To-Bake Mixes  
*W. Earl Bothwell*  
*Advertising Agency*

**"42" PRODUCTS, INC.**  
(35th Week on CBS)

**This Is My Story**  
*Drama*

Saturday  
6:00-6:30 p.m.  
PWT  
ORIGINATES: KNX

Hair Oil & Other Products  
*Hillman-Shane-*  
*Breyer, Inc.*

**GALLENKAMP STORES CO.**  
(40th Week on CBS)

**Tobe Reed**  
*Human Interest News*

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

Shoes  
*Long Advertising*  
*Service*

**GENERAL MILLS, INC.**  
(557th Week on CBS)

**Nelson Pringle**  
*News analysis*

Mon. thru Fri.  
7:45-8:00 a.m.  
PWT  
ORIGINATES: KQW

Wheaties  
*Knox Reeves*  
*Advertising, Inc.*

\***HUNT BROS. PACKING CO.**  
(15th Week on CBS)

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

Sunday  
3:30-4:00 p.m.  
PWT  
ORIGINATES: KNX

All Products  
*The Biow Co.*

**ANDREW JERGENS COMPANY**  
(28th Week on CBS)

**Tonight In Hollywood**  
*Drama*

Friday  
8:15-8:30 p.m.  
PWT  
ORIGINATES: KNX

Jergens Lotion  
*Lennen & Mitchell Inc.*

\***KELITE PRODUCTS, INC.**  
(13th Week on CBS)

**Dr. Wallace Sterling**  
*News analysis*

Saturday  
7:45-8:00 a.m.  
PWT  
ORIGINATES: KNX

"Kenu" Chemical,  
Household Cleaner  
*Little & Co.*

**MANHATTAN SOAP CO.**  
(206th Week on CBS)

**Bill Haworth**  
*News*

Mon., Wed., Fri.  
7:30-7:45 a.m.  
PWT  
ORIGINATES: KNX

Sweetheart Soap  
*Duane Jones Co.*

\***THE MENNEN CO.**  
(Starts February 13)

**Bill Haworth**  
*News*

Tues., Thurs., Sat.  
7:30-7:45 a.m.  
PWT  
ORIGINATES: KNX

Mennen Shave Cream  
*Duane Jones Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>MILES CALIFORNIA COMPANY</b> <i>(54th Week on CBS)</i>  <b>The Story of Sandra Martin</b> <i>Mystery drama</i>	Mon. thru Fri. 2:15-2:30 p.m. PWT ORIGINATES: KNX	Alka Seltzer and One-A-Day Vitamins <i>Wade Advertising            Agency</i>
<b>*NATIONAL LEAD CO.</b> <i>(62nd Week on CBS)</i>  <b>Trading Post</b> <i>Audience participation</i>	Sunday 5:30-5:55 p.m. PWT ORIGINATES: KNX	Dutch Boy Paint <i>Erwin, Wasey &amp; Co.,            Inc.</i>
<b>PETER PAUL, INC.</b> <i>(224th Week on CBS)</i>  <b>Truman Bradley</b> <i>News</i>	Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden            &amp; Staff</i>
<b>PLANTERS NUT AND CHOCOLATE            COMPANY</b> <i>(222nd Week on CBS)</i>  <b>Harry W. Flannery</b> <i>News</i>  <b>The Adventures of Bill Lance</b> <i>Mystery drama</i>	Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX  Sunday 9:00-9:30 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts <i>Erwin Wasey &amp;            Company</i>  All Products
<b>*SEAL-COTE CO.</b> <i>(9th Week on CBS)</i>  <b>*Meet The Missus</b> <i>Participation quiz</i>	Tues., Thurs. 2:45-3:00 p.m. PWT ORIGINATES: KNX	Seal-Cote Nail Polish Protection <i>Buchanan &amp; Co., Inc.</i>
<b>SIGNAL OIL COMPANY</b> <i>(85th Week on CBS)</i>  <b>The Whistler</b> <i>Mystery drama</i>	Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX	All Products <i>Barton A. Stebbins</i>

\*Program or client not listed in Fall and Winter Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

**SOIL OFF MANUFACTURING  
COMPANY**

*(208th Week on CBS)*

**Truman Bradley**

*News*

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

PWT

ORIGINATES: KNX

"Soil Off" for all  
painted surfaces

*Western Advertising  
Agency*

**VICK CHEMICAL COMPANY**

*(183rd Week on CBS)*

**\*Dave Vaile**

*News*

Tues., Wed., Thurs.  
8:55-9:00 p.m.

