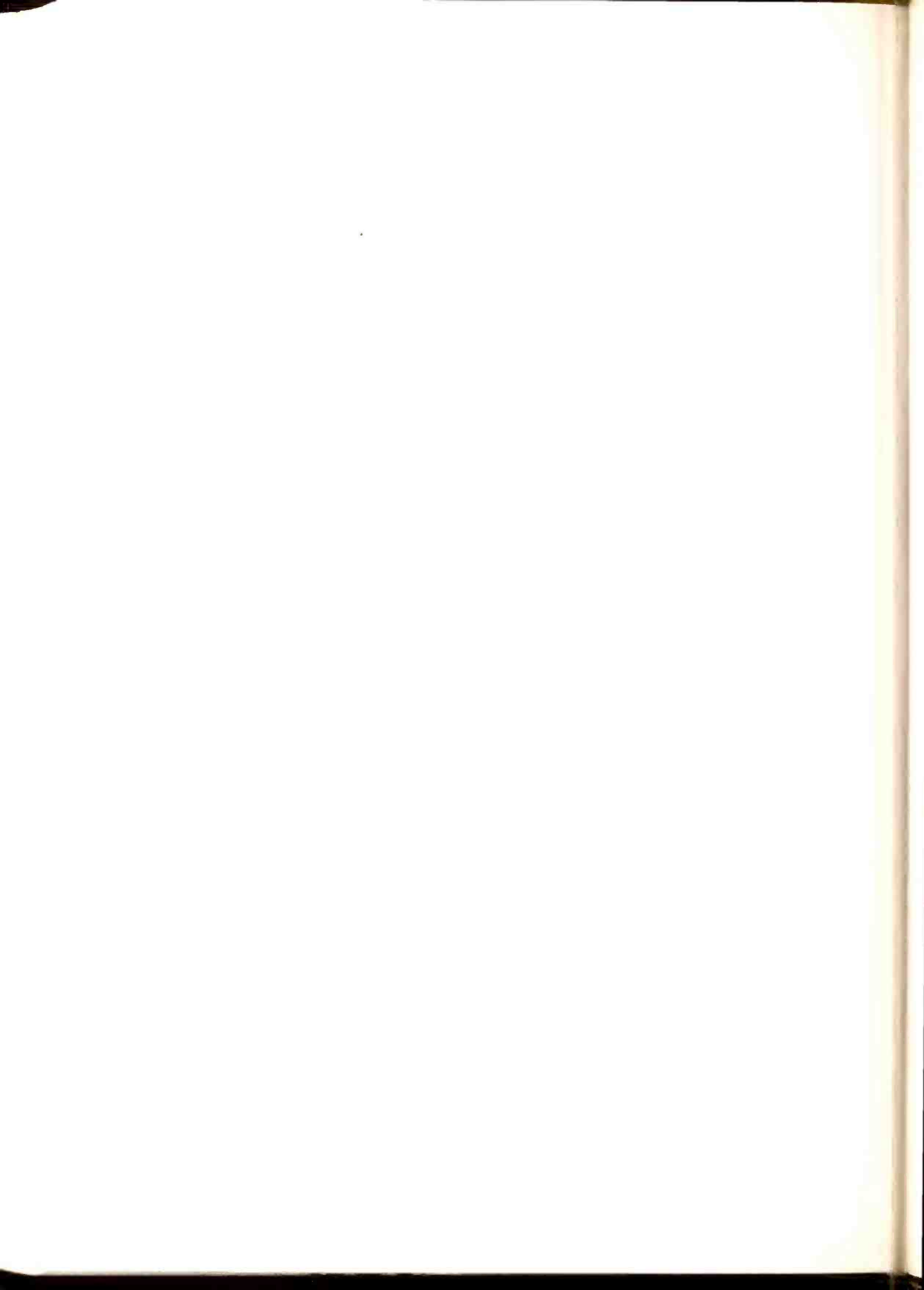


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Borax Flakes, Boraxo Page 10

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Mobilgas, Mobiloil Page 14

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OF AMERICA:**
Insurance Services Page 12

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AFFILIATED PRODUCTS, INC. (456th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (171st Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (287th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Margaret Whiting, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 109 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (238th Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR & CO. (38th Week on CBS)</p> <p>Treat Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 50 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMSTRONG CORK COMPANY (4th Week on CBS)</p> <p>Armstrong's Theater of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Ru, <i>Batten, Barton, Durst & Osborn, Inc.</i></p>
<p>BAYER COMPANY (318th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (127th Week on CBS)</p> <p>Stars Over Hollywood Original drama with Knox Manning, MC, and guest stars</p>	<p>Saturday 12:30-1:00 p.m. 45 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

