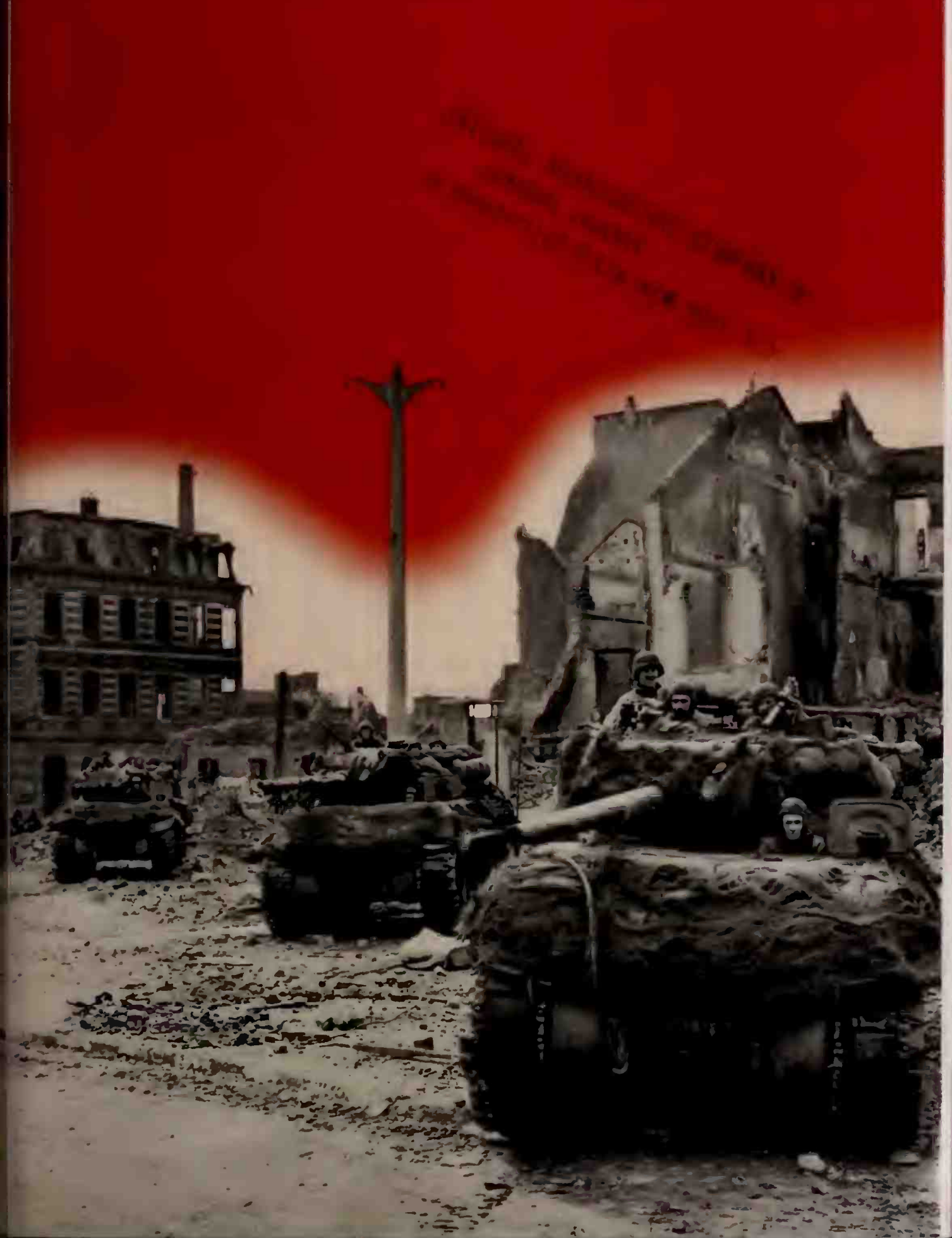


# CBS PROGRAM BOOK · SPRING, 1945



*THE COVER: U. S. Ninth Army tank destroyers rumbling through the captured German city of Munchen-Gladbach on March 1 during their drive across the Rhine. On March 2 CBS correspondent Howard K. Smith, attached to the Ninth Army, in an overseas broadcast called it "the pattern of one of the greatest defeats Germany has ever suffered."*

SPRING 1945

# THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

*May 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 May 1, 1945

<b>ADMIRAL CORPORATION</b> (134th Week on CBS) <b>World News Today</b> <i>News</i>	<b>Sunday</b> 2:30-2:55 p.m. 62 CBS stations ORIGINATES: WABC	<b>Admiral Radio</b> <b>Institutional</b> <i>Cruttenden &amp; Eger</i>
<b>AMERICAN OIL COMPANY</b> (290th Week on CBS) <b>CBS World News</b> <i>News</i> <b>Edward R. Murrow</b> <i>News</i>	<b>Thursday</b> 6:00-6:15 p.m. 57 CBS stations ORIGINATES: WABC  <b>Sunday</b> 1:45-2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON AND WABC	<b>Amoco-Gas, American Gas</b> <b>and Services</b> <i>Joseph Katz Company</i>
<b>AMERICAN TOBACCO COMPANY</b> (469th Week on CBS) <b>Your Hit Parade</b> Mark Warnow's Orchestra, Lawrence Tibbett, Joan Edwards, The Hit Paraders <i>Music</i>	<b>Saturday</b> 9:00-9:45 p.m. 147 CBS stations ORIGINATES: WABC	<b>Lucky Strike Cigarettes</b> <i>Foote, Cone &amp; Belding</i>
<b>ANACIN COMPANY</b> (430th Week on CBS) <b>Our Gal Sunday</b> <i>Serial drama</i> <b>Ellery Queen</b> <i>Mystery drama</i>  <b>Friday on Broadway</b> <i>Music</i>	<b>Mon. thru Fri.</b> 12:45-1:00 p.m. 132 CBS stations ORIGINATES: WABC  <b>Wednesday</b> 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 55 CBS stations 21 CBC stations ORIGINATES: WABC  <b>Friday</b> 7:30-8:00 p.m. 39 CBS stations ORIGINATES: WABC	<b>Anacin</b> <i>Dancer-Fitzgerald- Sample</i>  <i>Ruthrauff &amp; Ryan, Inc.</i>  <i>Dancer-Fitzgerald- Sample</i>
<b>ANCHOR-HOCKING GLASS CORP.</b> (69th Week on CBS) <b>Corliss Archer</b> <i>Dramatic series</i>	<b>Thursday</b> 9:30-10:00 p.m. 122 CBS stations ORIGINATES: KNX	<b>Anchorglass and</b> <b>Fire King Ovenglass</b> <b>Products</b> <i>William H. Weintraub &amp; Co., Inc.</i>
<b>ARMOUR &amp; COMPANY</b> (99th Week on CBS) <b>Hedda Hopper's Hollywood</b> <i>Woman's commentary</i>	<b>Monday</b> 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 142 CBS stations ORIGINATES: KNX	<b>Meat &amp; Dairy Products</b> <i>Foote, Cone &amp; Belding</i>

**ARMSTRONG CORK COMPANY**  
 (186th 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**  
 (112th Week on CBS)  
**Cameron Andrews Comedy Show**  
*Variety*

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

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

**BALLARD & BALLARD CO.**  
 (117th 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**  
 (500th Week on CBS)  
**American Melody Hour**  
 with Jane Pickens, Bob Hannon,  
 Evelyn MacGregor, Orchestra  
 and chorus  
*Music*

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

Bayer Aspirin

**Second Husband**  
*Serial drama*

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

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

**BOURJOIS, INC.**  
 (302nd Week on CBS)  
**Romance, Rhythm & Ripley**  
 with Ray Bloch's Orchestra,  
 Larry Douglas, and Marion Hutton  
*Variety*