PWT

ORIGINATES: KNX

All Products

*Morse International, Inc.*

**COLDSTREAM PRODUCTS CO.**

*(15th Week on CBS)*

**Money on the Line**

*Quiz*

Wednesday  
7:30-8:00 p.m.

PWT

ORIGINATES: KNX

Sunnybank Margarine

*McCann-Erickson Inc.*

**GROVE LABORATORIES, INC.**

*(94th Week on CBS)*

**Riders of the Purple Sage**

*Western music*

Friday  
6:15-6:30 p.m.

PWT

ORIGINATES: KNX

Cold Tablets and

B-Complex Vitamins

*Russel M. Seeds Co.*

**UNION ICE CO.**

*(13th Week on CBS)*

**\*American Rhapsody**

*Music*

Sunday  
5:00-5:30 p.m.

PWT

ORIGINATES: KNX

All Products

*George M. Wessells  
Adv. Agency*

**WILSHIRE OIL COMPANY**

*(22nd Week on CBS)*

**That's a Good Idea**

*Drama*

Saturday  
6:30-6:45 p.m.

PWT

ORIGINATES: KNX

Petroleum Products

*Dan B. Miner Agency*

**YELLOW CAB CO.**

*(43rd Week on CBS)*

**The Story Teller**

*Narration*

Saturday  
7:45-8:00 p.m.

PWT

ORIGINATES: KQW

Cab Service

*Rhoades & Davis*

**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:

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**News Broadcasts**

8:00—8:15 a.m.

11:00—11:10 p.m.

MONDAY THRU SATURDAY

9:00—9:15 a.m.

SUNDAY THRU SATURDAY

1:25—1:30 p.m.

MONDAY THRU FRIDAY

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.

**News Summaries**

1:00 a.m.

SUNDAY THRU SATURDAY

6:00—6:15 p.m.

EACH SATURDAY

Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Shaw, Richard Hottelet, Bill Shadell, Eric Sevareid, Howard K. Smith report from London and Western Europe; Charles Collingwood from Paris; Winston Burdett and Farnsworth Fowle from the Mediterranean; George Moorad from Moscow; William J. Dunn and John Adams from the Philippines; Webley Edwards, Tim Leimert, Gene Rider, Don Pryor from Honolulu and Central Pacific; Glen Akins from Chungking; Hugh Jenks from Buenos Aires; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, Ned Calmer, Everett Holles, Doug Edwards, and Allan Jackson from New York; Bill Henry, John Daly, William Costello, Tris Coffin, Joseph C. Harsch from Washington.

**World Today**

6:45—6:55 p.m.

EACH SATURDAY

**News Analyses**

11:10—11:15 p.m.

SUNDAY THRU SATURDAY

William L. Shirer  
Bob Trout  
Major George Fielding Eliot  
Quincy Howe  
Everett Holles  
Bill Henry  
(See also sponsored news programs)

**Report from Washington**

1:00—1:15 p.m.

EACH SATURDAY

From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

**WAR  
PROGRAMS**

<p><b>Report from Overseas</b> 4:15-4:30 p.m. EACH SATURDAY</p>	<p>A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.</p>
<p><b>Feature Story</b> 4:30-4:45 p.m. MONDAY THRU FRIDAY</p>	<p>Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.</p>
<p><b>Trans-Atlantic Call: People to People</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.</p>
<p><b>Calling Pan-America</b> 6:15-6:45 p.m. EACH THURSDAY</p>	<p>CBS draws the Americas closer together with this weekly program shortwaved 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.</p>
<p><b>Youth On Parade</b> 10:00-10:30 a.m. EACH SATURDAY</p>	<p>A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.</p>

**WAR  
PROGRAMS**
**We Deliver the Goods**

12:30-1:00 a.m.

EACH SUNDAY

This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.

**Service Time**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Presented in cooperation with the fighting forces, this program devotes itself to the branches of the armed service, spotlighting the activities of a different branch each day. Various service bands and glee clubs are featured, and high ranking officials make personal appearances. There are also interviews with personnel returned from combat zones.

MONDAY—Waves on Parade

TUESDAY—It's Maritime

WEDNESDAY—Waves on Parade

THURSDAY—Marines in the Making

FRIDAY—First in The Air

**Job For Tomorrow**

3:45-4:00 p.m.

EACH SATURDAY

In collaboration with the C.I.O. CBS presents a series of dramatic programs dealing with the basic American industries and their place in the postwar world. The series is intended to picture the opportunities and occupations which veterans will find upon their return to civilian life.

**The Land Is Bright**

3:00-3:30 p.m.

EACH SATURDAY

An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.

**WAR  
PROGRAMS**

*Continued*

**Assignment Home**

4:30-5:00 p.m.

