

CBS PROGRAM BOOK • AUTUMN, 1945



KEY TO FRONT COVER (same sequence as pictures)

<p>JOAN DAVIS The Joan Davis Show Mon. 8:30 p m EWT Starts Aug. 27</p>	<p>LUX RADIO THEATRE Mon. 9 p m EWT Starts Aug. 27</p>	<p>FANNY BRICE as Baby Snooks Sun. 6:30 p m EWT Starts Sept. 16</p>	<p>ARTUR RODZINSKI I. Y. Phil. Symphony Orch. Sun. 3 p m EWT Starts Oct. 7</p>	<p>SUSPENSE Thurs. 8 p m EWT</p>
<p>NELSDN EDDY Sun. 4:30 p m EWT Starts Sept. 17</p>	<p>DANNY KAYE The Danny Kaye Show Fri. 10:30 p m EWT Starts Oct. 5</p>	<p>MOORE AND OURANTE Ourante-Moore Show Fri. 10 p m EWT Starts Sept. 14</p>	<p>KATE SMITH The Kate Smith Hour Fri. 8:30 p m EWT Starts Sept. 14</p>	<p>PENNY SINGLETON Blondie Sun. 7:30 p m EWT</p>
<p>JOHNSON AND HULL Vox Pop Mon. 8 p m EWT</p>	<p>PHIL BAKER Take It or Leave It Sun. 10 p m EWT</p>	<p>JAMES MELTON Texaco Star Theatre Sun. 9:30 p m EWT</p>	<p>FRANK SINATRA The Frank Sinatra Show Wed. 9 p m EWT Starts Sept. 5</p>	<p>PATRICE MUNSEL The Family Hour Sun. 5 p m EWT</p>
<p>ROBERT TROUT World News Today Sun. 2:30 p m EWT</p>	<p>MARLIN HURT The Baulah Show Sun. 8 p m EWT</p>	<p>LIONEL BARRYMORE Mayor of the Town Sat. 8:30 p m EWT Starts Sept. 1</p>	<p>HELEN HAYES Sat. 7 p m EWT Starts Sept. 8</p>	<p>DICK TOOD Your Hit Parade Sat. 9 p m EWT</p>
<p>ARTHUR GDDFREY Mon. thru Fri. 9:15 a m EWT</p>	<p>TEO HUSING Sports Saturday Afternoons</p>	<p>ROBERT L. RIPLEY Romance, Rhythm and Ripley Thurs. 10:30 p m EWT</p>	<p>BERNAROINE FLYNN Vic and Sade Mon. thru Fri. 7:15 p m EWT Starts Aug. 21</p>	<p>ART LINKLETTER House Party Mon. thru Fri. 4 p m EWT</p>
<p>ANN SOTHERN Maisie Thurs. 8:30 p m EWT</p>	<p>REPORT TO THE NATION Sat. 10:15 p m EWT Starts Sept. 15</p>	<p>JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 p m EWT</p>	<p>OZZIE NELSON HARRIET HILLIARD Adventures of Ozzie and Harriet Starts Aug. 12 Sun. 6 p m EWT</p>	<p>WILLIAM L. SHIRE Sun. 5:45 p m EWT</p>
<p>AMERICA IN THE AIR Sat. 7:30 p m EWT</p>	<p>JANE WEBB Those Websters Fri. 9:30 p m EWT</p>	<p>TOM HOWARD It Pays to be Ignorant Fri. 9 p m EWT</p>	<p>DAVE ELMAN Hobby Lobby Thurs. 9:30 p m EWT</p>	<p>LES TREMAYNE Adventures of the Thin Sun. 7 p m EWT</p>

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AUTUMN, 1945

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 21

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

August 1, 1945

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Institutional Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 4
P. LORILLARD COMPANY:
Old Gold Cigarettes Page 12
PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 13
R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Smoking Tobacco Page 15

● CONFECTIONERY

CURTISS CANDY COMPANY:
Candy Page 8
PETER PAUL, INC.:
Candy, Gum, Walnettos Page 19
WM. WRIGLEY JR., COMPANY:
Chewing Gum Page 16

● DRUGS & TOILET GOODS

ANACIN COMPANY:
Anacin Page 4
BAYER COMPANY:
Bayer Aspirin and Dr. Lyons Page 5
BOURJOIS, INC.:
Evening in Paris Perfumes & Cosmetics Page 6
CAMPANA SALES CORP.:
Solitaire Cake Make-Up, Campana
Cream Balm Page 17
CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 6
COLGATE-PALMOLIVE-PFET COMPANY:
(See also Laundry Soaps & Household Supplies)
Tooth Powder Page 7
COLONIAL DAMES, INC.:
Cosmetics Page 17
EMERSON DRUG COMPANY:
Bromo-Seltzer Page 8
"42" PRODUCTS, INC.:
Hair Oil & Other Products Page 18
JOHNSON & JOHNSON:
Surgical Dressings Page 10
KOLYNOS COMPANY:
Kolynos Tooth Powder and Toothpaste,
Bisodol Page 10
LADY ESTHER, LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 11
LAMBERT PHARMACAL CO.:
Listerine Tooth Powder Page 11
L. B. LABORATORIES, INC.:
L B Hair Oil Page 18
LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Soap and Flakes, Swan Soap Page 11

LEWIS-HOWE COMPANY:
Tums Page 11
MANHATTAN SOAP COMPANY:
Sweetheart Soap Pages 12, 19
THE MENNEN CO.:
Shave Cream Page 19
NOXZEMA CHEMICAL CO.:
All Products Page 12
CHARLES H. PHILLIPS CHEMICAL CO.:
(See also Household Supplies)
Phillips Tooth Paste and
Milk of Magnesia Tablets Page 13
PRINCE MATCHABELLI, INC.:
Perfumes and Cosmetics Page 13
THE PROCTER & GAMBLE CO.:
(See also Laundry Soaps; Foods)
Ivory Soap & Flakes, Camay, Lava Soap Page 14
SALES BUILDERS, INC.:
Max Factor Cosmetics Page 15
SCHENLEY LABORATORIES, INC.:
Penicillin Page 15
E. R. SQUIBB & SONS:
Squibb Products Page 15
UNITED DRUG CO.:
Drugs Page 16
J. B. WILLIAMS COMPANY:
Shaving Cream Page 16

● FOODS & BEVERAGES

ARMOUR & COMPANY:
Meat & Dairy Products Page 4
P. BALLANTINE & SONS:
Ballantine Beer and Ale Page 5
BALLARD & BALLARD CO.:
Ballard's Obelisk Flour Page 5
BORDEN CO.:
All Products Page 5
BOWEY'S, INC.:
Dari-Rich Products Page 6
**CALIFORNIA PRUNE AND APRICOT
GROWERS ASSOCIATION:**
Sunsweet Prunes and Apricots Page 17
CAMPBELL SOUP COMPANY:
Campbell's Soups, Baked Beans &
Tomato Juice Page 6
CENTAUR DIVISION, STERLING DRUG CO.:
Ironized Yeast Page 6
COLDSTREAM PRODUCT CO.:
Sunnybank Margarine Page 20
CONTINENTAL BAKING CO.:
Wonder Bread, Hostess Cake Page 7
CREAM OF WHEAT CORP.:
Cream of Wheat Cereal Page 7
P. DUFF & SONS, INC.:
Ready-To-Bake Mixes Page 17
GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Jell-O, Jell-O Puddings, Certo, Sanka, Postum,
Post Toasties, Maxwell House Coffee Page 9
GENERAL MILLS, INC.:
Wheaties, Kitchen Tested Flour,
Cheeri-Oats Pages 9, 18

LEVER BROTHERS COMPANY: <i>(See also Toilet Goods; Laundry Soaps)</i>	
Spry	Page 11
THOMAS J. LIPTON, INC.:	
Lipton's Tea and Continental Soup Mix	Page 12
M J B COMPANY:	
Rice and Tea	Page 19
PABST SALES COMPANY:	
Blue Ribbon Beer	Page 12
PET MILK SALES CORPORATION:	
400-D Pet Milk	Page 13
PILLSBURY FLOUR MILLS CO.:	
All Products	Page 13
PLANTERS NUT & CHOCOLATE COMPANY:	
Planters Salted Peanuts, Planters Peanut Oil, All Products	Page 19
THE PROCTER & GAMBLE CO.: <i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco	Page 14
THE QUAKER OATS CO.:	
Quaker Food Products	Page 15
ROMA WINE CO., INC.:	
Roma Wines	Page 15
SOUTHERN COTTON OIL CO.:	
Wesson Oil, Snowdrift	Page 15

● **LAUNDRY SOAPS AND
HOUSEHOLD SUPPLIES**

BU-TAY PRODUCTS, LTD.:	
Raindrops-Water Softener	Page 17
COLGATE-PALMOLIVE-PFET CO.: <i>(See also Drugs & Toilet Goods)</i>	
Super Suds	Page 7
CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 7
GENERAL FOODS CORPORATION: <i>(See also Foods)</i>	
La France, Satina	Page 9
KELITE PRODUCTS, INC.:	
"Kenu," Chemical Household Cleaner	Page 18
LEVER BROTHERS COMPANY: <i>(See also Toilet Goods; Foods)</i>	
Rinso	Page 11
CHARLES H. PHILLIPS CHEMICAL CO.: <i>(See also Toilet Goods)</i>	
Energine	Page 13
THE PROCTER & GAMBLE CO.: <i>(See also Toilet Goods; Foods)</i>	
Oxydol, Duz	Page 14
SOIL OFF MANUFACTURING COMPANY:	
Cleaning Fluid	Page 20

● **LUBRICANTS**

AMERICAN OIL COMPANY:	
Amoco-Gas, American Gas and Services	Page 4
GENERAL PETROLEUM CORP. OF CALIF.:	
All Products	Page 18
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 10
PAN AMERICAN PETROLEUM CORP.:	
Petroleum Products	Page 12

SIGNAL OIL COMPANY:	
All Products	Page 19
THE TEXAS COMPANY:	
Texaco Products	Page 16
WILSHIRE OIL COMPANY:	
Petroleum Products	Page 20

● **MISCELLANEOUS**

ADMIRAL CORPORATION:	
Institutional, Admiral Radio	Page 4
ANCHOR-HOCKING GLASS CORP.:	
Anchorglass and Fire King Ovenglass Products	Page 4
ARMSTRONG CORK COMPANY:	
Armstrong's Floor Coverings	Page 5
BEKINS VAN AND STORAGE CO.:	
Moving and Storage	Page 16
BENDIX AVIATION CORP.:	
All Products	Page 5
BENRUS WATCH CO.:	
Watches	Page 17
CELANESE CORPORATION OF AMERICA:	
Celanese Products	Page 6
COMPTONE CO.:	
Oculens Sunglasses	Page 7
CONTINENTAL CAN CO.:	
Institutional, Packaging, Plastic Products	Page 7
DAY & NIGHT MANUFACTURING CO.:	
Water Heaters & Equipment	Page 17
EDISON BROTHERS STORES:	
Shoes	Page 18
ELECTRIC COMPANIES ADVERTISING PROGRAM:	
Institutional	Page 8
EVERSHARP, INC.:	
Eversharp Pens and Pencils, Red Top Leads	Page 8
FERRY-MORSE SEED CO.:	
Seeds	Page 20
GALLENKAMP STORES CO.:	
Shoes	Page 18
GENERAL ELECTRIC CO.:	
Electronics, GE Appliances	Page 8
B. F. GOODRICH CO.:	
Rubber Goods	Page 10
THE HUDSON COAL COMPANY:	
Delaware and Hudson Anthracite	Page 10
HUNT BROTHERS PACKING CO.:	
All Products	Page 18
INTERNATIONAL SILVER COMPANY:	
International Sterling and 1847 Rogers Bros. Silverplate	Page 10
JOHNS-MANVILLE CORPORATION:	
Insulating Material	Page 10
NATIONAL LEAD CO.:	
Dutch Boy Paint	Page 19
THE PARKER PEN CO.:	
Quink, Pens, Pencils	Page 12
PRUDENTIAL INSURANCE COMPANY OF AMERICA:	
Insurance Services	Page 14
UNITED STATES RUBBER CO.:	
Institutional	Page 16
YELLOW CAB CO.:	
Cab Service	Page 20