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

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

**BOWEY'S, INC.**  
 (309th Week on CBS)  
**Stars Over Hollywood**  
 with guest stars  
*Original drama*

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

Dari-Rich Products  
*Sorensen & Company*

<p><b>CAMPBELL SOUP COMPANY</b> (542nd Week on CBS)</p> <p><b>The Jack Carson Show</b> with Freddie Martin's Orchestra <i>Variety</i></p> <p><b>Radio Reader's Digest</b> with Quentin Reynolds, Nathan Van Cleave's Orchestra, and guest stars <i>Drama</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 123 CBS stations 27 CBC stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 123 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Campbell's Soups, Baked Beans, Tomato Juice <i>Foote, Cone &amp; Belding</i></p> <p><i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> (173rd Week on CBS)</p> <p><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> (296th Week on CBS)</p> <p><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. 125 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> (338th Week on CBS)</p> <p><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. 141 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> (477th Week on CBS)</p> <p><b>Major Bowes' Shower of Stars</b></p>	<p>Thursday 9:00-9:30 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> (485th Week on CBS)</p> <p><b>Colgate Theater of Romance</b> <i>Drama</i></p> <p><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>



**CONTINENTAL BAKING CO., INC.***(538th 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: WBBMWonder Bread. Hostess  
Cake*Ted Bates, Inc.***CONTINENTAL CAN CO.***(17th Week on CBS)***Report to the Nation***News dramatization*Saturday  
1:30-2:00 p.m.141 CBS stations  
ORIGINATES: WABCInstitutional, Packaging.  
Plastic Products*Batten, Barton, Durstine  
& Osborn, Inc.***CREAM OF WHEAT CORP.***(247th Week on CBS)***Let's Pretend***Drama*Saturday  
11:05-11:30 a.m.123 CBS stations  
ORIGINATES: WABC

Cream of Wheat Cereal

*Batten, Barton, Durstine  
& Osborn, Inc.***CRESTA BLANCA WINE CO.***(107th Week on CBS)***This Is My Best**

with Orson Welles

*Drama*Tuesday  
9:30-10:00 p.m.77 CBS stations  
ORIGINATES: KNX

Cresta Blanca Wines

*Batten, Barton, Durstine,  
& Osborn, Inc.***CUDAHY PACKING COMPANY***(420th Week on CBS)***Tena & Tim***Dramatic serial*Mon. thru Fri.  
2:45-3:00 p.m.63 CBS stations  
ORIGINATES: WBBM

Old Dutch Cleanser

*Grant Advertising, Inc.***CURTISS CANDY COMPANY***(239th Week on CBS)***News**

with Warren Sweeney

Sat., Sun.  
11:00-11:05 a.m.140 CBS stations  
ORIGINATES: WABC

Candy

*C. L. Miller Company***ELECTRIC COMPANIES  
ADVERTISING PROGRAM***(87th Week on CBS)***The Electric Hour**

with Nelson Eddy

*Variety*Sunday  
4:30-5:00 p.m.143 CBS stations  
ORIGINATES: KNX

Institutional

*A. W. Ayer & Son, Inc.***EMERSON DRUG COMPANY***(260th Week on CBS)***Vox Pop**

with Parks Johnson and

Warren Hull

*Interview quiz*Monday  
8:00-8:30 p.m.*Rebroadcast*  
12:30 1:00 a.m.127 CBS stations  
ORIGINATES: ON TOUR

Bromo-Seltzer

*McCann-Erickson, Inc.*

<p><b>EVERSHARP, INC.</b> <i>(291st Week on CBS)</i></p> <p><b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Milton Berle in <b>"Let Yourself Go"</b> <i>Variety</i></p>	<p>Sunday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Wednesday 10:30-11:00 p.m. 144 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>
<p><b>FERRY-MORSE SEED CO.</b> <i>(13 Weeks on CBS)</i></p> <p><b>Garden Gate</b> with Tom Williams</p>	<p>Saturday 9:15-9:30 a.m. 80 CBS stations ORIGINATES: WLAC</p>	<p>Seeds <i>MacManus, John &amp; Adams, Inc.</i></p>
<p><b>GENERAL ELECTRIC COMPANY</b> <i>(165th Week on CBS)</i></p> <p><b>The World Today</b> <i>News</i></p> <p><b>G. E. House Party</b> <i>Variety</i></p>	<p>Mon. thru Fri. 6:45-6:55 p.m. 137 CBS stations ORIGINATES: WABC AND REMOTE</p> <p>Mon. thru Fri. 4:00-4:25 p.m. 147 CBS stations ORIGINATES: KNX</p>	<p>Electronics Division <i>Maxon, Inc.</i></p> <p>Household Appliance Division <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>GENERAL FOODS CORPORATION</b> <i>(522nd Week on CBS)</i></p> <p><b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars <i>Variety</i></p> <p><b>Kate Smith Speaks</b> Ted Collins with the News <i>Talks and news</i></p> <p><b>Toasties Time</b> with Fannie Brice <i>Variety</i></p> <p><b>Two On A Clue</b> <i>Serial drama</i></p>	<p>Sunday 7:00-8:00 p.m. 144 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12 noon-12:15 p.m. 67 CBS stations ORIGINATES: WABC</p> <p>Sunday 6:30-7:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 144 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Jell-O Jell-O Puddings, Sanka <i>Young &amp; Rubicam, Inc.</i></p> <p>Calumet, Swansdown, Baker's Chocolate <i>Young &amp; Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton &amp; Bowles, Inc.</i></p> <p>LaFrance, Satina, Postum <i>Young &amp; Rubicam, Inc.</i></p>

**The Aldrich Family**

*Comedy*

Friday  
8:00-8:30 p.m.  
*Rebroadcast*  
12:00 mid.-12:30 a.m.  
125 CBS stations  
27 CBC stations  
ORIGINATES: WABC

Postum  
*Young & Rubicam, Inc.*

**The Adventures of the Thin Man**

*Mystery*

Friday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
126 CBS stations  
27 CBC stations  
ORIGINATES: WABC