EACH SATURDAY

In collaboration with the Army Service Forces, CBS continues its series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to normal life.

**SERIOUS  
MUSIC**

**The Philadelphia Orchestra**

5:00-6:00 p.m.

EACH SATURDAY

One of the world's greatest symphonic groups, the Philadelphia Orchestra, continues its brilliant series for the 1944-1945 season. Eugene Ormandy will direct these concerts. Eminent soloists who will appear include the pianists Artur Schnabel, Rudolf Serkin, Rudolf Firkušny and the cellist Gregor Piatigorsky.

**Invitation to Music**

11:30-12:00 midnight

EACH WEDNESDAY

Distinguished soloists with the Columbia Symphony Orchestra give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include Maria Kurenko, soprano, George Sandor, pianist, Emanuel Vardi, violist, and Louis Kaufman, violinist.

**E. Power Biggs, Organist**

9:15-9:45 a.m.

EACH SUNDAY

Playing in the Germanic Museum at Harvard University, 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, these programs include classic as well as contemporary works written for the organ.

**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 785th network broadcast on July 30, 1944. 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.

**SERIOUS  
MUSIC**

**New Voices in Song**

9:45-10:00 a.m.  
EACH SUNDAY

These programs are designed to offer broadcast opportunities to young American singers whom CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

**Vera Brodsky**

11:15-11:30 p.m.  
EACH SUNDAY

CBS' noted pianist plays the music of the romantic composers of the later 19th and early 20th century.

**Sally Moore and the  
Columbia Concert Orchestra**

6:30-6:45 p.m.  
MONDAY AND FRIDAY

The young, American contralto, CBS' most recent discovery, presents distinctive song recitals of semi-classical music accompanied by the Columbia Concert Orchestra.

**Encore Appearance**

6:30-6:45 p.m.  
EACH WEDNESDAY

The program offers further opportunity to the new singers who have given outstanding performances on CBS' "New Voices in Song." They are accompanied by the Columbia Concert Orchestra.

**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. Throughout the week, CBS audiences can hear:

- |                 |                |
|-----------------|----------------|
| HARRY JAMES     | CHARLIE SPIVAK |
| JIMMY DORSEY    | TOMMY DORSEY   |
| SHEP FIELDS     | DIKE ELLINGTON |
| FRANKIE MASTERS | HAL MCINTYRE   |
| VAUGHN MONROE   | GLEN GRAY      |
| ABE LYMAN       | SAMMY KAYE     |
| COUNT BASIE     | JAN GARBER     |
| JERRY WALD      | TONY PASTOR    |
| JOHNNY LONG     | FRANKIE CARLE  |
| LEE CASTLE      | GEORGE AULD    |
| GEORGE OLSEN    | BOYD RAYBURN   |
| LES BROWN       | DEAN HUDSON    |
| GENE KRIPA      | HENRY BI SSE   |
| LOUIS PRIMA     |                |

**LIGHT  
MUSIC**

**LIGHT  
MUSIC**

*Continued*

<p><b>Sing Along Club</b> 3:30-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.</p>
<p><b>Syncopation Piece</b> 3:30-3:45 p.m. EACH SATURDAY</p>	<p>From Chicago, Ben Feld's Orchestra plays the latest tunes while vocalists Don Reynolds and Virginia Woods contribute their share of style and variety.</p>
<p><b>Milt Herth Trio</b> 4:30-4:45 p.m. MONDAY THRU FRIDAY</p>	<p>This unusual trio composed of Milt Herth at the organ, Sonny Weldon at the piano, and Ernie Wright at the drums brings to radio a unique instrumental treatment of popular music from one of New York's famous night-spots.</p>
<p><b>Mildred Bailey and Company</b> 11:30-12:00 midnight EACH FRIDAY</p>	<p>A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady," as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.</p>
<p><b>Danny O'Neill</b> 11:15-11:30 p.m. MONDAY THRU FRIDAY</p>	<p>The popular tenor, formerly with the Blue-jacket Choir sings the top tunes of the day as well as old favorites and romantic ballads accompanied by Ruby Newman's orchestra.</p>
<p><b>Bluejacket Choir</b> 11:05-11:30 p.m. EACH SUNDAY</p>	<p>The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.</p>
<p><b>Petrillo, Janette and McCormick</b> 12:05-12:30 a.m. EACH WEDNESDAY</p>	<p>Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.</p>

**Listen to Lawrence**

12:05-12:30 a.m.

EACH THURSDAY

Elliott Lawrence, conductor-arranger-pianist, presents his unique modern arrangements of well-known classical music after first performing the pieces in their original form. Baritone Jack Hunter and The Three Dears Trio add charm to this late evening musical show.

