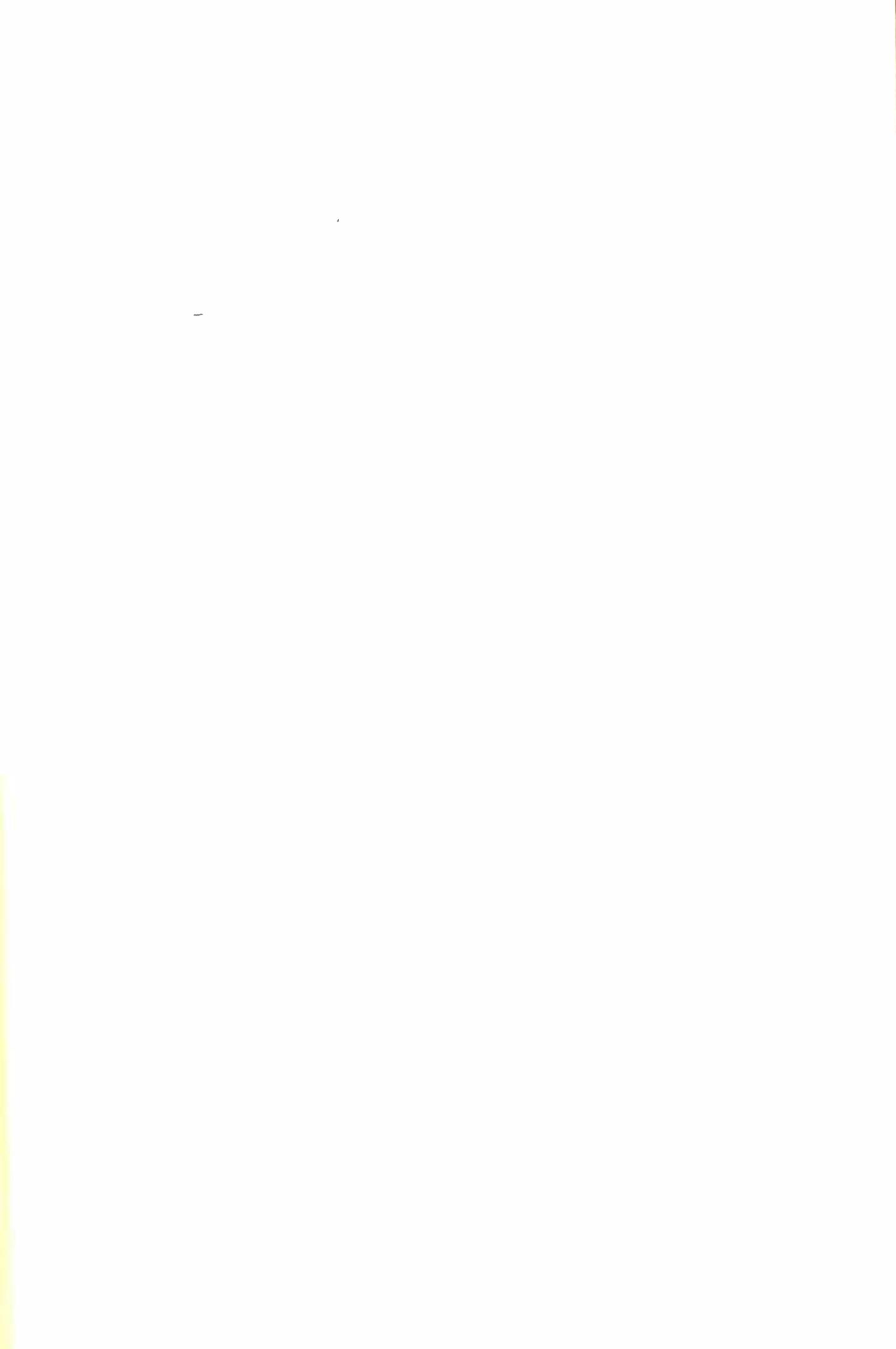




CBS PROGRAM BOOK • JANUARY, 1941

CBS Church of the Air
— *tenth year (see page 21)*



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THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

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(See also Laundry Soaps)
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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>AFFILIATED PRODUCTS, INC. (413th 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. 42 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (128th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (244th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</p> <p>Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week.</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (195th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BAYER COMPANY (275th 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. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>THE BEST FOODS, INC. (69th Week on CBS)</p> <p>We the Abbotts <i>Serial drama</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i></p>
<p>BOWEY'S, INC. (84th Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra</p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Compan</i></p>

CROWN & WILLIAMSON TOBACCO CORPORATION

(19th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
130 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS
& EXCHANGE**

(7th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
42 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

(12th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
55 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(17th Week on CBS)

Campbell Playhouse
with guest stars

Charlie and Jessie
Serial drama

Amos 'n' Andy
Serial comedy-drama

Martha Webster
with Bess Flynn
Dramatic serial

Fletcher Wiley
Talks

Friday
9:30-10:00 p.m.
63 CBS stations
ORIGINATES: WABC

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

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

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Campbell's Soups
*Ward Wheelock
Company*

Campbell's Tomato Juice
*Ward Wheelock
Company*

Campbell's Soups
*Ward Wheelock
Company*

PROGRAM	TIME	PRODUCT AND AGENT
CAMPBELL SOUP COMPANY <i>Continued</i> Lanny Ross <i>Songs</i>	Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i>
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(113th Week on CBS)</i> Dr. Christian with Jean Hersholt	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: WABC THRU JANUARY 29	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(252nd Week on CBS)</i> Major Bowes' Original Amateur Hour	Thursday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COCA-COLA COMPANY <i>(72nd Week on CBS)</i> Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30-5:00 p.m. 99 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising Company, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(260th Week on CBS)</i> Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i> City Desk <i>Drama</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 68 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:45-11:00 a.m. 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 81 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Ted Bates, Inc.</i> Palmolive Shave Cream Palmolive Brushless S <i>Ted Bates, Inc.</i> Octagon Products <i>Ted Bates, Inc.</i> Crystal White <i>Sherman & Marqu</i> <i>Inc.</i> New Concentrated Su Suds Super Suds <i>Sherman & Marqu</i> <i>Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Hilltop House

starring Bess Johnson

Serial drama

Wayne King's Orchestra

with Buddy Clark

Music

(This series ends January 25)

Stepmother

Serial drama

Mon. thru Fri.
4:30-4:45 p.m.
81 CBS stations
ORIGINATES: WABC

Palmolive Soap
*Ward Wheelock
Company*

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Cashmere Bouquet Products
Halo
*Sherman & Marquette,
Inc.*

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
49 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY

(1st Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.

(13th Week on CBS)

Your Marriage Club

with Haven MacQuarrie

Quiz

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

Wonder Bread
Ted Bates, Inc.

THE CUDAHY PACKING COMPANY

(14th Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Blackett-Sample-
Hummert, Inc.*

MURTISS CANDY COMPANY

(5th Week on CBS)

News

with Jackson Wheeler

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

Candy
C. L. Miller Company

DOUBLEMINT GUM

(146th Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

Sunday
6:30-7:00 p.m.
68 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>EVERSHARP, INC. <i>(66th Week on CBS)</i></p> <p>Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 58 CBS stations ORIGINATES: ON TOUR</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FLORIDA CITRUS COMMISSION <i>(45th Week on CBS)</i></p> <p>Mary Margaret McBride <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY <i>(351st Week on CBS)</i></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. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(293rd Week on CBS)</i></p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch, Charlie Cantor and Minerva Pious <i>Music, comedy, and drama</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>Home of the Brave <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION

Continued

Joyce Jordan, Girl Interne

Serial drama

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
52 CBS stations
ORIGINATES: WABC

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Young Dr. Malone

Serial drama

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
71 CBS stations
ORIGINATES: WABC

Post's 40% Bran Flakes
Benton & Bowles, Inc.

Kate Hopkins

Serial drama

Mon. thru Fri.
4:45-5:00 p.m.
Rebroadcast
3:30-3:45 p.m.
43 CBS stations
ORIGINATES: WABC

Maxwell House Coffee
Benton & Bowles, Inc.

Portia Faces Life

Serial drama

Mon. thru Fri.
4:00-4:15 p.m.
83 CBS stations
ORIGINATES: WABC

Post Toasties
Benton & Bowles, Inc.

GENERAL MILLS, INC.

525th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:45 a.m.-12:00 noon
39 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY

85th Week on CBS)

Elmer Davis

News

Orange Bowl Game—

Georgetown vs. Mississippi State
Play-by-play account by Ted Husing

Tues., Fri.
8:55-9:00 p.m.
57 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

Wed., Jan. 1
2:00-4:30 p.m.
71 CBS stations
ORIGINATES: MIAMI

GULF OIL CORPORATION

360th Week on CBS)

Gulf Screen Guild Theatre

with Roger Pryor, MC, screen stars,
Oscar Bradley's Orchestra,
John Heistand

Sunday
7:30-8:00 p.m.
75 CBS stations
ORIGINATES: KNX

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY

147th 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
ORIGINATES: KNX

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>IRONIZED YEAST CO., INC. <i>(67th Week on CBS)</i></p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 74 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>LADY ESTHER, LTD. <i>(369th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY <i>(283rd Week on CBS)</i></p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <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>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 73 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 63 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p>

**BBEY-OWENS-FORD GLASS
COMPANY**

5th Week on CBS)

Design for Happiness

with 65-piece Chicago Woman's
Symphony Orchestra. directed by
Izler Solomon, and guest soloists
Symphonic music

Sunday
5:00-5:30 p.m.
75 CBS stations
ORIGINATES: WBBM

Flat glass products
*United States Advertis-
ing Corporation*

**EMMETT & MYERS TOBACCO
COMPANY**

17th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle

Professor Quiz

with Bob Trout

Questions and answers

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

Tuesday
9:30-10:00 p.m.
68 CBS stations
ORIGINATES: WABC

Velvet Pipe and Cigarette
Tobacco
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

5th Week on CBS)

Helen Hayes Theater

starring Helen Hayes, with Mark
Warnow's Orchestra, and
George Bryan

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

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

MENNEN COMPANY

10th Week on CBS)

**Colonel Stoopnagle's
Quixie-Doodles**

Comedy and quiz

Sunday
5:30-6:00 p.m.
45 CBS stations
ORIGINATES: WABC

Mennen Shave Products
*H. M. Kiesewetter
Advertising Agency, Inc.*

KENTUCKY CLUB PIPE TOBACCO COMPANY

56th Week on CBS)

Vox Pop

Parks and Wally

Interviews

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco
Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION

372nd Week on CBS)

Saturday Night Serenade

Mary Eastman, soprano; Bill Perry,
tenor; Bob Trout, Gustave Haen-
schen's Orchestra and Chorus

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

Pet Evaporated Milk
*Gardner Advertising
Company*

TITLE AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION <i>Continued</i></p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 66 CBS stations ORIGINATES: KMOX</p>	<p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. <i>(230th Week on CBS)</i></p> <p>Johnny Presents Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh. "Beverly," Glenn Cross, Swing 14 Chorus <i>Musical variety and dramatic interlude</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(323rd Week on CBS)</i></p> <p>Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>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>Woman in White <i>Serial drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 69 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 24 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 17 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 37 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 31 CBS stations ORIGINATES: WBBM</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p> <p>Oxydol <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> <p>Camay <i>Pedlar & Ryan, Inc.</i></p>

THE PROCTER & GAMBLE CO.

Continued

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
40 CBS stations
17 CBC stations
ORIGINATES: WBBM

Crisco

*Compton Advertising,
Inc.*

Road of Life

Serial drama

Mon. thru Fri.
1:45-2:00 p.m.
26 CBS stations
ORIGINATES: WBBM

Chipso

Pedlar & Ryan, Inc.

RUDENTIAL INSURANCE COMPANY
OF AMERICA

34th Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

J. REYNOLDS TOBACCO
COMPANY

100th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Al Pearce and His Gang
with Margaret Brayton, Artie
Auerbach, Arthur Q. Bryan,
Carl Hoff and His Orchestra,
and guests
Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
82 CBS stations
ORIGINATES: KNX

PEARMINT GUM
145th Week on CBS)

Scattergood Baines

Serial drama

Mon. thru Fri.
5:45-6:00 p.m.
78 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Neisser Meyerhoff, Inc.

R. SQUIBB & SONS
26th Week on CBS)

Golden Treasury of Song

with Jan Peerce

Musical

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

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>TEXAS COMPANY (188th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers <i>Variety</i></p>	<p>Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (292nd Week on CBS)</p> <p>Pipe Smoking Time with Arthur Fields, Fred Hall, and Edward Roecker</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>BATHASWEET CORPORATION (65th 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. (56th 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 Advertising Agency</i></p>
<p>GENERAL FOODS CORPORATION (293rd Week on CBS)</p> <p>Second Wife <i>Dramatic Serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>P. LORILLARD COMPANY (240th Week on CBS)</p> <p>Talk Your Way Out of This One</p> <p>Don't Be Personal</p>	<p>Friday 6:00-6:15 p.m. PST ORIGINATES: KNX</p> <p>Wednesday 6:00-6:15 p.m. PST ORIGINATES: KNX</p>	<p>Sensation Cigarettes <i>Lennen & Mitchell,</i></p>
<p>LOS ANGELES SOAP COMPANY (66th Week on CBS)</p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Knox-Manning, Inc.</i></p>

**COLUMBIA
PACIFIC
NETWORK**
Continued

<p>LUDEX'S, INC. <i>54th Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Tues., Fri. 5:55-6:00 p.m. PST ORIGINATES: WABC</p>	<p>Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>THE MENNEN COMPANY <i>90th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>PETER PAUL, INC. <i>25th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>13th Week on CBS)</i></p> <p>What's On Your Mind?</p>	<p>Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p>
<p>SMITH BROTHERS <i>52nd Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Sunday 8:25-8:30 p.m. PST Mon., Tues., Thurs. 9:30-9:35 p.m. PST ORIGINATES: KNX</p>	<p>Cough Drops <i>J. D. Tarcher & Company</i></p>
<p>BREAKFAST CLUB COFFEE, INC. <i>(Beginning January 7)</i></p> <p>Voice of Friendship with Rita Murray</p>	<p>Tues., Thurs. 7:45-8:00 a.m. ORIGINATES: KNX</p>	<p>Breakfast Club Coffee <i>Lockwood-Shackelford Advertising Agency</i></p>
<p>AMERICAN CHICLE COMPANY <i>18th Week on CBS)</i></p> <p>Announcements</p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BARBASOL COMPANY <i>(14th Week on WABC)</i></p> <p>Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:00-6:05 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BATHASWEET CORPORATION <i>(8th Week on WABC)</i></p> <p>Ted Steele and his Novachord</p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOSCO, INC. <i>(45th Week on WABC)</i> News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Tues., Thurs. 10:45-11:00 p.m.	"Bosco" Milk Amplifier <i>Kenyon & Eckhardt, Inc.</i>
BULOVA WATCH COMPANY <i>(593rd Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
CHILDS COMPANY <i>(11th Week on WABC)</i> Morning Almanac with Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Childs Restaurants <i>Geyer, Cornell & Newell, Inc.</i>
DREZMA, INC. <i>(9th Week on WABC)</i> Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.	"Drezma" Cosmetics <i>Lynn Baker Company</i>
FEDERAL SAVINGS & LOAN ASSOCIATION The March Through Life	Monday 10:30-10:45 p.m.	Savings Accounts and Home Loans <i>Heffelfinger Agency</i>
GROVE LABORATORIES, INC. <i>(14th Week on WABC)</i> Odd Side of the News	Mon., Wed., Fri. 8:25-8:30 a.m.	Bromo Quinine Cold Tab <i>J. Walter Thompson Company</i>
KRUG BAKING COMPANY <i>(54th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LUDEN'S, INC.* <i>(13th Week on WABC)</i> News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Mon., Wed. 10:45-11:00 p.m.	Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i>

**WABC
SPONSORED
PROGRAMS**

Continued

<p>DELVILLE SHOE COMPANY <i>11th Week on WABC)</i> 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>DR. MILES LABORATORIES, INC. <i>4th Week on WABC)</i> Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m. Saturday 3:30-3:35 p.m.</p>	<p>Alka-Seltzer and One-A-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>L. F. MUELLER COMPANY Morning News</p>	<p>Mon. thru Fri. 9:00-9:15 a.m.</p>	<p>Mueller's Macaroni Products <i>Kenyon & Eckhardt, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>16th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley</p>	<p>Tuesday 8:45-9:00 a.m.</p>	<p>Milk Publicity <i>J. M. Mathes, Inc.</i></p>
<p>PETER PAUL COMPANY* <i>(43rd Week on WABC)</i> Early Riser's News</p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p>SMITH BROTHERS Morning Almanac with Phil Cook</p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m.</p>	<p>"S. B." Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>VICK CHEMICAL COMPANY <i>(13th Week on WABC)</i> Rising Son with Larry Elliott <i>Announcements</i></p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Vick's Menthol Cough Drops <i>Morse International, Inc.</i></p>

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary 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 eleven classifications:

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3. SPECIAL EVENTS	Page 20
4. DRAMATIC SERIES	Page 20
5. RELIGIOUS BROADCASTS	Page 21
6. SERIOUS MUSIC	Page 22
7. EDUCATIONAL PROGRAMS	Page 23
8. VARIETY PROGRAMS	Page 26
9. PERSONALITIES	Page 26
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CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: DECEMBER 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery from Berlin; Cecil Brown from Rome; Leigh White from Budapest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, Eric Sevareid, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00, 11:00 a.m., 3:55, 6:00 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m. 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY; Elmer Davis, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY.

Headlines and Bylines

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

In this new 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 Bob Trout analyzes the week's news generally.

**NEWS
BROADCASTS**

**News from
All the Americas**
2:00-2:15 p.m.
SATURDAY, JANUARY 4
4:45-5:00 p.m.
EACH SATURDAY

With the expansion of Columbia's "American School of the Air" to South and Central America and the formation of a Latin-American Network, CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.

**PUBLIC
AFFAIRS**

Report to the Nation
6:00-6:30 p.m.
EACH SATURDAY

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 handling a problem or event rich with public interest. The series originates in Washington and is produced by Brewster Morgan.

**Inauguration of
The President**
MONDAY, JANUARY 20

CBS reporters bring an immediate description of the third inauguration of Franklin D. Roosevelt as President of the United States. Albert Warner and Elmer Davis are the leaders of a large staff of reporters who give a vivid account of the historical ceremony.

New Congress
4:00-5:00 p.m.
SATURDAY, JANUARY 4

Albert Warner conducts this hour-long broadcast of interviews with new members of Congress, which convenes once more on January 4. Warner quizzes the newly-elected Senators and Representatives on their stand on current problems and on the directions they expect Congressional legislation this year.

John R. Steelman
5:30-5:45 p.m.
WEDNESDAY, JANUARY 1

John R. Steelman, director of conciliation, United States Department of Labor, speaks on "Methods and Objectives of Conciliation Conferences in the Promotion of Industrial Peace." His talk, which originates at the studios of WJSV, Washington, is under the auspices of the National Association of Teachers of Speech, who are currently holding their annual convention in Washington.

**PUBLIC
AFFAIRS**

Securities Markets

10:15-10:30 p.m.

FRIDAY, JANUARY 4

Jerome Frank, chairman of the S.E.C., Kenneth Hogate, publisher of the Wall Street Journal, and E. A. Pierce of a prominent stock exchange firm join in a discussion of government regulation of the securities markets.

Representative Wadsworth

1:00-2:30 p.m.

FRIDAY, JANUARY 18

Representative James W. Wadsworth, Jr., speaks on "A Challenge to Courageous Citizenship," from a luncheon of the Women's National Republican Club.

Talks

10:15-10:30 p.m.

FRIDAY WEDNESDAY AND SATURDAY

10:00-10:15 p.m.