Grapenuts & Grapenuts Flakes  
*Young & Rubicam, Inc.*

**GENERAL MILLS, INC.**  
*570th Week on CBS)*

**Light of the World**

*Serial drama*

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

Softasilk Flour, Kix  
*Dancer-Fitzgerald-Sample*

**Valiant Lady**

*Serial drama*

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

Cheeri-Oats  
*Dancer-Fitzgerald-Sample*

**B. F. GOODRICH CO.**  
*111th Week on CBS)*

**Meaning of the News**

with Robert Trout and Joseph C. Harsch

*News*

Mon. thru Fri.  
6:55-7:00 p.m.  
132 CBS stations  
ORIGINATES: WABC

Rubber Goods  
*Batten, Barton, Durstine & Osborn, Inc.*

**GULF OIL CORPORATION**  
*585th Week on CBS)*

**We the People**

with Milo Boulton and Oscar Bradley's Orchestra

*Real life experiences*

Sunday  
10:30-11:00 p.m.  
103 CBS stations  
ORIGINATES: WABC

Motor Oil and Gas  
*Young & Rubicam, Inc.*

**THE HUDSON COAL COMPANY**  
*84th Week on CBS)*

**CBS News of the World**

*News*

Sunday  
9:00-9:15 a.m.  
21 CBS stations  
ORIGINATES: WABC

"D&H" Anthracite  
*The Clements Co., Inc.*

**INTERNATIONAL SILVER COMPANY**  
*374th Week on CBS)*

**Adventures of Ozzie & Harriet**

*Variety*

Sunday  
6:00-6:30 p.m.  
145 CBS stations  
21 CBC stations  
ORIGINATES: KNX

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

<p><b>JOHNS-MANVILLE CORPORATION</b> (195th Week on CBS)</p> <p><b>Bill Henry</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55—9:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (212th Week on CBS)</p> <p><b>Edwin C. Hill</b> 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. 141 CBS stations ORIGINATES: WABC</p>	<p>First Aid Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KOLYNOS COMPANY</b> (638th Week on CBS)</p> <p><b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery drama</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Thursday 7:30—8:00 p.m. 51 CBS stations ORIGINATES: WARC</p> <p>Mon. thru Fri. 12:30—12:45 p.m. 133 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Tooth Powder and Toothpaste</p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>LADY ESTHER, LTD.</b> (594th Week on CBS)</p> <p><b>Screen Guild Players</b> <i>Drama</i></p>	<p>Monday 10:00—10:30 p.m. 143 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Co., Inc.</i></p>
<p><b>*LAMBERT PHARMACAL CO.</b> (177th Week on CBS)</p> <p><b>The Billie Burke Show</b> <i>Household advice</i></p>	<p>Saturday 11:30—12 Noon 146 CBS stations ORIGINATES: KNX</p>	<p>Listerine Tooth Powder <i>Lambert &amp; Feasley, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (508th Week on CBS)</p> <p><b>Lux Radio Theater</b> Famous Plays with Famous Stars and Lou Silvers' Orchestra <i>Drama</i></p> <p><b>The George Burns and Gracie Allen Show</b> <i>Comedy—Variety</i></p>	<p>Monday 9:00—10:00 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX</p> <p>Monday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Lux Soap &amp; Flakes <i>J. Walter Thompson Co.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>

**Aunt Jenny's Real Life Stories**  
*Dramatic sketches*

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

**Spry**  
*Ruthrauff & Ryan, Inc*

**Big Sister**  
*Serial drama*

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

**Rinso Soap**  
*Ruthrauff & Ryan, Inc.*

**Bright Horizon**  
with Richard Kollmar  
*Serial drama*

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

**Swan Soap**  
*Young & Rubicam, Inc.*

**LEWIS-HOWE COMPANY**  
*(151st Week on CBS)*

Saturday  
10:15-10:45 p.m.  
53 CBS stations  
ORIGINATES: KNX

**Tums**  
*Roche, Williams & Cleary, Inc.*

Al Pearce in  
**"Here Comes Elmer"**  
*Comedy show*

**LIGGETT & MYERS TOBACCO COMPANY**  
*(652nd Week on CBS)*

Tues., Wed., Thurs.  
7:15-7:30 p.m.  
*Rebroadcast*  
11:15-11:30 p.m.  
144 CBS stations  
ORIGINATES: WABC

**Chesterfield Cigarettes**  
*Newell-Emmett Co.*

**Music That Satisfies**  
featuring Harry Prime, Monica Lewis, Jim Ameche, Paul Baron and his Orchestra  
*Variety*

**THOMAS J. LIPTON INC.**  
*(80th Week on CBS)*

Tuesday  
9:00-9:30 p.m.  
139 CBS stations  
ORIGINATES: WARC

**Lipton Tea and Continental Soup Mix**  
*Young & Rubicam, Inc.*

**Inner Sanctum**  
*Mystery drama*

**P. LORILLARD COMPANY**  
*(383rd Week on CBS)*

Wednesday  
9:30-10:00 p.m.  
141 CBS stations  
ORIGINATES: HOLLYWOOD CANTEN

**Old Gold Cigarettes**  
*Lennen & Mitchell, Inc.*

**Which Is Which?**  
with Richard Himber's Orchestra and guest stars  
*Variety-quiz*



<p><b>MANHATTAN SOAP CO. INC.</b> (219th Week on CBS)</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. 145 CBS stations ORIGINATES: WABC</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>
<p><b>NOXZEMA CHEMICAL CO.</b> (139th Week on CBS)</p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i></p>	<p>Saturday 8:00-8:30 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> (109th Week on CBS)</p> <p><b>The Danny Kaye Show</b> with Harry James and his Music Makers <i>Comedy variety</i></p>	<p>Friday 10:30-11:00 p.m. 135 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i></p>
<p><b>PACIFIC COAST BORAX CO.</b> (199th 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. 64 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo <i>McCann-Erickson, Inc.</i></p>
<p><b>*PAN AMERICAN PETROLEUM CORPORATION</b> (Begins May 6th)</p> <p><b>*Edward R. Murrow</b> <i>News</i></p>	<p>Sunday 1:45-2:00 p.m. 9 CBS stations ORIGINATES: BBC, LONDON &amp; WABC</p>	<p>Petroleum Products <i>Fitzgerald Advertising Agency</i></p>
<p><b>THE PARKER PEN CO.</b> (148th 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> (597th 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>Saturday 9:45-10:15 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>400-D Pet Milk <i>Gardner Advertising Company</i></p>

<p><b>Mary Lee Taylor</b> Home Economist <i>Talks</i></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>400-D Pet Milk <i>Gardner Advertising Agency</i></p>
<p><b>CHARLES H. PHILLIPS CHEMICAL CO.</b> <i>(389th Week on CBS)</i></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, Toothpaste, Energine and Phillips Milk of Magnesia Tablets <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>PHILIP MORRIS &amp; COMPANY, LTD., INC.</b> <i>(455th Week on CBS)</i></p> <p><b>Crime Doctor</b> <i>Mystery drama</i></p> <p><b>It Pays To Be Ignorant</b> <i>Comedy</i></p>	<p>Sunday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:00—11:25 p.m. 123 CBS stations ORIGINATES: WARC</p> <p>Friday 9:00—9:30 p.m. <i>Rebroadcast</i> 11:30 p.m. 12 mid. 123 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Bion Co., Inc.</i></p>
<p><b>PILLSBURY MILLS, INC.</b> <i>(346th Week on CBS)</i></p> <p><b>Grand Central Station</b> <i>Drama</i></p>	<p>Saturday 1:00—1:25 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>McCann-Erickson, Inc.</i></p>
<p><b>PRINCE MATCHABELLI, INC.</b> <i>(7th Week on CBS)</i></p> <p>*<b>The Stradivari Orchestra</b> <i>Music</i></p>	<p>Sunday 2:00—2:30 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>Perfumes and Cosmetics <i>Morse International, Inc.</i></p>
<p><b>THE PROCTER &amp; GAMBLE CO.</b> <i>(548th Week on CBS)</i></p> <p><b>Young Dr. Malone</b> <i>Serial drama</i></p> <p><b>The Jack Kirkwood Show</b> <i>Variety</i></p>	<p>Mon. thru Fri. 1:45—2:00 p.m. 73 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00—7:15 p.m. <i>Rebroadcast</i> 11:00—11:15 p.m. 74 CBS stations ORIGINATES: KMX</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap Oxydol <i>Compton Advertising, Inc.</i></p>