**LIGHT  
MUSIC**

**Music from the West**

12:05-12:30 a.m.

EACH MONDAY

From Salt Lake City comes a program with a distinctive regional flavor highlighting musical selections characteristic of various sections of the West by outstanding American composers. Vocal settings are offered by Annette Dinwoodey to the music of Foster Cope and his orchestra.

**Carolina Hayride**

12:30-3:00 p.m.

EACH SATURDAY

A program of Southern folk music ranging from hymns to hillbilly songs originates at WBT, CBS in Charlotte, N.C. Each week guest-groups of well-known folk music specialists are invited to take part in the broadcast.

**Buffalo Presents**

12:05-12:30 a.m.

EACH TUESDAY

A musical variety show starring the popular trio "Three Treys" vocalists Jan Martel and Elvera with Dave Cheskin's orchestra.

**Toronto Calling**

12:05-12:30 a.m.

EACH FRIDAY

From across the border comes a variety program featuring Willy Armour's orchestra, the Four Canucks quartet and a well-known Canadian guest star.

**Viva America!**

11:30-12:00 midnight

EACH THURSDAY

An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."

**Ferry Allen and  
The Ross Sisters**

5:30-5:45 p.m.

MONDAY THRU FRIDAY

The romantic baritone singing popular ballads assisted by The Ross Sisters who keep the program in the groove with their solid sending of hep tunes and jive talk. Archie Bleyer conducts the CBS dance orchestra.

**DRAMATIC  
SERIES**

**Casey—  
Press Photographer**  
11:30–12:00 midnight  
EACH TUESDAY

This weekly adventure of a typical newspaper photographer and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. Casey is a complete crime story with all the trimmings.

**This Life is Mine**  
9:45–10:00 a.m.  
MONDAY THRU FRIDAY

A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.

**The High Places**  
3:15–3:30 p.m.  
MONDAY THRU FRIDAY

Rated highly by astute radio critics, this penetrating story of commuter life shows the striking contrasts in the activities of a group of people who spend their days in New York and their nights in a small Connecticut town.

**Wilderness Road**  
5:45–6:00 p.m.  
MONDAY THRU FRIDAY

A dramatic serial of a pioneering American family that went through the hazardous Cumberland Gap in 1783 with Daniel Boone as their guide. The story recreates that adventure-filled period in American history when every frontier presented a challenge to the New World settlers.

**LIGHT  
ENTERTAIN-  
MENT**

**“On Your Mark”—  
Ted Husing**  
6:30–6:45 p.m.  
EACH TUESDAY

A weekly series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.

**Track Meets**  
11:15–11:30 p.m.  
EACH SATURDAY

From arenas in Boston, Chicago, Cleveland, and New York, Ted Husing describes the season's indoor collegiate and amateur track meets, including the IC4A and the Senior National A.A.U. championships.

**Behind the Scenes at CBS**

10:45-11:00 p.m.

EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

**LIGHT  
ENTERTAIN-  
MENT**

**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	SPENCE MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROUDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT L. GANNON, S.J.	RAY LYMAN WILBUR
ALVIN S. JOHNSON	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

This unique contribution to popular education now in its 16th year has an increasing audience at home and on the fighting fronts. The fascination of travel, the excitement of science, the delight of music and story telling, and the significance of political and economic problems are portrayed in colorful and compelling terms.

MONDAY—"Science Frontiers"

TUESDAY—"Gateways to Music"

WEDNESDAY—"New Horizons"

THURSDAY—"Tales from Far and Near"

FRIDAY—"This Living World"

**Invitation to Learning**

11:30-12 noon

EACH SUNDAY

Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The winter schedule includes a new series of 30 great books to bring the total number discussed on the program to 254.

**The People's Platform**

6:15-6:45 p.m.

EACH SATURDAY

The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator gather informally for these sessions.

**EDUCATIONAL  
PROGRAMS**

*Continued*

**CBS Presents Olin Downes**

2:55-3:00 p.m.

EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic Symphony broadcasts.

**Of Men and Books**

2:00-2:15 p.m.

EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and interviews their authors.

**Columbia's Country Journal**

9:30-10:00 a.m.

EACH SATURDAY

The farmer's role in war time, his "food for victory" campaign, and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.

**Adventures in Science**

2:15-2:30 p.m.

EACH SATURDAY

Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.

**RELIGIOUS  
BROADCASTS**

**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's 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

The renowned thirty-voice Wings Over Jordan Choir sing spirituals and gospel songs. Rev. Glynn T. Settle also conducts the responsive bible reading and delivers a brief inspirational talk.