**ALIFORNIA FRUIT GROWERS
XCHANGE***'30th Week on CBS)***Sunkist Presents Hedda
Hopper's Hollywood**Mon., Wed., Fri.
6:15-6:30 p.m.
39 CBS stations
ORIGINATES: KNXSunkist Oranges
Sunkist Lemons
*Lord & Thomas***AMPANA SALES COMPANY***'85th Week on CBS)***First Nighter**
with Barbara Luddy and
Les Tremayne
*Drama*Friday
9:30-9:55 p.m.
53 CBS stations
ORIGINATES: WBBMCampana Hand Cream,
Campana Balm, Dreskin.
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.***AMPBELL SOUP COMPANY***'360th Week on CBS)***Arkansas Traveler**
starring Bob BurnsTuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
64 CBS stations
ORIGINATES: KNXCampbell's Soups
*Ruthrauff & Ryan, Inc.***Amos 'n' Andy**
*Serial comedy-drama*Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
61 CBS stations
ORIGINATES: KNXCampbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company***The Man I Married**
*Dramatic serial*Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABCCampbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company***Fletcher Wiley**
*Talks*Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNXCampbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
Franco-American Macaroni
and Spaghetti
*Ward Wheelock
Company***Lanny Ross**
*Songs*Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
57 CBS stations
(Mon. and Wed.
56 CBS stations)
ORIGINATES: WABCFranco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (156th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (295th Week on CBS)</p> <p>Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (115th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (303rd Week on CBS)</p> <p>Guy Lombardo and His Orchestra Popular Music</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p> <p>Myrt and Marge <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 72 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 79 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p> <p>Octagon Products <i>Ted Bates, Inc.</i></p> <p>Crystal White <i>Sherman & Marquette Inc.</i></p> <p>Concentrated Super Suds <i>Sherman & Marquette Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**COLGATE-PALMOLIVE-PEET
COMPANY***continued***Stepmother**
*Serial drama***Elmer Davis**
*News*Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:00-4:15 p.m.
48 CBS stations
ORIGINATES: WBBMColgate Tooth Powder
*Sherman & Marquette,
Inc.*Palmolive Soap
*Ward Wheelock
Company***CONTINENTAL BAKING CO., INC.**
*356th Week on CBS)***Maudie's Diary**
with Mary MasonThursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
47 CBS stations
ORIGINATES: WABCWonder Bread
Hostess Cake
*Ted Bates, Inc.***MURTISS CANDY COMPANY**
*57th Week on CBS)***News**
with Jackson WheelerSat., Sun.
11:00-11:05 a.m.
39 CBS stations
ORIGINATES: WABCCandy
*C. L. Miller Company***DOUBLEMINT GUM**
*489th Week on CBS)***Melody Ranch**
with Gene Autry
*Western dramatic series*Sunday
6:30-6:55 p.m.
72 CBS stations
ORIGINATES: KNXDoublemint Gum
*J. Walter Thompson
Company***EMERSON DRUG COMPANY**
*78th Week on CBS)***Vox Pop**
with Parks and Wally
*Quiz*Monday
8:00-8:30 p.m.
68 CBS stations
ORIGINATES: ON TOURBromo-Seltzer
*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.**
*109th Week on CBS)***Take It or Leave it**
with Bob Hawk, MC; David Ross
*Quiz*Sunday
10:00-10:30 p.m.
73 CBS stations
ORIGINATES: WABCEversharp Pens and Pencils
The Biow Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>FORD MOTOR COMPANY (394th Week on CBS)</p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 59 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (336th Week on CBS)</p> <p>We, the People with Eddie Dowling <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars <i>Music, comedy, and drama</i></p> <p>William L. Shirer <i>News</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 68 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 90 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:45-6:00 p.m. 67 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 79 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 75 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 85 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts, Grape Nuts Flakes <i>Young & Rubicam, Inc.</i></p> <p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour Calumet <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>La France Satina Postum <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p>

GENERAL MILLS, INC.*(388th Week on CBS)***Stories America Loves***Drama***Hymns of All Churches**

with Joe Emerson

Betty Crocker*Homemaker program*

Mon. thru Fri.

9:45-10:00 a.m.

Rebroadcast

11:45-12 noon

39 CBS stations

ORIGINATES: WABC

Mon., Tues., Thurs.

10:00-10:15 a.m.

Rebroadcast

11:30-11:45 a.m.

40 CBS stations

ORIGINATES: WBBM

Wed., Fri.

10:00-10:15 a.m.

Rebroadcast

11:30-11:45 a.m.

40 CBS stations

ORIGINATES: WBBM

Wheaties

*Knox Reeves**Advertising, Inc.*

Gold Medal Flour

*Blackett-Sample-**Hummert, Inc.*

Bisquick

*Blackett-Sample-**Hummert, Inc.***GULF OIL CORPORATION***(403rd Week on CBS)***Gulf Screen Guild Theatre**with Roger Pryor, MC, screen stars,
Oscar Bradley's orchestra,
John Hiestand

Sunday

7:30-8:00 p.m.

80 CBS stations

ORIGINATES: KNX

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL CELLUCOTTON
PRODUCTS COMPANY***(114th Week on CBS)***Ginny Simms***Songs*

Friday

9:55-10:00 p.m.

53 CBS stations

ORIGINATES: KNX

Kleenex

*Lord & Thomas***INTERNATIONAL SILVER COMPANY***(190th Week on CBS)***Silver Theatre**Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday

6:00-6:30 p.m.

56 CBS stations

32 CBC stations

ORIGINATES: KNX

International Sterling and

1847 Rogers Bros.

Silverplate

*Young & Rubicam, Inc.***IRONIZED YEAST CO., INC.***(114th Week on CBS)***Are You a Missing Heir?***Drama***A Helping Hand***Drama*

Tuesday

8:00-8:30 p.m.

Rebroadcast

11:30-12 mid.

74 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

3:00-3:15 p.m.

4 CBS stations

ORIGINATES: WABC

Ironized Yeast

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>JOHNS-MANVILLE CORPORATION (13th Week on CBS)</p> <p>Frazier Hunt <i>News</i></p>	<p>Mon. thru Fri. 6:10-6:15 p.m. 24 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (30th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 1:30-1:45 p.m. 58 CBS stations</p> <p>Tuesday 6:15-6:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (412th Week on CBS)</p> <p>Lady Esther Presents Orson Welles <i>Variety</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (326th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Hollywood Premiere with Louella Parsons and guest stars <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p>Meet Mister Meek <i>Drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 71 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 72 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 24 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Lifebuoy Health Soap <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy Health Soap <i>William Esty & Company, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

EVER BROTHERS COMPANY*Continued***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister***Serial drama*

Mon. thru Fri.
11:45-12:00 noon
Rebroadcast
2:15-2:30 p.m.
62 CBS stations
ORIGINATES: WABC

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

Spry
Ruthrauff & Ryan, Inc.

Rinso
Ruthrauff & Ryan, Inc.