\*Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>THE PROCTER &amp; GAMBLE CO.</b> <i>(Continued)</i>  <b>Life Can Be Beautiful</b> <i>Serial drama</i>  <b>Ma Perkins</b> <i>Serial drama</i>  <b>Bernardine Flynn</b> <i>News</i>  <b>Perry Mason</b> <i>Serial drama</i>  <b>F.B.I. in Peace and War</b> <i>Drama</i>  <b>*Rosemary</b> <i>Serial drama</i>	<b>Mon. thru Fri.</b> <b>1:00-1:15 p.m.</b> 69 CBS stations ORIGINATES: WABC  <b>Mon. thru Fri.</b> <b>1:15-1:30 p.m.</b> 72 CBS stations ORIGINATES: WBBM  <b>Mon. thru Fri.</b> <b>1:30-1:45 p.m.</b> 42 CBS stations ORIGINATES: WBBM  <b>Mon. thru Fri.</b> <b>2:30-2:45 p.m.</b> 48 CBS stations ORIGINATES: WABC  <b>Saturday</b> <b>8:30-8:55 p.m.</b> <i>Rebroadcast</i> <i>11:30-11:55 p.m.</i> 86 CBS stations ORIGINATES: WABC  <b>Mon. thru Fri.</b> <b>2:15-2:30 p.m.</b> 74 CBS stations ORIGINATES: WABC	<b>Ivory Soap</b> <i>Compton Advertising, Inc.</i>  <b>Oxydol</b> <i>Dancer-Fitzgerald-Sample</i>  <b>Crisco</b> <i>Compton Advertising, Inc.</i>  <b>Camay</b> <i>Pedlar &amp; Ryan, Inc.</i>  <b>Lava Soap</b> <i>The Biow Co., Inc.</i>  <b>Ivory Flakes, White Laundry Soap</b> <i>Benton &amp; Bowles, Inc.</i> <i>Compton Advertising, Inc.</i>
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> <i>(308th Week on CBS)</i>  <b>Prudential Family Hour</b> with Patrice Munsel, Jack Smith, Al Goodman's Orchestra, and chorus <i>Music</i>	<b>Sunday</b> <b>5:00-5:45 p.m.</b> 125 CBS stations ORIGINATES: WABC	<b>Insurance Services</b> <i>Benton &amp; Bowles, Inc.</i>
<b>THE QUAKER OATS COMPANY</b> <i>(179th Week on CBS)</i>  <b>Those Websters</b> <i>Comedy drama</i>	<b>Friday</b> <b>9:30-10:00 p.m.</b> 122 CBS stations ORIGINATES: WBBM	<b>Quaker Food Products</b> <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>R. J. REYNOLDS TOBACCO COMPANY</b> <i>(625th Week on CBS)</i>  <b>Thanks to the Yanks with Bob Hawk</b> <i>Quiz</i>	<b>Monday</b> <b>7:30-8:00 p.m.</b> <i>Rebroadcast</i> <i>10:30-11:00 p.m.</i> 135 CBS stations ORIGINATES: WABC	<b>Camel Cigarettes Prince Albert Smoking Tobacco</b> <i>William Esty &amp; Co., Inc.</i>

\*Program or client not listed in Winter Program Book

**ROMA WINE CO., INC.**  
(112th Week on CBS)

**Suspense**  
*Mystery drama*

Thursday  
8:00—8:30 p.m.  
*Rebroadcast*  
12 mid. 12:30 a.m.  
81 CBS stations  
ORIGINATES: KNX

Roma Wines  
*The Biow Co., Inc.*

**SALES BUILDERS, INC.**  
(17th Week on CBS)

**The Frank Sinatra Show**  
*Variety*

Wednesday  
9:00—9:30 p.m.  
144 CBS stations  
ORIGINATES: KNX

Max Factor Cosmetics  
*Smith & Drum, Inc.*

**SOUTHERN COTTON OIL CO.**  
(133rd Week on CBS)

**Irene Beasley**  
*Songs*

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

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

**E. R. SQUIBB & SONS**  
(251st Week on CBS)

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

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

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

**THE TEXAS COMPANY**  
(386th Week on CBS)

**Texaco Star Theater**  
James Melton and Al Goodman's  
Orchestra  
*Variety*

Sunday  
9:30—10:00 p.m.  
115 CBS stations  
23 CBC stations  
ORIGINATES: WABC

Texaco Products  
*Buchanan & Co., Inc.*

\***UNITED DRUG CO.**  
(4th Week on CBS)

**Durante-Moore Show**  
with Roy Bargy's Orchestra  
*Variety*

Friday  
10:00—10:30 p.m.  
148 CBS stations  
ORIGINATES: KNX

Drugs  
*N. W. Ayer & Sons, Inc.*

**UNITED STATES RUBBER CO.**  
(153rd 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.*

**J. B. WILLIAMS COMPANY**  
(73rd 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.*

\*Program or client not listed in Winter Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

**WM. WRIGLEY, JR., COMPANY**  
(671st Week on CBS)

**America in the Air**  
*Air Corps dramatic series*

**The First Line**  
*Navy dramatic series*

**Service to the Front**  
*Army dramatic series*

Saturday  
7:30—8:00 p.m.  
*Rebroadcast*  
11:00—11:30 p.m.  
142 CBS stations  
ORIGINATES: WBBM

Thursday  
10:00—10:30 p.m.  
141 CBS stations  
ORIGINATES: WBBM

Tuesday  
10:00—10:30 p.m.  
140 CBS stations  
ORIGINATES: WBBM

Chewing Gum  
*J. Walter Thompson Co.*

Chewing Gum  
*Arthur Meyerhoff & Co.*

**BEKINS VAN AND STORAGE CO.**  
(188th Week on CBS)

**Harry W. Flannery**  
*News*

Mon., Wed., Fri.  
5:30—5:45 p.m.  
PWT  
ORIGINATES: KQW

Moving and Storage  
*Brooks Advertising Agency*

**CALIFORNIA PRUNE & APRICOT  
GROWERS ASSOCIATION**  
(163rd Week on CBS)

**Dr. Wallace Sterling**  
*News*

Saturday  
8:55—9:00 p.m.  
PWT  
ORIGINATES: KQW

Sunsweet Prunes and  
Apricots  
*Long Advertising Service*

**CAMPANA SALES CORP.**  
(266th Week on CBS)

**Don't You Believe It**  
*Narrative-Drama*

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

Solitaire Cake Make-up and  
Campana Cream Balm  
*Wallace-Ferry-Hanly Co.*

**COLONIAL DAMES, INC.**  
(279th Week on CBS)

**Song of the Week**  
*Music*

**Meet The Missus**  
*Participation quiz*

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

Tuesday  
2:30—2:45 p.m.  
PWT  
ORIGINATES: KNX

Cosmetics  
*Abbott Kimball Co., Inc.*

**DAY & NIGHT MANUFACTURING  
CO.**  
(30th Week on CBS)

**Dr. Wallace Sterling**  
*News*

Monday  
8:55—9:00 p.m.  
PWT  
ORIGINATES: KQW

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



<p><b>P. DUFF &amp; SONS, INC.</b> (83rd Week on CBS)</p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Mon., Wed., Fri. 2:45-3:00 p.m. PWT ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell</i> <i>Advertising Agency</i></p>
<p><b>*EDISON BROTHERS STORES</b> (2nd Week on CBS)</p> <p><b>*Meet The Missus</b> <i>Participation quiz</i></p>	<p>Thursday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>Shoes <i>Adolph Mendland</i></p>
<p><b>"42" PRODUCTS, INC.</b> (48th Week on CBS)</p> <p><b>This Is My Story</b> <i>Drama</i></p>	<p>Saturday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Hair Oil &amp; Other Products <i>Hillman-Shane- Breyer, Inc.</i></p>
<p><b>GALLENKAMP STORES CO.</b> (53rd Week on CBS)</p> <p><b>Tobe Reed</b> <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><b>GENERAL MILLS, INC.</b> (570th Week on CBS)</p> <p><b>Harry Flannery</b> <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><b>*GENERAL PETROLEUM CORP. OF CALIF.</b> (91st Week on CBS)</p> <p><b>*Hollywood Preview</b> <i>Drama</i></p>	<p>Tuesday 7:30-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Smith &amp; Drum, Inc.</i></p>
<p><b>HUNT BROS. PACKING CO.</b> (58th Week on CBS)</p> <p><b>I Was There</b> <i>Real life experiences</i></p>	<p>Sunday 3:30-4:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>The Biow Co., Inc.</i></p>
<p><b>ANDREW JERGENS COMPANY</b> (41st Week on CBS)</p> <p><b>Tonight In Hollywood</b> <i>Drama</i></p>	<p>Friday 8:15-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Jergens Lotion <i>Lennen &amp; Mitchell Inc.</i></p>