**News, News Features  
and Entertainment  
Beamed to  
The Network  
of the Americas**

In: SPANISH  
PORTUGUESE

From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 109 affiliated stations in Latin America.

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO LATIN  
AMERICA**

*CBS transmits on  
WCBX, New York  
WCRC, New York  
WCBN, New York*

**News, News Features  
and Entertainment  
Beamed Overseas**

In: ENGLISH  
FRENCH  
ITALIAN  
GERMAN  
POLISH  
SERBO-CROATIAN  
DUTCH  
CZECH

News in eight languages—plus more than 23½ 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. On December 31st, 1943—CBS began operating two new 50,000 watt transmitters to Europe—WOOC—WOOW—making five transmitters beaming programs east with one transmitter loaned for special code transmissions. On May 1st, 1944—CBS put into service still another 50,000 watt transmitter WCBN to both Europe and Latin America. 20 programs daily are now being re-transmitted by Radio Algiers. Other programs carried by CBS transmitters are also rebroadcast by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo* and *Radio Florence*.

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO EUROPE  
AND THE  
EAST**

*CBS transmits on  
WCBX, New York  
WCRC, New York  
WCDA, New York  
WOOC, New York  
WOOW, New York  
WCBN, New York*

# SPECIAL BROADCASTS: FALL & WINTER

This is a partial list of special CBS broadcasts (mostly exclusive), of two general categories, not included in the previous issue.

1. The specific sustaining broadcasts of notable public significance.
2. Programs arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

## NOTABLE BROADCASTS:

DECEMBER 7: "CBS War Bond Day", during which 58 programs between 8 a.m. and midnight EWT carried the urgent message to buy bonds. The voices of servicemen throughout the world were brought in, all emphasizing the theme "I carried the job to here—Finish the Job". Lawrence Tibbett introduced a new song called "What Did *You* Do Today?" written by Lt. Dean Chatlain in a ditch after being wounded in a tank battle in North Africa. Tibbett interviewed Capt. Maurice Britt, the only winner besides MacArthur of the three most coveted war medals. Walt Disney produced a special bond program slanted toward the children, and WCBW, the CBS television station, dramatized a television variety all-star bond program *V I For Victory*.

DECEMBER 18: In the 9:00 a.m. news summary CBS brought in Richard C. Hottelet, its correspondent on the Western Front. He reported the first news of the German counter-attack preceding any other news medium by four hours.

DECEMBER 25: CBS opened the first hour of Christmas day with its famous carol program.

Sally Moore and the Collegiate Chorale supported by the Columbia Concert Orchestra sang rare and familiar Christmas music: 12:00-1:00 a.m. That afternoon a special program *Christmas Overseas* brought in the voices of American soldiers on the Western front, in the Philippines and in Italy, punctuated by the bells of Westminster Cathedral, Notre Dame and St. Peter's: 1:30-2:00 p.m.

JANUARY 3: Heitor Villa-Lobos, Brazil's most eminent composer, conducted two North American premieres of his works on *Invitation to Music*. On January 3 the program consisted of an impressionistic piece, "New York Skyline" and the 3rd suite of "Discovery of Brazil". This was followed on January 10 by a group of songs and a symphonic poem called "Amazonas": 11:30-12:00 midnight.

## TALKS:

OCTOBER 17: In connection with the annual Forum on Current Problems under the auspices of the New York Herald Tribune, Air Trainee HARRIS L. WOFFORD, JR., Army Air Forces, expressed his opinions on "Leadership in International Action": 4:00-4:15 p.m.

OCTOBER 21: J. RAYMOND WALSH, Director of Research, C.I.O.-Political Action Committee, spoke on "Full Peace Time Employment": 10:45-11:00 p.m.

OCTOBER 22: "Rescuing Refugees Through Turkey" was the subject of a talk by IRA A. HIRSCHMANN, recent Special Attaché of the American Embassy in Turkey: 1:30-1:45 p.m.

OCTOBER 29: Former Greek Minister of Information, ANDRE MICHALOPOULOS, commemorated the occasion of Greek Independence Day: 1:30-1:45 p.m.

OCTOBER 31: From Boston, Massachusetts, DR. SUMNER H. SLICHTER, Lamont university professor, Harvard University, discussed the problems of "The Postwar Outlook for Business and Labor": 10:30-10:45 p.m.

NOVEMBER 9: HERBERT H. LEHMAN, Director-General, United Nations Relief and Rehabilitation Administration, reported on "UNRRA Aid to War Victims": 7:15-7:30 p.m.