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

"Weeks on CBS"
as of August 1, 1945

<p>ADMIRAL CORPORATION (147th Week on CBS)</p> <p>World News Today <i>News</i></p>	<p>Sunday 2:30-2:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Admiral Radio Institutional <i>Cruttenden & Eger</i></p>
<p>AMERICAN OIL COMPANY (303rd 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. 58 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:45-2:00 p.m. 62 CBS stations ORIGINATES: BBC, LONDON AND WABC</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (482nd Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Dick Todd, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. 149 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p>
<p>ANACIN COMPANY (443rd Week on CBS)</p> <p>Our Gal Sunday <i>Serial drama</i></p> <p>Ellery Queen <i>Mystery drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 141 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 55 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample</i></p> <p><i>Ruthrauff & Ryan, Inc.</i></p>
<p>ANCHOR-HOCKING GLASS CORP. (82nd Week on CBS)</p> <p>Corliss Archer <i>Dramatic series</i></p>	<p>Thursday 9:30-10:00 p.m. 139 CBS stations ORIGINATES: KNX</p>	<p>Anchorglass and Fire King Ovenglass Products <i>William H. Weintraub & Co., Inc.</i></p>
<p>ARMOUR & COMPANY (112th Week on CBS)</p> <p>Hedda Hopper's Hollywood <i>Woman's commentary</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 147 CBS stations ORIGINATES: KNX</p>	<p>Meat & Dairy Products <i>Foote, Cone & Belding</i></p>

ARMSTRONG CORK COMPANY
(199th 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
(125th Week on CBS)
Stuart Erwin Show
Variety

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

Ballantine Beer & Ale
J. Walter Thompson Co.

BALLARD & BALLARD CO.
(130th 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.
26 CBS stations
ORIGINATES: WHAS

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

BAYER COMPANY
(513th Week on CBS)
American Melody Hour
with Jane Pickens, Bob Hannon,
Evelyn MacGregor, Orchestra
and chorus
Music

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

Bayer Aspirin

Second Husband
Serial drama

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

Bayer Aspirin and
Dr. Lyons
*Dancer-Fitzgerald-
Sample*

BENDIX AVIATION CORP.
(6th Week on CBS)
***Men of Vision**
Drama

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

All Products
Grant Advertising, Inc.

BORDEN CO.
(55th Week on CBS)
***Jerry Wayne Show**
Musical

Friday
7:30-8:00 p.m.
Rebroadcast
9:00-9:30 p.m.
144 CBS stations
ORIGINATES: WABC

All Products
Young & Rubicam, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
BOURJOIS, INC. <i>(315th Week on CBS)</i> Romance, Rhythm & Ripley with Ray Bloch's Orchestra, Larry Douglas, and Marion Hutton <i>Variety</i>	Thursday 10:30-11:00 p.m. 140 CBS stations ORIGINATES: WABC	Evening in Paris Perfumes & Cosmetics <i>Foote, Cone & Belding</i>
BOWEY'S, INC. <i>(322nd Week on CBS)</i> Stars Over Hollywood with guest stars <i>Original drama</i>	Saturday 12:30-1:00 p.m. 50 CBS stations ORIGINATES: KNX	Dari-Rich Products <i>Sorensen & Company</i>
CAMPBELL SOUP COMPANY <i>(555th Week on CBS)</i> The Saint <i>Mystery drama</i> Radio Reader's Digest with William Harrison, Nathan Van Cleave's Orchestra, and guest stars <i>Drama</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 141 CBS stations 27 CBC stations ORIGINATES: KNX Sunday 9:00-9:30 p.m. 141 CBS stations 27 CBC stations ORIGINATES: WABC	Campbell's Soups, Baked Beans, Tomato Juice <i>Ward Wheelock</i> <i>Company</i>
CELANESE CORPORATION OF AMERICA <i>(186th Week on CBS)</i> Great Moments in Music with Jean Tennyson and guest stars <i>Music</i>	Wednesday 10:00-10:30 p.m. 141 CBS stations ORIGINATES: WABC	Celanese Products <i>Young & Rubicam, Inc.</i>
CENTAUR DIVISION, STERLING DRUG INC. <i>(309th Week on CBS)</i> Big Town <i>Drama</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 140 CBS stations 21 CBC stations ORIGINATES: WABC	Ironized Yeast <i>Pedlar & Ryan, Inc.</i>
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(351st Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 140 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>

CHRYSLER CORPORATION*(490th Week on CBS)***Don Voorhees' Orchestra***Music*

Thursday

9:00-9:30 p.m.

143 CBS stations

ORIGINATES: WABC

Institutional

*Ruthrauff & Ryan, Inc.***COLGATE-PALMOLIVE-PEET
COMPANY***(498th Week on CBS)***Colgate Theater of Romance***Drama***Blondie***Comedy*

Tuesday

8:30-8:55 p.m.

*Rebroadcast**11:30-11:55 p.m.*

143 CBS stations

ORIGINATES: WABC

Colgate Tooth Powder

*Sherman & Marquette,**Inc.*

Sunday

8:00-8:30 p.m.

*Rebroadcast**11:30-12:00 mid.*

141 CBS stations

ORIGINATES: KXN

Super Suds

*Wm. Esty & Co., Inc.***COMPTONE CO.***(11th Week on CBS)****Robert Trout***News*

Saturday

6:55-7:00 p.m.

22 CBS stations

ORIGINATES: WABC

Oculens Sunglasses

*Byrde, Richard &**Pound***CONTINENTAL BAKING CO., INC.***(551st Week on CBS)***Bachelor's Children***Serial drama*

Mon. thru Fri.

10:45-11:00 a.m.

*Rebroadcast**3:45-4:00 p.m.*

47 CBS stations

ORIGINATES: WBBM

Wonder Bread, Hostess
Cake*Ted Bates, Inc.***CONTINENTAL CAN CO.***(30th Week on CBS)***Report to the Nation***News dramatization*

Sunday

6:30-7:00 p.m.

142 CBS stations

ORIGINATES: WABC

Institutional, Packaging,
Plastic Products*Batten, Barton, Durstine
& Osborn, Inc.***CREAM OF WHEAT CORP.***(260th Week on CBS)***Let's Pretend***Drama*

Saturday

11:05-11:30 a.m.

142 CBS stations

ORIGINATES: WABC

Cream of Wheat Cereal

*Batten, Barton, Durstine
& Osborn, Inc.***DAILY PACKING COMPANY***(433rd Week on CBS)***Tena & Tim***Dramatic serial*

Mon. thru Fri.

2:45-3:00 p.m.

64 CBS stations

ORIGINATES: WBBM

Old Dutch Cleanser

Grant Advertising, Inc.

COMPANY AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CURTISS CANDY COMPANY (252nd Week on CBS)</p> <p>News with Warren Sweeney</p>	<p>Sat., Sun. 11:00-11:05 a.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>ELECTRIC COMPANIES ADVERTISING PROGRAM (100th Week on CBS)</p> <p>The Electric Hour Summer Program with Felix Knight, Francia White and Robert Armbruster's Orchestra <i>Variety</i></p>	<p>Sunday 4:30-5:00 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>N. W. Ayer & Son, Inc.</i></p>
<p>EMERSON DRUG COMPANY (273rd Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interview quiz</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 141 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>McCann-Erickson, Inc.</i></p>
<p>EVERSHARP, INC. (304th Week on CBS)</p> <p>Take It or Leave It with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Ann Sothern in "Maisie" <i>Variety</i></p>	<p>Sunday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 144 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>
<p>GENERAL ELECTRIC COMPANY (178th Week on CBS)</p> <p>The World Today <i>News</i></p> <p>G. E. House Party <i>Variety</i></p>	<p>Mon. thru Fri. 6:45-6:55 p.m. 136 CBS stations ORIGINATES: WABC AND REMOTE</p> <p>Mon. thru Fri. 4:00-4:25 p.m. 148 CBS stations ORIGINATES: KNX</p>	<p>Electronics Division <i>Maxon, Inc.</i></p> <p>Household Appliance Division <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION
(535th Week on CBS)

Kate Smith Hour
with Kate Smith, Ted Collins,
Jack Miller's Orchestra
and guest stars
Variety

Summer hiatus—June 17 thru Sept. 9

Kate Smith Speaks
Ted Collins with the News
Talks and news

Toasties Time
with Fannie Brice
Variety

Summer hiatus—June 17 thru Sept. 9

Two On A Clue
Serial drama

The Aldrich Family
Comedy

**The Adventures of the
Thin Man**
Mystery

Sunday
7:00–8:00 p.m.
144 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
12 noon–12:15 p.m.
67 CBS stations
ORIGINATES: WABC

Sunday
6:30–7:00 p.m.
Rebroadcast
10:30–11:00 p.m.
144 CBS stations
ORIGINATES: KXX

Mon. thru Fri.
2:00–2:15 p.m.
71 CBS stations
ORIGINATES: WABC

Friday
8:00–8:30 p.m.
Rebroadcast
12:00 mid. 12:30 a.m.
140 CBS stations
27 CBC stations
ORIGINATES: WABC

Friday
8:30–9:55 p.m.
Rebroadcast
12:30–12:55 a.m.
140 CBS stations
27 CBC stations
ORIGINATES: WABC

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

Certo
Young & Rubicam, Inc.

Post Toasties
Benton & Bowles, Inc.

LaFrance, Satina, Postum
Young & Rubicam, Inc.

Postum
Young & Rubicam, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.
(583rd Week on CBS)

Light of the World
Serial drama

Valiant Lady
Serial drama

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

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

Kitchen Tested Flour
*Dancer-Fitzgerald-
Sample*

Cheeri-Oats
*Dancer-Fitzgerald-
Sample*

AGENCY AND MODERATOR	TIME	PRODUCT AND AGENCY
<p>B. F. GOODRICH CO. (124th 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. 140 CBS stations ORIGINATES: WABC</p>	<p>Rubber Goods <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>GULF OIL CORPORATION (598th Week on CBS)</p> <p>We the People with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>THE HUDSON COAL COMPANY (97th Week on CBS)</p> <p>CBS News of the World <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>"D&H" Anthracite <i>The Clements Co., Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (387th Week on CBS)</p> <p>Silver Theatre <i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION (208th Week on CBS)</p> <p>Bill Henry <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 63 CBS stations ORIGINATES: WABC, WTOP</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p>JOHNSON & JOHNSON (225th Week on CBS)</p> <p>Edwin C. Hill The Human Side of the News <i>News</i></p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Surgical Dressings <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (651st Week on CBS)</p> <p>Mr. Keen, Tracer of Lost Persons <i>Mystery drama</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Thursday 7:30-8:00 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Tooth Powder and Toothpaste</p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald- Sample</i></p>

LADY ESTHER, LTD.*(607th Week on CBS)***Screen Guild Players***Drama*

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

Face Powder, Face
Cream, Rouge, Lipstick
and Nail Polish

*The Biow Co., Inc.***LAMBERT CO.***(190th Week on CBS)***The Billie Burke Show***Household advice*

Saturday
11:30-12 Noon
146 CBS stations
ORIGINATES: KNX

Listerine Tooth Powder

*Lambert & Feasley,
Inc.***LEVER BROTHERS COMPANY***(521st Week on CBS)***Lux Radio Theater**

Famous Plays
with Famous Stars
and Lou Silvers' Orchestra

*Drama**Summer hiatus—July 2 thru Aug. 20***The George Burns and
Gracie Allen Show***Comedy—Variety**Summer hiatus—July 2 thru Aug. 20***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister***Serial drama***A Woman's Life***Serial drama*

Monday
9:00-10:00 p.m.
144 CBS stations
21 CBC stations
ORIGINATES: KNX

Lux Soap & Flakes

J. Walter Thompson Co.

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
142 CBS stations
ORIGINATES: KNX

Swan Soap

Young & Rubicam, Inc.