FRIDAY

Columbia has set aside three broadcast periods a week for talks on public affairs and for special addresses. Included in the series are many prominent Senators and Representatives.

**SPECIAL
EVENTS**

Sports-Time

11:00-11:15 p.m.

FRIDAY THROUGH SATURDAY

"Sports-Time" presents news and features from every field of sport - from baseball to chess, football to yachting. Ted Husing, Mel Allen, and Warren Sweeney are among the "Sports-Time" reporters.

**DRAMATIC
SERIES**

Columbia Workshop

10:30-11:00 p.m.

FRIDAY SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. In its fourth year, the Workshop continues to present unusual dramas which employ the most recent broadcasting techniques. Davidson Taylor, who supervises production of the plays, announces that in January opportunities are to be given to a number of young writers and directors who have never been represented on the Workshop before. First of these, on January 5, is "Love in Thirty Two Bars," with script and music by Perry Lafferty.

'Honest Abe'

10:30-10:00 a.m.

FRIDAY SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In January:

JANUARY 5: *Morning:* Rev. Allan Knight Chalmers, Broadway Tabernacle, New York City.

Afternoon: Frederick M. Smith, president, Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.

JANUARY 12: *Morning:* Mr. John Randall Dunn, former First Reader, First Church of Christ Scientist, Boston.

Afternoon: The Very Rev. Terence S. McDermott, O.P., Provincial of St. Joseph's Province, New York City.

JANUARY 19: *Morning:* Rev. Henry G. Smith, D.D., Calvary Baptist Church, Denver, Colo.

Afternoon: Rabbi William H. Fineshriber, D.D., Reform Congregation Keneseth Israel, Philadelphia.

JANUARY 26: *Morning:* Rev. Dr. H. Ray Anderson, Fourth Presbyterian Church, Chicago.

Afternoon: The Very Rev. Msgr. Edward A. Freking, Editor, Catholic Telegraph-Register, Cincinnati.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

JANUARY 5: Judge Myles A. Paige, Brooklyn, N. Y.

JANUARY 12: The Honorable John W. Bricker, Governor of Ohio.

JANUARY 19: Dr. Harvard D. Gregg, president, Edwin Water College, Jacksonville, Fla.

JANUARY 26: Rev. C. Leroy Hacher, Bethune Cookman College, Daytona Beach, Fla.

**New York Philharmonic-
Symphony Orchestra**

12:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra. Dimitri Mitropoulos is guest conductor of the first two concerts in January. Deems Taylor is again intermission commentator. From Carnegie Hall in January:

JANUARY 5: *Castelnuovo-Tedesco*: Overture, "The Merchant of Venice;" *Reger*: Four Tone Poems after Pictures by Arnold Boecklin; *Liszt*: Concerto in E-flat Major, for Piano and Orchestra, No. 1, DALIES FRANTZ, pianist; *Ravel*: Rhapsodie Espagnole.

JANUARY 12: *Beethoven*: Overture to "Leonore," No. 2; *Schumann*: Symphony in C Major, No. 2; *Roussel*: Symphony in G Minor, No. 2.

JANUARY 19: To Be Announced.

JANUARY 26: To Be Announced.

**Philharmonic Young
People's Concert**

11:05 a.m.-12:15 p.m.

EVERY SATURDAY, JANUARY 11

The Philharmonic-Symphony Orchestra of New York presents one concert a month especially designed for young people. Rudolph Ganz conducts, and the January 11 program is devoted to the concerto. Scheduled on the broadcast are concerti by Handel, Mozart, Mendelssohn, and Grieg, as well as "Where e'er you walk" and Saint-Saëns' "Marche Militaire Francaise." Soloists include John Amans, flautist, Theodore Cella, harpist, David Nadien, violinist, and Valdine Conde, pianist.

Genevieve Rowe

8:15-6:30 p.m.

EACH WEDNESDAY

Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by the Columbia Concert Orchestra in a program of songs and operatic selections.

Clyde Barrie

8:15-9:30 a.m.

EACH SUNDAY

Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

**SERIOUS
MUSIC**

**Cincinnati Conservatory
of Music**

11:15 a.m.-12 noon
SATURDAY, JANUARY 4, 18, 25

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. JANUARY 4: *Brahms: First Piano Quartet in G Minor*, KARIN DAYAS, pianist; HOWARD COLF, violinist; MIHAIL STOLAREVSKY, violist; ARTHUR BOWEN, 'cellist; *Brahms: Sonata for 'Cello and Piano in E Minor*, ARTHUR BOWEN, 'cellist; KARIN DAYAS, pianist.

**Columbia Concert
Orchestra**

5:15-5:45 p.m.
MONDAY, TUESDAY,
WEDNESDAY, AND FRIDAY

The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed Monday and Wednesday by Howard Barlow, Tuesday and Friday by Victor Bay.

Hall of Song

9:45-10:15 p.m.
EACH SATURDAY

Genevieve Rowe and Charles Carlisle are heard in this new series of song. They are accompanied by the Columbia Concert Orchestra, conducted by Howard Barlow.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the foremost performers on the harpsichord, is heard in four broadcasts a week principally of seventeenth and eighteenth century compositions.

**EDUCATIONAL
PROGRAMS**

Bull Session

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

"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.

Exploring Space

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

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**EDUCATIONAL
PROGRAMS**

American School of the Air

7:15-9:45 a.m.
(Eastern Time Zone)
12:30-2:55 p.m.
(Central Time Zone)
7:30-10:00 a.m.
(Mountain Time Zone)
12:00-2:30 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS — Americans at Work

JANUARY 6: Nuts.
JANUARY 13: Bananas.
JANUARY 20: Grain.
JANUARY 27: Sugar.

TUESDAYS — Wellsprings of Music

JANUARY 7: British Ballads in America.
JANUARY 14: The Composer Looks Abroad.
JANUARY 21: Voyageur Songs.
JANUARY 28: French-Canadian Music.

WEDNESDAYS — New Horizons.

JANUARY 8: Monument to the Might of Water.
JANUARY 15: Stronghold of the Buccaneers.
JANUARY 22: River of Magnificent Mystery.
JANUARY 29: Starving Time on the James.

THURSDAYS — Tales from Far and Near

JANUARY 9: Traplines North.
JANUARY 16: Meggy MacIntosh.
JANUARY 23: Aztec Drums.
JANUARY 30: Rebecca of Sunnybrook Farm.

FRIDAYS — This Living World

JANUARY 10: Agriculture and the Young Farmer.
JANUARY 17: Self Sufficiency versus Trade Expansion.
JANUARY 24: America Trades Abroad.
JANUARY 31: Trade Agreements.

Adventures in Science

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

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

Of Men and Books

1:00-1:15 p.m.
EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Members of the Board, representative of the nation’s leading educators and publicists, are:</p> <table border="0" data-bbox="974 403 1542 672"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S.J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
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ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Invitation to Learning 10:15–10:45 p.m. EACH TUESDAY</p>	<p>This new series invites listeners to read or re-read the world’s great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests occasionally discuss the books with them.</p>														
<p>The People’s Platform 7:00–7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.</p>														
<p>Children Also Are People 3:45–3:55 p.m. EACH MONDAY AND WEDNESDAY</p>	<p>CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.</p>														
<p>Columbia’s Country Journal 12:00–12:30 p.m. EACH SATURDAY</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>Highways to Health 1:15–1:30 p.m. EACH SATURDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talk for laymen.</p>														

Low Gently Sweet Rhythm

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

2:35-3:00 p.m.
EACH SUNDAY

"Singing Bee"

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

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

Back Where I Come From

Burl Ives and the Golden Gate Quartet are featured in this program of American folk music and folk humor, directed by Nicholas Ray.

10:30-10:45 p.m.
EACH MONDAY,
WEDNESDAY AND FRIDAY

A Friend in Deed

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

2:30-3:45 p.m.
MONDAY THRU FRIDAY

Major Bowes' Family

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

11:30-12:30 p.m.
EACH SUNDAY

Outdoors with Bob Edge

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

5:15-6:30 p.m.
EACH THURSDAY

The Old Dirt-Dobber

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

10:30-11 a.m.
EACH SATURDAY

PERSONALITIES

**CHILDREN'S
PROGRAMS**

Let's Pretend
12:30-1:00 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 already 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.

"March of Games"
1:30-2:00 p.m.
EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists
VARIOUS HOURS
MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:
Burl Ives Jack Leonard
Genevieve Rowe

**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 January:
Bill Carlsen Joey Kearns
Eddie Duchin Clyde Lucas
George Hamilton Jose Morand
Everett Hoagland Dick Stabile
Sammy Kaye Jack Teagarden

**BS SHORT WAVE
ROADCAST SCHEDULE
O EUROPE AND
OUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

ews Broadcasts
(In English)
10:15-10:30, 11:30-11:45 a.m.
11:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(In Italian, German, French,
Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

ews in Spanish
10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
3:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

ews in Portuguese
11:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**Carmen Castelo's American
Travelogues in Spanish**
FIRST WEDNESDAY OF EACH
MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish
FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

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 December programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

CHRISTMAS PROGRAMS

DECEMBER 22: Her Royal Highness, Princess Mary, sister of King George VI, was heard in a special trans-Atlantic broadcast arranged under the auspices of the Girl Scouts of America. The Princess Royal, president of the Girl Guides of Great Britain, heard Betty Bredon of the Girl Scouts tell of gifts they presented to the Girl Guides. 10:45-11 a.m.

DECEMBER 23: Spiritual leaders of the great faiths in the United States joined in a program called "Among Men of Good Will," arranged under auspices of the National Conference of Christians and Jews. The speakers were the Right Rev. James E. Freeman, D.D., Episcopal Bishop of Washington, the Rev. Dr. Maurice S. Sheehy of the Catholic University of America, and Rabbi Edward L. Israel, LL.D., of the Congregation Har Sinai, Baltimore. 5:30-5:45 p.m.

DECEMBER 24: President Roosevelt's Yuletide greetings to the nation were broadcast over CBS from the 18th annual community Christmas tree-lighting ceremonies in Washington, 5-5:30 p.m.

DECEMBER 24: Milo J. Warner, national commander of the American Legion, was

heard over CBS in a Christmas message. 5:30-5:45 p.m.

DECEMBER 24: Columbia broadcast a special program, called "Christmas in the New World," with pickups from Buenos Aires, Montreal, Rio de Janeiro, and New York City. 11-11:30 p.m.

DECEMBER 25: King George VI's Christmas message to his empire climaxed seventy-minute broadcast portraying "Christmas Under Fire." Pickups from war-torn Coventry, from a flying boat on patrol, from Palestine, and from Cairo were included on the broadcast. 8-9:10 a.m.

DECEMBER 25: CBS and the British Broadcasting Corporation joined in a cheerful Yuletide "Boomerang" program. Olive Wakefield broadcast from England, as well as the Sid Phillips Quintet and Gerald Orchestra, while Colonel Stoopnagle, Lam Ross, and Benny Goodman broadcast from the United States. 3:30-4 p.m.

DECEMBER 25: Eamon de Valera, American-born prime minister of Eire, extended Christmas greetings to the United States in a special CBS broadcast from Dublin. 5:35-5:45 p.m.

DECEMBER 25: Lum and Abner, familiar radio figures, were heard in a Christmas broadcast from Hollywood. 10:15-10:30 p.m.

DECEMBER 25: CBS presented an original play by William Saroyan, "Christmas in America," as part of Columbia's Christmas Caravan. Norman Corwin produced the play and Betzy Tuthill directed. 11:05-11:30 p.m.

PUBLIC AFFAIRS

DECEMBER 4: Senator Rush D. Holt, Democrat of West Virginia, assailed what he called "America's War Hawks" in a special CBS broadcast. 10:15-10:30 p.m.

DECEMBER 7: Representative John Grant Alexander, Republican of Minnesota, spoke over CBS on "What Are We Fighting For?". 10:15-10:30 p.m.

DECEMBER 8: Ignace Paderewski, eminent Polish pianist and statesman, spoke over CBS on "Alien Registration." 2-2:15 p.m.

DECEMBER 12: CBS broadcast a special news program from Lisbon, Portugal. 11:15-11:30 p.m.

DECEMBER 13: Charles F. Kettering, vice president in charge of research for the General Motors Corporation, discussed "The World Ahead," a forecast of mankind's progress following the restoration of peace, from the 45th Congress of American Industry. 3:30-3:45 p.m.

DECEMBER 13: William Knudsen, production coordinator of the National Defense Commission, spoke on "Industry Meets the Challenge of Defense," from the annual dinner of the National Association of Manufacturers. 10-10:30 p.m.

DECEMBER 11: James G. Blaine, banker and philanthropist, was heard over CBS in a plea for the Salvation Army's annual Christmas fund drive. 5:15-5:30 p.m.

DECEMBER 14: Representative Clare E. Hoffman, Republican of Michigan, discussed his bill dealing with labor on defense projects in a CBS address entitled "Democracy and the Defense Program." 10:15-10:30 p.m.

DECEMBER 15: Abner H. Ferguson, newly-appointed Administrator of the Federal Housing Authority, surveyed the Government's accomplishments and the work ahead in providing the nation with better housing. 2-2:15 p.m.

DECEMBER 16: William Green, beginning his 17th term as president of the American Federation of Labor, spoke on "Labor and Defense. Now and in 1941." 10:30-10:45 p.m.

DECEMBER 17: Fannie Hurst, the novelist, and Col. Theodore Roosevelt, Jr., national chairman of the American Bureau for Medical Aid to China, spoke in behalf of that organization's work. 5:30-5:45 p.m.

DECEMBER 19: Lewis W. Douglas, former U. S. Director of the Budget, spoke against appeasement in a special CBS broadcast, titled "No Covenant with Tyranny." 10:15-10:30 p.m.

DECEMBER 21: Sir Walter Citrine, general secretary of the British Trades Union Congress, told the CBS audience of "Britain's Fight for Democracy." 3:15-3:30 p.m.

DECEMBER 21: Malcolm W. Davis of the Carnegie Endowment for International Peace discussed children as victims of war and new relief problems created by the present conflict, in a CBS address. 4:30-4:45 p.m.

DECEMBER 21: Attorney General Robert H. Jackson presented the official views of the Department of Justice on problems concerning alien registration in a CBS broadcast, 10:15-10:30 p.m.

DECEMBER 22: CBS broadcast a special summary of 1940, with pickups from Philadelphia, Miami, and Washington, 2-2:30 p.m.

DECEMBER 23: Prime Minister Winston Churchill of Great Britain was heard in a broadcast from London, addressed principally to the people of Italy, 3-3:15 p.m.

DECEMBER 28: Herbert Agar, editor of the Louisville Courier-Journal, spoke in behalf of aid to Britain by this country, 10:15-10:30 p.m.

DECEMBER 29: "Twelve Crowded Months," a review of the important events of 1940, was broadcast over the Columbia Network. Among the correspondents participating

were Edward R. Murrow, Eric Sevareid, Bob Trout, William L. Shirer, Linton Wells, Albert Warner, Major George Fielding Eliot, Mel Allen, and Elmer Davis, 1:30-2:30 p.m.

DECEMBER 29: President Roosevelt called the United States "the arsenal of democracy" in a fireside chat on the present emergency, 9:30-10 p.m.

SPECIAL EVENTS

DECEMBER 3 AND 4: Columbia carried two special broadcasts from the International Livestock Exposition in Chicago, 8:30-8:45 a.m.

DECEMBER 7: Ted Husing described the Rice-Southern Methodist football game for the Columbia audience, 3:15 p.m.

DECEMBER 14: John Charles Daly described the launching and christening of the United States Navy's newest aircraft carrier, the Hornet, 11:15-11:30 a.m.

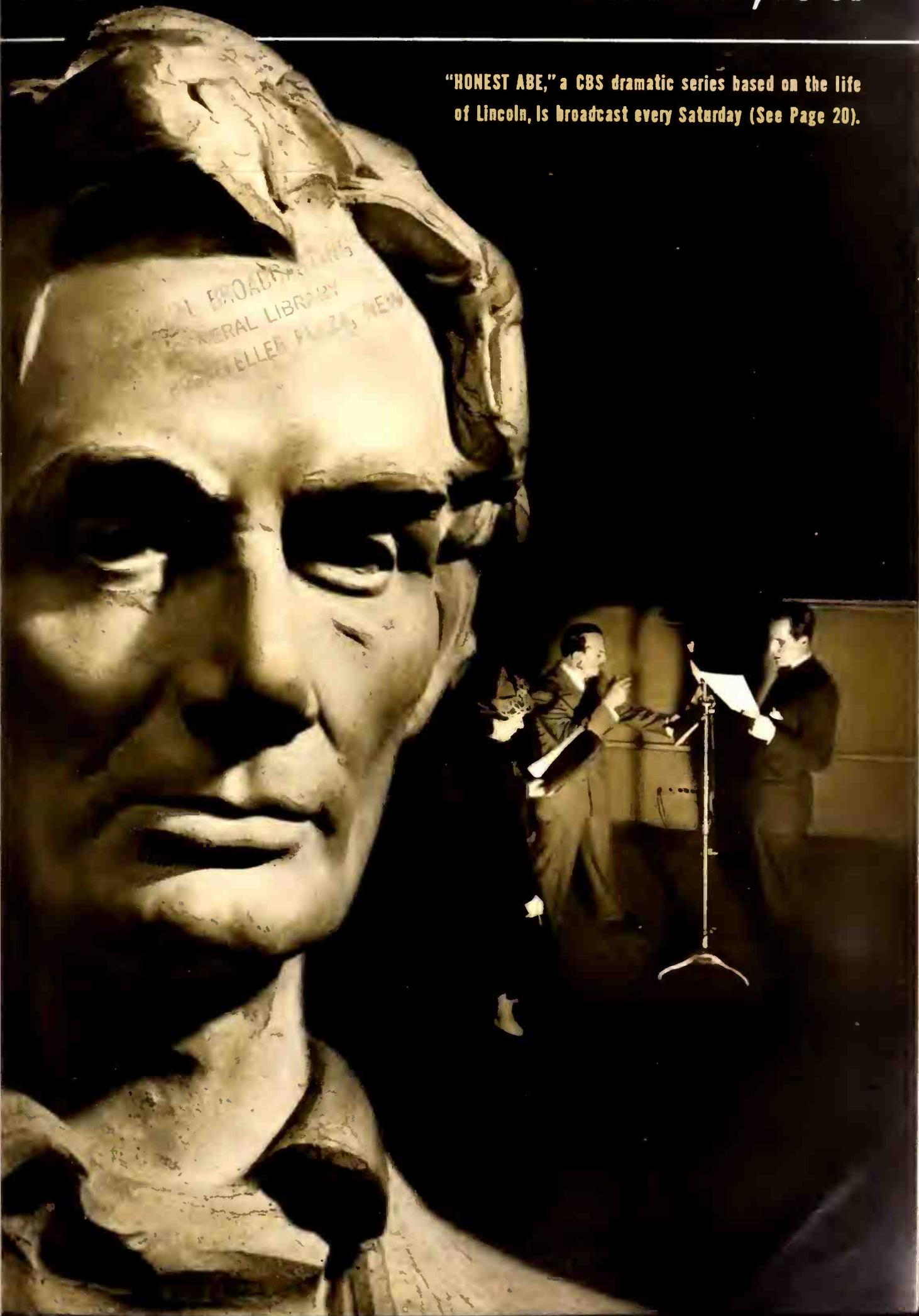
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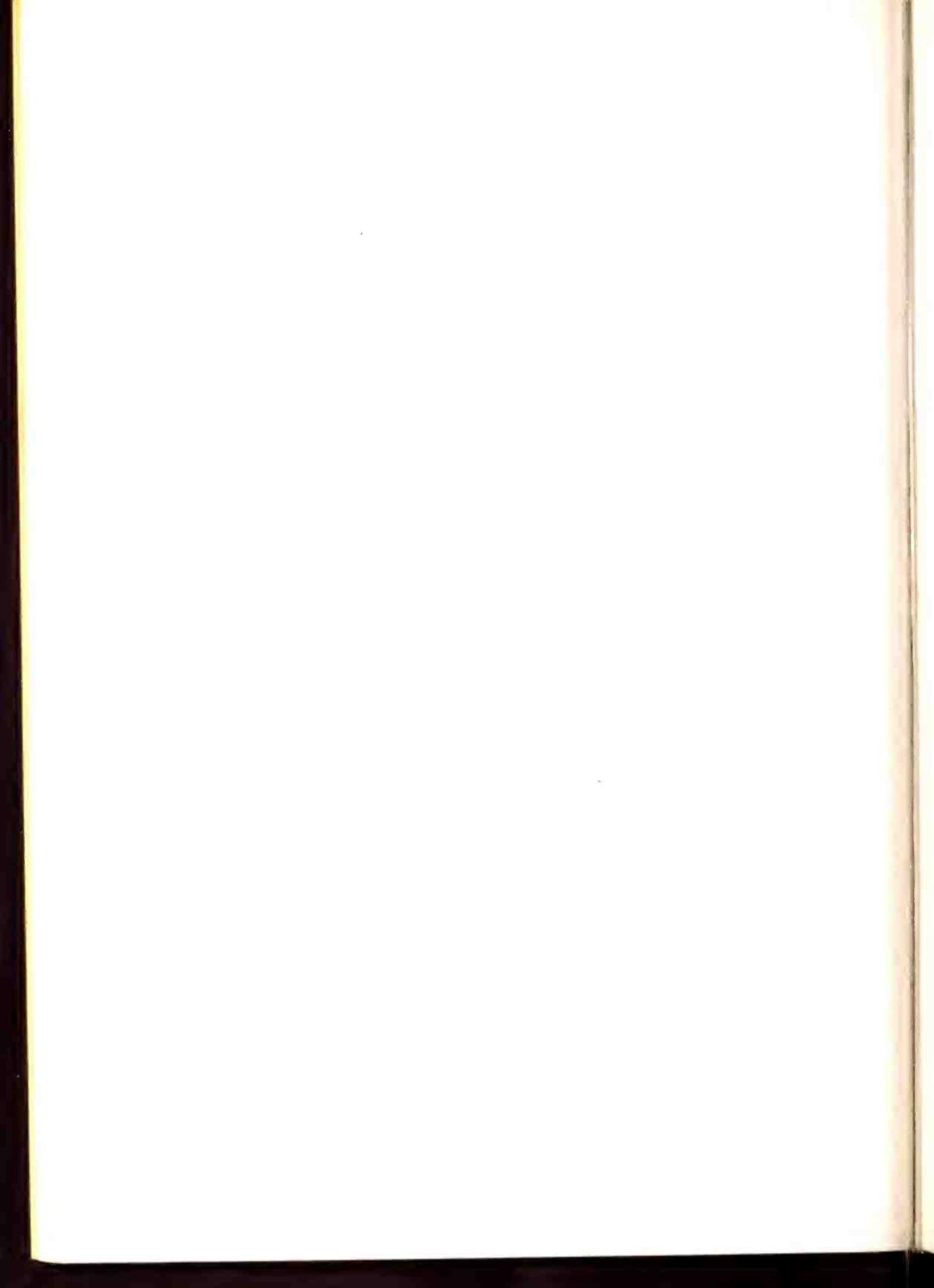
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CBS PROGRAM BOOK • FEBRUARY, 1941