NOVEMBER 12: In connection with National Hi-Y week, CHARLES P. TAFT, Director, Office of Wartime Economics, State Department, and member of the Committee on Postwar Programs of the State Department, broadcast from Washington, D.C. on the subject of "Larger Living in a Smaller World": 1:30-1:45 p.m.

NOVEMBER 13: Under the auspices of the Committee for Refugee Education, Mrs. FRANKLIN D. ROOSEVELT made an address on "Refugee Education": 11:15-11:20 p.m.

NOVEMBER 14: DR. DEAN A. CLARK, Chief Medical Officer, Office of Vocational Rehabilitation, dealt with the matter of "The Hospital and Rehabilitation": 10:30-10:45 p.m.

NOVEMBER 15: "Wayside Healing in India" was discussed from Columbus, Ohio by DR. IDA

S. SCUDDER, founder and principal emeritus of the Missionary Medical College for Women in Vellore, India: 5:30-5:45 p.m.

NOVEMBER 16: A broadcast commemorating the 11th anniversary of the establishment of diplomatic relations between the U.S.A. and the U.S.S.R. EDWARD R. STETTINIUS, Acting Secretary of State, EARL OF HALIFAX, British Ambassador, ANDREI A. GROMYKO, Russian Ambassador, and JOSEPH E. DAVIES, former U.S. Ambassador to Russia participated: 8:30-8:55 p.m.

NOVEMBER 18: Legal adviser of the Jewish Agency for Palestine, DR. BERNARD JOSEPH, discussed "Palestine at the Crossroads": 10:45-11:00 p.m.

NOVEMBER 19: CHARLES E. WILSON, President of General Electric, and RABBI HERBERT S. GOLDSTEIN, President American Council of Synagogues, spoke in connection with the "United Church Canvass": 1:30-1:45 p.m.

NOVEMBER 20: "Social Security in the Postwar Period" was the point of issue of a broadcast by THE RIGHT REVEREND MONSIGNOR JOHN O'GRADY: 6:30-6:45 p.m.

NOVEMBER 21: From Washington, SENATOR ARTHUR H. VANDENBERG, presented an analysis of "Why the Social Security Tax should not be increased": 10:30-10:45 p.m.

NOVEMBER 25: LESSING H. ROSENWALD, President, American Council for Judaism, Inc., stated his opinions about "The Status of Jews in the Postwar World": 10:45-11:00 p.m.

NOVEMBER 26: "An Australian Looks at the Pacific" was the topic of the talk by SIR FREDERICK EGGLESTON, Australian Minister to the United States: 1:30-1:45 p.m.

DECEMBER 2: New Zealand Minister to Washington, CARL A. BERENDSEN, analyzed the prob-

lem facing "New Zealand and the Postwar World": 10:45-11:00 p.m.

DECEMBER 5: SENATOR ROBERT F. WAGNER, in replying to the position taken by Senator Vandenberg on November 21, offered his views on "Social Security Taxes": 10:30-10:45 p.m.

DECEMBER 6: W. P. WITHEROW, Chairman, Executive Committee, N. A. M., spoke on "Industry Will Finish The Job": 11:15-11:30 p.m.

DECEMBER 9: From Ottawa, Ontario, PERCY J. PHILIP, Ottawa correspondent for the New York Times, helped to clarify "Canada's Conscription Controversy": 10:45-11:00 p.m.

DECEMBER 10: "The British War Effort" was summarized by L. W. BROCKINGTON, K. C.: 1:30-1:45 p.m.

DECEMBER 11: Director of Medical Sciences of the Rockefeller Foundation, DR. ALAN GREGG, addressed the meeting of the American Pharmaceutical Manufacturers Assn. on the "Essential Need of Fundamental Research in Medical Sciences for Social Progress": 4:45-5:00 p.m.

DECEMBER 12: From Washington, REPRESENTATIVE ESTES KEFAUVER talked about "Congress and Treaty Ratifications": 10:30-10:45 p.m.

DECEMBER 13: "Dumbarton Oaks Plan for World Peace and Security" was the subject of a broadcast by Under-Secretary of State, JOSEPH C. GREW: 2:00-2:30 p.m.

DECEMBER 15: KENT COOPER, Executive Director, The Associated Press, in commemoration of the 153rd anniversary of the Bill of Rights, argued for "Freedom of the Press": 11:15-11:30 p.m.

DECEMBER 16: DR. JAMES T. SHOTWELL, Director Division of Economics and History, Carnegie Endowment for International Peace,

outlined the job of "Labor and the Postwar World": 10:45-11:00 p.m.