Mon. thru Fri.
11:45-12 noon
80 CBS stations
21 CBC stations
ORIGINATES: WABC

Spry

Ruthrauff & Ryan, Inc.

Mon. thru Fri.
12:15-12:30 p.m.
142 CBS stations
21 CBC stations
ORIGINATES: WABC

Rinso

Ruthrauff & Ryan, Inc.

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
3:30-3:45 p.m.
141 CBS stations
ORIGINATES: WABC

Swan Soap

*Young & Rubicam, Inc.***LEWIS-HOWE COMPANY***(164th Week on CBS)***The Beulah Show***Comedy show*

Monday
9:00-9:30 p.m.
54 CBS stations
ORIGINATES: KNX

Tums

*Roche, Williams
& Cleary, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THOMAS J. LIPTON INC. <i>(93rd Week on CBS)</i> Inner Sanctum <i>Mystery drama</i> <i>Summer hiatus—July 3 thru Aug. 21</i>	Tuesday 9:00–9:30 p.m. 139 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix <i>Young & Rubicam, Inc.</i>
P. LORILLARD COMPANY <i>(396th Week on CBS)</i> Detect and Collect <i>Variety-quiz</i>	Wednesday 9:30–10:00 p.m. 140 CBS stations ORIGINATES: WABC	Old Gold Cigarettes <i>Lennen & Mitchell, Inc.</i>
MANHATTAN SOAP CO. INC. <i>(232nd Week on CBS)</i> The Strange Romance of Evelyn Winters <i>Dramatic serial</i>	Mon. thru Fri. 10:30–10:45 a.m. <i>Rebroadcast</i> 5:00–5:15 p.m. 146 CBS stations ORIGINATES: WABC	Sweetheart Soap <i>Duane Jones Co.</i>
NOXZEMA CHEMICAL CO. <i>(152nd Week on CBS)</i> Mayor of the Town with Lionel Barrymore <i>Drama</i> <i>Summer hiatus—July 21 thru Aug. 25</i>	Saturday 8:00–8:30 p.m. <i>Rebroadcast</i> 10:15 10:45 p.m. 58 CBS stations ORIGINATES: KNX	All Products <i>Ruthrauff & Ryan, Inc.</i>
PABST SALES CO. <i>(122nd Week on CBS)</i> Harry James and his Music Makers <i>Comedy variety</i>	Friday 10:30–11:00 p.m. 139 CBS stations ORIGINATES: WABC	Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i>
PAN AMERICAN PETROLEUM CORPORATION <i>(12th Week on CBS)</i> Edward R. Murrow <i>News</i>	Sunday 1:45–2:00 p.m. 9 CBS stations ORIGINATES: BBC, LONDON AND WABC	Petroleum Products <i>Fitzgerald Advertising Agency</i>
THE PARKER PEN CO. <i>(161st Week on CBS)</i> Ned Calmer and the News	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils Quink <i>J. Walter Thompson Co.</i>

PET MILK SALES CORPORATION

(610th Week on CBS)

Saturday Night Serenade

Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus

Music

Mary Lee Taylor

Home Economist

Talks

Saturday
9:45-10:15 p.m.
70 CBS stations
ORIGINATES: WABC

Saturday
10:30-11:00 a.m.
Rebroadcast
2:00-2:30 p.m.
84 CBS stations
ORIGINATES: KMOX

400-D Pet Milk

Gardner Advertising Company

CHARLES H. PHILLIPS CHEMICAL CO.

(402nd Week on CBS)

Amanda

Serial drama

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

Phillips Toothpaste, Energine and Phillips Milk of Magnesia Tablets

Dancer-Fitzgerald-Sample

PHILIP MORRIS & COMPANY, LTD., INC.

(468th Week on CBS)

Crime Doctor

Mystery drama

It Pays To Be Ignorant

Comedy

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

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

Philip Morris Cigarettes

The Biow Co., Inc.

PILLSBURY MILLS, INC.

(359th Week on CBS)

Grand Central Station

Drama

Saturday
1:00-1:30 p.m.
119 CBS stations
ORIGINATES: WABC

All Products

McCann-Erickson, Inc.

PRINCE MATCHABELLI, INC.

(20th Week on CBS)

The Stradivari Orchestra

Music

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

Perfumes and Cosmetics

Morse International, Inc.

THE PROCTER & GAMBLE CO.*(561st Week on CBS)***Young Dr. Malone***Serial drama***The Jack Kirkwood Show***Variety**Summer hiatus—July 2 thru Aug. 17***Life Can Be Beautiful***Serial drama***Ma Perkins***Serial drama***Radio Newspaper**

with Margaret MacDonald

*News***Perry Mason***Serial drama***F.B.I. in Peace and War***Drama**Summer hiatus—July 7 thru Aug. 18***Rosemary***Serial drama*

Mon. thru Fri.

1:45–2:00 p.m.

75 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

7:00–7:15 p.m.

Rebroadcast

11:00–11:15 p.m.

74 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

1:00–1:15 p.m.

58 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15–1:30 p.m.

72 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30–1:45 p.m.

42 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30–2:45 p.m.

49 CBS stations

ORIGINATES: WABC

Saturday

8:30–8:55 p.m.

Rebroadcast

11:30–11:55 p.m.

86 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15–2:30 p.m.

74 CBS stations

ORIGINATES: WABC

Duz

*Compton Advertising,
Inc.*

Ivory Soap

Oxydol

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Dancer-Fitzgerald-
Sample*

Crisco

*Compton Advertising,
Inc.*

Camay

Pedlar & Ryan, Inc.

Lava Soap

The Biow Co., Inc.

Ivory Flakes

*Compton Advertising,
Inc.***PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(321st Week on CBS)***Prudential Family Hour**with Eileen Farrell, Jack Smith,
Al Goodman's Orchestra,
and chorus*Music*

Sunday

5:00–5:45 p.m.

124 CBS stations

ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

THE QUAKER OATS COMPANY
(192nd Week on CBS)

Those Websters
Comedy drama

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

Quaker Food Products
Ruthrauff & Ryan, Inc.

R. J. REYNOLDS TOBACCO COMPANY
(638th Week on CBS)

Thanks to the Yanks
with Bob Hawk
Quiz

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

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

ROMA WINE CO., INC.
(125th Week on CBS)

Suspense
Mystery drama

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

Roma Wines
The Biow Co., Inc.

SALES BUILDERS, INC.
(30th Week on CBS)

The Frank Sinatra Show
Variety

Summer hiatus - July 11 thru Aug. 29

Wednesday
9:00-9:30 p.m.
143 CBS stations
ORIGINATES: KNX

Max Factor Cosmetics
Smith & Drum, Inc.

***SCHENLEY LABORATORIES, INC.**
(120th Week on CBS)

***The Doctor Fights**
Drama

Tuesday
9:30-10:00 p.m.
66 CBS stations
ORIGINATES: KNX

Penicillin
The Biow Co., Inc.

SOUTHERN COTTON OIL CO.
(146th Week on CBS)

Irene Beasley
Songs

Mon. thru Fri.
3:00-3:15 p.m.
55 CBS stations
ORIGINATES: WABC

Wesson Oil and Snowdrift
Kenyon & Eckhardt, Inc.

E. R. SQUIBB & SONS
(264th Week on CBS)

Jimmy Carroll Sings
Squibb Chorus and Ted Dale
and his orchestra
Music

Mon., Wed., Fri.
6:15-6:30 p.m.
139 CBS stations
ORIGINATES: WABC

Squibb Products
Geyer, Cornell & Newell, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>THE TEXAS COMPANY (399th Week on CBS)</p> <p>Texaco Star Theater James Melton and Al Goodman's Orchestra <i>Variety</i></p>	<p>Sunday 9:30-10:00 p.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co., Inc.</i></p>
<p>UNITED DRUG CO. (17th Week on CBS)</p> <p>The Rexall Summer Show with Ray Bolger and Roy Bargy's Orchestra <i>Variety</i></p>	<p>Friday 10:00-10:30 p.m. 150 CBS stations ORIGINATES: KNX</p>	<p>Drugs <i>N. W. Ayer & Sons, Inc.</i></p>
<p>UNITED STATES RUBBER CO. (166th Week on CBS)</p> <p>New York Philharmonic- Symphony <i>Music</i></p> <p><i>Summer hiatus—Aug. 19 thru Sept. 30</i></p>	<p>Sunday 3:00-4:30 p.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co., Inc.</i></p>
<p>J. B. WILLIAMS COMPANY (86th Week on CBS)</p> <p>William L. Shirer <i>News</i></p>	<p>Sunday 5:45-6:00 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Williams Shaving Cream <i>J. Walter Thompson Co.</i></p>
<p>WM. WRIGLEY, JR., COMPANY (684th Week on CBS)</p> <p>America in the Air <i>Air Corps dramatic series</i></p> <p>The First Line <i>Navy dramatic series</i></p> <p>Service to the Front <i>Army dramatic series</i></p>	<p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 142 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. 141 CBS stations ORIGINATES: WBBM</p>	<p>Chewing Gum <i>J. Walter Thompson Co.</i></p> <p>Chewing Gum <i>Arthur Meyerhoff & Co.</i></p>
<p>BEKINS VAN AND STORAGE CO. (201st Week on CBS)</p> <p>Nelson Pringle <i>News</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KQW</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>

**COLUMBIA
PACIFIC
NETWORK**

*BENRUS WATCH CO.

(10th Week on CBS)

*Dave Vaile

News

Tues., Wed., Thurs.

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

Watches

Young & Rubicam, Inc.

*BU-TAY PRODUCTS, LTD.

(10th Week on CBS)

Meet the Missus

Participation quiz

Tuesday

2:45-3:00 p.m.

PWT

ORIGINATES: KNX

Raindrops—Water
Softener*Glasser-Gailey & Co.*CALIFORNIA PRUNE & APRICOT
GROWERS ASSOCIATION*(176th Week on CBS)*

Dave Vaile

News

Saturday

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

Sunsweet Prunes and
Apricots*Long Advertising
Service*

CAMPANA SALES CORP.

(279th Week on CBS)

Don't You Believe It

Narrative-Drama

Saturday

9:45-10:00 p.m.

PWT

ORIGINATES: KNX

Solitair Cake Make-up and
Campana Cream Balin*Wallace-Ferry-Hanly
Co.*

COLONIAL DAMES, INC.

(292nd Week on CBS)

Song of the Week

Music

Meet The Missus

Participation quiz

Sunday

8:25-8:30 p.m.

PWT

ORIGINATES: KNX

Cosmetics

*Abbott Kimball Co.,
Inc.*

Tuesday

2:30-2:45 p.m.