"HONEST ABE," a CBS dramatic series based on the life of Lincoln, is broadcast every Saturday (See Page 20).



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FEBRUARY, 1944

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AFFILIATED PRODUCTS, INC. (417th 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. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (132nd Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (248th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain Hit Paraders Chorus</p> <p>Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (199th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></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 SOAP WORKS (Beginning February 22)</p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Luxor Toiletries <i>Lord & Thomas</i></p>
<p>BAYER COMPANY (279th 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. 74 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>THE BEST FOODS, INC. (73rd Week on CBS)</p> <p>We the Abbotts <i>Serial drama</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

DWEY'S, INC.

*8th Week on CBS)***News and Rhythm**

with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra

Sunday
11:05-11:30 a.m.
Rebroadcast
2:35-3:00 p.m.
34 CBS stations
ORIGINATES: WBBMDari-Rich Products
Sorensen & Company

BROWN & WILLIAMSON TOBACCO CORPORATION

*3rd Week on CBS)***Paul Sullivan Reviews
the News**Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
29 CBS stations
ORIGINATES: WHASRaleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*CALIFORNIA FRUIT GROWERS
CHANGE*1st Week on CBS)***Sunkist Presents Hedda
Hopper's Hollywood**Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNXSunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

*6th Week on CBS)***First Nighter**with Barbara Luddy and
Les Tremayne
*Drama*Tuesday
8:30-8:55 p.m.
54 CBS stations
ORIGINATES: WBBMCampana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

*1st Week on CBS)***Campbell Playhouse**

with guest stars

Amos 'n' Andy*Serial comedy-drama***Martha Webster**

with Bess Flynn

*Dramatic serial***Fletcher Wiley***Talks*Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABCCampbell's Soups
*Ward Wheelock
Company*Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
61 CBS stations
ORIGINATES: KNXCampbell's Soups
*Ward Wheelock
Company*Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
58 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY <i>Continued</i> Lanny Ross <i>Songs</i>	Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: WABC	Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i>
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(117th Week on CBS)</i> Dr. Christian with Jean Hersholt	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(256th Week on CBS)</i> Major Bowes? Original Amateur Hour	Thursday 9:00-10:00 p.m. 86 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COCA-COLA COMPANY <i>(76th Week on CBS)</i> Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30-5:00 p.m. 105 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising Company, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(264th Week on CBS)</i> Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i> City Desk <i>Drama</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 68 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:45-11:00 a.m. 64 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 82 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Ted Bates, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave Cream <i>Ted Bates, Inc.</i> Octagon Products <i>Ted Bates, Inc.</i> Crystal White <i>Sherman & Marquett Inc.</i> New Concentrated Super Suds Super Suds <i>Sherman & Marquett Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY**
Continued
Hilltop House

starring Bess Johnson

Serial drama
Stepmother
Serial drama

Mon. thru Fri.

4:30-4:45 p.m.

81 CBS stations

ORIGINATES: WABC

Palmolive Soap

Ward Wheelock
Company

Mon. thru Fri.

10:30-10:45 a.m.

Rebroadcast

4:45-5:00 p.m.

49 CBS stations

ORIGINATES: WBBM

Colgate Tooth Powder

Sherman & Marquette,
Inc.
COMMERCIAL CREDIT COMPANY
(15th Week on CBS)
Bob Trout
News

Mon., Wed., Fri.

6:00-6:05 p.m.

Rebroadcasts

11:00-11:05 p.m.

11:55-12 mid.

Saturday

10:30-10:35 p.m.

64 CBS stations

ORIGINATES: WABC

 Automobile Finance
Service

O'Dea, Sheldon &
Canaday, Inc.
CONTINENTAL BAKING CO., INC.
(17th Week on CBS)
Your Marriage Club

with Haven MacQuarrie

Quiz

Saturday

8:00-8:30 p.m.

Rebroadcast

11:00-11:30 p.m.

48 CBS stations

ORIGINATES: WABC

Wonder Bread

Ted Bates, Inc.
THE CUDAHY PACKING COMPANY
(18th Week on CBS)
Bachelor's Children
Serial drama

Mon. thru Fri.

9:45-10:00 a.m.

18 CBS stations

ORIGINATES: WBBM

Old Dutch Cleanser

Blackett-Sample-
Hummert, Inc.
MURTISS CANDY COMPANY
(9th Week on CBS)
News

with Jackson Wheeler

Sat., Sun.

11:00-11:05 a.m.

38 CBS stations

ORIGINATES: WABC

Candy

C. L. Miller Company
DOUBLEMINT GUM
(50th Week on CBS)
Melody Ranch

with Gene Autry

Western dramatic series

Sunday

6:30-6:55 p.m.

69 CBS stations

ORIGINATES: KNX

Doublemint Gum

J. Walter Thompson
Company
EVERSHARP, INC.
(10th Week on CBS)
Take It or Leave It

with Bob Hawk, MC, David Ross

Quiz

Sunday

10:00-10:30 p.m.

59 CBS stations

ORIGINATES: ON TOUR

Eversharp Pens and Pencils

The Biow Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>FLORIDA CITRUS COMMISSION (49th Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 38 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY (355th Week on CBS)</p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and solists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (297th Week on CBS)</p> <p>We, the People with Gabriel Heatter and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Charlie Cantor and Minerva Pious <i>Music, comedy, and drama</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>Home of the Brave <i>Serial drama</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 91 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. 2:45-3:00 p.m. 80 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p> <p>La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i></p> <p>Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i></p>

GENERAL FOODS CORPORATION*Continued***Kate Hopkins***Serial drama***Portia Faces Life***Serial drama*

Mon. thru Fri.

4:45-5:00 p.m.

Rebroadcast

3:30-3:45 p.m.

41 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:00-4:15 p.m.

84 CBS stations

ORIGINATES: WABC

Maxwell House Coffee

Benton & Bowles, Inc.

Post Toasties

*Benton & Bowles, Inc.***GENERAL MILLS, INC.***529th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:45 a.m.-12:00 noon

40 CBS stations

ORIGINATES: WABC

Wheaties

*Knox Reeves**Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***39th Week on CBS)***Elmer Davis***News*

Tues., Fri.

8:55-9:00 p.m.

57 CBS stations

ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades*Maxon, Inc.***GULF OIL CORPORATION***364th 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.

78 CBS stations

ORIGINATES: KNX

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL SILVER COMPANY***51st Week on CBS)***Silver Theatre**Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday

6:00-6:30 p.m.

57 CBS stations

ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.
Silverplate*Young & Rubicam, Inc.***IRONIZED YEAST CO., INC.***1st Week on CBS)***Court of Missing Heirs***Drama*

Tuesday

8:00-8:30 p.m.

Rebroadcast

11:30-12:00 mid.

74 CBS stations

ORIGINATES: WABC

Ironized Yeast

*Ruthrauff & Ryan, Inc.***ADY ESTHER, LTD.***73rd Week on CBS)***Guy Lombardo and His
Orchestra***Popular music*

Monday

10:00-10:30 p.m.

64 CBS stations

ORIGINATES: WABC

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

LEVER BROTHERS COMPANY*(287th Week on CBS)***Lux Radio Theatre**Cecil B. DeMille, director,
with stars of stage and screen*Drama***Big Town**with Edward G. Robinson, Ona
Munson, Leith Stevens' Orchestra*Drama***Meet Mister Meek***Drama***Big Sister**

with Alice Frost, Martin Gabel

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

Monday

9:00-10:00 p.m.

66 CBS stations

29 CBC stations

ORIGINATES: KNX

Wednesday

8:00-8:30 p.m.

Rebroadcast

9:30-10:00 p.m.

75 CBS stations

30 CBC stations

ORIGINATES: KNX

Wednesday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

64 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

75 CBS stations

31 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

Rebroadcast

2:15-2:30 p.m.

63 CBS stations

ORIGINATES: WABC

Lux Toilet Soap

*J. Walter Thompson
Company*

Rinso

Ruthrauff & Ryan, Inc.

Lifebuoy

*William Esty &
Company, Inc.*

Rinso

Ruthrauff & Ryan, Inc.

Spry

*Ruthrauff & Ryan, Inc.***LIBBEY-OWENS-FORD GLASS
COMPANY***(19th Week on CBS)***Design for Happiness**with 65-piece Chicago Woman's
Symphony Orchestra, directed by
Izler Solomon, and guest soloists*Symphonic music*

Sunday

5:00-5:30 p.m.

80 CBS stations

ORIGINATES: WBBM

Flat Glass Products

*United States Advert
ing Corporation***LIGGETT & MYERS TOBACCO
COMPANY***(421st Week on CBS)***Glenn Miller and His Orchestra**

with Dorothy Claire, Ray Eberle

Professor Quiz

with Bob Trout

Questions and answers

Tues., Wed., Thurs.

10:00-10:15 p.m.

97 CBS stations

ORIGINATES: WABC

Tuesday

9:30-10:00 p.m.

70 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

*Newell-Emmett Co.,*Velvet Pipe and Cigaret
Tobacco*Newell-Emmett Co.,*

THOMAS J. LIPTON, INC.*19th Week on CBS)***Helen Hayes Theater**

starring Helen Hayes, with Mark Warnow's Orchestra, and George Bryan

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

Lipton's Tea and
Tea Bags

*Young & Rubicam, Inc.***MENNEN COMPANY***94th Week on CBS)***Colonel Stoopnagle's
Quixie-Doodles***Comedy and quiz*

Sunday
5:30-6:00 p.m.
46 CBS stations
ORIGINATES: WABC

Mennen Shave Products

*H. M. Kiesewetter
Advertising Agency, Inc.***PENN TOBACCO COMPANY***70th Week on CBS)***Vox Pop**

Parks and Wally
Quiz

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco*Ruthrauff & Ryan, Inc.***PET MILK SALES CORPORATION***376th Week on CBS)***Saturday Night Serenade**

Mary Eastman, soprano; Bill Perry,
tenor; Bob Trout, Gustave Haen-
schen's Orchestra and Chorus

Mary Lee Taylor

home economist
Household advice

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

Pet Irradiated Milk

*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
67 CBS stations
ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.*234th Week on CBS)***Johnny Presents**

Ray Block's Orchestra
Dramatized "Perfect Crime," Floyd
Sherman, Roger Kinney, Audrey
Marsh, "Beverly," Glenn Cross,
Swing 14 Chorus
Musical variety and dramatic interlude

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

Philip Morris Cigarettes

The Biow Company, Inc.

<p>PHILIP MORRIS & COMPANY, LTD. <i>Continued</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 71 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(327th Week on CBS)</i></p> <p>Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>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>Woman in White <i>Serial drama</i></p> <p>Right to Happiness <i>Serial drama</i></p> <p>Road of Life <i>Serial drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 71 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 22 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 17 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 37 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 24 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 26 CBS stations ORIGINATES: WBBM</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p> <p>Oxydol <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> <p>Camay <i>Pedlar & Ryan, Inc.</i></p> <p>Crisco <i>Compton Advertising Inc.</i></p> <p>Chipso <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(88th Week on CBS)</i></p> <p>When a Girl Marries <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>

R. J. REYNOLDS TOBACCO COMPANY*404th Week on CBS)***Blondie**

with Penny Singleton and Arthur Lake

*Domestic comedy***Al Pearce and His Gang**

with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Carl Hoff and His Orchestra, and guests

*Variety*Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
60 CBS stations
ORIGINATES: KNXFriday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
83 CBS stations
ORIGINATES: KNXCamel Cigarettes
Prince Albert Smoking
Tobacco*William Esty &
Company, Inc.***SPEARMINT GUM***449th Week on CBS)***Scattergood Baines***Serial drama***Dear Mom**

with John Walsh, Dolph Nelson

*Drama*Mon. thru Fri.
5:45-6:00 p.m.
79 CBS stations
ORIGINATES: WBBMSunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum

*Neisser Meyerhoff, Inc.***E. R. SQUIBB & SONS***30th Week on CBS)***Golden Treasury of Song**

with Jan Peerce

*Musical*Mon. thru Fri.
3:15-3:30 p.m.
43 CBS stations
ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.***TEXAS COMPANY***192nd Week on CBS)***Texaco Star Theatre**

starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers

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

Texaco Products

*Buchanan & Co.***J. S. TOBACCO COMPANY***296th Week on CBS)***Pipe Smoking Time**

with Arthur Fields, Fred Hall, and Edward Roecker

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

Dill's Best

Model Smoking Tobacco

Arthur Kudner, Inc.

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA NEW ENGLAND NETWORK	ALEXANDER SMITH & SONS CARPET COMPANY The New England Home with Clara Dudley <i>Talks on interior decoration</i> (Beginning February 10)	Mon., Wed., Fri. 3:30-3:45 p.m. ORIGINATES: WEEI	Carpets <i>Anderson, Davis & Platte, Inc.</i>
	BATHASWEET CORPORATION (69th Week on CBS) Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
COLUMBIA PACIFIC NETWORK	COLONIAL DAMES, INC. (60th Week on CBS) "Find the Woman" with Knox Manning	Friday 9:55-10:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising Agency</i>
	GENERAL FOODS CORPORATION (297th Week on CBS) Second Wife <i>Dramatic Serial</i>	Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX	Postum <i>Young & Rubicam, Inc.</i>
	P. LORILLARD COMPANY (244th Week on CBS) Talk Your Way Out of This One Don't Be Personal	Friday 6:00-6:15 p.m. PST ORIGINATES: KNX Wednesday 6:00-6:15 p.m. PST ORIGINATES: KNX	Sensation Cigarettes <i>Lennen & Mitchell, Inc.</i>
	LOS ANGELES SOAP COMPANY (70th Week on CBS) Knox Manning <i>News</i>	Mon. thru Fri. 2:30-2:45 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan (</i>
	LUDEN'S, INC. (58th Week on CBS) Elmer Davis <i>News</i>	Tues., Fri. 5:55-6:00 p.m. PST ORIGINATES: WABC	Menthol Cough Drops <i>J. M. Mathes, Inc.</i>
	THE MENNEN COMPANY (94th Week on CBS) Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**COLUMBIA
PACIFIC
NETWORK**

Continued

NATIONAL LEAD COMPANY
30th Week on CBS)

Thursday
9:30-10:00 p.m. PST
ORIGINATES: KNX

National Lead Products
Erwin Wasey & Co.

Answer Auction
Quiz
(Beginning February 13)

ETER PAUL, INC.
29th Week on CBS)

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

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

Bob Garred Reporting
News

**PLANTERS NUT AND
CHOCOLATE COMPANY**
7th Week on CBS)

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

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

What's On Your Mind?

KNOX BROTHERS
6th Week on CBS)

Sunday
8:25-8:30 p.m. PST
Mon., Tues., Thurs.
9:30-9:35 p.m. PST
ORIGINATES: KNX

Cough Drops
*J. D. Tarcher &
Company*

Knox Manning
News

**OIL OFF MANUFACTURING
COMPANY**

Thursday
5:45-5:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, Inc.*

Bob Garred Reporting
News
(Beginning February 6)

BREAKFAST CLUB COFFEE, INC.
4th Week on CBS)

Tues., Thurs.
7:45-8:00 a.m.
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shackleford
Advertising Agency*

Rita Murray

AMERICAN CHICLE COMPANY
2nd Week on WABC)

Mon. thru Sat.
8:00-8:01:30 a.m.

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

Announcements

BARBASOL COMPANY
8th Week on WABC)

Tues., Thurs.
6:00-6:05 p.m.
Saturday
5:55-6:00 p.m.

Barbasol Shaving Cream
Erwin, Wasey & Co., Inc.