JIGGETT & MYERS TOBACCO COMPANY*470th Week on CBS)***Glenn Miller and His Orchestra**

with Marion Hutton, Ray Eberle,
and the Modernaires

Tues., Wed., Thurs.
10:00-10:15 p.m.
99 CBS stations
ORIGINATES: WABC

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.*43rd Week on CBS)***Helen Hayes Theater**

starring Helen Hayes, with Mark
Warnow's Orchestra

Bright Horizon

with Richard Kollmar
Serial drama

Sunday
8:00-8:30 p.m.
Rebroadcast
10:30-11:00 p.m.
79 CBS stations
ORIGINATES: WABC

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

Lipton's Tea and
Tea Bags
Young & Rubicam, Inc.

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

LUXOR, LTD.*38th Week on CBS)***Wayne King and His Orchestra***Music*

Saturday
7:30-8:00 p.m.
35 CBS stations
ORIGINATES: WBBM

Luxor Products
Lord & Thomas

MAGAZINE REPEATING RAZOR COMPANY*22nd Week on CBS)***Duffy's Tavern**

starring Ed Gardner as "Archie",
Shirley Booth, Eddie Green,
John Kirby's Band, guest stars

Thursday
8:30-8:55 p.m.
Rebroadcast
12 mid.-12:25 a.m.
61 CBS stations
ORIGINATES: WABC

Schick Injector
Razors and Blades
J. M. Mathes, Inc.

PACIFIC COAST BORAX CO.*17th Week on CBS)***Death Valley Days***Drama*

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

20 Mule Team Borax,
Boraxo
20 Mule Team Borax
Flakes
McCann-Erickson, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
<p>PET MILK SALES CORPORATION (415th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 64 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (273rd Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra <i>Dramas</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 93 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (366th Week on CBS)</p> <p>The Story of Mary Marlin <i>Serial drama</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>The O'Neills <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 20 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 33 CBS stations</p> <p>7 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 34 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Ivory Snow <i>Benton & Bowles, Inc.</i></p> <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Dreft <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p>

THE PROCTER & GAMBLE CO.

*Continued***Woman in White***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.

1:15-1:30 p.m.

51 CBS stations

25 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30-1:45 p.m.

46 CBS stations

17 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

25 CBS stations

ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

*Pedlar & Ryan, Inc.*PRUDENTIAL INSURANCE
COMPANY OF AMERICA*(126th Week on CBS)***Prudential Family Hour**with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, Ross Graham, and
a chorus of mixed voices

Sunday

5:00-5:45 p.m.

59 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.*R. J. REYNOLDS TOBACCO
COMPANY*(443rd Week on CBS)***Blondie**with Penny Singleton and
Arthur Lake*Domestic comedy***Al Pearce and His Gang**with Artie Auerbach,
Andy Devine, Lou Bring's
Orchestra and guests*Variety*

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

80 CBS stations

ORIGINATES: KNX

Friday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

99 CBS stations

ORIGINATES: KNX

Camel Cigarettes

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

SPEARMINT GUM

*(488th Week on CBS)***Dear Mom**with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer
*Drama***Just Entertainment**with Ben Bernie, the Bailey Sisters
and Donald Saxon*Variety*

Sunday

6:55-7:15 p.m.

69 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

5:45-6:00 p.m.

76 CBS stations

ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

E. R. SQUIBB & SONS
(69th Week on CBS)

Golden Treasury of Song
starring Frank Parker
Music and poetry

Mon., Wed., Fri.
6:30-6:45 p.m.
49 CBS stations
ORIGINATES: WABC

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

TEXAS COMPANY
(231st Week on CBS)

Texaco Star Theatre
starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra and the Texaco
Workshop Players
Variety

Wednesday
9:00-10:00 p.m.
Rebroadcast
12:00-1:00 a.m.
85 CBS stations
ORIGINATES: WABC

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY
(335th Week on CBS)

Gay Nineties Revue
starring Beatrice Kay,
Joe Howard, mc, Billy M. Greene,
Florodora Girls, Elm City Four,
Jenny Lynn

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
62 CBS stations
ORIGINATES: WABC

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

VICK CHEMICAL COMPANY
(111th Week on CBS)

News For Women
with Andre Baruch

Mon. thru Fri.
3:15-3:30 p.m.
5 CBS stations
ORIGINATES: WABC

Vicks VapoRub
Vicks Va-tro-nol
*Morse International,
Inc.*

**COLUMBIA
NEW ENGLAND
NETWORK**

ATLANTIC REFINING COMPANY
(134th Week on CBS)

Football Games
Play-by-play descriptions

Saturday
1:45-4:30 p.m.
ORIGINATES:
VARIOUS POINTS

Atlantic White Flash
Plus Gas, Motor Oil
and Lubrication
N. W. Ayer & Son, Inc

**COLUMBIA
PACIFIC
NETWORK**

ALBERS BROTHERS MILLING CO.
(30th Week on CBS)

Whodunit
Audience participation

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

Albers Flapjack Flour
Lord & Thomas

AMERICAN CHICLE COMPANY
(34th Week on CBS)