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

<p><b>KELITE PRODUCTS, INC.</b> <i>(26th Week on CBS)</i></p> <p><b>Dr. Wallace Sterling</b> <i>News analysis</i></p>	<p>Saturday 7:45-8:00 a.m. PWT ORIGINATES: KQW</p>	<p>"Kenu" Chemical, Household Cleaner <i>Little &amp; Co.</i></p>
<p><b>*L. B. LABORATORIES, INC.</b> <i>(9th Week on CBS)</i></p> <p><b>*Meet The Missus</b> <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 &amp; Co.</i></p>
<p><b>MANHATTAN SOAP CO.</b> <i>(219th Week on CBS)</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>
<p><b>THE MENNEN CO.</b> <i>(267th Week on CBS)</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Mennen Shave Cream <i>Duane Jones Co.</i></p>
<p><b>*M J B COMPANY</b> <i>(6th Week on CBS)</i></p> <p><b>*Meet The Missus</b> <i>Participation quiz</i></p>	<p>Friday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>M J B Rice and M J B Tea <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>NATIONAL LEAD CO.</b> <i>(75th Week on CBS)</i></p> <p><b>Trading Post</b> <i>Audience participation</i></p>	<p>Sunday 5:30-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Dutch Boy Paint <i>Erwin, Wasey &amp; Co., Inc.</i></p>
<p><b>PETER PAUL, INC.</b> <i>(237th Week on CBS)</i></p> <p><b>Truman Bradley</b> <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden &amp; Staff</i></p>

\*Program or client not listed in Winter Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

**PLANTERS NUT AND CHOCOLATE  
COMPANY**

*(235th Week on CBS)*

**Harry W. Flannery**

*News Analysis*

**The Adventures of Bill Lance**

*Mystery drama*

Tues., Thurs., Sat.

5:30—5:45 p.m.

PWT

ORIGINATES: KQW

Planters Peanut Oil,  
Salted Peanuts

All Products

*Erwin, Wasey &  
Company*

Sunday

9:00—9:30 p.m.

PWT

ORIGINATES: KNX

**SIGNAL OIL COMPANY**

*(98th Week on CBS)*

**The Whistler**

*Mystery drama*

Monday

9:00—9:30 p.m.

PWT

ORIGINATES: KNX

All Products

*Barton A. Stebbins*

**SOIL OFF MANUFACTURING  
COMPANY**

*(221st Week on CBS)*

**Truman Bradley**

*News*

Tues., Thurs., Sat.

5:45—5:55 p.m.

PWT

ORIGINATES: KNX

“Soil Off” for all  
painted surfaces

*McCann-Erickson, Inc.*

**VICK CHEMICAL COMPANY**

*(196th Week on CBS)*

**Dr. Wallace Sterling**

*News*

Tues., Wed., Thurs.

8:55—9:00 p.m.

PWT

ORIGINATES: KQW

All Products

*Morse International, Inc.*

**COLDSTREAM PRODUCTS CO.**

*(28th Week on CBS)*

**Money on the Line**

*Quiz*

Friday

6:00—6:30 p.m.

PWT

ORIGINATES: KNX

Sunnybank Margarine

*McCann-Erickson Inc.*

**WILSHIRE OIL COMPANY**

*(35th Week on CBS)*

**That's a Good Idea**

*Drama*

Saturday

9:30—9:45 p.m.

PWT

ORIGINATES: KNX

Petroleum Products

*Dan B. Miner Agency*

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# 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

**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**

1:00-4:15 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, Joseph C. Harsch, Bill Downs, Richard Hottelet, Bill Shadell, Howard K. Smith and Douglas Edwards report from London and Western Europe; Charles Collingwood and Bill Slocum, Jr. from Paris; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; Charles Shaw from Stockholm; 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, Robert Trout, John Daly, Major George Fielding Eliot, Eric Sevareid, George Moorad, William L. Shirer, Ned Calmer, Harry Marble, Harry Clark, and Allan Jackson from New York; Bill Henry, William Costello, Cliff Allen, Bob Evans, Joe McCaffrey and Tris Coffin 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.



**WAR  
PROGRAMS**

**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.

**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.

**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.

**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.

**Youth On Parade**

10:00-10:30 a.m.

EACH SATURDAY

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.

**We Deliver the Goods**

5:00-5:30 p.m.

EACH SATURDAY

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—Wacs on Parade

THURSDAY—Marines in the Making

FRIDAY—First in The Air

**Builders of Victory**

3:15-4:00 p.m.

EACH SATURDAY

In collaboration with the A. F. of L., CBS presents a series of programs dealing with the activities and accomplishments of the "Seabees," the Navy's Construction Battalions. Heroic achievements of these men, many of whom came from the ranks of organized labor, are featured, as well as remote originations including interviews with Seabee personnel from overseas.

**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*

**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.

**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**

**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: Alexander Kipnis, bass baritone, Mack Harrell, baritone, Jennie Tourel and Mona Paulee, mezzo-sopranos, and Martial Siangher, tenor. Of special interest is the radio opera "Samson" by Bernard Rogers based on a libretto by Norman Corwin, the music commissioned jointly by CBS and the League of Composers. Other radio premieres will be the 22nd Symphony of Miaskowsky, a new symphony by Roger Sessions, and the oboe concerto by Ralph Vaughn-Williams.

**SERIOUS  
MUSIC**

**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 are featuring the complete organ works of J. S. Bach.

**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 661st CBS broadcast on April 29, 1945. 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.

**New Voices in Song**

9:45-10:00 a.m.

EACH SUNDAY

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.

**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.

**Eileen Farrell**

6:30-6:45 p.m.

EACH WEDNESDAY

Credited with one of the most extraordinary voices to be found among the younger artists, the gifted CBS soprano sings selections of semi-classical music in her new series of recitals. She is accompanied by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

**LIGHT  
MUSIC**

**Dance Orchestras**

VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

GEORGE AULD	HARRY JAMES
COUNT BASIE	SAMMY KAYE
LES BROWN	GENE KRUPA
HENRY BUSSE	JOHNNY LONG
FRANKIE CARLE	ABE LYMAN
LEE CASTLE	FRANKIE MASTERS
JIMMY DORSEY	HAL MCINTYRE
TOMMY DORSEY	VAUGHN MONROE
SONNY DUNHAM	GEORGE OLSEN
DUKE ELLINGTON	TONY PASTOR
BEN FELD	GEORGE PAXTON
SHEP FIELDS	LOUIS PRIMA
CHUCK FOSTER	BOYD RAEBURN
JAN CARBER	ARTIE SHAW
GLEN GRAY	CHARLIE SPIVAK
WOODY HERMAN	JERRY WALD
DEAN HUDSON	

**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.

**Joan Brooks**

11:15–11:30 p.m.

MONDAY THRU FRIDAY

“The girl with the voice you won't forget” highlights her program of romantic melodies each night with a “Salute to the Stars” singing a song identified with well known entertainment stars.

**Danny O'Neil**

4:45–5:00 p.m.

MONDAY THRU FRIDAY

The popular tenor, formerly with the Bluejacket Choir, sings the top tunes of the day as well as old favorites and romantic ballads, accompanied by Ruby Newman's orchestra.

**Bluejacket Choir**

11:05–11:30 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.