PWT

ORIGINATES: KNX

DAY & NIGHT MANUFACTURING
CO.*(43rd Week on CBS)*

Dr. Wallace Sterling

News

Monday

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

Water Heaters &
Equipment*Hixson-O'Donnell
Adv. Inc.*

P. DUFF & SONS, INC.

(96th 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*

**COLUMBIA
PACIFIC
NETWORK**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>EDISON BROTHERS STORES <i>(15th Week on CBS)</i></p> <p>Meet The Missus <i>Participation quiz</i></p>	<p>Thursday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>Shoes <i>Adolph Wendland</i></p>
<p>"42" PRODUCTS, INC. <i>(61st Week on CBS)</i></p> <p>This Is My Story <i>Drama</i></p>	<p>Saturday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Hair Oil & Other Products <i>Hillman-Shane-Breyer, Inc.</i></p>
<p>GALLENKAMP STORES CO. <i>(66th Week on CBS)</i></p> <p>Tobe Reed <i>Human Interest News</i></p>	<p>Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Shoes <i>Long Advertising Service</i></p>
<p>GENERAL MILLS, INC. <i>(583rd Week on CBS)</i></p> <p>Nelson Pringle <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KQW</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p>GENERAL PETROLEUM CORP. OF CALIF. <i>(104th Week on CBS)</i></p> <p>Hollywood Preview with Otto Kruger <i>Drama</i></p>	<p>Tuesday 7:30-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Smith & Drum, Inc.</i></p>
<p>HUNT BROS. PACKING CO. <i>(71st Week on CBS)</i></p> <p>I Was There <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Young & Rubicam, Inc.</i></p>
<p>KELITE PRODUCTS, INC. <i>(39th Week on CBS)</i></p> <p>Dr. Wallace Sterling <i>News analysis</i></p>	<p>Saturday 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>"Kenu" Chemical, Household Cleaner <i>Little & Co.</i></p>
<p>L. B. LABORATORIES, INC. <i>(22nd Week on CBS)</i></p> <p>Meet The Missus <i>Participation quiz</i></p>	<p>Thursday 2:45-3:00 p.m. PWT ORIGINATES: KNX</p>	<p>L B Hair Oil <i>Glasser-Gailey & Co.</i></p>

CONTENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**COLUMBIA
PACIFIC
NETWORK**

MANHATTAN SOAP CO.
(232nd Week on CBS)

Bob Andersen
News

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

Sweetheart Soap
Duane Jones Co.

THE MENNEN CO.
(280th Week on CBS)

Bob Andersen
News

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

Mennen Shave Cream
Duane Jones Co.

M J B COMPANY
(19th Week on CBS)

Meet The Missus
Participation quiz

Friday
2:30-2:45 p.m.
PWT
ORIGINATES: KNX

M J B Rice and M J B Tea
*Batten, Barton, Durstine
& Osborn, Inc.*

NATIONAL LEAD CO.
(88th Week on CBS)

Trading Post
Audience participation

Sunday
5:30-5:55 p.m.
PWT
ORIGINATES: KNX

Dutch Boy Paint
*Erwin, Wasey & Co.,
Inc.*

PETER PAUL, INC.
(250th Week on CBS)

Truman Bradley
News

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

Mounds, Ten Crown
Activated Charcoal
Gum, Walnettos
*Brisacher, Van Norden
& Staff*

**PLANTERS NUT AND CHOCOLATE
COMPANY**
(248th Week on CBS)

Nelson Pringle
News analysis

The Adventures of Bill Lance
Mystery drama

Tues., Thurs., Sat.
5:30-5:45 p.m.
PWT
ORIGINATES: KQW

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

All Products
*Erwin, Wasey &
Company*

SIGNAL OIL COMPANY
(111th Week on CBS)

The Whistler
Mystery drama

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

All Products
Barton A. Stebbins

**COLUMBIA
CALIFORNIA
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>SOIL OFF MANUFACTURING COMPANY <i>(234th Week on CBS)</i></p> <p>Truman Bradley <i>News</i></p>	<p>Tues., Thurs., Sat. 5:45-5:55 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>"Soil Off" for all painted surfaces</p> <p><i>McCann-Erickson, Inc.</i></p>
<p>COLDSTREAM PRODUCTS CO. <i>(41st Week on CBS)</i></p> <p>Money on the Line <i>Quiz</i></p>	<p>Monday 8:30-8:55 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Sunnybank Margarine</p> <p><i>McCann-Erickson, Inc.</i></p>
<p>FERRY-MORSE SEED CO. <i>(17th Week on CBS)</i></p> <p>*Gardening Program</p>	<p>Saturday 10:30-10:45 p.m.</p> <p>PWT ORIGINATES: KQW</p>	<p>Seeds</p> <p><i>MacManus, John & Adams, Inc.</i></p>
<p>WILSHIRE OIL COMPANY <i>(48th Week on CBS)</i></p> <p>That's a Good Idea <i>Drama</i></p>	<p>Saturday 9:30-9:45 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Petroleum Products</p> <p><i>Dan B. Miner Agency</i></p>
<p>YELLOW CAB CO. <i>(69th Week on CBS)</i></p> <p>The Story Teller <i>Narration</i></p>	<p>Saturday 7:45-8:00 p.m.</p> <p>PWT ORIGINATES: KQW</p>	<p>Cab Service</p> <p><i>Rhoades & Davis</i></p>

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 22
WAR PROGRAMS	Page 23
SERIOUS MUSIC	Page 25
LIGHT MUSIC	Page 27
DRAMATIC SERIES	Page 28
LIGHT ENTERTAINMENT	Page 29
EDUCATIONAL PROGRAMS	Page 30
RELIGIOUS BROADCASTS	Page 31
CBS SHORTWAVE BROADCASTS	Page 32
SPECIAL BROADCASTS: SPRING-SUMMER	Page 33
CBS TELEVISION	Page 35

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

4:25-4:30 p.m.

MONDAY THRU FRIDAY

News Summaries

1:00 a.m.

SUNDAY THRU SATURDAY

6:00-6:15 p.m.

EACH SATURDAY

World Today

6:45-6:55 p.m.

EACH SATURDAY

News Analyses

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

Report from Washington

4:00-4:15 p.m.

EACH 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 Douglas Edwards report from London; Richard C. Hottelet from Berlin; Charles Collingwood from Paris; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; William J. Dunn, John Adams and George Moorad from the Philippines; Webley Edwards, Tim Leimert, Bill Downs, Gene Rider, Don Pryor from Pacific area; Glen Akins from Chungking; Quincy Howe, Robert Trout, John Daly, Major George Fielding Eliot, Eric Sevareid, Bill Slocum, Jr., William L. Shirer, Ned Calmer, Harry Marble, Harry Clark, Charles Shaw and Allan Jackson from New York; Bill Henry, Joseph C. Harsch, William Costello, Cliff Allen, Bob Evans, Joe McCaffrey, Tris Coffin and Bill Shadell, from Washington.

William L. Shirer

Robert Trout

Major George Fielding Eliot

Quincy Howe

Ned Calmer

Bill Henry

(See also sponsored news programs)

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.

NEWS

Report from Overseas

4:15-4:30 p.m.

EACH SATURDAY

A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.

WAR PROGRAMS

Feature Story

4:30-4:45 p.m.

MONDAY THRU FRIDAY

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.

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 and experiences of the men 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 - Wacs on Parade

THURSDAY - Weapons for Victory

FRIDAY - AAF Scrap Book

Calling Pan-America

6:15-6:45 p.m.

EACH THURSDAY

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 Thursday, and presents a vivid radio picture of its life, culture and music.

G.I. Laffs

8:30-8:55 p.m.

EACH THURSDAY

Gags, jokes, and sketches submitted from men in the Armed Forces, and adapted from service publications provide material for this comedy-variety program. William Gargan emcees and plays host to guest celebrities, and a "singing-Pin-Up Girl" each week.

**WAR
PROGRAMS**

Continued

<p>Youth on Parade 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>
<p>Your Marine Corps 3:00-3:30 p.m. EACH SATURDAY</p>	<p>From the Marine Barracks in Washington originates a complete world round-up of U.S. Marine Corps news. Interviews with Leather-neck officers and enlisted men, and pickups from Marine bases in the United States and overseas, are highlighted. The U. S. Marine Band furnishes background music.</p>
<p>Ten From Tokyo 3:45-4:00 p.m. EACH SATURDAY</p>	<p>To help pierce the cloak of anonymity with which Japan has deliberately obscured its industrial and political leaders, this documentary biographical series portrays a different leader each week, and shows us that we face a ruthlessly intelligent, skillful wager of total war.</p>
<p>We Deliver the Goods 5:00-5:30 p.m. EACH SATURDAY</p>	<p>Maritime Service plans for postwar shipping are depicted in dramatizations of merchant seamen as they visit various ports of call throughout the world and learn the opportunities for a career in the foreign trade. Native music and customs of each country highlight the stories.</p>
<p>The Land Is Bright 8:00-8:30 p.m. EACH SATURDAY</p>	<p>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.</p>

**WAR
PROGRAMS****Assignment Home**

10:15-10:45 p.m.

EACH SATURDAY

In collaboration with the Army Service Forces, CBS is rebroadcasting special significant 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 civilian life.

**Transatlantic Call:
People to People**

12:30-1:00 p.m.

EACH SUNDAY

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.

Problems of the Peace

1:30-1:45 p.m.

EACH SUNDAY

Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, in a series of weekly talks designed to stimulate enlightened public opinion on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise, as well as an analysis of the questions raised at Dumbarton Oaks, such as treatment of defeated aggressor nations, international tariffs, economic rehabilitation, etc.

**SERIOUS
MUSIC****Eileen Farrell**

6:30-6:45 p.m.

MONDAY AND FRIDAY

The gifted CBS soprano sings selections of classical songs and arias. She is accompanied by the Columbia Concert Orchestra.

**SERIOUS
MUSIC**

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Invitation to Music 11:30-12:00 midnight EACH WEDNESDAY</p>	<p>Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Eileen Farrell, soprano, Martial Singher, Metropolitan Opera tenor, and Dorothy Kirsten, soprano.</p>
<p>E. Power Biggs, Organist 9:15-9:45 a.m. EACH SUNDAY</p>	<p>Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.</p>
<p>New Voices in Song 9:45-10:00 a.m. EACH SUNDAY</p>	<p>These programs are designed to offer broadcast opportunities to young American singers who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.</p>
<p>Salt Lake Tabernacle Choir and Organ 12 noon-12:30 p.m. EACH SUNDAY</p>	<p>J. Spencer Cornwall assisted by Richard P. Coudie conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens. The "Spoken Word" is by Richard Evans.</p>
<p>Columbia Broadcasting Symphony 3:00-4:30 p.m. EACH SUNDAY <i>August 19th-September 30th</i></p>	<p>CBS presents a new series of concerts under the direction of its symphonic conductor, Bernard Herrmann, and Fritz Reiner. Mr. Reiner's programs include: <i>Lieutenant Kije</i> by Prokofieff, <i>Symphony No. 6</i> of Shostakovich, Mozart's <i>Piano Concerto in A Major</i> played by Ania Dorfmann, and de Falla's <i>El Amor Brujo</i> with Carol Brice as soloist. Bernard Herrmann will conduct: the <i>Second Symphony</i> by Sibelius, <i>Faust Symphony</i> by Liszt, and Elgar's <i>Falstaff</i> as well as several smaller works.</p>

**LIGHT
MUSIC**

Sing Along Club
3:30-4:00 p.m.
MONDAY THRU FRIDAY

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.

The Johnson Family Singers
4:45-5:00 p.m.
EACH MONDAY

A southern family with Ma and Pa and four youngsters, the singing Johnsons bring a quarter hour of colorful music. They sing hymns, folk songs and popular selections to the accompaniment of piano and guitar.

Danny O'Neil
7:15-7:30 p.m.
TUESDAY THRU FRIDAY

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.