By the Way
with Bill Henry

Tuesday
7:45-8:00 p.m. PST
Thursday
7:15-7:30 p.m. PST
ORIGINATES: KNX

Chiclets & Dentyne
*Badger, Browning
& Hersey, Inc.*

<p>BATHASWEET CORPORATION (108th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>COLONIAL DAMES, INC. (99th Week on CBS)</p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>GENERAL FOODS CORPORATION (336th Week on CBS)</p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>Walter Baker's Chocolate and Cocoa <i>Benton & Bowles, Inc.</i></p>
<p>GENERAL PETROLEUM CORPORATION OF CALIFORNIA (44th Week on CBS)</p> <p>I Was There <i>News dramatizations</i></p> <p>Pigskin Preview with Sam Hayes</p>	<p>Sunday 8:30-9:00 p.m. PST ORIGINATES: KNX</p> <p>Wednesday 6:15-6:30 p.m. PST ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT (96th Week on CBS)</p> <p>Hollywood Showcase</p>	<p>Monday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY (109th Week on CBS)</p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p>LUDEEN'S, INC. (64th Week on CBS)</p> <p>Dave Lane <i>Songs</i></p>	<p>Tuesday 9:55-10:00 p.m. PST Thursday 9:25-9:30 p.m. PST ORIGINATES: KNX</p>	<p>Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>MACFADDEN PUBLICATIONS, INC. (289th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Liberty Magazine <i>Erwin Wasey & Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
NESTLE'S MILK PRODUCTS, INC. <i>(6th Week on CBS)</i> Bob Garred Reporting <i>News</i> William Winter <i>News analyst</i>	Tuesday 5:45-5:55 p.m. PST ORIGINATES: KNX Saturday 7:45-8:00 a.m. PST ORIGINATES: KSFO	Alpine Coffee <i>Leon Livingstone</i> <i>Advertising Agency</i>
PETER PAUL, INC. <i>(68th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum <i>Brisacher, Davis</i> <i>& Staff</i>
PLANTERS NUT AND CHOCOLATE COMPANY <i>(56th Week on CBS)</i> What's On Your Mind?	Friday 6:00-6:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan (</i>
SMITH BROTHERS <i>(76th Week on CBS)</i> Knox Manning <i>News</i>	Mon., Wed., Sat. 8:55-9:00 p.m. PST Sunday 8:25-8:30 p.m. PST ORIGINATES: KNX	"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher</i> <i>& Co., Inc.</i>
BEKINS VAN AND STORAGE CO. <i>(5th Week on CBS)</i> Bill Henry <i>News analyst</i>	Mon., Wed., Fri. 5:30-5:45 p.m. PST ORIGINATES: KNX	Moving and Storage <i>Brooks Advertising</i> <i>Agency</i>
BREAKFAST CLUB COFFEE, INC. <i>(43rd Week on CBS)</i> Voice of Friendship with Rita Murray	Tues., Thurs. 8:00-8:15 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee <i>Lockwood-Shackleford</i> <i>Advertising Agency</i>
SEASIDE OIL COMPANY <i>(29th Week on CBS)</i> Seaside Spelling Bee Liner	Sunday 5:30-5:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarty Company</i>
UNION OIL COMPANY <i>(48th Week on CBS)</i> Nelson Pringle <i>News analysis</i>	Mon. thru Fri. 7:45-8:00 a.m. PST ORIGINATES: KNX	Gas and Oil <i>Lord & Thomas</i>
AMERICAN CHICLE COMPANY* <i>(61st Week on WABC)</i> Announcements	Mon. thru Sat. 8:00-8:01:30 a.m.	Chiclets and Dentyne <i>Badger, Browning &</i> <i>Hersey, Inc.</i>

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

*In addition to number of weeks in which the client has used CBS Network facilities.

**WABC
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PROGRAMS**

<p>.C. REMEDY COMPANY <i>4th Week on WABC)</i> Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>B.C. <i>Charles W. Hoyt & Co., Inc.</i></p>
<p>BOOK HOUSE FOR CHILDREN <i>26th Week on WABC)</i> Woman's Page of The Air with Adelaide Hawley <i>Participations</i></p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Book House <i>Presba, Fellers & Presba, Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>636th Week on WABC)</i> Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED* <i>17th Week on WABC)</i> The World Today</p>	<p>Mon., Tues., Thurs. 6:45-7:00 p.m.</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>DREZMA, INC. <i>52nd Week on WABC)</i> Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues., Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i></p>
<p>GRIFFIN MANUFACTURING CO., INC.* <i>(7th Week on WABC)</i> Arthur Godfrey <i>Participations</i></p>	<p>Tues., Thurs., Sat. 7:00-7:30 a.m.</p>	<p>Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman, and Pierce, Inc.</i></p>
<p>GROVE LABORATORIES, INC. <i>(26th Week on WABC)</i> Odd Side of the News</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Bromo-Quinine Cold Tablets <i>J. Walter Thompson Co., Inc.</i></p>
<p>KRUG BAKING COMPANY <i>(97th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. thru Fri. 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>LEHN AND FINK PRODUCTS CORP.* <i>(18th Week on WABC)</i> Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Fri. 7:00-7:30 a.m.</p>	<p>Hind's Honey and Almond Cream <i>William Esty & Co., Inc.</i></p>

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**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>P. LORILLARD COMPANY* <i>(16th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>LUDEX'S, INC. <i>(22nd Week on WABC)</i></p> <p>The World Today</p>	<p>Saturday 6:45-7:00 p.m.</p>	<p>"Luden's Menthol" Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(30th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs., Sat. 8:45-9:00 a.m.</p>	<p>Rem and Rel <i>The Joseph Katz Co.</i></p>
<p>MELVILLE SHOE COMPANY <i>(154th Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(11th Week on WABC)</i></p> <p>The Missus Goes A-Shopping Quiz</p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(33rd Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Products <i>J. M. Mathes, Inc.</i></p>
<p>NORTH AMERICAN ACCIDENT INSURANCE COMPANY <i>(1st Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon., Wed., Fri. 6:55-7:00 a.m.</p>	<p>Accident Policies <i>Franklin Bruck Advertising Corporati</i></p>
<p>NOXZEMA CHEMICAL CO., INC.* <i>(25th Week on WABC)</i></p> <p>Battle of the Boroughs Quiz</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc</i></p>