Sports News
with Mel Allen

BATHASWEET CORPORATION
2th Week on WABC)

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

"Bathasweet" Toilet Goods
*H. M. Kiesewetter
Advertising Agency, Inc.*

Ted Steele and his Novachord

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>BOSCO, INC. <i>(49th Week on WABC)</i></p> <p>News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Tues., Thurs. 10:45-11:00 p.m.</p>	<p>"Bosco" Milk Amplifier <i>Kenyon & Eckhardt, Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>(597th Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>CALIFORNIA FRUIT GROWERS EXCHANGE <i>(3rd Week on WABC)</i></p> <p>Morning Almanac with Phil Cook</p>	<p>Mon. thru Sat. 7:15-7:30 a.m.</p>	<p>"Sunkist" Citrus Fruit <i>Lord & Thomas— San Francisco</i></p>
<p>DREZMA, INC. <i>(13th Week on WABC)</i></p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Lynn Baker Company</i></p>
<p>FEDERAL SAVINGS & LOAN ASSOCIATION <i>(3rd Week on WABC)</i></p> <p>The March Through Life</p>	<p>Monday 10:30-10:45 p.m.</p>	<p>Savings Accounts and Home Loans <i>Heffelfinger Agency</i></p>
<p>GROVE LABORATORIES, INC. <i>(18th Week on WABC)</i></p> <p>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 Company</i></p>
<p>KRUG BAKING COMPANY <i>(58th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>LUDEX'S, INC.* <i>(17th Week on WABC)</i></p> <p>News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Mon., Wed. 10:45-11:00 p.m.</p>	<p>Ludex's Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>MELVILLE SHOE COMPANY <i>(115th 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>

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

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

WABC
SPONSORED
PROGRAMS*Continued*

R. MILES LABORATORIES, INC.

13th Week on WABC)

Afternoon News

Mon. thru Fri.
3:55-4:00 p.m.
Saturday
5:50-5:55 p.m.Alka-Seltzer and
One-A-Day Vitamins
*Wade Advertising
Agency*

J. F. MUELLER COMPANY

5th Week on WABC)

Morning News

Mon. thru Fri.
9:00-9:15 a.m.Mueller's Macaroni
Products
*Kenyon & Eckhardt, Inc.*NEW YORK STATE BUREAU OF
MILK PUBLICITY*20th Week on WABC)*Woman's Page of the Air
with Adelaide HawleyTuesday
8:45-9:00 a.m.Milk Publicity
J. M. Mathes, Inc.

OLSON RUG CO.

29th Week on WABC)

Music of Today

Mon., Wed., Fri.
8:15-8:20 a.m.Rugs
*Presba, Fellers &
Presba, Inc.*

EPSI-COLA COMPANY

*27th Week on WABC)*The Missus Goes A-Shopping
Quiz
(Beginning February 10)Mon., Wed., Fri.
8:30-8:45 a.m.Pepsi-Cola
Newell-Emmett, Inc.

ETER PAUL COMPANY*

17th Week on WABC)

Early Riser's News

Mon., Wed., Fri.
6:30-6:35 a.m.Mounds
Platt-Forbes, Inc.

MITH BROTHERS

*5th Week on WABC)*Morning Almanac
with Phil CookTues., Thurs., Sat.
7:30-7:45 a.m."S. B." Cough Drops and
Cough Syrup
J. D. Tarcher & Co., Inc.

ICK CHEMICAL COMPANY

*17th Week on WABC)*Rising Son
with Larry Elliott
*Announcements*Mon., Wed., Fri.
6:35-7:00 a.m.Vick's Menthol
Cough Drops
Morse International, Inc.

D WYNN

14th Week on WABC)

Music of Today

Tues., Thurs., Sat.
8:15-8:20 a.m.Musical Comedy
"Boys & Girls Together"
*The Blaine-Thompson
Co., Inc.*

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 eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. DRAMATIC SERIES	Page 20
5. SERIOUS MUSIC	Page 21
6. EDUCATIONAL PROGRAMS	Page 22
7. RELIGIOUS BROADCASTS	Page 25
8. VARIETY PROGRAMS	Page 26
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JANUARY 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Bucharest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner, Eric Sevareid from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., MONDAY, WEDNESDAY, THURSDAY, SATURDAY, SUNDAY; Elmer Davis, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY.

NEWS BROADCASTS

Headlines and Bylines

6:15-7:30 p.m.

EACH SUNDAY

In this new 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 Bob Trout analyzes the week's news generally.

**NEWS
BROADCASTS**

PROGRAM AND TIME

DESCRIPTION

**News from
All the Americas**
5:00-5:15 p.m.
EACH SATURDAY

With the expansion of Columbia's "American School of the Air" to South and Central America and the formation of a Latin-American Network, CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.

**PUBLIC
AFFAIRS**

Report to the Nation
6:00-6:30 p.m.
EACH SATURDAY

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 of event rich in public interest. The series, which originates in Washington, is produced by Brewster Morgan.

Governor Stassen
10:15-10:30 p.m.
SATURDAY, FEBRUARY 1

Governor Harold E. Stassen, Republican of Minnesota, speaks before the National Convention of Young Republicans from the Savery Hotel in Des Moines.

Don Luis Quintanilla
10:00-10:15 p.m.
FRIDAY, FEBRUARY 28

Senor Dr. Don Luis Quintanilla, Mexican minister to the United States, discusses "Step Toward Pan American Unity." The broadcast originates at the Museum of Modern Art, from the session of the First International Conference of the School of the Air of the Americas.

Talks
10:15-10:30 p.m.
EACH WEDNESDAY AND SATURDAY
10:00-10:15 p.m.
EACH FRIDAY

Columbia has set aside three broadcast periods a week for talks on public affairs and for special addresses. Included in the series are many prominent Senators and Representatives.

**SPECIAL
EVENTS**

**St. Paul's Winter
Carnival**
3:45-4:00 p.m.
SATURDAY, FEBRUARY 1

The color and thrills of the St. Paul Winter Carnival are described by Clellan Card and corps of staff men of WCCO, Columbia Minneapolis-St. Paul station.

SPECIAL
EVENTS**Boy Scouts of America
Anniversary**

7:30-7:45 p.m.

SATURDAY, FEBRUARY 8

President Roosevelt speaks from Washington in a program celebrating the 31st Anniversary of the founding of the Boy Scouts of America. He is followed by Walter W. Head, President of the Scouts National Council, and Dr. James E. West, Chief Scout Executive.

**American Legion
Pilgrimage**

7:30-5:45 p.m.

WEDNESDAY, FEBRUARY 12

Carl Sandburg, American-poet and biographer of Abraham Lincoln, reads passages about Lincoln from the President's tomb in Springfield, Illinois, in connection with the American Legion's annual pilgrimage to Springfield.

Sports-Time

11:00-11:15 p.m.

MONDAY THROUGH SATURDAY

"Sports-Time" presents news and features from every field of sport—from baseball to chess, football to yachting. Ted Husing, Mel Allen, and Warren Sweeney are among the "Sports-Time" reporters. During the winter months, some broadcasts are devoted to last-period descriptions of the Madison Square Garden basketball games.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. In its fourth year, the Workshop continues to present unusual dramas which employ the most recent broadcasting techniques. Davidson Taylor supervises production of the plays.

FEBRUARY 2: "Help Me Hannah", by Charles Monroe, directed by Betzy Tuthill.

FEBRUARY 9: "Dress Rehearsal", by Jack Mosman and Charles Jackson, directed by Jack Mosman.

FEBRUARY 16: "A Crop of Beans," by Marjorie Kinnan Rawlings, adapted by Draper Lewis.

DRAMATIC
SERIES**"Honest Abe"**

7:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone.

**SERIOUS
MUSIC**

PROGRAM AND TIME

DESCRIPTION

<p>New York Philharmonic-Symphony Orchestra 3:00-4:30 p.m. EACH SUNDAY</p>	<p>The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. Bruno Walter is guest conductor of the first two concerts in February. John Barbirolli, regular conductor, returns on February 16. Deems Taylor is again intermission commentator. From Carnegie Hall this month:</p> <p>FEBRUARY 2: <i>Sibelius</i>: Legend for Orchestra, "The Swan of Tuonela", MICHEL NAZZI, English Horn solo; <i>Schumann</i>: Symphony in E-flat major, No. 3; <i>Mendelssohn</i>: Concerto for Violin and Orchestra in E minor, JOSEPH SZICETI, violinist.</p> <p>FEBRUARY 9: <i>Weber</i>: Overture to "Oberon"; <i>Mozart</i>: Symphony in G minor; <i>Strauss</i>: "Don Quixote," Fantastic Variations on a Theme of Knightly Character, JOSEPH SCHUSTER, 'cellist, ZOLTAN KURTHY, violist.</p>
<p>Philharmonic Young People's Concert 11:05 a.m.-12:15 p.m. SATURDAY, FEBRUARY 15</p>	<p>The Philharmonic-Symphony Orchestra presents one concert a month especially designed for young people. Rudolph Ganz conducts; and the February 15 concert concentrates on the opera.</p>
<p>Genevieve Rowe 6:15-6:30 p.m. EACH WEDNESDAY</p>	<p>Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs and operatic selections.</p>
<p>Clyde Barrie 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.</p>
<p>NYA Orchestras 3:00-3:55 p.m. EACH SATURDAY</p>	<p>On February 8, Leopold Stokowski conduct the NYA Orchestra of Los Angeles in compositions by Bach, Wagner, Strauss, Sibelius, and Moussorgsky. On February 15, the Cincinnati NYA Orchestra, conducted by Alexander von Kreisler, plays Haydn's Second Symphony and a Beethoven piano concerto.</p>

SERIOUS
MUSIC**Cincinnati Conservatory
of Music**

11:05 a.m.—12 noon

SATURDAY, JANUARY 1, 8 AND 22

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists.

**Indianapolis Symphony
Orchestra**

10:30—11:00 a.m.

EACH SUNDAY

The Indianapolis Symphony Orchestra is conducted by Fabien Sevitzky in this regular Sunday morning CBS feature. On February 2, the Orchestra plays works of Haydn, Vivaldi, and Berlioz.

**Columbia Concert
Orchestra**

1:15—5:45 p.m.

MONDAY, TUESDAY,

WEDNESDAY, AND FRIDAY

The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed Monday and Wednesday by Howard Barlow, Tuesday and Friday by Victor Bay.

Ball of Song

10:45—10:15 p.m.

SATURDAY, FEBRUARY 8

Genevieve Rowe and Hardesty are heard in this new series of song. They are accompanied by the Columbia Concert Orchestra, conducted by Howard Barlow.

Yella Pessl

VARIOUS HOURS

Yella Pessl is heard in four harpsicord recitals a week principally of seventeenth and eighteenth century compositions.

Bull Session

12:00—4:30 p.m.

EACH SATURDAY

"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.

Exploring Space

10:45—3:55 p.m.

EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

EDUCATIONAL
PROGRAMS

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

<p>CBS ADULT EDUCATION BOARD</p>	<p>“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Members of the Board, representative of the nation’s leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S.J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
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ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Invitation to Learning 10:15–10:45 p.m. EACH TUESDAY</p>	<p>This series invites listeners to read or re-read the world’s great books. Huntington Cairns, Allen Tate, and Mark Van Doren regularly discuss the books, and the program occasionally features guests.</p>														
<p>The People’s Platform 7:00–7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans a dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.</p>														
<p>Children Also Are People 3:45–3:55 p.m. EACH MONDAY AND WEDNESDAY</p>	<p>CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.</p>														
<p>Columbia’s Country Journal 12:00–12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.</p>														
<p>Highways to Health 12:45–1:00 p.m. EACH SATURDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.</p>														

American School of the Air

15-9:45 a.m.

(Eastern Time Zone)

30-2:55 p.m.

(Central Time Zone)

30-10:00 a.m.

(Mountain Time Zone)

00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS — *Americans at Work*

FEBRUARY 3: Citrus Fruits.

FEBRUARY 10: Cocoa.

FEBRUARY 17: Cattle.

FEBRUARY 24: Gold and Silver.

TUESDAYS — *Wellsprings of Music*

FEBRUARY 4: Songs of the Vaqueros.

FEBRUARY 11: Latin-American Music.

FEBRUARY 18: Negro Spirituals.

FEBRUARY 25: Religious Music.

WEDNESDAYS — *New Horizons*

FEBRUARY 5: Frozen Waters of the North.

FEBRUARY 19: River of Dreams and Destiny.

FEBRUARY 26: Frontier Days on the Ohio.

THURSDAYS — *Tales from Far and Near*

FEBRUARY 6: Drums in the Forest.

FEBRUARY 13: One String Fiddle.

FEBRUARY 20: The Red Dory.

FEBRUARY 27: Dark Star of Itza.

FRIDAYS — *This Living World*

FEBRUARY 7: Money and Trade.

FEBRUARY 14: Inter-American Communica-
tions.

FEBRUARY 21: The Panama Canal.

FEBRUARY 28: Schools for All.

Adventures in Science

45-3:55 p.m.

SUNDAY THURSDAY

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

Men and Books

11:30-12:45 p.m.

SUNDAY SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses modern books and the world's greatest classics.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In February:

FEBRUARY 2: *Morning:* Rev. Dr. Otto H. Bostrom, pastor, Church of Gustavus Adolphus, New York.

Afternoon: Leo J. Muir, president, Northern States Mission of the Church of Jesus Christ of Latter-Day Saints.

FEBRUARY 9: *Morning:* Rev. Oliver J. Hart, D.D., LL.D., rector, Trinity Church, Boston.

Afternoons: Rev. Edward E. Swanstrom, Ph.D., Associate Director, Catholic Charities, Diocese of Brooklyn.

FEBRUARY 16: *Morning:* Bishop W. T. Watkins, Atlanta, Georgia (Methodist).

Afternoon: Rabbi Harry Z. Zwelling, Congregation B'nai Israel, New Britain, Connecticut

FEBRUARY 23: *Morning:* Dr. Albert Palmer, president, Chicago Theological Seminary, Chicago.

Afternoon: Rev. James J. O'Mara, Archdiocesan Secretary for Catholic Charities, Detroit

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

FEBRUARY 2: Mrs. Mary Foster McDavid, president, National Congress of Colored Parents and Teachers, Montgomery, Alabama.

FEBRUARY 9: Dr. L. D. Reddick, curator, Schomburg Collection, New York Public Library.

FEBRUARY 16: Rev. William M. Scott, vice president of Interracial Commission and pastor of First Baptist Church, Blue Ridge, Va.

FEBRUARY 23: Dr. Leonidas S. James, president, State Teachers College, Bowie, Maryland

PROGRAM AND TIME

DESCRIPTION

VARIETY

Meet the Music

11:05-11:30 p.m.

EACH SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Latinee at Meadowbrook

12:00-5:00 p.m.

EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,

WEDNESDAY AND FRIDAY

Burl Ives. Pete Seeger and the Golden Gate Quartet are featured in this program of American folk music and folk humor, directed by Nicholas Ray.

Friend in Deed

1:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

1:15-6:30 p.m.

EACH THURSDAY

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

No Politics

1:30-2:00 p.m.

EACH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except "No Politics."

PERSONALITIES

PERSONALITIES

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

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

CHILDREN'S
PROGRAMS**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 already 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.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager. Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Burl Ives Jack Leonard
Genevieve Rowe

**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 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 February:

Bobby Day Guy Lombardo
Tommy Dorsey Vaughn Monroe
George Duffy José Morand
Johnny Hamp Joe Reichman
Joey Kearns Jerry Wald

**BS SHORT WAVE
ROADCAST SCHEDULE
O EUROPE AND
OUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

ews Broadcasts

(in English)
10:15-10:30, 11:30-11:45 a.m.
11:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(in Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SATURDAY
12:00 noon-1 p.m., 5-6 p.m.
SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

ews in Spanish

10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
3:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

ews in Portuguese

10:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**armen Castelo's American
travelogues in Spanish**

FIRST WEDNESDAY OF EACH
MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

ultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**armen Castelo's Broadway
column in Spanish**

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

ADDENDA:

JANUARY 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 January programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JANUARY 3: Representative Sol Bloom, Democrat of New York, urged full aid to Great Britain, short of war, in a talk from Washington over the Columbia Network, 10-10:15 p.m.

JANUARY 3: CBS broadcast a special address by R. J. Thomas, president of the United Automobile Workers, vice-president of the C.I.O., and a staunch Roosevelt supporter in the 1940 election, 10:15-10:30 p.m.

JANUARY 6: President Roosevelt's message to the opening session of the 77th Congress was broadcast over the coast-to-coast Columbia Network. It was simultaneously broadcast to the rest of the world via CBS's two international short-wave stations, 12-1 p.m.

JANUARY 8: Joseph Davies discussed "The 1941 Inauguration" in a special CBS address from the studios of WJSV, Washington, 10:15-10:30 p.m.

JANUARY 10: Former Governor Alfred E. Smith of New York spoke for aid to Great Britain and called for American "dynamic non-belligerence" in a CBS address under the auspices of the Committee to Defend America by Aiding the Allies, 10-10:15 p.m.

JANUARY 11: Harriet Elliott, consumer member of the National Defense Advisory Commission, analyzed plans for preserving America's living standards during the present emergency, 2-2:15 p.m.

JANUARY 11: Dr. Frank Kingdon, educational director of the Citizenship Educational Service, spoke on the topic, "Youth's Antidote to Hate," in connection with the national conference of Camp Fire Girls executives, 2:15-2:30 p.m.

JANUARY 11: Representative Hamilton Fish, Jr., Republican of New York, answered his own query, "Is America for War or Peace?" in a special CBS broadcast. Mr. Fish, ranking Republican member of the House Foreign Affairs Committee, spoke from Washington, 10:15-10:30 p.m.

JANUARY 15: Senator James E. Murray Democrat of Montana, discussed the bill he introduced in the Senate to aid small businesses, 10:15-10:30 p.m.

JANUARY 17: Senator James E. Byrne Democrat of South Carolina, urged aid to Great Britain in a special Columbia Network address from the studios of WJSV, Washington, 10-10:15 p.m.

JANUARY 17: Senator Guy M. Gillette, Democrat of Iowa, spoke over CBS on "The Real War Issues" from Washington, 10:15-10:30 p.m.

JANUARY 18: Former Senator Ernest W. Gibson of Vermont made his first radio address since he was selected as chairman of the Committee to Defend America by Aiding the Allies over the Columbia Broadcasting System, 10:15-10:30 p.m.

JANUARY 19: Four leaders of the C.I.O. explained the views of their organization on operation in basic industries over CBS. In the program Albert Warner, Columbia's Washington correspondent, interviewed Philip Murray, president of the C.I.O., R. J. Thomas, president of the United Automobile Workers of America, Thomas Kennedy, secretary-treasurer of the United Mine Workers America, and David McDonald, secretary of the Steel Workers Organizing Committee, 2:30 p.m.

JANUARY 22: Representative Frederick C. Smith, Republican of Ohio, discussed "The Lend-Lease Bill" in a special CBS address from Washington, 10:15-10:30 p.m.

JANUARY 23: Douglas Fairbanks, Jr., movie-star and chairman of the Hollywood Branch of the Committee to Defend America by Aiding the Allies, urged aid to Great Britain in an address from Washington, 3:30-5:45 p.m.

JANUARY 24: Stephen T. Early, chief secretary and press liaison man for President Roosevelt, addressed members of the Minnesota Editorial Association, convened in St. Paul. Mr. Early talked about the President's press conferences and his relations with the newspapers, 10-10:30 p.m.

JANUARY 24: An evaluation of the Air Defense Command was broadcast over CBS

from the control room of the Air Defense at Mitchell Field, Long Island, 10:30-10:15 p.m.

JANUARY 25: CBS broadcast an address by Mrs. Franklin D. Roosevelt on "Public Housing Policies, Plans and Needs" from the luncheon meeting of the National Housing Conference in New York, 1:45-2 p.m.

JANUARY 25: General Hugh S. Johnson, columnist John T. Flynn, and James P. Warburg were heard in a discussion of the Lend-Lease Bill from Washington and New York, 2:30-3 p.m.

JANUARY 25: CBS broadcast an address by Ronald Cross, British Minister of Shipping, direct from London, 5:30-5:45 p.m.

JANUARY 25: Senator Robert A. Taft, Republican of Ohio, presented his views on the "Lend-Lease Bill" over the coast-to-coast Network of the Columbia Broadcasting System. His address originated at the main ballroom of the Waldorf-Astoria in New York, 10:15-10:45 p.m.