Barnyard Follies
2:30-3:00 p.m.
EACH SATURDAY

The National Hillbilly Champions are featured in a musical variety show from KMOX. The cast stars instrumentalists, singers and comedians including yodeling champion Skeets Yaney, Sally Foster and Her Ranchers and hillbilly fiddler and singer Al Bland.

Treasury Bandstand
5:30-6:00 p.m.
EACH SATURDAY

Outstanding bands with guest stars make this quarter hour a pleasant relaxation. Tommy Tucker will start off the parade followed by George Olsen, Henry King and Nat Brandywine.

Viva America!
7:30-8:55 p.m.
EACH SATURDAY

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."

Bluejacket Choir
1:05-11:30 p.m.
EACH SUNDAY

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.

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>This Life is Mine 9:45-10:00 a.m. MONDAY THRU FRIDAY</p>	<p>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.</p>
<p>Time to Remember 3:00-3:15 p.m. MONDAY THRU FRIDAY</p>	<p>Milton Bacon draws from his rich fund of regional legends and true stories which he has collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.</p>
<p>Michael Scott Presents 3:15-3:30 p.m. MONDAY THRU FRIDAY</p>	<p>Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes. Classics to be adapted in the current series are: <i>The Count of Monte Cristo</i> and <i>The Three Musketeers</i>.</p>
<p>Cimarron Tavern 5:30-5:45 p.m. MONDAY THRU FRIDAY</p>	<p>The color and high adventure that marked the opening of America's southwest is again recreated. The thrilling escapades of early settlers, and the pageantry of the past all add to make the story of the Cimarron country as exciting as if it happened today.</p>
<p>The Sparrow and The Hawk 5:45-6:00 p.m. MONDAY THRU FRIDAY</p>	<p>The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on exciting civilian aviation assignments as the dramatic serial finds them leading the audience along highroads of adventure in strange and distant lands.</p>
<p>The Sea Has A Story 9:30-10:00 p.m. EACH MONDAY</p>	<p>Tales of exciting and mysterious experiences at sea are realistically dramatized with Pat O'Brien as narrator. Each week a great sea romance of the past or one of the Navy or Merchant Marine adventures of today is enacted.</p>

**DRAMATIC
SERIES**
Columbia Presents Corwin

9:00-9:30 p.m.

EACH TUESDAY

Radio's foremost writer, producer, and director presents new documentaries, musicals, and fantasies. Straight dramas and dramatic poems as well as some previous Corwin classics will be included in this weekly half hour of the finest in broadcasting.

Crime Photographer

9:00-9:30 p.m.

EACH WEDNESDAY

The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.

Arthur Godfrey

9:15-9:45 a.m.

MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and two vocalists.

**LIGHT
ENTERTAINMENT**
**"On Your Mark"—
Ted Husing**

7:00-7:15 p.m.

MONDAY THRU FRIDAY

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.

That's My Pop

7:30-8:00 p.m.

EACH SUNDAY

Based on Milt Gross' cartoon strip of the same name, Raymond Walburn as "Pop" experiences a series of hilarious domestic adventures. He copes with a needling wife and mother-in-law, the exasperating exploits of his young son, and the ever-present threat of having to do a day's work.

**The Merry Life of
Mary Christmas**

8:30-8:55 p.m.

EACH MONDAY

Right from Hollywood originates an adventure of a sophisticated Hollywood columnist, played by Mary Astor. The light comedy drama revolves around the situations she encounters in meeting the numerous unusual characters who make up screenland's fantastic life.

**LIGHT
ENTERTAINMENT**

Continued

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.

**EDUCATIONAL
PROGRAMS**

**The American School
of the Air**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Suspended for Summer—

Will resume broadcasts

October 1, 1945

Starting its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations it provides young and old, with a knowledge of history, music, science, current and post-war problems and literature.

MONDAY—Story of America

TUESDAY—Gateways to Music

WEDNESDAY—March of Science

THURSDAY—This Living World

FRIDAY—Tales From Far and Near

The Garden Gate

9:15-9:30 a.m.

EACH SATURDAY

From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on ornamental and victory gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

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.

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.

EDUCATIONAL
PROGRAMS**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.

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.

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 fall schedule includes:

Lincoln Steffen's *Autobiography*; La Rochefoucauld - *Maxims*; Goldsmith - *She Stoops To Conquer*; Buckle - *Civilization in England*; Riis - *Making of An American*; Commenius - *Education*; Lessing - *Nathan the Wise*; Dryden - *Poetry*; Schliemann - *Troy and Its Remains*; Boccaccio - *Decameron*; Moore - *Hall and Farewell*; Symonds - *Renaissance*; Kenophon - *Anabasis*.

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 (and the Columbia Symphony Orchestra when it replaces the Philharmonic for the summer).

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

RELIGIOUS
BROADCASTS

APRIL 25: PRESIDENT HARRY S. TRUMAN, EDWARD R. STETTINIUS, GOVERNOR EARL WARREN and ROGER D. LAPHAM, Mayor of San Francisco, spoke in connection with the opening of the United Nations Conference on International Cooperation: 7:30-8:00 p.m.

MAY 12: The economic security structure of the Conference was outlined by THE RIGHT HONORABLE CLEMENT RICHARD ATTLEE, British Deputy Prime Minister and leader of the Labor Party: 3:30-3:45 p.m.

MAY 14: Dr. W. A. VISSER 'T HOOFT, Secretary of the World Council of Churches, dealt with the situation regarding "The Church and the Welfare of Europe": 3:45-4:00 p.m.

MAY 15: From Washington, SENATOR HUGH BUTLER set forth his opinions concerning the "Disposition of the Pacific Islands": 10:30-10:45 p.m.

MAY 22: "What Economic Policies Can Best Insure Peace" was the point at issue in a broadcast by REP. JOHN M. COFFEE: 10:30-10:45 p.m.

MAY 23: MAJOR GENERAL NORMAN T. KIRK, Surgeon-General of the Army, MAJOR O. W. CLARK, Assistant Administrator of Veterans Affairs, CHARLES SHIPMAN PAYSON, N.Y. Chairman, Disabled American Veterans National Service Fund, and OSCAR R. EWING, leading member of the Bar, participated in a discussion of "The Care and Rehabilitation of America's War-Disabled Veterans": 4:45-5:00 p.m.

MAY 29: "The Challenge to Americans" was presented as the opposing viewpoint to Rep. Coffee's position of May 22 by REP. CHARLES A. HALLECK: 10:30-10:45 p.m.

JUNE 2: Under the auspices of World Peaceways, Inc. BRUCE BLIVEN, of the *New Republic* and SENATOR WAYNE MORSE, outlined the "Next Steps in American Russian Relations": 3:30-3:45 p.m.

JUNE 5: America's Foreign Policy was the subject of the broadcast by SENATOR ROBERT M. LAFOLLETTE, JR.: 10:30-10:45 p.m.

JUNE 9: In connection with the celebration of the 101st Anniversary of the YMCA, DAVID

CREIGHTON, HARRY W. LICHTWARDT, and E. STANTON TURNER, all World Service Secretaries, home on furlough took part in a discussion of the problem of "Youth After Victory": 3:30-3:45 p.m.

JUNE 16: From San Francisco. UNCIO delegate and special advisor for Greek Public Works Ministry, CONSTANTINE DOXIADES presented a "Declaration on World Reconstruction": 3:30-3:45 p.m.

JUNE 16: The problem of the food situation and its solution was the topic of the talk by JUDGE MARVIN JONES, War Food Administrator: 10:45-11:00 p.m.

JUNE 18: GENERAL DWIGHT D. EISENHOWER addressed a joint session of Congress from Washington, D. C.: 1:00-1:30 p.m.

JUNE 23: Under the auspices of the Post War World Council, NORMAN THOMAS, chairman, handled the question of "What Are We Fighting For in Asia?": 10:45-11:00 p.m.

JUNE 30: Chairman of the Institute on Re-education of the Axis countries, DR. THOMAS C. POLLOCK proposed his suggestions for "Re-education of Germany's youths and adults": 10:45-11:00 p.m.

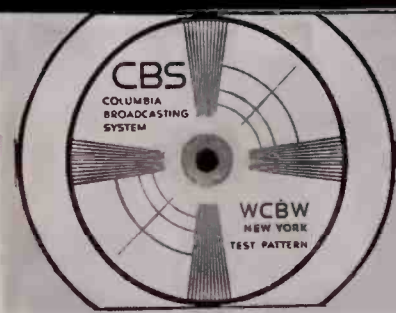
JULY 3: SENATOR TOM CONNALLY described the "United Nations' Charter: What it is and why it must be ratified": 10:30-10:45 p.m.

JULY 7: After a four months' trip to the Pacific, WALTER WHITE, Secretary, National Association for the Advancement of Colored People, reported on "The Negro Soldier in the Pacific": 3:30-3:45 p.m.

JULY 7: From Pittsburgh, PHILIP MURRAY, President C.I.O. dealt with the matter of "Re-conversion": 10:45-11:00 p.m.

JULY 10: Having served as a member of the provisional government of North Brabant Province, Netherlands during the war and worked with the present Prime Minister of the Netherlands in forming the new cabinet, DR. EMANUEL M. SASSEN took up the question of "How soon will Holland come back?": 11:15-11:30 p.m.

CBS TELEVISION



Three notable events have marked the progress of CBS Television during the past three months.

1. On June 11 WCBW, the CBS television station in New York, announced the addition of 3,000 square feet of floor space and undertook extensive alterations of its premises in Grand Central Terminal to permit greatly expanded operations. WCBW maintains the largest television studios in the country.

2. Col. Lawrence W. Lowman, CBS Vice President on leave of absence with the armed forces, returned to Columbia on July 1st as Vice President in Charge of Television.

3. On July 16, CBS television facilities were made available to network clients on "a working partnership" basis for testing, developing, and broadcasting commercial video programs. The invitation to join in this experiment called it "a plan which should greatly speed the day of effective commercial television."

WCBW is now on the air every Monday, Tuesday and Thursday evenings starting at 8 o'clock. Highlights of the programs are:

News, analyses and news features, reported by the WCBW news staff. (3 times a week)

The Missus Goes A-Shopping, an audience participation program with John Reed King, adapted from the WABC program of the same title. (Once a week)

Sports. Amateur boxing and wrestling matches. (Once a week)

The World We Live In. The contemporary world scene, with live dramatization woven around Encyclopedia Britannica films. (Twice each month)

There Ought To Be a Law. Impromptu discussions of youthful interests by 30 selected high school students formed into a "senate." (Twice each month)

Dramatic programs, comedy and mystery. (Once each month)

The Doctor Reports. Dramatic presentations of the fight for health. (Once each month)

Special Events. Documentary reports, interviews, dramatizations, rising out of the war, domestic and international affairs, presented as news develops.



WCBW-NY during Television transmission. The golfing program on the right is just drawing to a close. Following program, *The Missus Goes A-Shopping*, is being made ready on the left.

CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER 1, 1945

(All times are Eastern Standard Time)

<p>CAMPANA SALES CO. (296th Week on CBS)</p> <p>First Nighter <i>Drama</i></p>	<p>Saturday 7:30-8:00 p.m. 146 CBS stations ORIGINATES: WBBM</p>	<p>All Products <i>Wallace-Ferry-Hanly Co.</i></p>
<p>ELECTRIC AUTO-LITE CO. (3rd Week on CBS)</p> <p>The Dick Haymes Show <i>Variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 148 CBS stations 25 CBS stations ORIGINATES: KNX</p>	<p>Spark Plugs, Batteries, Ignition Systems, Auto Accessories <i>Ruthrauff & Ryan</i></p>

<p>ELGIN NATIONAL WATCH COMPANY (November 22 and December 25) Special Holiday Variety Program</p>	<p>Thursday, Nov. 22 Tuesday, Dec. 25 4:00-6:00 p.m. (Cancel programs usually heard at this time) 140 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>J. Walter Thompson</i></p>
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<p>Page 4</p>	<p>ANCHOR-HOCKING GLASS CORP.</p>	<p>"Hobby Lobby" originates WABC.</p>
<p>Page 5</p>	<p>BORDEN COMPANY</p>	<p>"Ginny Simms Show" originates KNX.</p>
<p>Page 6</p>	<p>BOURJOIS INC.</p>	<p>Change listing of "Romance, Rhythm and Ripley" to "Powder Box Theatre". Sponsoring product: Evening in Paris Face Powder.</p>

KEY TO BACK COVER (same sequence as pictures)

<p>ANNY SIMMS Anny Simms Show Thurs. 7:30 p m EWT</p>	<p>RAYMOND IVES The Aldrich Family Fri. 8 p m EWT</p>	<p>THE FIRST LINE Thurs. 10 p m EWT</p>	<p>SCREEN GUILD PLAYERS Mon. 10 p m EWT</p>	<p>FREDERICK L. COLLINS F. B. I. in Peace and War Thurs. 8:30 p m EWT</p>
<p>Mr. KEEN, The Lost Persons Thurs. 7:30 p m EWT</p>	<p>MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 p m EWT</p>	<p>JEAN TENNYSON Great Moments in Music Wed. 10 p m EWT</p>	<p>WENDY BARRIE Detect and Collect Wed. 9:30 p m EWT</p>	<p>JEAN HERSHOLT Dr. Christian Wed. 8:30 p m EWT</p>
<p>BUCK CARSON The Buck Carson Show Wed. 8 p m EWT</p>	<p>GERTRUDE WARNER Adventures of Ellery Queen Wed. 7:30 p m EWT</p>	<p>CRIME DOCTOR Sun. 8:30 p m EWT</p>	<p>MARX LOEB Theatre of Romance Tues. 8:30 p m EWT</p>	<p>BIG TOWN Tues. 8 p m EWT</p>
<p>THE PICKENS The Melody Hour Thurs. 7:30 p m EWT</p>	<p>EDWIN C. HILL "The Human Side of the News" Tues. 6:15 p m EWT</p>	<p>STUART ERWIN Stuart Erwin Show Mon. 10:30 p m EWT</p>	<p>DANNY D'NEIL Mon. thru Fri. 4:45 p m EWT</p>	<p>BILL HENRY AND THE NEWS Mon. thru Fri. 8:55 p m EWT</p>
<p>BDB HAWK The Hawks to the Yanks Thurs. 7:30 p m EWT</p>	<p>JACK KIRKWOOD Mon. thru Fri. 7 p m EWT Starts Aug. 20</p>	<p>JOSEPH C. HARSCH "The Meaning of the News" Mon. thru Fri. 6:55 p m EWT</p>	<p>PAUL WHITE The World Today Mon. thru Fri. 6:45 p m EWT</p>	<p>JIMMY CARROLL Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p m EWT</p>
<p>OLD BULDON The People Sun. 10:30 p m EWT</p>	<p>OLIN DOWNES Sun. 2:55 p m EWT</p>	<p>SERVICE TO THE FRONT Tues. 10 p m EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p>JOHN BURNETT John Is My Best Sun. 9:30 p m EWT Starts Sept. 4</p>	<p>PAUL LAVALLE The Stradivari Orchestra Sun. 2 p m EWT</p>	<p>EDWARD R. MURROW Sun. 1:45 p m EWT</p>		

MONTELY CORRECTIONS - SEE SCHEDULE PROGRAMS (continued)

Page 6	CAMPBELL SOUP COMPANY	"Request Performance" originates KNX.
Page 7	COLGATE-PALMOLIVE-PEET COMPANY	"Theatre of Romance" originates KNX. Sponsoring products: Colgate Tooth Powder and Halo Shampoo; Agency: Spitzer & Mills, Ltd.
Page 9	GENERAL FOODS CORP.	Sponsoring products for "Kate Smith Speaks": Post Raisin Bran, Post Bran Flakes. Agency for "Baby Snooks Show": Young & Rubicam. Sponsoring products for "Two on a Clue": LaFrance, Satina and Maxwell House Coffee.
Page 10	HUDSON COAL COMPANY	Cancel series.
Page 12	P. LORILLARD COMPANY	"Frank Sinatra Show" originates WABC.
Page 12	PABST SALES CO.	"Danny Kaye Show" originates KNX.
Page 12	PAN-AMERICAN PETROLEUM CORP.	Cancel series after broadcast of November 11.
Page 14	THE PROCTER & GAMBLE COMPANY	Sponsoring products for "The Jack Kirkwood Show and Mommie and the Men": Ivory Bar and Oxydol.
Page 15	THE QUAKER OATS COMPANY	Sponsoring product: Quaker Oats.
Page 16	WILLIAM WRIGLEY, JR., COMPANY	Cancel "Just Entertainment" series.

BARRON GRAY PACKING CO.
(1st Week on CBS)

Ona Munson in Hollywood
Talk

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

Food Products
Long Advertising

KEY TO BACK COVER (same sequence as pictures)

GINNY SIMMS
Ginny Simms Show
Fri. 7:30 p.m. EWT

RAYMOND IVES
The Aldrich Family
Fri. 8 p.m. EWT

THE FIRST LINE
Thurs. 10 p.m. EWT

SCREEN GUILD PLAYERS
Mon. 10 p.m. EWT

FREDERICK L. COLLINS
F. B. I. in Peace and War
Thurs. 8:30 p.m. EWT

MR. KEEN,
Mr. Keen of Lost Persons
Thurs. 7:30 p.m. EWT

**MAJOR
GEORGE FIELDING ELIOT**
CBS World News
Thurs. 6 p.m. EWT

JEAN TENNYSON
Great Moments in Music
Wed. 10 p.m. EWT

WENNY BARRIE
Detect and Collect
Wed. 9:30 p.m. EWT

JEAN HERSHOLT
Dr. Christian
Wed. 8:30 p.m. EWT

BUCK CARSON
Buck Carson Show
Wed. 8 p.m. EWT

GERTRUDE WARNER
Adventures of Ellery Queen
Wed. 7:30 p.m. EWT

CRIME DOCTOR
Sun. 8:30 p.m. EWT

MARX LOEB
Theatre of Romance
Tues. 8:30 p.m. EWT

BIG TOWN
Tues. 8 p.m. EWT

THE PICKENS
The Pickens Melody Hour
Thurs. 7:30 p.m. EWT

EDWIN C. HILL
"The Human Side
of the News"
Tues. 8:15 p.m. EWT

STUART ERWIN
Stuart Erwin Show
Mon. 10:30 p.m. EWT

DANNY O'NEIL
Mon. thru Fri.
4:45 p.m. EWT

**BILL HENRY
AND THE NEWS**
Mon. thru Fri.
8:55 p.m. EWT

BOB HAWK
Bob Hawk Takes to the Yanks
Mon. 7:30 p.m. EWT

JACK KIRKWOOD
Mon. thru Fri. 7 p.m. EWT
Starts Aug. 20

JOSEPH C. HARSCH
"The Meaning of the News"
Mon. thru Fri.
6:55 p.m. EWT

PAUL WHITE
The World Today
Mon. thru Fri.
6:45 p.m. EWT

JIMMY CARROLL
Jimmy Carroll Sings
Mon., Wed., Fri.
6:15 p.m. EWT

WILLO BOULTON
Willo Boulton for the People
Sun. 10:30 p.m. EWT

OLIN DOWNES
Sun. 2:55 p.m. EWT

SERVICE TO THE FRONT
Tues. 10 p.m. EWT

This is the key to pictures
on the back cover of CBS
program stars

HIT BURNETT
Hit Burnett Is My Best
Thurs. 9:30 p.m. EWT
Starts Sept. 4

PAUL LAVALLE
The Stradivari Orchestra
Sun. 2 p.m. EWT

EDWARD R. MURROW
Sun. 1:45 p.m. EWT

<p>CHEMICALS, INC. <i>(1st Week on CBS)</i></p> <p>Don't You Believe It <i>Narrative Drama</i></p>	<p>Saturday 9:45-10:00 p.m. ORIGINATES: KNX</p>	<p>Vano <i>Garfield & Guild</i></p>
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<p>GUITTARD CHOCOLATE CO. <i>(1st Week on CBS)</i></p> <p>That's A Good Idea <i>Drama</i></p>	<p>Saturday 6:30-6:45 p.m. ORIGINATES: KNX</p>	<p>Chocolate Products <i>Garfield & Guild</i></p>
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MODIFY - AMENDMENTS - CANCELLED - SCHEDULED PROGRAMS

<p>Page 16</p>	<p>BEKINS VAN AND STORAGE COMPANY</p>	<p>Harry W. Flannery originates KQW.</p>
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<p>Page 17</p>	<p>BU-TAY PRODUCTS, LTD.</p>	<p>Effective November 13 cancel "Meet the Missus."</p>
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<p>Page 17</p>	<p>CAMPANA SALES CORP.</p>	<p>Cancel "Don't You Believe It" series.</p>
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<p>Page 18</p>	<p>GALLENKAMP STORES CO.</p>	<p>Cancel series.</p>
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<p>September Supplement</p>	<p>I. GINSBERG & BROS. INC.</p>	<p>Effective November 12, cancel series.</p>
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<p>September Supplement</p>	<p>R. M. HOLLINGSHEAD CORP.</p>	<p>Change day and time for "Meet the Missus" to Thursday, 2:45-3:00 p.m.</p>
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	<p>S. A. MOFFATT COMPANY</p>	<p>Sponsors "Meet the Missus", 2:30-2:45 p.m. Fridays. Sponsoring product: Polar Brand Frosted Foods. Agency: Honig-Cooper Co.</p>
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<p>Page 19</p>	<p>NATIONAL LEAD CO.</p>	<p>Cancel series.</p>
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<p>Page 19</p>	<p>PLANTERS NUT & CHOCOLATE COMPANY</p>	<p>Agency for Nelson Pringle: Raymond R. Morgan Agency.</p>
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KEY TO BACK COVER (same sequence as pictures)