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WABC
SPONSORED
PROGRAMS

O'SULLIVAN RUBBER COMPANY <i>(11th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon., Wed., Fri. 7:00-7:30 a.m.	O'Sullivan Rubber Heels <i>Birmingham, Castleman and Pierce, Inc.</i>
PEPSI-COLA COMPANY* <i>(56th Week on WABC)</i> The Missus Goes A-Shopping <i>Quiz</i>	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
PETER PAUL COMPANY* <i>(86th Week on WABC)</i> News with John Reed King	Tues., Thurs. 6:00-6:10 p.m.	Mounds Ten Crown Charcoal Gum <i>Platt-Forbes, Inc.</i>
QUAKER OATS COMPANY* <i>(45th Week on WABC)</i> The Aunt Jemima Program	Mon. thru Sat. 8:15-8:20 a.m.	Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i>
SELECT THEATRES CORP. <i>(60th Week on WABC)</i> Announcement	Mon., Wed., Fri. 11:58:50 p.m.- 12 mid.	"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i>
SMITH BROTHERS* <i>(14th Week on WABC)</i> Arthur Godfrey Afternoon News	Mon., Wed., Fri. 7:30-7:45 a.m. Mon., Wed., Fri. 3:55-4:00 p.m.	"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i>
SOCONY-VACUUM OIL CO., INC.* <i>(13th Week on WABC)</i> News with Mark Hawley	Mon. thru Sat. 10:45-11:00 p.m.	Gasoline Oil and Specialties <i>J. Stirling Getchell, Inc.</i>
WASTE PAPER CONSUMING INDUSTRIES <i>(8th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 6:30-6:55 a.m.	Paper Conservation <i>Olian Advertising Co.</i>
WILSON AND COMPANY <i>(8th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:30 a.m.	Ideal Dog Food <i>U. S. Advertising Corp.</i>

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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 in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS	Page 20
2. DRAMATIC SERIES	Page 21
3. NATIONAL DEFENSE	Page 21
4. LIGHT ENTERTAINMENT	Page 22
5. SERIOUS MUSIC	Page 23
6. EDUCATIONAL PROGRAMS	Page 24
7. CHILDREN'S PROGRAMS	Page 26
8. PERSONALITIES	Page 26
9. RELIGIOUS BROADCASTS	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: OCTOBER PROGRAMS	Page 29

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; Howard K. Smith from Berlin; Dennis McEvoy and Larry Lesueur from Russia; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Edward R. Murrow, Linton Wells, Major G. F. Eliot, William L. Shirer and Harry W. Flannery from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 2:30-3:00 p.m., SUNDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 4:45 p.m., MONDAY THRU FRIDAY; 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55-9:00 p.m., MONDAY; 6:30-6:45 p.m., SATURDAY; Albert Warner, 6:00-6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15-6:30 p.m., THURSDAY.

(See also sponsored news programs.)

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.

NEWS BROADCASTS

**DRAMATIC
SERIES**
Columbia Workshop

8:00-8:30 p.m. to the West
10:30-11:00 p.m. to the East
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. The "26 by Corwin" series end with the November 9 broadcast. Then David son Taylor resumes as producer.

NOVEMBER 9: "Psalm for a Dark Year"

NOVEMBER 16: "Soundtrack of the Life of a Careful Man", by E. and E. Spitzer.

NOVEMBER 23: "The Fish on the Bathroom Floor", by Thomas Collins.

Jones and I

10:30-11:00 a.m.
EACH SATURDAY

Here is a light and refreshing new addition to Columbia's Saturday morning dramatic schedule. The story revolves around the doings of a young couple, after the girl proposes marriage. Scott Farnworth doubles as author and male lead for the series. Stuart Buchanan directs.

**NATIONAL
DEFENSE**
Report to the Nation

9:30-10:00 p.m.
EACH TUESDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.

Spirit of '41

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

Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines, and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.

Calling Pan-America

6:00-6:30 p.m.
EACH SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

The People's Platform

7:00-7:30 p.m.
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

Latinée at Meadowbrook

10:00-5:55 p.m.

EACH SATURDAY

An hour jamboree of dance music for "young-minded" Columbia listeners, featuring the orchestras of Jimmy Dorsey and Artie Shaw during November.

Burl Ives Coffee Club

10:00-10:30 a.m.

EACH SATURDAY

Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross, Genevieve Rowe and the Golden Gate Quartet.

Renfro Valley Folks

11:30-3:45 p.m.

MONDAY THRU FRIDAY

Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.

This Is The Life

1:30-2:00 p.m.

EACH SUNDAY

John Reed King traverses the centuries in the halls of the American Museum of Natural History. Experts from the museum's Department of Anthropology supply the facts and material, on which the programs are based.

Kay Thompson and Co.

11:05-11:30 a.m.

EACH SATURDAY

This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.

Sing Along

4:30-4:45 p.m.

MONDAY THRU FRIDAY

This program provides a golden opportunity for all bathroom baritones. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.

**Golden Gate Quartet,
Four Clubmen, Symphonettes**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for November:

Blue Barron	Guy Lombardo
Bob Chester	Vaughn Monroe
Tommy Dorsey	Will Osborne
Harry James	Teddy Powell
Isham Jones	Claude Thornhill
	Tommy Tucker

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During November, John Barbirolli will be the conductor. Deems Taylor acts as intermission commentator.

**Library of Congress
Concerts**

11:05 a.m.-12:00 noon

EACH SUNDAY

(Series ends after November 9)

Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet Josef Roissmann and Alexander Schneider violins; Boris Kroyt, viola; and Mischka Schneider, 'cello, comprise the quartet. All the concerts originate in the Library of Congress and are given under the auspices of the Gertrude Clarke Whittall Foundation.

**From Columbia's Concert
Hall**

4:00-4:30 p.m.

MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, operatic, vocal and chamber music works. It includes seldom-performed American works, orchestral and vocal excerpts from great operas, little-known concerti, and music and songs for small ensembles. The participating groups of artists vary:

MONDAYS: "Stars in the Orchestra", devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction.

TUESDAYS: "Milestones in American Music", comprising historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester.

WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists. Howard Barlow will conduct.

THURSDAYS: The Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists.

FRIDAYS: "The Lyric Stage", with Howard Barlow directing orchestral excerpts from operas and ballets. Occasional soloists will be heard.

SERIOUS
MUSICColumbia's American
Music Festival

7:30-8:00 p.m.