JANUARY 26: Three leaders of the American Federation of Labor explained how their organization cooperates for national defense in the basic industries. The A. F. of L. spokesmen, interviewed in Washington by Columbia's Albert Warner, were: William Green, president of the A. F. of L., John P. Coyne, president of the A. F. of L. Building Trades Department, and Joseph McDonough, secretary of the A. F. of L. Metal Trades Department, 2-2:30 p.m.

JANUARY 29: General Robert E. Wood, chairman of the America First Committee, spoke in opposition to the extension of aid to Great Britain beyond the limits of the cash-and-carry neutrality law. General Wood's address, which was heard under the auspices of his Committee, originated in Chicago, 10:15-10:30 p.m.

JANUARY 30: Under-Secretary of State Sumner Welles was heard over the nationwide facilities of CBS, when he addressed the Alumni Association of the New York University School of Law. 10:15-10:45 p.m.

SPECIAL EVENTS

JANUARY 10: CBS carried a special broadcast from Buenos Aires to the convention of International Radio Engineers in New York City. 9:35-9:45 p.m.

JANUARY 12: Five governors and one mayor participated in a half-hour broadcast over CBS and the two other major networks, urging support for the infantile paralysis drive. Those who spoke, under the auspices of the Committee for the Celebration of the President's Birthday, were: Governor Leverett Saltonstall of Massachusetts, Governor Prentice Cooper of Tennessee, Governor M. D. Van Wagoner of Michigan, Governor Homer M. Adkins of Arkansas, Governor Culbert L. Olson of California, and Mayor Ben F. Stapleton of Denver, Colorado, 2-2:30 p.m.

JANUARY 18: Another broadcast under the auspices of the Committee for the Cele-

bration of the President's Birthday featured CBS newsmen William L. Shirer, Eric Sevareid, Elmer Davis, Albert Warner, and Charles Daly. 10:30-10:45 p.m.

JANUARY 25: Many stars of the entertainment world joined in "The March of Dimes" program in behalf of the annual appeal for the infantile paralysis fund. The broadcast, which originated in Hollywood, starred Eddie Cantor as master-of-ceremonies. Amos 'n' Andy, Bob Hope, Burns and Allen, Fibber McGee and Mollie, Mickey Rooney, Fannie Brice, Edgar Bergen, Dinah Shore, Jack Benny, James Cagney, Humphrey Bogart, Rudy Vallee, Connie Boswell, Lionel Barrymore, Joan Blondell, and many others, 11-12 midnight.

JANUARY 27: "The Church in the World Crisis" was the topic of a CBS broadcast under the auspices of the Congregational Christian Committee for Assistance to War Victims. 5:30-5:45 p.m.

JANUARY 30: An address by President Roosevelt climaxed the nationwide drive for the National Foundation for Infantile Paralysis. The hour-long broadcast included portions from President's Birthday balls in five cities. 11:15 p.m.-12:15 a.m.

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CBS PROGRAM BOOK MARCH, 1941

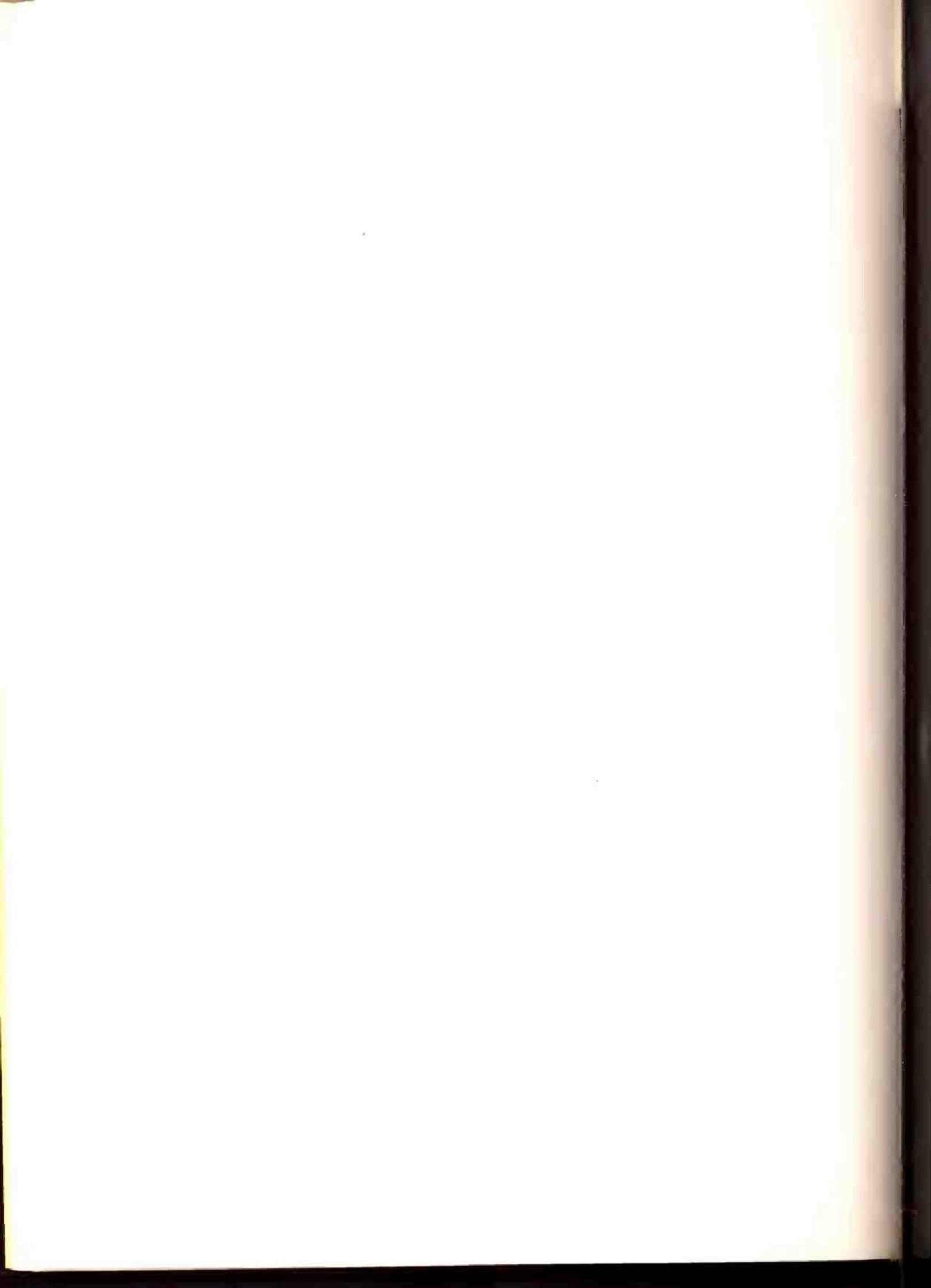


Beatrice Kay

Who is starring with Joe Howard

In Columbia's "Gay Nineties"

Now sponsored by Model Tobacco (see p. 13)





HERE'S A PRECISE ANSWER TO THE QUESTION:



The COLUMB

"Where's the best place to get the largest network audiences, against all competition on the air, today?"

Current program ratings give the answer impartially for all networks. And every grouping of them tells the same story.

COLUMBIA IS FIRST—by wide margins!

Take the most tensely competitive of all program hours: 8:00 to 10:00 in the evening.

Current program ratings (in *both* the standard rating services) show that on week-day evenings:

CBS delivers the largest audience to its sponsors, against all direct competition on the air, five times more often than the second network.

Here's the exact score (by quarter hour periods) from the most widely accepted rating service:

30 "firsts" for CBS... 6 "firsts" for Network B... 4 "firsts" for Network C.

For the *entire* week-day evenings (six o'clock through midnight) the score remains better than *three to one* in Columbia's favor.

For *all* seven evenings of the week, the data show:

CBS — 71 quarter-hour "firsts"
Network B—41 quarter-hour "firsts"
Network C—15 quarter-hour "firsts"

And CBS maintains its substantial lead in program-firsts through the *entire* day.

THIS IS NETWORK LEADERSHIP...

Each CBS sponsor directly benefits from the strongest program schedule in radio—passing on great audiences from one program to the next, more often than any other network.

You find its obvious reflection in the advertiser's, as well as the audience's, preference for CBS.

Most sharply, perhaps, in the fact that the country's *largest* advertisers—those with the highest jobs to do—chose *Columbia* more often than they chose any other network.

In 1941, as in 1940, 1939, 1938, 1937, 1936, 1935 and 1934.

BROADCASTING SYSTEM PACE-SETTER OF THE NETWORKS



THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

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Lucky Strike Cigarettes Page 3

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ANACIN COMPANY:
Anacin Page 3

ARMOUR SOAP WORKS:
Luxor Toiletries Page 3

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Bathasweet Products Page 13

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D.D.D., Old South Toiletries Page 4

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COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
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Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
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Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 1

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LOS ANGELES SOAP COMPANY:
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(See also Laundry Soaps)
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 Diamond Crystal Salt,
 Maxwell House Coffee,
 Post's 40% Bran Flakes,
 Post Toasties, Calumet,
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GENERAL FOODS CORPORATION:
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THE PROCTER & GAMBLE COMPANY:
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LIBBEY-OWENS-FORD GLASS COMPANY:
 Flat Glass Products Page 9

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 Insurance Services Page 12

**ALEXANDER SMITH & SONS CARPET
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 Carpets Page 13

SOIL OFF MANUFACTURING CO.:
 Cleaning Fluid Page 11

All time listed on the following pages is current New York time unless otherwise indicated.

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. <i>(421st Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(136th Week on CBS)</i> The Human Side of the News by Edwin C. Hill	Mon. thru Fri. 6:05-6:15 p.m. 48 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(252nd Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(203rd Week on CBS)</i> Our Gal, Sunday	Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
ARMOUR AND COMPANY <i>(3rd Week on CBS)</i> Treat-Time with Buddy Clark	Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet <i>Lord & Thomas</i>
ARMOUR SOAP WORKS <i>(2nd Week on CBS)</i> Wayne King and His Orchestra <i>Music</i>	Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Toiletries <i>Lord & Thomas</i>
BAYER COMPANY <i>(283rd Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30-8:00 p.m. 74 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
THE BEST FOODS, INC. <i>(77th Week on CBS)</i> We the Abbotts <i>Serial drama</i>	Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, c.</i>

DWEY'S, INC.
(2nd Week on CBS)
News and Rhythm
with Dale Evans, vocalist, Todd
Hunter, news commentator, Tommy
Bartlett. Dari-Rich Orchestra

Sunday
11:05-11:30 a.m.
Rebroadcast
1:35-2:00 p.m.
34 CBS stations
ORIGINATES: WBBM

Dari-Rich Products
Sorensen & Company

**BROWN & WILLIAMSON TOBACCO
CORPORATION**
(27th Week on CBS)
**Paul Sullivan Reviews
the News**

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
29 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(5th Week on CBS)
**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(50th Week on CBS)
First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
55 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY
(35th Week on CBS)
Campbell Playhouse
with guest stars
Amos 'n' Andy
Serial comedy-drama

Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABC

Campbell's Soups
*Ward Wheelock
Company*

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

Campbell's Soups
*Ward Wheelock
Company*

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
58 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
36 CBS stations
ORIGINATES: KNX

Martha Webster
with Bess Flynn
Dramatic serial

Fletcher Wiley
Talks

<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(121st Week on CBS)</i></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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION <i>(260th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour</p> <p>Elmer Davis <i>News</i></p>	<p>Thursday 9:00-10:00 p.m. 86 CBS stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs., Fri. 8:55-9:00 p.m. 100 CBS stations ORIGINATES: ON TOUR</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p> <p>Chrysler Fluid Drive Automobiles <i>Lee Anderson Advertising Company</i></p>
<p>COCA-COLA COMPANY <i>(80th Week on CBS)</i></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. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(268th Week on CBS)</i></p> <p>Colgate Ask-It-Basket with Ed East <i>Variety-Quiz program</i></p> <p>City Desk <i>Drama</i></p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 68 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 69 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. 64 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> Crystal White <i>Sherman & Marquardt, Inc.</i></p>

<p>COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i></p> <p>Myrt and Marge <i>Serial drama</i></p> <p>Hilltop House starring Bess Johnson <i>Serial drama</i></p> <p>Stepmother <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 82 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:30-4:45 p.m. 81 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 49 CBS stations ORIGINATES: WBBM</p>	<p>New Concentrated Super Suds Super Suds <i>Sherman & Marquette, Inc.</i></p> <p>Palmolive Soap <i>Ward Wheelock Company</i></p> <p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>
<p>COMMERCIAL CREDIT COMPANY <i>9th Week on CBS)</i></p> <p>Bob Trout <i>News</i></p>	<p>Mon., Wed., Fri. 6:00-6:05 p.m. <i>Rebroadcasts</i> 11:00-11:05 p.m. 11:55-12 mid. <i>Saturday</i> 10:30-10:35 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Automobile Finance Service <i>O'Dea, Sheldon & Canaday, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. <i>21st Week on CBS)</i></p> <p>Your Marriage Club with Haven MacQuarrie <i>Quiz</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Wonder Bread <i>Ted Bates, Inc.</i></p>
<p>THE CUDAHY PACKING COMPANY <i>22nd Week on CBS)</i></p> <p>Bachelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM</p>	<p>Old Dutch Cleanser <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>MURTISS CANDY COMPANY <i>3rd Week on CBS)</i></p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>DOUBLEMINT GUM <i>54th Week on CBS)</i></p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
EVERSHARP, INC. (74th Week on CBS) Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pencils <i>The Biow Company</i>
FLORIDA CITRUS COMMISSION (53rd Week on CBS) Mary Margaret McBride <i>Talks</i>	Mon. thru Fri. 3:00-3:15 p.m. 38 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY (359th Week on CBS) Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i>
GENERAL FOODS CORPORATION (301st Week on CBS) We, the People with Gabriel Heatter and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Charlie Cantor and Minerva Pious <i>Music, comedy, and drama</i> Kate Smith Speaks; News <i>Talks and news</i> Home of the Brave <i>Serial drama</i> Joyce Jordan, Girl Interrupted <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 91 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 79 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:45-3:00 p.m. 80 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 59 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i>

<p>GENERAL FOODS CORPORATION <i>continued</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p> <p>Portia Faces Life <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 84 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:45-5:00 p.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 44 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:00-4:15 p.m. <i>Rebroadcast</i> 12:15-12:30 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p>
<p>GENERAL MILLS, INC. <i>53rd Week on CBS)</i></p> <p>By Kathleen Norris <i>Dramatization of her novels</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:45 a.m.-12:00 noon 40 CBS stations ORIGINATES: WABC</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR COMPANY <i>(3rd Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Tues., Fri. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i></p>
<p>GULF OIL CORPORATION <i>368th Week on CBS)</i></p> <p>Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra, John Hiestand</p>	<p>Sunday 7:30-8:00 p.m. 79 CBS stations ORIGINATES: KNX</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>155th Week on CBS)</i></p> <p>Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars</p>	<p>Sunday 6:00-6:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. <i>75th Week on CBS)</i></p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENTS
<p>LADY ESTHER, LTD. (377th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (291st Week on CBS)</p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <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>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Monday 9:00-10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 75 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 64 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 75 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p>
<p>LIBBEY-OWENS-FORD GLASS COMPANY (23rd Week on CBS)</p> <p>Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists <i>Symphonic music</i> (This series ends March 23)</p>	<p>Sunday 5:00-5:30 p.m. 81 CBS stations ORIGINATES: WBBM</p>	<p>Flat Glass Products <i>Fuller and Smith and Ross, Inc.</i></p>

JIGGETT & MYERS TOBACCO COMPANY

425th Week on CBS)

Glenn Miller and His Orchestra
with Dorothy Claire, Ray Eberle

Professor Quiz
with Bob Trout

Questions and answers

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

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

Velvet Pipe and Cigarette Tobacco
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

23rd Week on CBS)

Helen Hayes Theater
starring Helen Hayes, with Mark Warnow's Orchestra. and George Bryan

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

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

MAGAZINE REPEATING RAZOR COMPANY

(Starting March 1)

Duffy's Tavern
starring Ed Gardner as "Archie", John Kirby's Band, guest stars

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

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

MENNEN COMPANY

98th Week on CBS)

Colonel Stoopnagle's Quixie-Doodles

Comedy and quiz
(This series ends March 23)

Sunday
5:30-6:00 p.m.
46 CBS stations
ORIGINATES: WABC

Mennen Shave Products
H. M. Kiesewetter Advertising Agency, Inc.

PENN TOBACCO COMPANY

74th Week on CBS)

Vox Pop
Parks and Wally
Quiz

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: ON TOUR

Kentucky Club Pipe Tobacco
Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION

380th Week on CBS)

Saturday Night Serenade
Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars

Mary Lee Taylor
home economist
Household advice

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

Pet Irradiated Milk
Gardner Advertising Company

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
67 CBS stations
ORIGINATES: KMOX

PROGRAM	TIME	PRODUCT AND AGENCY
<p>PHILIP MORRIS & COMPANY, LTD. (238th Week on CBS)</p> <p>Johnny Presents Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus <i>Musical variety and dramatic interlude</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 90 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 71 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p> <p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (331st Week on CBS)</p> <p>Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>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>Woman in White <i>Serial drama</i></p> <p>Right to Happiness <i>Serial drama</i></p> <p>Road of Life <i>Serial drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 71 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 22 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 17 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 37 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 34 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 26 CBS stations ORIGINATES: WBBM</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p> <p>Oxydol <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> <p>Camay <i>Pedlar & Ryan, Inc.</i></p> <p>Crisco <i>Compton Advertising, Inc.</i></p> <p>Chipso <i>Pedlar & Ryan, Inc.</i></p>

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

92nd Week on CBS)

When a Girl Marries
Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
52 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

108th Week on CBS)

Blondie
with Penny Singleton and
Arthur Lake
Domestic comedy

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

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

Al Pearce and His Gang
with Margaret Brayton, Artie
Auerbach, Arthur Q. Bryan,
Carl Hoff and His Orchestra,
and guests
Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
83 CBS stations
ORIGINATES: KNX

SPEARMINT GUM

453rd Week on CBS)

Scattergood Baines
Serial drama

Dear Mom
with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer
Drama

Mon. thru Fri.
5:45-6:00 p.m.
79 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Arthur Meyerhoff & Co.

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

E. R. SQUIBB & SONS

34th Week on CBS)

**Frank Parker in
Golden Treasury of Song**
with Jan Peerce
Musical

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

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

TEXAS COMPANY

196th Week on CBS)

Texaco Star Theatre
starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra, "Mighty Allen Art
Players", Martin Singers
Variety

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

Texaco Products
Buchanan & Co.

**COLUMBIA
NEW
ENGLAND
NETWORK**

U. S. TOBACCO COMPANY
(300th 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.
52 CBS stations
ORIGINATES: WABC

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

**ALEXANDER SMITH & SONS
CARPET COMPANY**
(4th Week on CBS)

The New England Home
with Clara Dudley
Talks on interior decoration

Mon., Wed., Fri.
3:30-3:45 p.m.
ORIGINATES: WEEI

Carpets
*Anderson, Davis &
Platte, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AMERICAN CHICLE COMPANY
(Beginning March 5)

By the Way
with Bill Henry

Wed., Fri.
6:15-6:30 p.m. PST
ORIGINATES: KNX

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

BATHASWEET CORPORATION
(73rd Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(64th Week on CBS)

"Find the Woman"
with Knox Manning

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

Cosmetics
*Glasser Advertising
Agency*

GENERAL FOODS CORPORATION
(301st Week on CBS)

Second Wife
Dramatic serial

Mon. thru Fri.
4:00-4:15 p.m. PST
ORIGINATES: KNX

Postum
Young & Rubicam, In

P. LORILLARD COMPANY
(248th Week on CBS)

Talk Your Way Out of This One
Don't Be Personal

Friday
6:00-6:15 p.m. PST
ORIGINATES: KNX

Wednesday
6:00-6:15 p.m. PST
ORIGINATES: KNX

Sensation Cigarettes
Lennen & Mitchell, In

LOS ANGELES SOAP COMPANY
(74th Week on CBS)

Knox Manning
News

Mon. thru Fri.
2:30-2:45 p.m. PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan C

**COLUMBIA
PACIFIC
NETWORK**

Continued

THE MENNEN COMPANY

98th Week on CBS)

Bob Garred Reporting

News

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

Mennen Shaving Cream

*H. M. Kiesewetter
Advertising Agency*

NATIONAL LEAD COMPANY

34th Week on CBS)

Answer Auction

Quiz

Thursday
9:30-10:00 p.m. PST
ORIGINATES: KNX

National Lead Products

Erwin Wasey & Co.