<p>ANNY SIMMS Anny Simms Show Wed. 7:30 p.m. EWT</p>	<p>RAYMOND IVES The Aldrich Family Fri. 8 p.m. EWT</p>	<p>THE FIRST LINE Thurs. 10 p.m. EWT</p>	<p>SCREEN GUILD PLAYERS Mon. 10 p.m. EWT</p>	<p>FREDERICK L. COLLINS F. B. I. in Peace and War Thurs. 8:30 p.m. EWT</p>
<p>Mr. KEEN, Mr. Keen of Lost Persons Wed. 7:30 p.m. EWT</p>	<p>MAJOR GEORGE FIELOING ELIOT CBS World News Thurs. 6 p.m. EWT</p>	<p>JEAN TENNYSON Great Moments in Music Wed. 10 p.m. EWT</p>	<p>WENDY BARRIE Detect and Collect Wed. 9:30 p.m. EWT</p>	<p>JEAN HERSHOLT Dr. Christian Wed. 8:30 p.m. EWT</p>
<p>EDDY CARSON Eddy Carson Show Wed. 8 p.m. EWT</p>	<p>GERTRUDE WARNER Adventures of Ellery Queen Wed. 7:30 p.m. EWT</p>	<p>CRIME DOCTOR Sun. 8:30 p.m. EWT</p>	<p>MARX LOEB Theatre of Romance Tues. 8:30 p.m. EWT</p>	<p>BIG TOWN Tues. 8 p.m. EWT</p>
<p>THE PICKENS The Pickens Melody Hour Wed. 7:30 p.m. EWT</p>	<p>EDWIN C. HILL "The Human Side of the News" Tues. 6:15 p.m. EWT</p>	<p>STUART ERWIN Stuart Erwin Show Mon. 10:30 p.m. EWT</p>	<p>DANNY O'NEIL Mon. thru Fri. 4:45 p.m. EWT</p>	<p>BILL HENRY AND THE NEWS Mon. thru Fri. 8:55 p.m. EWT</p>
<p>BOB HAWK Bob Hawk Takes to the Yanks Wed. 7:30 p.m. EWT</p>	<p>JACK KIRKWOOD Mon. thru Fri. 7 p.m. EWT Starts Aug. 20</p>	<p>JOSEPH C. HARSCH "The Meaning of the News" Mon. thru Fri. 6:55 p.m. EWT</p>	<p>PAUL WHITE The World Today Mon. thru Fri. 6:45 p.m. EWT</p>	<p>JIMMY CARROLL Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p.m. EWT</p>
<p>LO BOULTON Lo Boulton, the People Wed. 10:30 p.m. EWT</p>	<p>OLIN DOWNES Sun. 2:55 p.m. EWT</p>	<p>SERVICE TO THE FRONT Tues. 10 p.m. EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p>IT BURNETT It Burnett Is My Best Wed. 9:30 p.m. EWT Starts Sept. 4</p>	<p>PAUL LAVALLE The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p>EDWARD R. MURROW Sun. 1:45 p.m. EWT</p>		

MONTHLY CORRECTIONS - LOS ANGELES NETWORK PROGRAMS (CONTINUED)

	S. & W. FINE FOODS, INC.	Sponsors "Knox Manning Reports" Monday-Friday, 5:00-5:15 p.m. Sponsoring products: Foods and coffee. Agency: Brisacher, Van Norden & Staff.
<i>Page 20</i>	SOIL OFF MANUFACTURING CO.	Change agency to Ruthrauff & Ryan.
	WASHINGTON COOP EGG & POULTRY ASSOCIATION	Sponsors "Meet the Missus", Wednesdays, 2:30-2:45 p.m. Sponsoring product: Lynden Foods. Agency: Pacific National Advertising Association.

MONTHLY CORRECTIONS - LOS ANGELES NETWORK PROGRAMS (CONTINUED)

<i>Page 20</i>	YELLOW CAB COMPANY	Change program time to 3:00-3:15 p.m.
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KEY TO BACK COVER (same sequence as pictures)

GINNY SIMMS
Ginny Simms Show
Fri. 7:30 p m EWT

RAYMOND IVES
The Aldrich Family
Fri. 8 p m EWT

THE FIRST LINE
Thurs. 10 p m EWT

SCREEN GUILD PLAYERS
Mon. 10 p m EWT

FREDERICK L. COLLINS
F. B. I. in Peace and War
Thurs. 8:30 p m EWT

MR. KEEN,
Mr. of Lost Persons
Thurs. 7:30 p m EWT

**MAJOR
GEORGE FIELDING ELIOT**
CBS World News
Thurs. 6 p m EWT

JEAN TENNYSON
Great Moments in Music
Wed. 10 p m EWT

WENDY BARRIE
Detect and Collect
Wed. 9:30 p m EWT

JEAN HERSHOLT
Dr. Christian
Wed. 8:30 p m EWT

BUCK CARSON
Jack Carson Show
Wed. 8 p m EWT

GERTRUDE WARNER
Adventures of Ellery Queen
Wed. 7:30 p m EWT

CRIME DOCTOR
Sun. 8:30 p m EWT

MARX LOEB
Theatre of Romance
Tues. 8:30 p m EWT

BIG TOWN
Tues. 8 p m EWT

THE PICKENS
American Melody Hour
Thurs. 7:30 p m EWT

EDWIN C. HILL
"The Human Side
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STUART ERWIN
Stuart Erwin Show
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Mon. thru Fri.
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The World Today
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JIMMY CARROLL
Jimmy Carroll Sings
Mon., Wed., Fri.
6:15 p m EWT

WILD BOULTON
No, the People
Sun. 10:30 p m EWT

OLIN DOWNES
Sun. 2:55 p m EWT

SERVICE TO THE FRONT
Tues. 10 p m EWT

HIT BURNETT
This Is My Best
Thurs. 9:30 p m EWT
Starts Sept. 4

PAUL LAVALLE
The Stradivari Orchestra
Tue. 2 p m EWT

EDWARD R. MURROW
Sun. 1:45 p m EWT

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NEW CBS SPONSORED PROGRAMS

<p>FORD MOTOR CO. (412th Week on CBS) The Ford Show <i>Variety</i></p>	<p>Tuesday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>Motor Cars <i>J. Walter Thompson Co.</i></p>
<p>NASH-KELVINATOR CORP. (105th Week on CBS) The Andrews Sisters Show <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>Nash Cars & Refrigerators <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (561st Week on CBS) Vic and Sade and The Jack Smith Show <i>Serial drama</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 72 CBS stations ORIGINATES: WABC & WBBM</p>	<p>Oxydol <i>Dancer-Fitzgerald-Sample</i></p>
<p>WM. WRIGLEY JR. CO. (684th Week on CBS) Gene Autry Show <i>Musical</i></p>	<p>Sunday 5:30-5:45 p.m. 148 CBS stations ORIGINATES: KNX</p>	<p>Chewing Gum <i>Ruthrauff & Ryan, Inc.</i></p>

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p>ADMIRAL CORPORATION</p>	<p>Cancel series.</p>
<p>Page 5</p>	<p>P. BALLANTINE & SONS</p>	<p>Cancel series.</p>
<p>Page 5</p>	<p>BENDIX AVIATION CORP.</p>	<p>Cancel series.</p>
<p>Page 5</p>	<p>BORDEN CO.</p>	<p>Change program listing to the "Ginny Simms Show."</p>
<p>Page 7</p>	<p>CONTINENTAL CAN CO.</p>	<p>Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.</p>

KEY TO BACK COVER (same sequence as pictures)

<p>ANNY SIMMS Anny Simms Show Wed. 7:30 p.m. EWT</p>	<p>RAYMOND IVES The Aldrich Family Fri. 8 p.m. EWT</p>	<p>THE FIRST LINE Thurs. 10 p.m. EWT</p>	<p>SCREEN GUILD PLAYERS Mon. 10 p.m. EWT</p>	<p>FREDERICK L. COLLINS F. B. I. in Peace and War Thurs. 8:30 p.m. EWT</p>
<p>MR. KEEN, Mr. Keen of Lost Persons Wed. 7:30 p.m. EWT</p>	<p>MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 p.m. EWT</p>	<p>JEAN TENNYSON Great Moments in Music Wed. 10 p.m. EWT</p>	<p>WENDY BARRIE Detect and Collect Wed. 9:30 p.m. EWT</p>	<p>JEAN HERSHOLT Dr. Christian Wed. 8:30 p.m. EWT</p>
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<p>THE PICKENS The Pickens Melody Hour Wed. 7:30 p.m. EWT</p>	<p>EDWIN C. HILL "The Human Side of the News" Tues. 8:15 p.m. EWT</p>	<p>STUART ERWIN Stuart Erwin Show Mon. 10:30 p.m. EWT</p>	<p>DANNY O'NEIL Mon. thru Fri. 4:45 p.m. EWT</p>	<p>BILL HENRY AND THE NEWS Mon. thru Fri. 8:55 p.m. EWT</p>
<p>BOB HAWK Bob Hawk Takes to the Yanks Mon. 7:30 p.m. EWT</p>	<p>JACK KIRKWOOD Mon. thru Fri. 7 p.m. EWT Starts Aug. 20</p>	<p>JOSEPH C. HARSCH "The Meaning of the News" Mon. thru Fri. 6:55 p.m. EWT</p>	<p>PAUL WHITE The World Today Mon. thru Fri. 6:45 p.m. EWT</p>	<p>JIMMY CARROLL Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p.m. EWT</p>
<p>WILLO BOULTON Willo Boulton Meets the People Sun. 10:30 p.m. EWT</p>	<p>OLIN DOWNES Sun. 2:55 p.m. EWT</p>	<p>SERVICE TO THE FRONT Tues. 10 p.m. EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p>HIT BURNETT Hit Burnett's Is My Best Wed. 9:30 p.m. EWT Starts Sept. 4</p>	<p>PAUL LAVALLE The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p>EDWARD R. MURROW Sun. 1:45 p.m. EWT</p>		

Page 6	CAMPBELL SOUP COMPANY	Change listing of "The Saint" to "The Jack Carson Show." Change listing of "Radio Reader's Digest" to "Request Performance."
Page 12	MANHATTAN SOAP COMPANY, INC.	Change time of rebroadcast to 4:30-4:45 p.m.
Page 12	PABST SALES CO.	Change program listing to the "Danny Kaye Show."
Page 14	THE PROCTER & GAMBLE CO.	Change time of the "Perry Mason" show to Mon. thru Fri. 2:15-2:30 p.m. Sponsoring product: Spic & Span; Agency: Dancer - Fitzgerald - Sample, and Camay; Agency: Pedlar & Ryan, Inc. Change time of "Rosemary" to Mon. thru Fri. 2:30-2:45 p.m. Sponsoring product: Ivory Snow; Agency: Benton & Bowles, Inc.
Page 14	PRUDENTIAL INSURANCE COMPANY OF AMERICA	Change time to Sunday 5:00-5:30 p.m.
Page 16	WM. WRIGLEY JR. COMPANY	Cancel series of the Tuesday show. Change listing of "America in the Air" to "Just Entertainment?"

NEW CBS PACIFIC NETWORK PROGRAMS

<p>CAMPBELL SOUP CO. (555th Week on CBS) Carroll Alcott <i>News</i></p>	<p>Mon., Tues., Wed., Thurs., Sat. 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Ward Wheelock Co.</i></p>
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Page 7	CONTINENTAL CAN CO.	Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.
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KEY TO BACK COVER (same sequence as pictures)

GINNY SIMMS
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Fri. 7:30 p m EWT

RAYMOND IVES
The Aldrich Family
Fri. 8 p m EWT

THE FIRST LINE
Thurs. 10 p m EWT

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Mon. 10 p m EWT

FREDERICK L. COLLINS
F. B. I. in Peace and War
Thurs. 8:30 p m EWT

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Dr. of Lost Persons
Thurs. 7:30 p m EWT

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Wed. 10 p m EWT

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Dr. Christian
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Jack Carson Show
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Adventures of Ellery Queen
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Sun. 8:30 p m EWT

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Tues. 8:30 p m EWT

BIG TOWN
Tues. 8 p m EWT

FRANCE PICKENS
American Melody Hour
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MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 17</i>	BENRUS WATCH CO.	Cancel series.
<i>Page 17</i>	CALIFORNIA FRUIT & APRICOT GROWERS ASSOCIATION	Cancel series.
<i>Page 17</i>	DAY & NIGHT MANUFACTURING COMPANY	Change time to Saturday, 3:55-4:00 p.m. and newscaster to Dave Vaile.
<i>Page 19</i>	MJB COMPANY	Cancel series.
<i>Page 19</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Cancel "The Adventures of Bill Lance."

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

<i>Page 20</i>	COLDSTREAM PRODUCTS CO.	Change client name to Safeway Stores, Inc.
<i>Page 7</i>	CONTINENTAL CAN CO.	Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.