EACH SATURDAY

Howard Barlow and the Columbia Concert Orchestra play new scores by contemporary American composers.

Gera Brodsky

11:05-11:30 a.m.

EACH SUNDAY

Series starts November 16)

This well known concert pianist returns to Columbia, playing the great piano works of the nineteenth and twentieth centuries.

From the Organ Loft

10:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

CBS ADULT
EDUCATION BOARD

"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

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

EDUCATIONAL
PROGRAMSSchool of the Air of the
Americas

9:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

9:30-10:00 a.m.

(Mountain Time Zone)

1:30-2:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

NOVEMBER 3: Soldiers.

NOVEMBER 10: Roadbuilders.

NOVEMBER 17: Chemical Engineers.

NOVEMBER 24: Food Scientists.

TUESDAYS—*Music of the Americas*

NOVEMBER 4: Music Under Ground.

NOVEMBER 11: The Rivermen and Sailors.

NOVEMBER 18: Music of the Woodsmen.

NOVEMBER 25: The Planters.

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>School of the Air of the Americas <i>Continued</i></p>	<p>WEDNESDAYS—<i>New Horizons: Lands of New World Neighbors</i></p> <p>NOVEMBER 5: Island of Romantic History. NOVEMBER 12: Stronghold of the Buccaneers NOVEMBER 19: Where East Meets West. NOVEMBER 26: Land of the Conquistadores.</p> <p>THURSDAYS—<i>Tales from Far and Near</i></p> <p>NOVEMBER 6: Bat. NOVEMBER 13: The Gaucho's Daughter. NOVEMBER 27: Blue Willow.</p> <p>FRIDAYS—<i>This Living World</i></p> <p>NOVEMBER 7: Health. NOVEMBER 14: Housing in Defense. NOVEMBER 28: Man Power.</p>
<p>Invitation to Learning 11:30–12:00 noon EACH SUNDAY (Series Resumes November 16)</p>	<p>This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.</p>
<p>Columbia's Country Journal 12:00–12:30 p.m. EACH SUNDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p>Spotlight on Asia 3:45–3:55 p.m. EACH MONDAY</p>	<p>The aim of this series is to familiarize Americans with Far Eastern conditions. It is presented in cooperation with the American Council of the Institute of Pacific Relations.</p>
<p>What Freedom Means 3:45–3:55 p.m. EACH TUESDAY</p>	<p>Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.</p>
<p>Highways to Health 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS**Adventures in Science**

4:45-3:55 p.m.
EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Americans Map the Skies

4:45-3:55 p.m.
EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, traces the development of research by American astronomers in this new series on popular astronomy.

Books of Men and Books

2:00-3:30 p.m.
EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

Let's Pretend

1:00-1:30 p.m.
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

CHILDREN'S
PROGRAMS**The Old Dirt-Dobber**

9:30-10:00 a.m.
EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.

PERSONALITIES

Outdoors with Bob Edge

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

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

Juan Arvizu

10:30-10:45 p.m.
MONDAY, TUESDAY, WEDNESDAY,
AND SATURDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.

Mel Allen on Football

11:00-11:15 p.m.
EACH FRIDAY

Columbia's popular sports announcer reports the scores of Friday's games along with a last minute preview of Saturday's best contest.

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

DESCRIPTION

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In November:

NOVEMBER 2: *Morning*: Dr. Howard Ston Anderson, First Congregational Church, Washington, D. C.

Afternoon: Mr. Henry D. Moyle, Chairman General Welfare Committee, Church of Jesus Christ of Latter Day Saints, Salt Lake City.

NOVEMBER 9: *Morning*: Rt. Rev. Henry St George Tucker, D.D., Presiding Bishop of the Episcopal Church, New York, N. Y.

Afternoon: Catholic Service.

NOVEMBER 16: *Morning*: His Excellency, The Most Reverend John F. O'Hara, C.S.C., D.D., Military Delegate, New York, N. Y.

Afternoon: Chaplain George F. Rixey, Office, Chief of Chaplains, War Dept., Washington.

NOVEMBER 23: *Morning*: Dr. Theodore F. Adams, First Baptist Church, Richmond, Va.

Afternoon: Chaplain Aryeh Lev, Office, Chief of Chaplains, War Department, Washington.

NOVEMBER 30: *Morning*: Lutheran Service.

Afternoon: Chaplain James H. O'Neill, Chaplain First Corps Area, Boston, Massachusetts.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices.

NOVEMBER 2: Ira DeA. Reid, Consultant in Charge of Minority Groups, Bureau of Employment Security, Washington, D. C.

NOVEMBER 9: Lt. Samuel J. Battle, Parole Commissioner, New York City.

NOVEMBER 16: Dr. Eugene R. Kellersberger, F.R.G.S., Medical Missionary in Belgian Congo and General Secretary of American Mission of Lepers.

NOVEMBER 23: To be announced.

NOVEMBER 30: Mrs. A. M. P. Strong, President of the National Congress of Colored Parents and Teachers, Marianna, Arkansas.

News Broadcasts (WCBX)

News in English:

7:00-8:15 a.m., 11:00-11:05 a.m.,

3:30-4:45 p.m., 5:30-5:45 p.m.

News in Italian:

12:00-12:15 p.m., 3:00-3:15 p.m.

News in German:

1:00-1:15 p.m., 4:00-4:15 p.m.

News in Polish:

1:15-1:30 p.m., 5:15-5:30 p.m.

News in French:

2:00-2:15 p.m., 5:00-5:15 p.m.

DAILY INCLUDING SUNDAY

News in Serbo-Croatian:

3:15-4:30 p.m.