PETER PAUL, INC.

33rd Week on CBS)

Bob Garred Reporting

News

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

Mounds Candy
Ten Crown Gum

*Brisacher, Davis
& Staff*

**PLANTERS NUT AND
CHOCOLATE COMPANY**

21st Week on CBS)

What's On Your Mind?

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil

Raymond R. Morgan Co.

**OIL OFF MANUFACTURING
COMPANY**

4th Week on CBS)

Bob Garred Reporting

News

Thursday
5:45-5:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork

*Hillman-Shane
Advertising Agency, Inc.*

BREAKFAST CLUB COFFEE, INC.

3th Week on CBS)

Rita Murray

Tues., Thurs.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee

*Lockwood-Shackleford
Advertising Agency*

KNOX GELATINE COMPANY

15th Week on CBS)

Background for Headlines

News

Tues., Thurs.
7:50-8:00 p.m. PST
Saturday
7:45-8:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine

Kenyon & Eckhardt, Inc.

AMERICAN CHICLE COMPANY*

26th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

Chiclets and Dentyne

*Badger, Browning &
Hersey, Inc.*

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

<p>BARBASOL COMPANY <i>(22nd Week on WABC)</i></p> <p>Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:00-6:05 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BATHASWEET CORPORATION* <i>(16th Week on WABC)</i></p> <p>Ted Steele and his Novachord</p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>
<p>BOND STORES, INC. <i>(36th Week on WABC)</i></p> <p>Morning Almanac with Phil Cook</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Bond's Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p>BOSCO, INC. <i>(53rd Week on WABC)</i></p> <p>News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Tues., Thurs. 10:45-11:00 p.m.</p>	<p>"Bosco" Milk Amplifier <i>Kenyon & Eckhardt, Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>(601st Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>DREZMA, INC. <i>(17th Week on WABC)</i></p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Lynn Baker Company</i></p>
<p>FEDERAL SAVINGS & LOAN ASSOCIATION <i>(7th Week on WABC)</i></p> <p>The March Through Life</p>	<p>Monday 10:30-10:45 p.m.</p>	<p>Savings Accounts and Home Loans <i>Heffelfinger Agency</i></p>
<p>GROVE LABORATORIES, INC. <i>(22nd Week on WABC)</i></p> <p>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 Company</i></p>

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

**WABC
SPONSORED
PROGRAMS**

Continued

RUG BAKING COMPANY

52nd Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Friday
8:45-9:00 a.m.

Bakery Products
and Coffee
Elmer L. Cline

MARLIN FIREARMS COMPANY

Rising Sun
with Larry Elliott
Announcements

Tues., Thurs., Fri.
6:35-7:00 a.m.

Marlin Razor Blades
Craven & Hedrick, Inc.

DELVILLE SHOE COMPANY

119th Week on WABC)

Early Morning News

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

DR. MILES LABORATORIES, INC.

12th Week on WABC)

Afternoon News

Mon. thru Fri.
3:55-4:00 p.m.
Saturday
5:50-5:55 p.m.

Alka-Seltzer and
One-a-Day Vitamins
*Wade Advertising
Agency*

J. F. MUELLER COMPANY

9th Week on WABC)

Morning News

Mon. thru Fri.
9:00-9:15 a.m.

Mueller's Macaroni
Products
Kenyon & Eckhardt, Inc.

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**

24th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

DOLSON RUG CO.

33rd Week on WABC)

Music of Today

Mon., Wed., Fri.
8:15-8:20 a.m.

Rugs
*Presba, Fellers &
Presba, Inc.*

EPSI-COLA COMPANY*

31st Week on WABC)

**The Missus Goes A-Shopping
Quiz**

Mon., Wed., Fri.
8:30-8:45 a.m.

Pepsi-Cola
Newell-Emmett, Inc.

PETER PAUL COMPANY*

51st Week on WABC)

Early Riser's News

Mon., Wed., Fri.
6:30-6:35 a.m.

Mounds
Platt-Forbes, Inc.

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 eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 20
4. DRAMATIC SERIES	Page 20
5. SERIOUS MUSIC	Page 21
6. EDUCATIONAL PROGRAMS	Page 22
7. RELIGIOUS BROADCASTS	Page 25
8. VARIETY PROGRAMS	Page 26
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
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CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: FEBRUARY 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Bucharest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner, Eric Sevareid from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SUNDAY; Elmer Davis, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

Leadlines and Bylines

6:15-7:30 p.m.

MONDAY THRU SUNDAY

In this new 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 Bob Trout analyzes the week's news generally.

NEWS BROADCASTS

**NEWS
BROADCASTS**

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>News from All the Americas 5:00-5:15 p.m. EACH SATURDAY</p>	<p>CBS takes another step toward inter-American unity and friendship in this new series of new roundups from the important Latin American capitals.</p>
<p>Report to the Nation 6:00-6:30 p.m. EACH SATURDAY</p>	<p>This informal, factual series brings the American people a report each week on the inside workings of their government. The series is produced by Brewster Morgan.</p>
<p>Walter S. Mack 5:15-5:30 p.m. SATURDAY, MARCH 1</p>	<p>Mr. Mack, president of the Pepsi-Cola Company, charts out a prophecy of the trend of American business in this war year.</p>
<p>School of Air International Conference 10:15-10:45 p.m. SATURDAY, MARCH 1</p>	<p>Dr. Leo S. Rowe, director general of the Pan American Union, Nelson Rockefeller, coordinator among the American republics for the Defense Council, and W. B. Lewis, vice-president of CBS, speak in connection with the first International Conference of the School of the Air.</p>
<p>Income Tax Program 5:30-5:45 p.m. TUESDAY, MARCH 3</p>	<p>Paul D. Seghers and Alfred R. Marks, two well-known accountants, speak on "Your U. S. Income Tax Return."</p>
<p>R. J. Thomas 10:00-10:15 p.m. FRIDAY, MARCH 7</p>	<p>R. J. Thomas, president of the United Automobile Workers, discusses the defense policies of his organization.</p>
<p>Senator Bankhead 10:15-10:30 p.m. SATURDAY, MARCH 8</p>	<p>John H. Bankhead, 2nd, of Alabama speaks before the Founders Day Banquet of Sigma Alpha Epsilon, largest college fraternity.</p>
<p>President Roosevelt 10:30-11:00 p.m. SATURDAY, MARCH 8</p>	<p>President Roosevelt, Vice-President Wallace and Secretary of Agriculture Wickard observe the eighth anniversary of the present Administration's farm program.</p>
<p>President Roosevelt 10:00-10:30 p.m. MONDAY, MARCH 17</p>	<p>An address by the President at dedication ceremonies marks the formal opening of the National Gallery of Art in Washington.</p>

**SPECIAL
EVENTS**

Track Meets

7:45-10:15 p.m.

FRIDAY, MARCH 1 AND 8

Ted Husing covers the intercollegiate indoor championships on March 1, and the Knights of Columbus meet on March 8, for the CBS sports audience.

Sports-Time

11:00-11:15 p.m.

MONDAY THRU SATURDAY

Sports-Time presents news from every field of sport. Ted Husing, Mel Allen, Warren Sweeney are among the reporters; some broadcasts describe the last period of Madison Square Garden basketball games.

Columbia Workshop

10:30-11:00 p.m.

ONCE EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production.

MARCH 2: "Roadside," by Lynn Riggs, adapted by Alan Fishburn, directed by Earle McGill.

MARCH 9: "The Still, Small Voice," written and directed by John E. Mosman.

MARCH 16: "Cassidy and the Devil," by Basil Heatter, directed by Guy della Cioppa.

MARCH 23: "The Conga," by Vachel Lindsay, adapted by Katherine Lane Anderson, directed by George Zachary; "The Creation," by James Weldon Johnson.

**DRAMATIC
SERIES**

Free Company Presents

1:00-2:30 p.m.

ONCE EACH SUNDAY

The Free Company, a group of American playwrights and actors eager to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon. In March:

MARCH 2: "The Mole on Lincoln's Cheek," by Marc Connelly.

MARCH 9: "An American Crusader," by Robert E. Sherwood.

MARCH 16: "A Boy Named John," by James Boyd.

MARCH 23: A play by Maxwell Anderson.

MARCH 30: A play by Sherwood Anderson.

"Honest Abe"

10:30-10:00 a.m.

ONCE EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Wesley Addy, new Broadway matinee idol.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting on CBS. John Barbirolli is conductor, Deems Taylor intermission commentator. From Carnegie Hall this month:

MARCH 2: *Van Vactor*: Overture to a Comedy; *Miaskovsky*: Concerto for Violin and Orchestra, MICHEL PIASTRO, violinist; *Ravel*: Mother Goose Suite.

MARCH 9: *Wagenaar*: Symphony in D, No. 3; *Schumann*: Concerto in A minor for piano and orchestra; *Roy Harris*: Three pieces for orchestra.

MARCH 16: *Wagner*: Prelude to Lohengrin; *Beethoven*: Third Piano Concerto, SIDNEY FOSTER, pianist; *Mozart*: Symphony in A major.

MARCH 23: All *Tchaikowsky* program: Suite for Strings, "Souvenir de Florence"; Concerto in B flat minor, JOSE ITURBI, pianist; Suite from the Ballet "Swan Lake".

**Philharmonic Young
People's Concert**

11:05 a.m.-12:15 p.m.

SATURDAY, MARCH 22

The Philharmonic-Symphony Orchestra presents one concert a month especially designed for young people. Rudolph Ganz conducts.

Genevieve Rowe

4:45-5:00 p.m.

EACH WEDNESDAY

Each Wednesday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs.

Clyde Barrie

9:15-9:30 a.m.

EACH SUNDAY

Clyde Barrie, Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

**Cincinnati Conservatory
of Music**

11:05 a.m.-12 noon

SATURDAY, MARCH 1, 8, 15, 29

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists.

**SERIOUS
MUSIC**

Indianapolis Symphony

10:30-11:00 a.m.

EACH SUNDAY

The Indianapolis Symphony Orchestra is conducted by Fabien Sevitsky in this regular Sunday morning CBS feature.

Columbia Concert Orchestra

1:15-5:45 p.m.

MONDAY, TUESDAY,
WEDNESDAY AND FRIDAY

The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.

Ball of Song

7:30-8:00 p.m.

FRIDAY, MARCH 8 AND 15

Genevieve Rowe is heard in this new series of song. On March 8 her singing partner is John Tyers, on March 15 Earl Wrightson. Howard Barlow and the Columbia Concert Orchestra accompany.

**National Federation
of Music Clubs**

3:30-5:45 p.m.

EACH WEDNESDAY

This series of six programs by leading American choral groups concludes in March. The March 5 broadcast originates in Cincinnati, March 12 in Louisville. The series was arranged with the cooperation of the National Federation.

Yella Pessl

VARIOUS HOURS

Yella Pessl is heard in four harpsichord recitals a week principally of seventeenth and eighteenth century compositions. Conductor

Library of Congress

12:00-3:55 p.m.

EACH SATURDAY

This series, which starts March 1, features the Budapest Quartet in well-known compositions for strings. The series is under the auspices of the Whittall Foundation.

Bull Session

12:00-4:30 p.m.

EACH SATURDAY

"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.

America in Transition

12:45-3:55 p.m.

EACH TUESDAY

This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work. The program was originated by Beatrice Chinnock.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

“Invitation to Learning” and “The People Platform” 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	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning
10:15–10:45 p.m.
EACH TUESDAY

This series invites listeners to read the world’s great books. Huntington Cairns, Allen Tate and Mark Van Doren discuss the books, and the program occasionally features guests.

The People’s Platform
7:00–7:30 p.m.
EACH SATURDAY

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

Children Also Are People
3:45–3:55 p.m.
EACH WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.

Columbia’s Country Journal
12:00–12:30 p.m.
EACH SATURDAY

Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health
12:45–1:00 p.m.
EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Exploring Space
3:45–3:55 p.m.
EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**EDUCATIONAL
PROGRAMS**

American School of the Air

15-9:45 a.m.
(Eastern Time Zone)
30-2:55 p.m.
(Central Time Zone)
30-10:00 a.m.
(Mountain Time Zone)
00-2:30 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—Americans at Work

- MARCH 3: Coal.
- MARCH 10: Iron.
- MARCH 17: Precious Stones.
- MARCH 24: Tin.
- MARCH 31: Copper.

TUESDAYS—Wellsprings of Music

- MARCH 4: Negro Work Songs.
- MARCH 11: Work Rhythms and Marches.
- MARCH 18: Sailor Songs.
- MARCH 25: Music of the Sea.

WEDNESDAYS—New Horizons

- MARCH 5: Man-Made Waterways.
- MARCH 12: Steam Conquers Wind and Current.
- MARCH 19: Waters for Green Pastures.
- MARCH 26: Oil on Quiet Waters.

THURSDAYS—Tales from Far and Near

- MARCH 6: The Great Geppy.
- MARCH 13: Presented in Cooperation with "Junior Programs, Inc."
- MARCH 20: America's Traditional Folk Ballads.
- MARCH 27: The Dauntless Liberator.

FRIDAYS—This Living World

- MARCH 7: Immigrants All.
- MARCH 14: New Culture in the Americas.
- MARCH 21: America's Health.
- MARCH 28: Pan-American Relations.

Adventures in Science

45-3:55 p.m.
EACH THURSDAY

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

Men and Books

30-3:00 p.m.
EACH SATURDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In March:

MARCH 2: *Morning*: Dr. Carey S. Osborne, North Baptist Church, Port Chester, N. Y.

Afternoon: Rev. L. K. Bishop, Central Church of Christ, Des Moines.

MARCH 9: *Morning*: Rev. Dr. Arnold Lowe, King's Highway Presbyterian Church, St. Louis.

Afternoon: Rev. Cornelius P. Teulings, Associate professor of philosophy and religion, St. Joseph College, West Hartford, Conn.

MARCH 16: *Morning*: Dr. C. Franklin Koch, Board of Social Missions, New York City (Lutheran).

Afternoon: Rev. Dr. John Klaaren, First Reformed Church of Roseland, Chicago.

MARCH 23: *Morning*: Bishop Adna Wright Leonard, Methodist Church, Washington (D. C.) Area.

Afternoon: Rev. Thomas F. Coakley, D.D., Sacred Heart Church, Pittsburgh.

MARCH 30: *Morning*: Rev. Dr. Howard Stone Anderson, First Congregational Church, Washington, D. C.

Afternoon: Rabbi David de Sola Pool, Spanish and Portuguese Synagogue, New York City

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

MARCH 2: Prof. F. D. Wilkinson, Washington, D. C. (74th anniversary of Howard University).

MARCH 9: Attorney Leon P. Miller, Welch, West Virginia.

MARCH 16: Moss Kyles Hendrix, Atlanta, Ga.

MARCH 23: Mr. A. L. Lewis, Jacksonville, Fla.

MARCH 30: Mrs. Cordelia Green Johnson, President, National Beauty Culturists League, Jersey City, N. J.

VARIETY

Meet the Music

11:05-11:30 p.m.

1 CH SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Latinee at Meadowbrook

10:00-5:00 p.m.

1 CH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

"Singing Bee"

9:00-10:30 a.m.

1 CH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.

Girl About Town

9:30-10:45 p.m.

1 CH MONDAY,
WEDNESDAY AND FRIDAY

Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.

Friend in Deed

3:30-3:45 p.m.

1 CH MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

1 CH SUNDAY

Major Bowes' family—the Dalton Brothers. Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

1 CH THURSDAY

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

No Politics

1:30-2:00 p.m.

1 CH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except "No Politics."

PERSONALITIES

PERSONALITIES

The Old Dirt-Dobber

10:30-11:00 a.m.

EACH SATURDAY

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

CHILDREN'S PROGRAMS

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 already in 1941 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

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Joan Edwards

Jack Leonard

Burl Ives

Genevieve Rowe

**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 on the Columbia listeners each evening. These top ranking bands are scheduled for March:

George Duffy

Guy Lombardo

Shep Fields

Vincent Lopez

Walter Gross

Vaughn Monroe

Gene Krupa

José Morand

Joey Kearns

Jerry Wald

**CBS SHORT WAVE
BROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts
(in English)
10:15-10:30, 11:30-11:45 a.m.
1:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(in Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SATURDAY
12:00 noon-1 p.m., 5-6 p.m.
SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish
10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
11:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Portuguese
11:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**Carmen Castelo's American
Travelogues in Spanish**
FIRST WEDNESDAY OF EACH
MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish
FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

FEBRUARY 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 February programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

FEBRUARY 1: I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the American Federation of Labor, discussed "Union Label Buying Power" in a special CBS address. 2-2:15 p.m.

FEBRUARY 1: CBS broadcast a roundtable discussion, pro and con, on the lend-lease bill now before the Senate. Participants were Senator Gerald P. Nye, a staunch foe of the measure; Alf M. Landon, 1936 Republican candidate for the presidency; and Clark M. Eichelberger, a leading member of the Committee to Defend America by Aiding the Allies, 2:30-3 p.m.

FEBRUARY 7: Senator Arthur Capper (R) of Kansas posed the question "Shall Uncle Sam Police the World?" and answered it in a special CBS address from Washington, 10:30-10:45 p.m.

FEBRUARY 8 & 15: CBS broadcast two special programs, entitled "Calling All Citizens," in an effort to stimulate greater interest on the part of American women in the affairs of government and the defense of democracy. The programs, arranged in cooperation with the newly-formed Active Citizens' League, featured Kate Smith, Paul V. McNutt, Mrs. Wendell Willkie, and others, 2:30-3 p.m.

FEBRUARY 8: Rev. Maurice Sheehy of the Catholic University of America assailed "The Fence Sitters," his name for American isolationists, in a special CBS address from Washington, 5:40-5:50 p.m.

FEBRUARY 9: Douglas Fairbanks, Jr., Dr. Harry Gideonse, president of Brooklyn College, Admiral William H. Standley, and other publicists, veterans, labor leaders, government workers, and business men were heard in an eight-city roundup in behalf of aid to Britain. The symposium, held under the auspices of the Committee to Defend America by Aiding the Allies, included pickups from New York, Washington, Detroit, Hollywood, Boston, Louisville, and Chicago. 2-2:30 p.m.

FEBRUARY 12: Frank Knox, Secretary of the Navy, spoke on "Anti-American Activities," in a special Lincoln's Birthday address on CBS. 10:15-10:30 p.m.

FEBRUARY 12: Governor Philip LaFollette of Wisconsin discussed the implications of the Lend-Lease Bill in a special CBS address from Chicago, 10:30-10:45 p.m.

FEBRUARY 14: Estelle M. Sternberger executive director of World Peaceways spoke on the topic, "Can America Turn the Tide?". 10:10-10:15 p.m.