<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>
<p><b>Listen to Lawrence</b> 12:05-12:30 a.m. EACH THURSDAY</p>	<p>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.</p>
<p><b>Music from the West</b> 12:05-12:30 a.m. EACH MONDAY</p>	<p>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.</p>
<p><b>Carolina Hayride</b> 2:30-3:00 p.m. EACH SATURDAY</p>	<p>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.</p>
<p><b>Serenade from Syracuse</b> 2:05-12:30 a.m. EACH FRIDAY</p>	<p>Vocalists June Gardner, Helen Russell and Red Thomas, well-known entertainers, present a program of popular music with musical interludes provided by Claude Bartel and the WFBL orchestra.</p>
<p><b>Buffalo Presents</b> 2:05-12:30 a.m. EACH TUESDAY</p>	<p>A musical variety show starring the popular trio "Three Treys," vocalists Jan Martel and Elvera, with Dave Cheskin's orchestra.</p>
<p><b>Viva America!</b> 5:30-6:00 p.m. EACH SATURDAY</p>	<p>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."</p>

**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.

**Time to Remember**  
3:00–3:15 p.m.  
MONDAY THRU FRIDAY

In this series 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.

**Cimarron Tavern**  
5:30–5:45 p.m.  
MONDAY THRU FRIDAY

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.

**A Tale of Two Cities**  
3:15–3:30 p.m.  
MONDAY THRU FRIDAY

Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes. This first series runs for 6 weeks followed by *The House of Seven Gables* and *The Story of Elizabeth the Queen*.

**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.

**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**

5:30-6:45 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.

**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.

**Arthur Godfrey**

8:15-9:45 a.m.  
REBROADCAST  
3:30-4:00 p.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 is accompanied by an orchestra, chorus and two vocalists.

**The American School of  
the Air**

9:15-9:45 a.m.  
REBROADCAST  
3:30-4:00 p.m.  
MONDAY THRU FRIDAY

Now in its sixteenth year on CBS, this program is broadcast in the United States and Canada. For the duration of the war, the program has been designated the official channel for news, information and instruction to American school children by the Office of War Information.

*Suspended for Summer—  
Will resume broadcasts  
October 1, 1945*

- MONDAY—Science
- TUESDAY—Music
- WEDNESDAY—History and Geography
- THURSDAY—Literature
- FRIDAY—Current Events

**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 summer and fall schedules include a new series of 31 great books to bring the total number discussed on the program to 285.

**The Garden Gate**

9:15-9:30 a.m.  
EACH SATURDAY

*Sponsored by  
Ferry-Morse Seed Co.  
(thru month of May)*

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.

**EDUCATIONAL  
PROGRAMS**

**EDUCATIONAL  
PROGRAMS**

*Continued*

**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.

**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.

**RELIGIOUS  
BROADCASTS**

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO LATIN  
AMERICA**

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

**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*

**Choral Groups**

10:30-11:00 a.m.

EACH SUNDAY

During the absence of *Wings Over Jordan* now on a USO overseas trip. CBS presents nationally recognized Negro choirs and choral groups.

**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; musical and dramatic shows many of which are rebroadcast on standard wave by Columbia's 109 affiliated stations in Latin America round out the entertainment schedule.

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

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

News in eight languages— plus more than 2<sup>3</sup>/<sub>4</sub> hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg*, *Radio Bari*, *Radio Rome*, *Radio Naples*, *Radio Palermo*, *Radio Florence*, *The Voice of America in North Africa* (formerly known as *Radio Algiers*) and *The Voice of Canada*.

In November, 1944 CBS started operations at Delano, California with two new 50 K.W. transmitters (KCBA and KCBF) equipped with a system of highly directional antennas capable of concentrating transmissions directed to the South Pacific area, the Orient and Latin America. These transmitters provide a West Coast originating base for programs serving our troops in the Pacific, our Chinese allies and psychological warfare against the Japanese homeland and territories under Japanese domination. In addition they transmit cultural and informational programs to English-speaking listeners in Latin America. A giant 200 K.W. super-powered transmitter (KCBR) will soon be added to the Delano plant making it one of the most powerful shortwave outlets in the world.

Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.



# SPECIAL BROADCASTS: WINTER-SPRING

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:

**MARCH 24:** Six CBS correspondents swept across the Rhine with the Allied armies. Edward R. Murrow, CBS foreign news chief, Bill Downs and Dick Hottelet flew across. Eric Sevareid, Bill Shadell and Howard K. Smith went with the footsoldiers. Hottelet's plane caught fire, forcing him to bail out at 600 feet. Within 6 hours he was on the air. Including his report and those of the 5 other correspondents supplemented by reports from Charles Collingwood at SHAEF in Paris, Douglas Edwards and Larry Lesueur at London, Columbia, during that single day, brought to its listeners 13 separate accounts of the flaming 35-mile front.

**APRIL 1 (Easter Sunday):** At 9:15 a.m. EWT CBS correspondent Webley Edwards from Guam broadcast the first eye-witness account of the Okinawa invasion. Flying in a Navy photographic plane, Edwards first observed the "softening-up" bombardment by our fleet, later returned to watch landings of the first Army and Marine detachments. To cover this story, Edwards flew from Guam to Luzon to Okinawa to Guam, stopping off on the way back to refuel at Iwo Jima. He is the first reporter to fly more than 4000 miles to make a single broadcast.

**APRIL 12:** At 5:49 p.m. EWT John Daly, CBS

reporter and news analyst, broadcast the first flash of President Roosevelt's death. From that moment until midnight Sunday, April 15, CBS broadcast a steady flow of reports and tributes. From 37 U. S. towns and cities and 14 points around the globe the network brought its listeners first hand reports of the shocked reactions of peoples of the world. CBS correspondent Don Pryor described from Admiral Turner's flagship off Okinawa the grim, unbelieving comments of that ship's company. Bill Slocum and Douglas Edwards brought news of the bereaved capitals of Paris and London. Beginning with Bill Henry's report of the swearing-in ceremonies of President Truman, the network switched to Washington 50 times during the weekend to broadcast the tributes of national leaders and foreign diplomats. From its own studios and from churches and choral groups throughout the country Columbia broadcast a total of 24 hours and 35 minutes of special dedicatory music. By midnight Sunday a total of 46 hours and 26 minutes of news, analysis, tribute and music bearing directly on the tragedy had gone out on the CBS air.

## TALKS:

**JANUARY 16:** REPRESENTATIVE JOHN E. RANKIN took up the question of "Why we need

a permanent committee to watch un-American activities": 10:30-10:45 p.m.

JANUARY 19: Under the auspices of the Foreign Policy Association, COLONEL THE RIGHT HONORABLE OLIVER STANLEY, the Secretary of State for the Colonies in the British Cabinet, outlined "British Colonial Policy": 11:15-11:30 p.m.

JANUARY 23: From Washington, REPRESENTATIVE EMANUEL CELLER replied with the opposing view-point to Representative Rankin's position of January 16 on "Why we need a permanent committee to watch un-American activities": 10:30-10:45 p.m.

JANUARY 23: Having just returned from France where he was in close contact with Generals Eisenhower and Patton, MAURY MAVERICK, Chairman Smaller War Plants Corporation and Vice-Chairman of the War Production Board, voiced a plea for nurses for the armed services: 5:30-5:45 p.m.

JANUARY 27: "How Industry and Labor Problems are Being Handled in England" was the subject of the talk by GEORGE DICKSON, an executive member of the British Engineering and Allied Employers Association and a member of the Minister of Production's National Advisory Council: 10:45-11:00 p.m.

JANUARY 28: In connection with the celebration of India Independence Day MRS. VIJAYA LAKSHMI PANDIT, who has been associated with the Indian National Congress for nearly 20 years, spoke about "Democratic Freedom for India": 1:30-1:45 p.m.

JANUARY 30: REPRESENTATIVE PAUL J. KILDAY dealt with the issue "Work or Fight": 10:30-10:45 p.m.

FEBRUARY 3: "The meanings, implications and failure of the Japanese co-prosperity sphere for Asia" was the topic of the talk by SHAO YU-LIN, Senior Secretary of Generalissimo Chiang Kai-shek: 10:45-11:00 p.m.