DAILY EXCEPT SUNDAY

Each day, from early morning to evening, Columbia's international station, WCBX, directs a comprehensive schedule of news broadcasts to Europe. These are transmitted in six languages—English, French, German, Italian, Polish, and Serbo-Croatian. CBS has set up a large international news staff, separate from the network, to prepare the news. At hand are all the news services and facilities available to the network itself. Some of the WCBX European reporters include Beverly Thurman, editor of the French division; Field Horine, German editor; Mario Capelli, Italian editor; Edward Kulikowski, Polish editor, and Vaso Trivanovitch, Serbo-Croatian editor.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE**

WCBX New York

Hollywood News in English

7:45-8:00 p.m.

EACH MONDAY

Columbia broadcasts the latest news of Hollywood once a week for the English speaking audience in Europe.

News Broadcasts (WCBX)

News in English:

5:30-6:45 p.m.

News in Spanish:

5:45-7:00 p.m., 10:00-10:15 p.m.

News in Portuguese:

7:15-7:30 p.m.

DAILY INCLUDING SUNDAY

Each evening, Columbia's international station, WCBX, directs its broadcasts to Latin America. News is transmitted in three languages—English, Spanish, and Portuguese. WCBX reporters include Roberto Unanue, Latin American news editor; Alberto Zalamea, Luiz Castaneda, Luis Correa, Luis Jatoba.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**

WCBX New York

Hollywood News

In Spanish:

7:45-8:00 p.m. EACH MONDAY

In Portuguese:

7:45-8:00 p.m. EACH THURSDAY

Once each week, CBS presents the latest news of Hollywood. Luiz Castaneda is heard in Spanish and Luis Correa reports in Portuguese.

Carmen Castelo's Column

7:00-7:15 p.m.

EACH FRIDAY

Carmen Castelo reports the latest news and gossip along Broadway—of the theater, motion pictures, fashions and personalities.

Cultural News in Spanish

9:00-9:15 p.m.

EACH FRIDAY

A digest of cultural news of special interest to Latin American listeners is broadcast each Friday by José Santos Quijano.

ADDENDA:

OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of October programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

OCTOBER 1: Michael Joseph Tierney, assistant director of the New York State Employment Service explained the need of American recruits for Britain's Civilian Technical Corps. 3:20-3:30 p.m.

OCTOBER 1: Mrs. Eleanor Roosevelt and six student leaders held a round-table discussion on the subject, "What Students Can Do In Connection With Defense." The program was under the auspices of the International Student Service, 4:00-4:30 p.m.

OCTOBER 1: Assistant Attorney General Thurman Arnold spoke on "Anti-Trust and Defense," 10:15-10:30 p.m.

OCTOBER 2: Sir Norman Birkett, English representative at the American Bar Association's annual convention spoke about "The Ties That Bind," 4:45-5:00 p.m.

OCTOBER 4: "Monopoly and Propaganda in the Movie Industry" was discussed by Senator D. Worth Clark, Idaho Democrat, 10:15-10:30 p.m.

OCTOBER 4: William John Brown, former M.P. and Secretary of the Civil Service Clerical Ass'n of Great Britain, explained that "History Is Not Bunk," 11:00-11:15 p.m.

OCTOBER 6: From the Boston Conference on Distribution, Cornelius Vanderbilt Whit-

ney, president of the American Arbitration Ass'n and chairman of the Board of Par American Airways, spoke on "Your Part In Our National Emergency," 3:15-3:30 p.m.

OCTOBER 7: Undersecretary of State Sumner Welles read a message from President Roosevelt at the National Foreign Trade Council Convention, 10:15-10:45 p.m.

OCTOBER 8: Dr. Robert L. Swain, editor of "Drug Topics," discussed "The Significance of Advertising to Consumer Spending," 3:15-3:30 p.m.

OCTOBER 8: Rear Admiral Richard E. Byrd urged his listeners to "Keep America's Record Straight," 10:15-10:30 p.m.

OCTOBER 8: President William L. Greer spoke from the A. F. of L.'s national convention at Seattle, 10:30-10:45 p.m.

OCTOBER 9: Allen Haywood, director of organization for the C. I. O., discussed "Wages and Inflation," 10:15-10:30 p.m.

OCTOBER 10: China's Ambassador to the United States, Hu Shih, made an address on the thirtieth anniversary of the Chinese Republic, 3:15-3:30 p.m.

OCTOBER 10: Henry J. Allen, chairman of the British Child Aid program of the Save-The-Children Federation, spoke on "The New Crisis in British Child Life," 10:30-10:45 p.m.

OCTOBER 10: Floyd Odium, Director of Defense Contracts Distribution, expounded the theory that "Small Industry Can Win The War," 10:45-11:00 p.m.

OCTOBER 11: Representative George H. Bender, Republican of Ohio, discussed bills then before the House, 10:15-10:30 p.m.

OCTOBER 12: Oswald Garrison Villard, former editor of "The Nation" and honorary chairman of the Keep America Out of War Congress, urged that we "Enforce the Neutrality Law," 7:15-7:30 p.m.

OCTOBER 13: "The Role of Youth in National Defense" keynoted talks by Robert E. Wagner, Jr., New York Assemblyman; Martha Scott, movie actress; Alfred M. Lillenthal, executive secretary of United Youth for Defense; and Maurice Dreicer, radio advisor of that organization, 3:30-3:45 p.m.

OCTOBER 14: Walter D. Fuller, president of the National Association of Manufacturers, and Edwin C. Hill analyzed the effect of price changes on the average income, when they discussed "John Public's Pocket-book," 10:15-10:30 p.m.

OCTOBER 15: Sir Shanmukham Chetty, who is in charge of India's defense purchasing, talked about "The Y. M. C. A. and Internationalism," 4:30-4:45 p.m.

OCTOBER 15: Secretary of Agriculture Claude Wickard outlined a 1942 farm defense program in his speech on "Food for Freedom," 10:15-10:30 p.m.

OCTOBER 16: Melvin D. Hildreth talked on the current international situation under the auspices of the Committee to Defend America, 6:30-6:45 p.m.