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Ginny Simms Show
Fri. 7:30 p m EWT

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GERTRUOE WARNER
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CRIME DOCTOR
Sun. 8:30 p m EWT

MARX LOEB
Theatre of Romance
Tues. 8:30 p m EWT

BIG TOWN
Tues. 8 p m EWT

ANE PICKENS
African Melody Hour
Tues. 7:30 p m EWT

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"The Human Side
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STUART ERWIN
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MILO BDLTON
We, the People
Sun. 10:30 p m EWT

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Sun. 2:55 p m EWT

SERVICE TO THE FRONT
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<p>AJLO BDULTDN We, the People Sun. 10:30 p m EWT</p>	<p>DLIN DDWNES Sun. 2:55 p m EWT</p>	<p>SERVICE TO THE FRONT Tues. 10 p m EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
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NATIONAL BROADCASTING COMPANY, INC.

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CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER 1, 1945

NEW CBS SPONSORED PROGRAMS

<p>CHEF-BOY-AR-DEE QUALITY FOODS, INC. <i>(1st Week on CBS)</i></p> <p>Give and Take <i>Quiz</i></p>	<p>Saturday 10:00-10:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 148 CBS stations ORIGINATES: WABC</p>	<p>Spaghetti Dinner <i>McJunkin Adv. Co.</i></p>
<p>CRESTA BLANCA WINE CO. <i>(125th Week on CBS)</i></p> <p>This Is My Best <i>Drama</i></p>	<p>Tuesday 9:30-10:00 p.m. 76 CBS stations ORIGINATES: KNX</p>	<p>Cresta Blanca Wines <i>Batten, Barton, Durstine, & Osborn, Inc.</i></p>
<p>TEXTRON, INC. <i>(1st Week on CBS)</i></p> <p>The Textron Theater Starring Helen Hayes <i>Drama</i></p>	<p>Saturday 7:00-7:30 p.m. 146 CBS stations ORIGINATES: WABC</p>	<p>Fabrics <i>J. Walter Thompson</i></p>

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p><i>Page 4</i></p>	<p>ANCHOR-HOCKING GLASS CORP.</p>	<p>Change program listing to "Hobby Lobby."</p>
<p><i>Page 4</i></p>	<p>ARMOUR & COMPANY</p>	<p>Cancel series.</p>
<p><i>Page 7</i></p>	<p>CHRYSLER CORPORATION</p>	<p>Change program listing to "Music of Andre Kostelanetz."</p>
<p><i>Page 7</i></p>	<p>COLGATE-PALMOLIVE-PEET COMPANY</p>	<p>Change time of "Blondie" to Sunday, 7:30-8:00 p.m.</p>
<p><i>Page 7</i></p>	<p>COMPTONE CO.</p>	<p>Cancel series.</p>
<p><i>Page 7</i></p>	<p>CONTINENTAL CAN CO.</p>	<p>Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.</p>

KEY TO BACK COVER (same sequence as pictures)

<p>GINNY SIMMS Ginny Simms Show Fri. 7:30 p.m. EWT</p>	<p>RAYMOND IVES The Aldrich Family Fri. 8 p.m. EWT</p>	<p>THE FIRST LINE Thurs. 10 p.m. EWT</p>	<p>SCREEN GUILD PLAYERS Mon. 10 p.m. EWT</p>	<p>FREDERICK L. COLLINS F. B. I. in Peace and War Thurs. 8:30 p.m. EWT</p>
<p>Mr. KEEN, Director of Lost Persons Thurs. 7:30 p.m. EWT</p>	<p>MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 p.m. EWT</p>	<p>JEAN TENNYSON Great Moments in Music Wed. 10 p.m. EWT</p>	<p>WENY BARRIE Detect and Collect Wed. 9:30 p.m. EWT</p>	<p>JEAN HERSHOLT Dr. Christian Wed. 8:30 p.m. EWT</p>
<p>CLACK CARSON Jack Carson Show Wed. 8 p.m. EWT</p>	<p>GERTRUDE WARNER Adventures of Ellery Queen Wed. 7:30 p.m. EWT</p>	<p>CRIME DOCTOR Sun. 8:30 p.m. EWT</p>	<p>MARX LOEB Theatre of Romance Tues. 8:30 p.m. EWT</p>	<p>BIG TOWN Tues. 8 p.m. EWT</p>
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<p>BOB HAWK Thanks to the Yanks Mon. 7:30 p.m. EWT</p>	<p>JACK KIRKWOOD Mon. thru Fri. 7 p.m. EWT Starts Aug. 20</p>	<p>JOSEPH C. HARSCH "The Meaning of the News" Mon. thru Fri. 6:55 p.m. EWT</p>	<p>PAUL WHITE The World Today Mon. thru Fri. 6:45 p.m. EWT</p>	<p>JIMMY CARROLL Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p.m. EWT</p>
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<p>WHIT BURNETT This Is My Best Tues. 9:30 p.m. EWT Starts Sept. 4</p>	<p>PAUL LAVALLE The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p>EDWARD R. MURROW Sun. 1:45 p.m. EWT</p>		

NIGHTLY CORRECTIONS - THE SPONSORED PROGRAMS (continued)

<i>Page 8</i>	ELECTRIC COMPANIES ADVERTISING PROGRAM	Effective Sept. 16, change program listing to "The Electric Hour" with Nelson Eddy.
<i>Page 8</i>	EVERSHARP, INC.	Effective September 12, change time of "Maisie" to Wednesday, 9:30-10:00 p.m.
<i>Page 9</i>	GENERAL FOODS CORPORATION	<p>Effective September 14, change program listing of "Kate Smith Hour" to "Kate Smith Sings" and change day and time to Friday, 8:30-8:55 p.m. Rebroadcast 12:30-12:55 a.m. Change product listing to Postum.</p> <p>Change product listing on "Kate Smith Speaks" to Calumet & Swansdown and agency to Benton & Bowles, Inc.</p> <p>Effective September 16, change program listing of "ToastiesTime" to "The Baby Snooks Show." Change Product listing to Sanka.</p> <p>Change product listing for "The Aldrich Family" to Grape Nuts and Grape Nuts Flakes.</p> <p>Change day and time of "The Adventures of the Thin Man" to Sunday, 7:00-7:30 p.m. Rebroadcast 12:00-12:30 a.m. Change product listing to Post Toasties.</p>
<i>Page 10</i>	B. F. GOODRICH CO.	Effective Sept. 7, cancel series.
<i>Page 10</i>	INTERNATIONAL SILVER COMPANY	Change program listing to "Adventures of Ozzie and Harriet."
<i>Page 11</i>	LEVER BROTHERS COMPANY	Replace the "George Burns and Gracie Allen" show with the "Joan Davis Show."
<i>Page 11</i>	LEWIS-HOWE COMPANY	Change day and time to Sunday, 8:00-8:30 p.m.

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<p>Mr. KEEN, Director of Lost Persons Thurs. 7:30 p.m. EWT</p>	<p>MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 p.m. EWT</p>	<p>JEAN TENNYSON Great Moments in Music Wed. 10 p.m. EWT</p>	<p>WENNY BARRIE Detect and Collect Wed. 9:30 p.m. EWT</p>	<p>JEAN HERSHOLT Dr. Christian Wed. 8:30 p.m. EWT</p>
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MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (cont.)

Page 12	P. LORILLARD COMPANY	Effective September 12, change program listing to "The Frank Sinatra Show." Change time to 9:00-9:30 p.m. Origination: KNX
Page 12	NOXZEMA CHEMICAL CO.	Change time to 8:30-8:55 p.m. Re-broadcast 11:30-11:55 p.m.
Page 14	THE PROCTER & GAMBLE CO.	Listing of program for the M-F, 7:00-7:15 p.m. time, "The Jack Kirkwood Show and Mommie and the Men." Change listing of "Radio Newspaper" to "Meet Margaret MacDonald." Change day of "F.B.I. in Peace and War" to Thursday.
Page 15	SALES BUILDERS, INC.	Cancel series.
Page 15	SCHENLEY LABORATORIES, INC.	Effective Sept. 11, cancel series.
Page 15	SOUTHERN COTTON OIL CO.	Change program listing to "Try 'n Find Me;" audience participation show.
Page 16	UNITED DRUG CO.	Effective Sept. 14, change program listing to "Durante-Moore Show."
Page 16	WM. WRIGLEY, JR., COMPANY	Change program listing of "Service to the Front" to "Just Entertainment."

NEW CBS PACIFIC NETWORK PROGRAMS

<p>I. GINSBERG & BROS., INC. (1st Week on CBS)</p> <p>Meet The Missus Participation quiz</p>	<p>Monday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>"Queen Make" Dresses <i>Abbott Kimball Co.</i></p>
<p>R. M. HOLLINGSHEAD CORP. (2nd Week on CBS)</p> <p>Meet The Missus Participation quiz</p>	<p>Wednesday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>Polishes <i>Aitkin-Kynett Co.</i></p>
<p>UNION OIL COMPANY OF CALIFORNIA (108th Week on CBS)</p> <p>Nelson Pringle News analysis</p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Oil <i>Foote, Cone and Belding</i></p>

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NEW CBS PACIFIC NETWORK PROGRAMS (1950-1951)

VICK CHEMICAL CO.
(201st Week on CBS)

Dick Cutting
News

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

PWT
ORIGINATES: KNX

All Products
Morse International, Inc.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 16	BEKINS VAN AND STORAGE CO.	Replace Nelson Pringle with Harry W. Flannery. Originates: KNX.
Page 18	"42" PRODUCTS, INC.	Change day and time to Sunday, 4:30-5:00 p.m.
Page 18	GENERAL MILLS, INC.	Cancel series.
Page 18	HUNT BROS. PACKING CO.	Cancel series.
Page 18	L. B. LABORATORIES, INC.	Cancel series.
Page 19	MANHATTAN SOAP CO.	Replace Bob Andersen with Dick Cutting.
Page 19	THE MENNEN CO.	Cancel series.
Page 19	PLANTERS NUT AND CHOCOLATE COMPANY	Change agency to Honig-Cooper Co.

NEW CBS CALIFORNIA NETWORK PROGRAMS

McMAHAN FURNITURE STORES
(3rd Week on CBS)

Knox Manning
News

Mon. thru Fri.
12:15-12:30 p.m.

PWT
ORIGINATES: KNX

Furniture
M-C-M Adv. Agency

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 20	COLDSTREAM PRODUCTS CO.	Summer hiatus Aug. 27 to Sept. 10. Effective Sept. 16, change day and time to Sunday, 3:30-4:00 p.m.
Page 20	FERRY-MORSE SEED CO.	Change program listing to "Time for Holly Langley?"
Page 20	WILSHIRE OIL COMPANY	Effective Sept. 15, cancel series.

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*CBS Program Book
Supplements for September and October
to be tipped in here*

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KEY TO BACK COVER (same sequence as pictures)

SINNY SIMMS
Sinny Simms Show
Fri. 7:30 p m EWT

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Fri. 8 p m EWT

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Mr. KEEN,
Mr. of Lost Persons
Wed. 7:30 p m EWT

**MAJOR
GEORGE FIELDING ELIOT**
CBS World News
Thurs. 6 p m EWT

JEAN TENNYSON
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Wed. 10 p m EWT

WENDY BARRIE
Detect and Collect
Wed. 9:30 p m EWT

JEAN HERSHOLT
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Wed. 8:30 p m EWT

ACK CARSON
Jack Carson Show
Wed. 8 p m EWT

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Wed. 7:30 p m EWT

CRIME DOCTOR
Sun. 8:30 p m EWT

MARX LOEB
Theatre of Romance
Tues. 8:30 p m EWT

BIG TOWN
Tues. 8 p m EWT

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SERVICE TO THE FRONT
Tues. 10 p m EWT

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CBS PROGRAM BOOK · AUTUMN, 1945



These pictures all identify heads of
CBS programs. Can you spot them?
Look on the inside of the front
back covers for the answers.