FEBRUARY 6: From Washington, REPRESENT-

ATIVE FRANK A. BARRETT and REPRESENTATIVE CHARLES W. VURSELL gave their views on the subject of the "Work or Fight" legislation: 10:30-10:45 p.m.

FEBRUARY 10: President, National Association of Manufacturers, IRA MOSHER, presented his ideas about "Manpower Legislation": 10:45-11:00 p.m.

FEBRUARY 11: "Goals of Social Security" were summarized by ARTHUR J. ALTMAYER, Chairman, Social Security Board: 1:30-1:45 p.m.

FEBRUARY 17: At a meeting designed to prepare American women to meet their returning men's enlarged horizons and to condition American women to their role in a world neighborhood, MRS. FRANKLIN D. ROOSEVELT and WILHELMINA, QUEEN OF THE NETHERLANDS, spoke on "Women of the United Nations": 3:30-3:45 p.m.

FEBRUARY 17: From Washington, J. A. KRUG, Chairman, War Production Board, set forth his opinions on "Manpower" as opposed to those expressed by Ira Mosher on February 10: 10:45-11:00 p.m.

FEBRUARY 18: Assistant Secretary of State ARCHIBALD MACLEISH and SENATOR CLAUDE PEPPER discussed "International Security": 11:30-12:00 Mid.

FEBRUARY 18: In connection with the observance of Brotherhood Week, DR. EVERETT R. CLINCHY, President, the National Conference of Christians and Jews, Inc. broadcast a talk entitled "An Idea Whose Time Has Come": 1:30-1:45 p.m.

FEBRUARY 20: GLENN L. MARTIN, one of the pioneers in the aviation industry, reported on "Air Power" from Baltimore, Md.: 11:15-11:30 p.m.

FEBRUARY 20: "The Crimea Conference" was the topic under discussion by SENATOR TOM CONNALLY, chairman of the Senate Foreign Relations Committee: 10:30-10:45 p.m.

FEBRUARY 24: The only woman appointee of the United States Delegation to the San Francisco Conference, Dean of Barnard College, VIRGINIA C. GILDERSLEEVE, delivered an address on the question "Will Our People Support Peace?": 10:45-11:00 p.m.

FEBRUARY 25: Speaking from France, MADAME PIERRE VIENNOT, one of the twelve women elected to the Consultative Assembly when French women were given the vote by the Provisional Government, told business and professional women of the United States about "The World Women Want" after the war: 1:30-1:45 p.m.

FEBRUARY 26: Chairman of the Board, Research Institute of America, Inc. and former Director of the OPA, LEON HENDERSON delivered an address on "Full Employment": 11:30-11:45 p.m.

FEBRUARY 27: Because of Senator TOM CONNALLY's talk of February 20, SENATOR BURTON K. WHEELER offered his views on "The Crimean Conference": 10:30-10:45 p.m.

MARCH 3: In connection with the Inter-American Conference on Problems of War and Peace, NELSON ROCKEFELLER, U.S. Assistant Secretary of State, EZEQUIEL PADILLA, Mexican Foreign Secretary, and PEDRO VELLOSO, Brazilian Foreign Minister, participated in a round-table discussion of the Conference from Mexico City: 10:45-11:00 p.m.

MARCH 7: COMMANDER HAROLD E. STASSEN, former Republican Governor of Minnesota, discussed the United Nations Conference: 10:30-11:00 p.m.

MARCH 10: Under the auspices of the Post-War World Council, NORMAN THOMAS, Chairman of the Council, gave his suggestions for "Something Better than Dumbarton Oaks": 10:45-11:00 p.m.

MARCH 11: Under the auspices of the National Society for Crippled Children and Adults, Inc., PAUL V. McNUTT, Federal Security Administrator, and Chairman, War Manpower Commission, described the care and

rehabilitation of the physically handicapped: 1:30-1:45 p.m.

MARCH 13: "Opportunities in the West for Returning Veterans" were analyzed by REPRESENTATIVE HAROLD KNUTSON: 10:30-10:45 p.m.

MARCH 18: In outlining the part broadcasting has played in the war, both on the domestic scene and abroad, COLONEL THOMAS H. A. LEWIS, in charge of Armed Forces Radio Service gave his account of "Victory through 'Air' Power": 1:30-1:45 p.m.

MARCH 20: PRESIDENT FRANKLIN D. ROOSEVELT spoke in connection with the 1945 American Red Cross Campaign: 9:00-9:05 p.m.

MARCH 24: "Universal Military Training" was the point of issue of a broadcast by JAY COOKE, President, and MRS. ERNESTA BARLOW, Vice-President of the Citizens Committee for Military Training of Young Men, Inc.: 3:30-3:45 p.m.

MARCH 24: From Washington, D.C. WILLIAM L. CLAYTON, Assistant Secretary of State in charge of economic affairs discussed "Bretton Woods": 10:45-11:00 p.m.

MARCH 27: REPRESENTATIVE WILLIAM S. HILL described "Postwar Economy and the Dumbarton Oaks Conference": 10:30-10:45 p.m.

APRIL 6: Under the auspices of the Council on Foreign Relations, Secretary of State EDWARD R. STETTINIUS, JR. outlined "Dumbarton Oaks—What It Is and What It Is Not": 5:30-5:45 p.m.

APRIL 7: "The San Francisco Conference" was the subject of the broadcast by DR. D. F. FLEMING, Professor of International Relations, Vanderbilt University: 10:45-11:00 p.m.

APRIL 7: Senior YMCA Secretary for Europe, PAUL ANDERSON, delivered an address entitled "What Is France's Future?": 3:30-3:45 p.m.

APRIL 10: REPRESENTATIVE FREDERICK C. SMITH presented his views on the "Bretton Woods Proposal": 10:30-10:45 p.m.

# CBS TELEVISION

On May 1, after presenting a year of live talent programs twice a week Columbia's Television Station, WCBW-NY shifted to a three-day-a-week schedule to permit greater flexibility of operation. The station now is on the air every Tuesday, Thursday and Friday. The general character of the programming follows:

## TUESDAYS, 8:00-9:30 P.M. EWT

News reports and analyses by Allan Jackson, CBS News Editor.

A 15-minute vocal or dramatic program.

U.S. Gov't. and other selected films.

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

## THURSDAYS, 8:00-9:00 P.M. EWT

News reports, analyses with Dwight Cooke.

U.S. Gov't. and other selected films.

Special features and dramatic programs including *Women in Wartime*, *There Ought To Be A Law*, *Opinions On Trial*, and the Metropolitan Museum productions, a group of pro-

grams visualizing the activities of the Museum which have a direct bearing on contemporary American life.

## FRIDAYS, 8:00-9:30 P.M. EWT

News reports, analyses with Allan Jackson.

U.S. Gov't. and other selected films.

Amateur Boxing Bouts.

Among the notable recent broadcasts of the station was its coverage of President Roosevelt's death on April 12 last. Following the first flash the station cancelled its regular schedule for the evening and started building a program which went on the air for two solid hours at 8 p.m. EWT. It included pictorial biographies of both Roosevelt and Truman, cutting into the network's broadcasts to bring to viewers the tributes of national leaders and the reports of overseas correspondents.





# CBS PROGRAM BOOK SUPPLEMENT • JUNE 1, 1945

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## NEW CBS SPONSORED PROGRAMS

### COMPTONE COMPANY

(2nd Week on CBS)

#### Robert Trout

News

Saturday

6:55-7:00 p.m.

21 CBS stations

ORIGINATES: WABC

Oculens Sunglasses

Byrde-Richard & Pound

## NEW CBS PACIFIC NETWORK PROGRAMS

### BUTAY PRODUCTS LTD.

(1st Week on CBS)

#### Meet the Missus

Participation quiz

Tuesday

2:45-3:00 p.m.

PWT

ORIGINATES: KNX

Raindrops

Glasser-Gailey & Co.