OCTOBER 17: Representative Luther Patrick, Alabama Democrat, spoke for the Committee to Defend America, 6:15-6:30 p.m.

OCTOBER 17: Sir Earle Page, former Australian Prime Minister and special Austral-

ian Minister to London on affairs of State, spoke on the "General Australian War Effort," 10:30-10:45 p.m.

OCTOBER 19: Clark M. Eichelberger, Director, Committee to Defend America, gave a "Report on London," 7:15-7:30 p.m.

OCTOBER 20: Dr. Thomas Parran, Jr., Surgeon-General and Chief of the U. S. Public Health Service delivered the principal address at a luncheon to open Better Parenthood Week, 3:30-3:45 p.m.

OCTOBER 21: Lt. Col. Heber H. Rice, Representative A. J. May and Francis P. Brassor explained "How the Bar Association Helps Lawyer-Selectees," 10:15-10:30 p.m.

OCTOBER 22: Dr. Ralph Irving Lloyd, president-elect of the American Academy of Ophthalmology and Otolaryngology was heard from Chicago, 3:30-3:45 p.m.

OCTOBER 22: Representative Hamilton Fish, New York Republican, demanded "No Undeclared War," 10:15-10:30 p.m.

OCTOBER 24: Dr. B. V. Christensen, Dean of the College of Pharmacy of Ohio State University, talked in connection with National Pharmacy Week, 3:15-3:30 p.m.

OCTOBER 25: Representative Raymond S. Springer, Indiana Republican, discussed "Our National Defense," 10:15-10:30 p.m.

OCTOBER 26: Donald Nelson, executive director of SPAB, and Gov. Leverett Saltonstall of Massachusetts spoke for the Council of State Governments on "National Defense Back Home," 7:15-7:30 p.m.

OCTOBER 27: Fiorello H. La Guardia, Mayor of New York and Director of Civilian Defense, talked in connection with "Americans All Week," 3:15-3:30 p.m.

OCTOBER 29: "Price Control Legislation" was discussed by Representative Jerry Voorhis, California Democrat, 10:15-10:30 p.m.

SPECIAL EVENTS

OCTOBER 2: A broadcast in connection with the drive for assistant Red Cross Nurses was heard from Washington, 3:15-3:30 p.m.

OCTOBER 2: George Jessel, Juan Arvizu, Mischa Borr, Jane Froman, Bea Wain, and Alfredo Medina participated in a Bundles for Britain broadcast, 10:15-10:45 p.m.

OCTOBER 3: A portion of Lt. Gen. Hugh A. Drum's address to his officers on the eve of the First Army's war games was heard, 4:00-4:15 p.m.

OCTOBER 3: President Roosevelt and Wendell L. Willkie made their first joint broadcast, when they opened a community fund drive throughout the United States and Canada, under the sponsorship of the "Community Mobilization for Human Needs," 10:30-11:00 p.m.

OCTOBER 4: Ted Husing covered the Fordham-Southern Methodist football game from New York City, 1:45-4:30 p.m.

OCTOBER 5: An on-the-spot description of the hurricane which swept the Gulf coast was carried from Miami, 12:50-12:55 a.m.

OCTOBER 5: Ambassador Najera of Mexico; L. W. Bookington, eminent Canadian attorney and former chairman of the board of governors of the C. B. C.; and A. A. Berle, Jr., Assistant U. S. Secretary of State participated in a broadcast prelude to the following day's opening of the "School of the Air of the Americas," 4:00-4:15 p.m.

OCTOBER 7: Gene Autry interviewed some of the rodeo stars, who were appearing at Madison Square Garden, 4:30-4:45 p.m.

OCTOBER 9: Robert Riskin, playwright and movie scenarist, told of the war's effect on England's "little people", 3:15-3:30 p.m.

OCTOBER 11: Queen Wilhelmina of the Netherlands received an honorary degree as a highlight of Rutgers University's 175th anniversary. President Robert C. Clothier

spoke from Rutgers and the exiled Queen spoke from London, 11:45 a.m.-12 noon.

OCTOBER 11: The Colgate-Dartmouth football game was described from Hanover, New Hampshire by Ted Husing, 1:45-4:30 p.m. In addition, the Illinois-Minnesota game was carried from Minneapolis, 4:30-5:30 p.m.

OCTOBER 17: Spencer Williams, Jr., former CBS correspondent at Moscow, described the military situation of the Russian capital, 11:15-11:30 p.m.

OCTOBER 18: Ted Husing covered the Navy-Cornell football game from Baltimore, 1:45-4:30 p.m. The Pittsburgh-Minnesota game was carried, 4:30-5:30 p.m.

OCTOBER 18: Mayor Fiorello H. La Guardia, Kate Smith, Ed Gardner, Howard Barlow, Andre Kostelanetz, Bob Ripley, and Ted Husing in New York; Bob Burns, Louella Parsons and Roger Pryor, in Hollywood; and Alexander Woolcott in London, all helped celebrate the inauguration of WABC's new Columbia Island transmitter, 10:15-11 p.m.

OCTOBER 18: An R.A.F. band, called the "Squadronnaires," presented a concert of war-time English music via short-wave from London, 11:30 p.m.-12 midnight.

OCTOBER 25: The Michigan-Minnesota football game at Ann Arbor, Michigan was described by Ted Husing, 1:45-4:30 p.m. An additional game, Nebraska vs. Missouri, was heard from St. Louis, 4:30-5:30 p.m.

OCTOBER 26: Edmund Gwenn, Gracie Fields, Dinah Shore, Martha Scott and Count Basie's orchestra appeared on a Russian War Relief program, 1:30-2:00 p.m.

OCTOBER 27: President Roosevelt's Navy Day address from the Navy League dinner in Washington was heard, 10:00-10:30 p.m.

OCTOBER 30: A Defense Shipbuilding Day program with Senator Wallace, H. White, Jr. and others was broadcast from Portland, Maine, 3:15-3:30 p.m.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

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