FEBRUARY 15: Three million members of the Parent Teachers Association throughout the nation were urged to cooperate in the solution of local problems growing out of the national defense program. The speaker was Mrs. William Kletzer, president of the National Congress of Parents and Teachers. 30-5:45 p.m.

FEBRUARY 15: Quentin Reynolds, London correspondent who recently returned to the United States from the British capital, was heard in a talk on Britain under fire from the BBC. Chicago. 10:30-10:45 p.m.

FEBRUARY 16: Herbert C. Hoover, former president of the United States, was heard in an address entitled, "The March of Hunger in Europe—With New Proposals of Relief for the Invaded Democracies." His talk was arranged by the National Committee on Food for the Small Democracies, of which Mr. Hoover is national chairman. 10:30-11 p.m.

FEBRUARY 20: Senator Claude A. Pepper (D) of Florida urged support of the Lend-Lease Bill in a special CBS address. 10:15-10:30 p.m.

FEBRUARY 20: Immediately after Senator Pepper's address, Senator Bennett Champ Clark (D) of Missouri assailed the Lend-Lease Bill, at present being deliberated upon by the U. S. Senate. 10:30-10:45 p.m.

FEBRUARY 21: Senator John A. Danaher (R) of Connecticut and Fred Harris, National Commander of the Jewish War Veterans, joined in a fifteen-minute broadcast on national defense. 10-10:15 p.m.

FEBRUARY 22: In the first of several Washington's Birthday political addresses, Senator James Mead (D) of New York urged passage of the President's Lend-Lease Bill in the U. S. Senate. 2:45-3 p.m.

FEBRUARY 22: National Brotherhood Week was ushered in with an address by Dr. Frank

Kingdon, under the auspices of the National Conference of Christians and Jews, on "Our Union—Strength Through Freedom." 5:15-5:30 p.m.

FEBRUARY 22: Archibald MacLeish, Librarian of Congress and one of the nation's leading poets, presented his conception of "The New Americanism" in a Washington's Birthday address from the nation's capital. 5:30-5:45 p.m.

FEBRUARY 22: Senator Harry S. Truman, Grand Master of the Grand Lodge of Missouri, discussed "Washington as a Man and a Mason" in a special broadcast on the anniversary of the first president's birthday. 10:15-10:30 p.m.

FEBRUARY 22: Senator Burton K. Wheeler (D) of Montana, leader of the Senate bloc which is waging a vigorous struggle against passage of the Lend-Lease Bill, discussed the reasons for his position in a special CBS address. 10:35-10:45 p.m.

FEBRUARY 25: Dr. Aurelio Fernandez Concheso, recently-appointed Cuban Ambassador to the United States, told Columbia Network listeners of his own nation's Independence Day. Speaking in English from Washington, the Cuban envoy entitled his talk, "The 24th of February—Cuba's 4th of July," 5:30-5:45 p.m.

FEBRUARY 27: Senator Charles W. Tobey (R) of New Hampshire posed the question, "Which Way America?" in a special half-hour talk on the international situation. 10:15-10:45 p.m.

FEBRUARY 28: The Joint Army and Navy Committee on Welfare and Recreation discussed problems of entertainment and morale among America's armed forces in a special roundtable broadcast from Washington. Participants were Frederick H. Osborn, chairman of the committee; Dr. Clarence Dykstra, director of the Selective Service

System; Robert E. Sherwood, playwright; and Charles P. Taft of the Cincinnati City Council, 11:30-12 midnight.

SPECIAL EVENTS

FEBRUARY 6: CBS broadcast the 100th edition of the N. Y. A. Varieties from the National Youth Administration Radio Workshop in New York. Aubrey Williams, national administrator of the Youth Act, spoke from Washington, 5:15-5:45 p.m.

FEBRUARY 8: From the snug quarters of the Hanover Inn Ski Hut, Bob Edge presided over a special CBS broadcast describing the annual Dartmouth College Winter Carnival. Chilean, Norwegian, and Canadian teams joined the Dartmouth skiers in this year's carnival, and members of these teams were brought to the microphone, 10:30-10:45 p.m.

FEBRUARY 19: CBS listeners heard the first in a series of regularly scheduled broadcasts by Music Clubs all over the country, 5:30-5:45 p.m.

FEBRUARY 20: Columbia listeners heard a preview to the Rio de Janeiro carnival, originating at the propaganda ministry of the Brazilian Government, 5:30-5:45 p.m.

FEBRUARY 22: The golden anniversary of the American debut of Ignace Jan Paderewski, great Polish pianist and statesman, was celebrated on CBS by a special program of Polish music. Nicolai Berezowsky conducted the Columbia Concert Orchestra in the program and assisting artists were Hubert Hendrie, baritone; Vera Brodsky, accompanist, and Miecio Horozowsky, pianist, 7:30-8 p.m.

FEBRUARY 22: Ted Husing described the National Indoor A. A. U. Track and Field Championships in a special CBS sports broadcast from Madison Square Garden, 9:45-10:15 p.m.

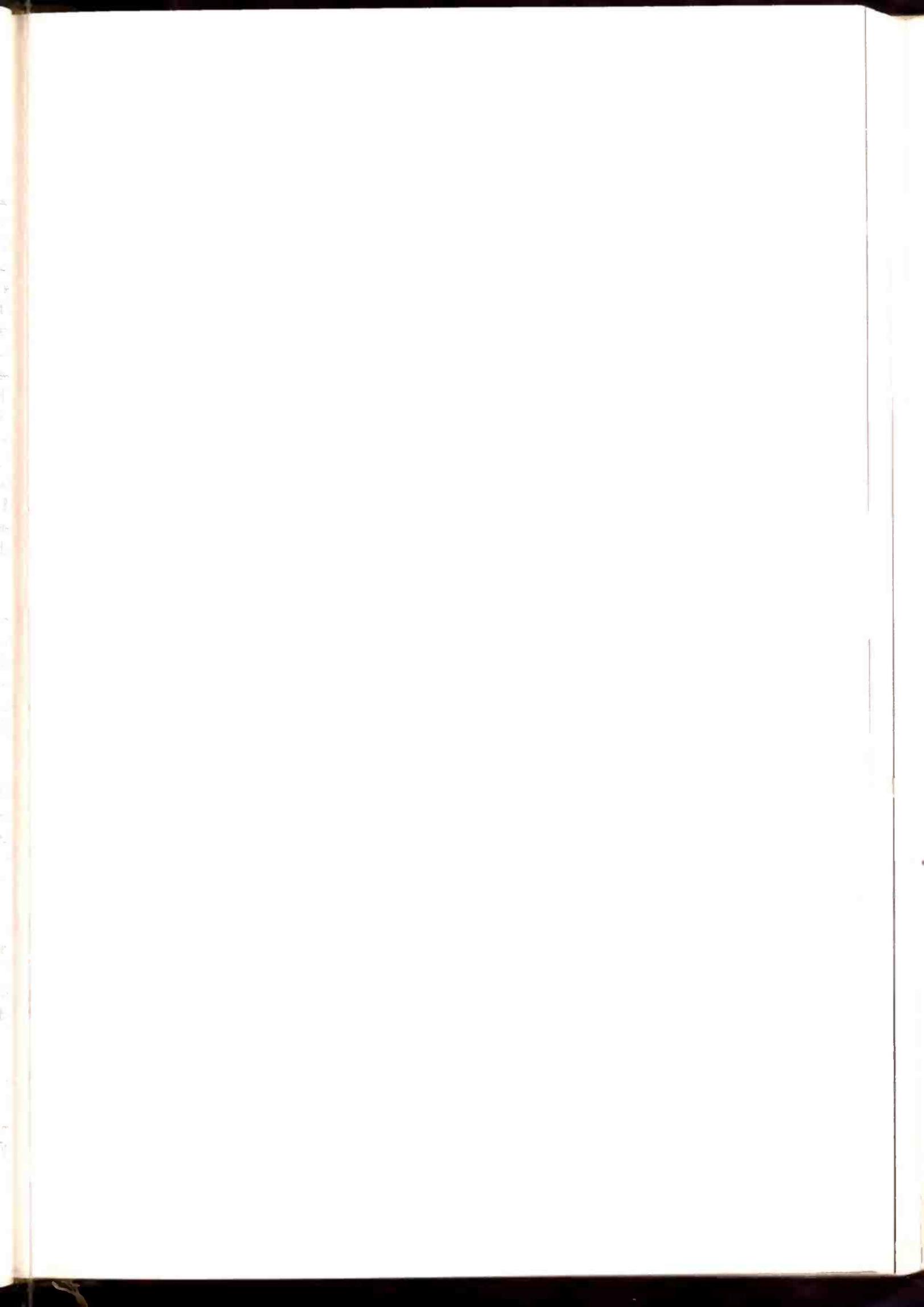
FEBRUARY 24 AND 26: Four special broadcasts were heard on CBS from the annual convention of the American Association of School Administrators in Atlantic City. The first on February 24 features the Detroit Schoolmen's Club Chorus in a program of chorals (3:45-3:55 p.m.) and the second on the same day brought President Isaiah Bowman of Johns Hopkins University and Dean W. F. Russell of Columbia University to the microphone in special addresses. On February 26, Chairman Henry H. Hill and Secretary Frank W. Hubbard of the Convention Summarization Committee were heard in a report on Convention News, (3:45-3:55 p.m.) and later in the evening three educational leaders—Joseph Rosier, Ben G. Graham, and Nicholas Bauer—were heard in a forum on the subject. "Education and Defense," 10:15-10:30 p.m.

FEBRUARY 27: An address by President Roosevelt in connection with the annual awards of the Motion Picture Academy of Arts and Sciences was broadcast over CBS. On the same broadcast, stars and films will receive the awards, popularly called "Little Oscars," 11:45-12 midnight.

FEBRUARY 28: Mary Margaret McBride, CBS "Columnist of the Air," was heard in a special broadcast from the General Electric Company's "House of Better Living" in Bridgeport, Connecticut, 3-3:15 p.m.

FEBRUARY 28: CBS devoted a special program to the World Day of Prayer, held under the auspices of the National Conference of Churchwomen and observed simultaneously in 51 countries throughout the world, 5:30-5:45 p.m.

FEBRUARY 28: John H. Whitney, newly-elected President of the Museum of Modern Art, was heard over CBS in an address from the museum's auditorium, 10-10:15 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

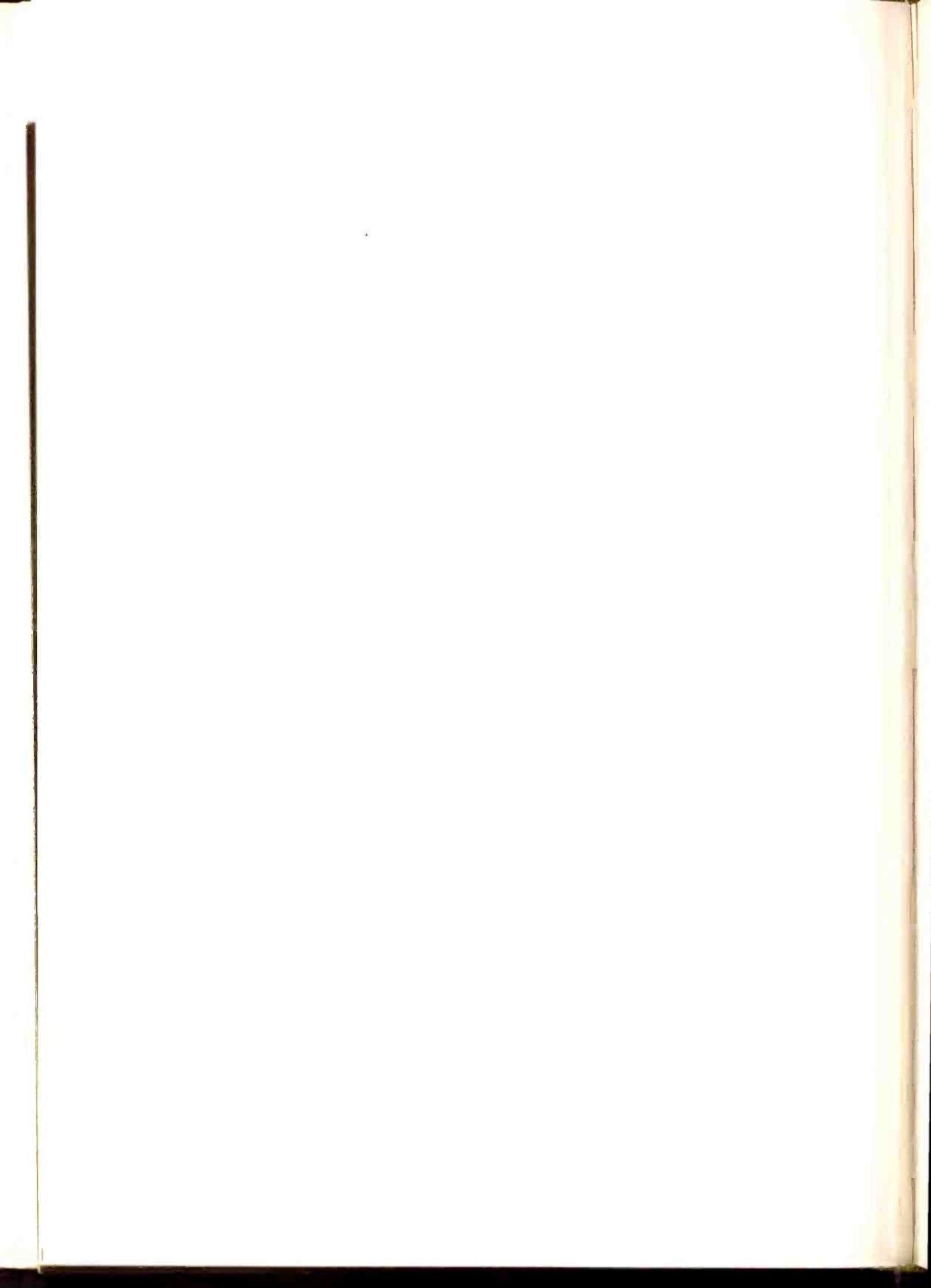
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CBS PROGRAM BOOK • APRIL, 1941

A young quiz contestant answers a "tough one" posed by Master Arthur Ross as Columbia's famed "March of Games" celebrates its third year on CBS air (see page 27).



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THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>AFFILIATED PRODUCTS, INC. (426th 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. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample- Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (141st Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:00-6:10 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (257th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (208th Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample- Hummert, Inc.</i></p>
<p>ARMOUR AND COMPANY (8th Week on CBS)</p> <p>Treat-Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMOUR SOAP WORKS (7th Week on CBS)</p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: ON TOUR</p>	<p>Luxor Toiletries <i>Lord & Thomas</i></p>
<p>ART METAL WORKS, INC. (Beginning April 11)</p> <p>Paul Sullivan Reviews the News</p>	<p>Friday 6:30-6:45 p.m. <i>Rebroadcast</i> 1:00-1:15 a.m. 23 CBS stations ORIGINATES: WHAS</p>	<p>Ronson Lighters <i>Cecil & Presbrey, Inc.</i></p>

AYER COMPANY
88th Week on CBS)

Second Husband

with Helen Menken, presented
by the Famous Actors' Guild

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

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

THE BEST FOODS, INC.
2nd Week on CBS)

We the Abbotts

Serial drama

Mon. thru Fri.
4:15-4:30 p.m.
Rebroadcast
7:15-7:30 p.m.
57 CBS stations
ORIGINATES: WABC

Hellman's Mayonnaise
& Best Foods Mayonnaise
Benton & Bowles, Inc.

OWEY'S, INC.
7th Week on CBS)

News and Rhythm

with Dale Evans, vocalist, Todd
Hunter, news commentator, Tommy
Bartlett. Dari-Rich Orchestra

Sunday
11:05-11:30 a.m.
Rebroadcast
1:35-2:00 p.m.
34 CBS stations
ORIGINATES: WBBM

Dari-Rich Products
Sorensen & Company

**BROWN & WILLIAMSON TOBACCO
CORPORATION**
(32nd Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
29 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(10th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(55th Week on CBS)

First Nighter

with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
55 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY
(30th Week on CBS)

Campbell Playhouse

with guest stars

Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABC

Campbell's Soups
*Ward Wheelock
Company*

<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Amos 'n' Andy <i>Serial comedy-drama</i></p> <p>Martha Webster with Bess Flynn <i>Dramatic serial</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 61 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. 58 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 41 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(126th Week on CBS)</i></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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc</i></p>
<p>CHRYSLER CORPORATION <i>(265th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour</p> <p>Elmer Davis <i>News</i> (Ends April 5)</p>	<p>Thursday 9:00-10:00 p.m. 86 CBS-stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs., Fri. 8:55-9:00 p.m. 100 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc</i></p> <p>Chrysler Fluid Drive Automobiles <i>Lee Anderson Adver- tising Company</i></p>
<p>COCA-COLA COMPANY <i>(85th Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:15 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>

**COLGATE-PALMOLIVE-PHEET
COMPANY**

(73rd Week on CBS)

Colgate Ask-It-Basket

with Ed East

Variety-Quiz program

City Desk

Drama

Woman of Courage

Serial drama

Myrt and Marge

Serial drama

The Story of Bess Johnson

Serial drama

Stepmother

Serial drama

Thursday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
68 CBS stations
ORIGINATES: WABC

Thursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
69 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
64 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
82 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:30-4:45 p.m.
81 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
49 CBS stations
ORIGINATES: WBBM

Colgate Dental Cream
Ted Bates, Inc.

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Octagon Products
Ted Bates, Inc.
Crystal White
*Sherman & Marquette,
Inc.*

New Concentrated Super
Suds
Super Suds
*Sherman & Marquette,
Inc.*

Palmolive Soap
*Ward Wheelock
Company*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY

(54th Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
68 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.

(326th Week on CBS)

Your Marriage Club

with Haven MacQuarrie

Quiz

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

Wonder Bread
Ted Bates, Inc.

	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY <i>(28th Week on CBS)</i> News with Jackson Wheeler	Sat., Sun. 11:00-11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>
DOUBLEMINT GUM <i>(459th Week on CBS)</i> Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>
EVERSHARP, INC. <i>(79th Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pencils <i>The Biow Company</i>
FLORIDA CITRUS COMMISSION <i>(58th Week on CBS)</i> Mary Margaret McBride <i>Talks</i>	Mon. thru Fri. 3:00-3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY <i>(364th Week on CBS)</i> Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i>
GENERAL FOODS CORPORATION <i>(306th Week on CBS)</i> We, the People with Gabriel Heatter and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars <i>Music, comedy, and drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 91 CBS stations ORIGINATES: KNX	Sanka <i>Young & Rubicam, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION

continued

Kate Smith Speaks; News

Talks and news

Home of the Brave

Serial drama

Joyce Jordan, Girl Interne

Serial drama

Young Dr. Malone

Serial drama

Kate Hopkins

Serial drama

Portia Faces Life

Serial drama

Mon. thru Fri.
12:00-12:15 p.m.
79 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
2:45-3:00 p.m.
80 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
59 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
84 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:45-5:00 p.m.
Rebroadcast
3:30-3:45 p.m.
44 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:00-4:15 p.m.
Rebroadcast
12:15-12:30 p.m.
84 CBS stations
ORIGINATES: WABC

Swansdown Cake Flour
Young & Rubicam, Inc.
Diamond Crystal Salt
Benton & Bowles, Inc.

Calumet Baking Powder
Swansdown Cake Flour
Young & Rubicam, Inc.

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Post Toasties
Benton & Bowles, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

Post's 40% Bran Flakes
Benton & Bowles, Inc.

GENERAL MILLS, INC.

38th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Hymns of All Churches

with Joe Emerson

Betty Crocker

Homemaker program

Mon. thru Fri.
10:00-10:15 a.m.
32 CBS stations
ORIGINATES: WABC

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
11:45-12:00 noon
33 CBS stations
ORIGINATES: WBBM

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
11:45-12:00 noon
33 CBS stations
ORIGINATES: WBBM

Wheaties
Knox Reeves
Advertising, Inc.