DECEMBER 19: From Washington, D. C. SENATOR EDWARD V. ROBERTSON spoke on "War and Peacetime Leadership": 10:30-10:45 p.m.

DECEMBER 21: In connection with the 100th anniversary of the founding of the first cooperative at Rochdale, England, in 1844, SENATOR GEORGE D. AIKEN presented the "Challenge of the Second Century of Cooperatives": 11:15-11:30 p.m.

DECEMBER 24: "Personalized Rehabilitation for Veterans" was the topic broadcast by JEAN A. BRUNNER, National Commander, Veterans of Foreign Wars: 1:30-1:45 p.m.

DECEMBER 30: PERCY SPENDER, Member of the Australian House of Representatives, reported on how "An Australian Looks at the Pacific Peace": 10:45-11:00 p.m.

DECEMBER 31: From Rome, Italy, MYRON C. TAYLOR, President Roosevelt's personal representative to the Holy See, and IVANOE BONOMI, Prime Minister of the Italian Government, gave their accounts of the "Administration and Distribution of Relief in Italy": 11:30-12:00 noon.

JANUARY 6: ALEXANDER H. UHL, Foreign Editor of PM and Foreign Correspondent, described "What is Going on in the Liberated Territories of Europe": 10:45-11:00 p.m.

JANUARY 7: "Burma-India-China Campaign" was the subject of the speech by BRIGADIER GEN. J. IRWIN, Chief of Staff of the 14th Army in India: 1:30-1:45 p.m.

JANUARY 14: As President of the National Foundation for Infantile Paralysis, BASIL O'CONNOR launched the 1945 March of Dimes Campaign with an address entitled "Infantile Paralysis Fights For You": 1:30-1:45 p.m.

# CBS TELEVISION

Since May 5, 1944, CBS' Television Station, WCBW-NY has televised twice weekly on Thursdays and Fridays a two-hour live-talent program, between 8 and 10 p.m. These programs have been developed on an experimental and sustaining basis, and recently have followed a basic pattern, consisting of the following elements:

*News and News Analysis*—a 15-minute period during which Everett Holles, CBS Assistant Director of News Broadcasts reports and analyzes the news against a background of visual devices including maps, animations, photographs and other visualizations.

*Opinions on Trial*, a 30-minute period devoted to the dramatized discussion of controversial issues, presented as a courtroom scene with Judge, Counsel and Opposing Witnesses. The television home audience constitutes the jury and are asked to mail in their verdict.

*Documentary Film*. The second hour opens each night with a telecast of documentary or other films.

*The Missus Goes A-Shopping*. The successful

CBS audience-participation program exceeded by John Reed King, adapted for television, 30 minutes.

*Will You Remember?* The popular radio vocalist Miss Vera Massey in a 15-minute song-soliloquy.

*At Home*. A half-hour musical-variety program set in the informal background of a living room and containing interludes of songs and dancing.

This pattern is supplemented each week with experiments in adapting various types of radio programs to television, with special events dictated by the news of the day, and with dramatic and educational features.



# CBS PROGRAM BOOK SUPPLEMENT • MARCH 1, 1945

## NEW CBS PACIFIC NETWORK PROGRAMS

<p><b>COLONIAL DAMES, INC.</b> (270th Week on CBS)</p> <p><b>Meet the Missus</b> Participation quiz</p>	<p>Tuesday 2:45-3:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Abbott Kimball Co., Inc.</i></p>
<p><b>L B LABORATORIES INC.</b> (Starts March 1st)</p> <p><b>Meet the Missus</b> Participation quiz</p>	<p>Thursday 2:45-3:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>L B Hair Oil <i>Glasser, Gailey &amp; Co.</i></p>
<p><b>O'CEDAR CORP.</b> (64th Week on CBS)</p> <p><b>Meet the Missus</b> Participation quiz</p>	<p>Mon., Wed. 2:30-2:45 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>All Products <i>Aubrey, Moore &amp; Wallace, Inc.</i></p>

## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p><b>AMERICAN OIL COMPANY</b></p>	<p>Change origination of "Edward R. Murrow" to WABC.</p>
<p>Page 6</p>	<p><b>CHRYSLER CORPORATION</b></p>	<p>Correct program listing to "Major Bowes' Shower of Stars."</p>
<p>Page 7</p>	<p><b>CRESTA BLANCA WINE CO.</b></p>	<p>Change origination to KNX.</p>
<p>Page 12</p>	<p><b>MARYLAND PHARMACEUTICAL CO.</b></p>	<p>Cancel program after March 17.</p>
<p>Page 14</p>	<p><b>THE QUAKER OATS COMPANY</b></p>	<p>Correct program listing after March 9th to "Those Websters."</p>
<p>Page 14</p>	<p><b>SERVEL, INC.</b></p>	<p>Change origination to KNX.</p>