## NEW CBS CALIFORNIA NETWORK PROGRAMS

### SEEMAN BROS., INC.

(5th Week on CBS)

#### Howard Petrie

News

Mon., Wed., Fri.

12:15-12:30 p.m.

PWT

ORIGINATES: KNX

Air-Wick

Wm. H. Weintraub & Co., Inc.

## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 6

### CAMPBELL SOUP COMPANY

Change agency on "The Jack Carson Show" to Ward Wheelock Company. Change program listing as of June 20 to "The Saint"; Mystery Drama.

Page 6

### CHRYSLER CORPORATION

Change program listing to "The Music of Morton Gould".



# CBS PROGRAM BOOK SUPPLEMENT, JULY 1, 1945

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## BENDIX AVIATION CORP.

(2nd Week on CBS)

### Men of Vision

Drama

Sunday

7:00-7:30 p.m.

141 CBS stations

ORIGINATES: WAHC

All Products

Grant Advertising, Inc.

## THE BORDEN COMPANY

(51st Week on CBS)

### The Jerry Wayne Show

Variety

Friday

7:30-8:00 p.m.

Rebroadcast

9:00-9:30 p.m.

148 CBS stations

ORIGINATES: WAHC

All Products

Young & Rubicam, Inc.

## MONTHLY CORRECTIONS - THE SPONSOR'S PROGRAMS

Page 4

ANACIN COMPANY

Cancel the "Friday on Broadway" series.

Page 5

P. BALLANTINE & SONS

Change program listing to "The Stuart Erwin Show."

Page 7

CONTINENTAL CAN CO.

Change day and time to Sunday, 6:30-7:00 p.m. through September 9th.

Page 7

ELECTRIC COMPANIES  
 ADVERTISING PROGRAM

July 8 through September 9, change program listing to "The Electric Hour Summer Program" starring Robert Armbruster's Orchestra, Felix Knight, Francia White.

Page 8

EVERSHARP, INC.

July 5 through August 16 change program listing of Milton Berle in "Let Yourself Go" to "Ann Sothern - in Maizie." Change day and time to Thursday, 8:30-8:55 p.m. with rebroadcast 11:30-11:55 p.m. originating at KNX.

**MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)**

<i>Page 7</i>	<b>CRESTA BLANCA WINE CO.</b>	June 5 to Aug. 28 inclusive, change client listing to Schenley Laboratories, Inc.; cancel "This Is My Best"; replace with "The Doctor Fights." Product: Penicillin; Agency: The Biow Co., Inc.
<i>Page 8</i>	<b>FERRY-MORSE SEED CO.</b>	Cancel program.
<i>Page 8</i>	<b>GENERAL FOODS CORPORATION</b>	"Kate Smith Hour" hiatus 6/17-9/9/45 inclusive. "Toasties Time" hiatus 6/17-9/9/45 inclusive.
<i>Page 9</i>	<b>INTERNATIONAL SILVER COMPANY</b>	6/17-8/12/45 inclusive, change program listing to "Silver Theatre".
<i>Page 11</i>	<b>P. LORILLARD COMPANY</b>	Change origination to KNX. Cancel Richard Himber's Orchestra and replace with Lou Bring's Orchestra.
<i>Page 12</i>	<b>PABST SALES CO.</b>	As of June 8, change program listing to "Harry James and his Music Makers."
<i>Page 15</i>	<b>SALES BUILDERS, INC.</b>	6/6-7/4/45 inclusive, change program listing to "Ray Noble's Orchestra and Guest Stars."

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 16</i>	<b>CALIFORNIA PRUNE &amp; APRICOT GROWERS ASSOCIATION</b>	Change listing to "Dave Vaile". Change origination to KNX.
<i>Page 19</i>	<b>VICK CHEMICAL COMPANY</b>	Change client listing to Benrus Watch Co. 1st week on CBS. Product: Watches. Agency: Young & Rubicam, Inc.

MONTHLY CORRECTIONS - ONE SPONSORED PROGRAMS (cont'd)

<i>Page 8</i>	<b>GENERAL FOODS CORPORATION</b>	Change product of the "Kate Smith Speaks" program to Certo through August 31.
<i>Page 9</i>	<b>GENERAL FOODS CORPORATION</b>	Change product on "The Adventures of the Thin Man" to Maxwell House Coffee, and the agency to Benton & Bowles, Inc. through September 14.
<i>Page 10</i>	<b>LAMBERT PHARMACAL CO.</b>	Correct client name to The Lambert Co.
<i>Page 10</i>	<b>LEVER BROTHERS COMPANY</b>	"Lux Radio Theatre" and "The George Burns and Gracie Allen Show" hiatus July 2 through August 20.
<i>Page 11</i>	<b>LEWIS-HOWE COMPANY</b>	Change program listing to "The Beulah Show." Change day and time to Monday, 9:00-9:30 p.m. through August 20.
<i>Page 11</i>	<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Cancel series.
<i>Page 11</i>	<b>THOMAS J. LIPTON INC.</b>	"Inner Sanctum" hiatus July 3 through August 21.
<i>Page 11</i>	<b>P. LORILLARD COMPANY</b>	Change program listing to "Detect & Collect," originating at WABC.
<i>Page 12</i>	<b>NOXZEMA CHEMICAL CO.</b>	"Mayor of the Town" hiatus July 21 through August 25.
<i>Page 12,</i>	<b>PACIFIC COAST BORAX CO.</b>	Cancel series.
<i>Page 13</i>	<b>PILLSBURY MILLS, INC.</b>	Change time to 1:00-1:30 p.m.

CBS System Book  
Supplement for June  
to be slipped in here

MONTHLY CORRECTIONS - THE SPANISH LANGUAGE PROGRAM

<i>Page 13</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	"The Jack Kirkwood Show" hiatus July 2 through August 17.
<i>Page 14</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	"F.B.I. in Peace and War" hiatus July 7 through August 18. Change product listing on "Rosemary" to Ivory Flakes only.
<i>Page 15</i>	<b>SALES BUILDERS, INC.</b>	"Ray Noble's Orchestra and Guest Stars" hiatus July 11 through August 29.
<i>Page 15</i>	<b>UNITED DRUG CO.</b>	July 6 through September 9, change program listing to "The Rexall Summer Show" with Ray Bolger.

MONTHLY CORRECTIONS - THE PACIFIC NETWORK PROGRAM

<i>Page 16</i>	<b>BEKINS VAN AND STORAGE CO.</b>	Change program listing to "Nelson Pringle," News Analyst.
<i>Page 17</i>	<b>GENERAL MILLS, INC.</b>	Change program listing to "Nelson Pringle."
<i>Page 17</i>	<b>HUNT BROS. PACKING CO.</b>	Change time to 7:30-8:00 p.m. through September 9; change agency to Young & Rubicam, Inc.
<i>Page 17</i>	<b>ANDREW JERGENS COMPANY</b>	After July 13, cancel series.
<i>Page 19</i>	<b>PLANTERS NUT AND CHOCOLATE COMPANY</b>	Change program listing to "Nelson Pringle," originating at KNX.
<i>Page 19</i>	<b>SOIL OFF MANUFACTURING COMPANY</b>	Change agency to Ruthrauff & Ryan, Inc.

MONTHLY CORRECTIONS - THE CALIFORNIA NETWORK PROGRAM

<i>Page 19</i>	<b>COLDSTREAM PRODUCTS CO.</b>	Change day and time to Monday, 8:30-8:55 p.m.
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*CSI Program Book  
Supplement for  
the 1998-99 Year*

*Page 1*

**NEW CBS CALIFORNIA NETWORK  
PROGRAMS**

Cancel Seeman Bros. series.

CS&E Programme Model  
Supplement for June  
to the report in issue

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

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