# CBS PROGRAM BOOK SUPPLEMENT • APRIL 1, 1945

SEE CBS PROGRAMS PROGRAM

**PRINCE MATCHABELLI**  
**PERFUMERY, INC.**  
 (Vick Chemical Co.)  
 (begins April 15th)

**Stradivari Orchestra**  
 with Paul Lavalle  
 Music

Sunday  
 2:00-2:30 p.m.  
 123 CBS stations  
 ORIGINATES: WABC

Cosmetics  
*Morse International, Inc.*

**THE PROCTER & GAMBLE CO.**  
 (543rd Week on CBS)

**Rosemary**  
 Serial drama

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

P. & G. White Laundry Soap  
 Ivory Flakes  
*Benton & Bowles, Inc.*

MARKET EXERCISES - CBS SPONSORED PROGRAMS

Page 4	<b>AMERICAN OIL COMPANY</b>	Change origination of "Edward R. Murrow" to BBC, London.
Page 4	<b>AMERICAN TOBACCO COMPANY</b>	Cancel the rebroadcast.
Page 4	<b>ANCHOR-HOOKING GLASS CORP.</b>	Change product listing to Anchorglass & Fire-King Ovenglass products.
Page 5	<b>P. BALLANTINE &amp; SONS</b>	Change program title to "The Ballantine Show".
Page 5	<b>BAYER COMPANY</b>	List products for "Second Husband" as Bayer Aspirin and Dr. Lyon's Tooth Powder.
Page 8	<b>GENERAL FOODS CORP.</b>	Cancel "Joyce Jordan" series.
Page 9	<b>GENERAL FOODS CORP.</b>	Change time of "Two On A Clue" to 2:00-2:15 p.m.
Page 12	<b>PET MILK SALES CORPORATION</b>	List product as 400-D Pet Milk.

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 18</i>	<b>SEAL-COTE CO.</b>	Cancel program.
<i>Page 19</i>	<b>SOIL OFF MANUFACTURING COMPANY</b>	Change agency to McCann-Erickson, Inc.

**MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS**

<i>Page 19</i>	<b>COLDSTREAM PRODUCTS CO.</b>	Change day of broadcast to Tuesday, 7:30-8:00 p.m.
<i>Page 19</i>	<b>GROVE LABORATORIES, INC.</b>	Cancel program.

MONTHLY CORRECTIONS - CBS SUNDAY PROGRAMS (CONTINUED)

Page 12	<b>CHARLES H. PHILLIPS CHEMICAL CO.</b>	Change product listing to Phillips Toothpaste, Energine, Phillips Milk of Magnesia Tablets.
Page 13	<b>THE PROCTER &amp; GAMBLE CO.</b>	Cancel "The Goldbergs" series and replace with "Young Dr. Malone."
Page 14	<b>R. J. REYNOLDS TOBACCO CO.</b>	Cancel the "Moore and Durante Show."
Page 14	<b>SERVEL, INC.</b>	Cancel program.
Page 15	<b>SOUTHERN COTTON OIL CO.</b>	Effective April 16, change time to 3:00-3:15 p.m.
Page 15	<b>E. R. SQUIBB &amp; SONS</b>	Change program title to "Jimmy Carroll, Sings." Change agency to Geyer, Cornell & Newell, Inc.
Page 15	<b>STANDARD BRANDS, INC.</b>	Effective April 13, cancel program.

MONTHLY CORRECTIONS - THE PACIFIC NETWORK SYSTEMS

Page 16	<b>DAY &amp; NIGHT MANUFACTURING CO.</b>	Change newscaster to "Dr. Wallace Sterling."
Page 17	<b>"42 PRODUCTS, INC."</b>	Change time to 9:00-9:30 p.m.
Page 17	<b>GENERAL MILLS, INC.</b>	Change origination to KNX.
Page 19	<b>VICK CHEMICAL COMPANY</b>	Change newscaster to "Dr. Wallace Sterling."

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 19	<b>COLDSTREAM PRODUCTS CO.</b>	Effective April 6, change day and time to Friday, 6:00-6:30 p.m.
Page 19	<b>UNION ICE COMPANY</b>	Cancel program.
Page 19	<b>WILSHIRE OIL COMPANY</b>	Change time to 9:30-9:45 p.m.

CRS Program Cost  
Supplement for Month  
to be typed in here

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

## THE COLUMBIA BROADCASTING SYSTEM

*Sales and administrative offices:* 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12  
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard,  
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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