Gold Medal Flour
Blackett-Sample-
Hummert, Inc.

THE PROGRAM	TIME	PRODUCT AND AGENCY
<p>GILLETTE SAFETY RAZOR COMPANY (98th Week on CBS)</p> <p>Elmer Davis <i>News</i></p>	<p>Tues.. Fri. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i></p>
<p>GULF OIL CORPORATION (373rd Week on CBS)</p> <p>Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra. John Hiestand</p>	<p>Sunday 7:30-8:00 p.m. 79 CBS stations ORIGINATES: KNX</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (160th Week on CBS)</p> <p>Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars</p>	<p>Sunday 6:00-6:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (80th Week on CBS)</p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNSON & JOHNSON (Beginning April 5)</p> <p>Voice of Broadway with Dorothy Kilgallen</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (382nd Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (296th Week on CBS)</p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p>

EVER BROTHERS COMPANY

Continued

Hollywood Premiere

with Luella Parsons and guest stars

Drama

Big Town

with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra

Drama

Meet Mister Meek

Drama

Big Sister

with Alice Frost, Martin Gabel

Serial drama

Aunt Jenny's Real Life Stories

Dramatic sketches

Friday

10:00-10:30 p.m.

71 CBS stations

ORIGINATES: KNX

Wednesday

8:00-8:30 p.m.

Rebroadcast

9:30-10:00 p.m.

75 CBS stations

30 CBC stations

ORIGINATES: KNX

Wednesday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

64 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

75 CBS stations

31 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

Rebroadcast

2:15-2:30 p.m.

63 CBS stations

ORIGINATES: WABC

Lifebuoy Health Soap

William Esty &

Company, Inc.

Rinso

Ruthrauff & Ryan, Inc.

Lifebuoy

William Esty &

Company, Inc.

Rinso

Ruthrauff & Ryan, Inc.

Spry

Ruthrauff & Ryan, Inc.

EMMETT & MYERS TOBACCO COMPANY

30th Week on CBS)

Glenn Miller and His Orchestra

with Paula Kelly, Ray Eberle, and the Modernaires

Professor Quiz

with Bob Trout

Questions and answers

Tues., Wed., Thurs.

10:00-10:15 p.m.

97 CBS stations

ORIGINATES: WABC

Tuesday

10:15-10:45 p.m.

70 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette Tobacco

Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

8th Week on CBS)

Helen Hayes Theater

starring Helen Hayes, with Mark Warnow's Orchestra, and Harry von Zell

Sunday

8:00-8:30 p.m.

Rebroadcast

10:30-11:00 p.m.

94 CBS stations

ORIGINATES: WABC

Lipton's Tea and

Tea Bags

Young & Rubicam, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
MAGAZINE REPEATING RAZOR COMPANY <i>(5th Week on CBS)</i> Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth. John Kirby's Band, guest stars	Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades <i>J. M. Mathes, Inc.</i>
PENN TOBACCO COMPANY <i>(79th Week on CBS)</i> Vox Pop Parks and Wally <i>Quiz</i>	Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i>
PET MILK SALES CORPORATION <i>(385th Week on CBS)</i> Saturday Night Serenade Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 67 CBS stations ORIGINATES: KMOX	Pet Irradiated Milk <i>Gardner Advertising Company</i>
PHILIP MORRIS & COMPANY, LTD. <i>(243rd Week on CBS)</i> Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block's Orchestra <i>Dramas of O'Neill, Shaw, Ibsen, and others</i> The Crime Doctor <i>Dramatic programs</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 90 CBS stations ORIGINATES: WABC Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 71 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i> Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
THE PROCTER & GAMBLE CO. <i>(336th Week on CBS)</i> Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 71 CBS stations ORIGINATES: KNX	Teel Drene <i>H. W. Kastor & Sons</i>

THE PROCTER & GAMBLE CO.

Continued

The Goldbergs

Serial drama

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
22 CBS stations
ORIGINATES: WABC

The O'Neills

Serial drama

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

Life Can Be Beautiful

Serial drama

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

Woman in White

Serial drama

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

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
38 CBS stations
17 CBC stations
ORIGINATES: WBBM

Road of Life

Serial drama

Mon. thru Fri.
1:45-2:00 p.m.
26 CBS stations
ORIGINATES: WBBM

Oxydol

Blackett-Sample-Hummert, Inc.

Ivory Soap

Compton Advertising, Inc.

Ivory Soap

Compton Advertising, Inc.

Camay

Pedlar & Ryan, Inc.

Crisco

Compton Advertising, Inc.

Chipso

Pedlar & Ryan, Inc.

RUDENTIAL INSURANCE COMPANY OF AMERICA

(17th Week on CBS)

Mon. thru Fri.
12:15-12:30 p.m.
52 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

When a Girl Marries

Serial drama

R. J. REYNOLDS TOBACCO COMPANY

(13th Week on CBS)

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

Camel Cigarettes

Prince Albert Smoking Tobacco

William Esty & Company, Inc.

Blondie

with Penny Singleton and Arthur Lake

Domestic comedy

Al Pearce and His Gang

with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Wendell Niles, Dick Lane and guests

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
83 CBS stations
ORIGINATES: KNX

SPEARMINT GUM
(458th Week on CBS)

Scattergood Baines
Serial drama

Dear Mom
with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer
Drama

Mon. thru Fri.
5:45-6:00 p.m.
79 CBS stations
ORIGINATES: WBBM

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Arthur Meyerhoff & Co.

E. R. SQUIBB & SONS
(39th Week on CBS)

**Frank Parker in
Golden Treasury of Song**
Musical

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

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

TEXAS COMPANY
(201st Week on CBS)

Texaco Star Theatre
starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra, "Mighty Allen Art
Players", Wynn Murray
Variety

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

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY
(305th 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.
52 CBS stations
ORIGINATES: WABC

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

**COLUMBIA
NEW
ENGLAND
NETWORK**

**ALEXANDER SMITH & SONS
CARPET COMPANY**
(9th Week on CBS)

The New England Home
with Clara Dudley
Talks on interior decoration

Mon., Wed., Fri.
3:30-3:45 p.m.
ORIGINATES: WEEI

Carpets
*Anderson, Davis &
Platte, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AMERICAN CHICLE COMPANY
(4th Week on CBS)

By the Way
with Bill Henry

Wed., Fri.
6:15-6:30 p.m. PST
ORIGINATES: KNX

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

<p>ATHASWEET CORPORATION <i>8th Week on CBS)</i></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</i> <i>Advertising Agency</i></p>
<p>OLONIAL DAMES, INC. <i>9th Week on CBS)</i></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 <i>306th Week on CBS)</i></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>Postum <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM COMPANY OF CALIFORNIA <i>14th Week on CBS)</i></p> <p>I Was There</p>	<p>Sunday 9:00-9:30 p.m. ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>56th Week on CBS)</i></p> <p>Hollywood Showcase (Beginning April 27)</p>	<p>Tuesday 9:30-10:00 p.m. ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>R. LORILLARD COMPANY <i>253rd Week on CBS)</i></p> <p>Talk Your Way Out of This One</p> <p>Don't Be Personal <i>Quiz</i></p>	<p>Friday 6:00-6:15 p.m. PST ORIGINATES: KNX</p> <p>Sunday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Sensation Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>79th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>THE MENNEN COMPANY <i>(103rd Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>NATIONAL LEAD COMPANY <i>(39th Week on CBS)</i></p> <p>Answer Auction <i>Quiz</i></p>	<p>Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>National Lead Products <i>Erwin Wasey & Co.</i></p>
<p>PETER PAUL, INC. <i>(38th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(26th Week on CBS)</i></p> <p>What's On Your Mind?</p>	<p>Thursday 7:15-7:45 p.m. PST Beginning April 7 Monday 9:30-10:00 p.m. ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(9th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Thursday 5:45-5:55 p.m. PST Saturday 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Hillman-Shane Advertising Agency, Inc.</i></p>
<p>BREAKFAST CLUB COFFEE, INC. <i>(13th Week on CBS)</i></p> <p>Voice of Friendship with Rita Murray</p>	<p>Tues., Thurs. 7:45-8:00 a.m. PST ORIGINATES: KNX</p>	<p>Breakfast Club Coffee <i>Lockwood-Shacklefor Advertising Agency</i></p>
<p>KNOX GELATINE COMPANY <i>(18th Week on CBS)</i></p> <p>Background for Headlines with Bob Garred</p>	<p>Tues., Thurs. 7:50-8:00 p.m. PST Saturday 7:45-8:00 p.m. PST ORIGINATES: KNX</p>	<p>Knox Sparkling Gelatine <i>Kenyon & Eckhardt, Inc.</i></p>
<p>SEASIDE OIL COMPANY</p> <p>Seaside Spelling Bee Liner <i>(Begins April 13)</i></p>	<p>Sunday 5:30-5:55 p.m. PST Beginning April 27 4:30-4:55 p.m. PST ORIGINATES: KNX</p>	<p>Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarthy Company</i></p>

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

<p>AMERICAN CHICLE COMPANY* <i>1st Week on WABC)</i></p> <p>Announcements</p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>ARBASOL COMPANY <i>7th Week on WABC)</i></p> <p>Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:10-6:15 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BATHASWEET CORPORATION* <i>1st Week on WABC)</i></p> <p>Ted Steele and his Novachord</p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>
<p>BOND STORES, INC. <i>1st Week on WABC)</i></p> <p>Morning Almanac with Phil Cook</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Bond's Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p>THE BORDEN COMPANY Announcements (Begins April 23)</p>	<p>Wed., Fri., Sat. 6:45-6:46:30 p.m.</p>	<p>Borden's Ice Cream <i>Pedlar & Ryan, Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>06th Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>RAWFORD CLOTHES, INC. <i>th Week on WABC)</i></p> <p>Odd Side of the News</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Men's Clothing <i>Al Paul Lefton</i></p>
<p>REZMA, INC. <i>2nd Week on WABC)</i></p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Lynn Baker Company</i></p>

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

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>FEDERAL SAVINGS & LOAN ASSOCIATION (12th Week on WABC)</p> <p>The March Through Life</p>	<p>Monday 10:30-10:45 p.m.</p>	<p>Savings Accounts and Home Loans <i>Heffelfinger Agency</i></p>
<p>KRUG BAKING COMPANY (67th Week on WABC)</p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>P. LORILLARD COMPANY* (4th Week on WABC)</p> <p>Record of the Day</p>	<p>Mon., Wed., Fri. 8:20-8:25 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p>MARLIN FIREARMS COMPANY (19th Week on WABC)</p> <p>Rising Son with Larry Elliott <i>Announcements</i></p>	<p>Tues., Thurs., Fri. 6:35-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MELVILLE SHOE COMPANY (124th Week on WABC)</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>MILES LABORATORIES, INC. (17th Week on WABC)</p> <p>Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m. Saturday 5:50-5:55 p.m.</p>	<p>Alka-Seltzer and One-a-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>C. F. MUELLER COMPANY (14th Week on WABC)</p> <p>Morning News</p>	<p>Mon. thru Fri. 9:00-9:15 a.m.</p>	<p>Mueller's Macaroni Products <i>Kenyon & Eckhardt, c.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY (24th Week on WABC)</p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Tuesday 8:45-9:00 a.m.</p>	<p>Milk Publicity <i>J. M. Mathes, Inc.</i></p>

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

**WABC
SPONSORED
PROGRAMS**

NOXZEMA CHEMICAL CO., INC. (Beginning April 12)	Saturday 9:45-10:15 p.m.	Noxzema Products <i>Ruthrauff & Ryan, Inc.</i>
Battle of the Boroughs		
ELSON RUG CO. 8th Week on WABC)	Mon., Wed., Fri. 8:15-8:20 a.m.	Rugs <i>Presba, Fellers & Presba, Inc.</i>
Music of Today		
EPSI-COLA COMPANY* 6th Week on WABC)	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
The Missus Goes A-Shopping <i>Quiz</i>		
ETER PAUL COMPANY* 6th Week on WABC)	Mon., Wed., Fri. 6:30-6:35 a.m.	Mounds <i>Platt-Forbes, Inc.</i>
Early Riser's News		
ELECT THEATRES CORP. 0th Week on WABC)	Mon., Tues., Wed. 12:00-12:05 a.m.	Hellzapoppin <i>Blaine-Thompson Co., Inc.</i>
Midnight News		
EST DISINFECTING COMPANY (Beginning April 7)	Mon., Wed., Fri. 8:25-8:30 a.m.	CN <i>Moser & Cotins, Inc.</i>
It Takes a Woman		

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 eleven classifications:

1. NEWS BROADCASTS	Page 20
2. PUBLIC AFFAIRS	Page 21
3. DRAMATIC SERIES	Page 21
4. SERIOUS MUSIC	Page 22
5. EDUCATIONAL PROGRAMS	Page 23
6. RELIGIOUS BROADCASTS	Page 25
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10. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: MARCH PROGRAMS	Page 29

**ews Summaries, Analyses
id 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Athens; Betty Wason from Athens; Winston Burdette from Ankara; Farnsworth Fowle from Belgrade; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY. 2:30-3:00, 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; 5:50-5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 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., SUNDAY, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines

7:15-7:30 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 Bob Trout analyzes the week's news generally.

**NEWS
BROADCASTS**

**NEWS
BROADCASTS**

**News from
All the Americas**
5:00-5:15 p.m.
EACH SATURDAY

CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.

**PUBLIC
AFFAIRS**

Report to the Nation
6:00-6:30 p.m.
EACH SATURDAY

This informal, factual series, produced by Brewster Morgan, shows the American people the inside workings of their own government

Your Town and Ours
7:30-8:00 p.m.
EACH MONDAY

The nation's capital, in terms of the men and women who work and live there, is dramatically presented in this new series with Eric Sevareid and a distinguished cast.

**DRAMATIC
SERIES**

Columbia Workshop
10:30-11:00 p.m.
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production.

APRIL 6: "The Rocking-Horse Winner" by D. H. Lawrence, adapted by W. H. Auden.

APRIL 13: "The Glory Machine" by Eric Arthur, and "The House" by André Maurois, both directed by Howard Barnes; "The Brooklyn Cantata" by George Kleinsinger, lyrics by Michael Stratton, conducted by Bernard Herrmann.

APRIL 27: "26 By Corwin" series begins, with Norman Corwin as director and writer.

Free Company Presents
2:00-2:30 p.m.
EACH SUNDAY

The Free Company, a group of American playwrights and actors eager to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon. In April:

APRIL 6: A play by Orson Welles.

APRIL 13: "The States Talking" by Archibald MacLeish.

APRIL 20: "The Miracle of the Danube" by Maxwell Anderson.

APRIL 27: "A Start in Life" by Paul Green.

"Honest Abe"
11:05-11:30 a.m.
EACH SATURDAY

This Saturday morning series, written by E. P. Conkle, starring Wesley Addy, dramatizes episodes in the early life of Abraham Lincoln.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

10-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year on CBS. John Barbirolli is conductor, Deems Taylor intermission commentator.

APRIL 6: *Wolf-Ferrari; Grieg; Franck.*

APRIL 13: *All Wagner program.*

Genevieve Rowe

4:45-5:00 p.m.

EACH WEDNESDAY

Each Wednesday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs.

**Cincinnati Conservatory
Music**

7:30-8:00 p.m.

TURSDAY, APRIL 5

SUNDAYS, 10:30-11:00 a.m.

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.

Southern Serenade

7:15-9:45 a.m.

EACH WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.

Columbia Concert Orchestra

7:15-5:45 p.m.

MONDAY, TUESDAY,

THURSDAY AND FRIDAY

The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.

**Symphony Club Orchestra
of Philadelphia**

7:30-8:00 p.m.

MONDAY, APRIL 12, 19, 26

An amateur group of 100 talented players, sponsored by Edwin Fleisher of the Free Library of Philadelphia, perform under the able direction of William S. Happich.

Library of Congress

2:00-3:55 p.m.

EACH SATURDAY

This series, under the auspices of the Whittall Foundation, features the Budapest Quartet in well-known compositions for strings.

CBS Easter Program

12:00-12:55 a.m.

THURSDAY, APRIL 10

The Columbia Concert Orchestra with soloists and chorus, conducted by Howard Barlow, is heard in a performance of *Rossini's "Stabat Mater."*

Choir of All Angels' Church

11:00-11:30 p.m.

FRIDAY, APRIL 11

Andrew Tietjen conducts this famous choir in a celebration of Easter Week with the "German Requiem" by *Brahms.*

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People Platform" 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:

- | | |
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| ALVIN S. JOHNSON | RAY LYMAN WILBUR |
| HENRY R. LUCE | JOSEPH H. WILLITS |

<p>Invitation to Learning 9:30-10:00 p.m. EACH TUESDAY</p>	<p>This series invites listeners to read the world's great book discussed by Huntington Cairns, Allen Tate, and Mark Van Doren.</p>
<p>The People's Platform 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans at a dinner and draws them into an extemporaneous discussion of current problems.</p>
<p>Children Also Are People 3:45-3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.</p>
<p>Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews.</p>
<p>Highways to Health 12:30-12:45 p.m. EACH SATURDAY 2:50-3:00 p.m., APRIL 12</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.</p>
<p>Exploring Space 3:45-3:55 p.m. EACH FRIDAY</p>	<p>This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.</p>
<p>Columbia's Lecture Hall 3:45-3:55 p.m. EACH MONDAY</p>	<p>Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.</p>
<p>America in Transition 3:45-3:55 p.m. EACH TUESDAY</p>	<p>This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work.</p>

**EDUCATIONAL
PROGRAMS**

American School of the Air

7:15-9:45 a.m.

(Eastern Time Zone)

12:30-2:55 p.m.

(Central Time Zone)

6:30-10:00 a.m.

(Mountain Time Zone)

12:00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, now broadcast to the Latin American Republics, is in its twelfth year on CBS. An estimated 3,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

APRIL 7: Nitrates

APRIL 14: Aluminum.

APRIL 21: Pan-American Resources.

TUESDAYS—*Wellsprings of Music*

APRIL 1: Western Songs.

APRIL 8: Music of the Plains.

APRIL 15: Railroad Songs.

APRIL 22: Music of Motion.

WEDNESDAYS—*New Horizons*

APRIL 2: Foods for the New World.

APRIL 9: River of Gold.

APRIL 16: Boom Days in the Jungle.

APRIL 23: Streams of Green Gold.

THURSDAYS—*Tales from Far and Near*

APRIL 3: The Wonderful Locomotive.

APRIL 17: Red Horse Hill.

APRIL 21: To be selected.

FRIDAYS—*This Living World*

APRIL 4: The Monroe Doctrine.

APRIL 18: Working for Permanent Peace.

APRIL 25: The American Way.

Adventures in Science

7:45-9:55 p.m.

ONCE A MONTH THURSDAY

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

Club of Men and Books

7:30-9:00 p.m.

ONCE A MONTH SATURDAY

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

Clubs for Defense

7:45-9:00 p.m.

ONCE A MONTH SATURDAY

A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eight consecutive year of Sunday morning and afternoon religious broadcasts. In April:

APRIL 6: *Morning*: The Rev. Maurice W Fogle, Hamilton Avenue Christian Church, S Louis, Mo.

Afternoon: Elder Stephen L. Richards, Council of The Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah.

APRIL 13: *Morning*: The Very Rev. Kirk I O'Ferrall, D.D., Dean, St. Paul's Cathedral, Detroit, Mich.

Afternoon: Special Catholic Easter Service.

APRIL 20: *Morning*: Dr. Louis D. Newton, Druid Hills Baptist Church, Atlanta, Ga.

Afternoon: The Most Rev. Gerald P. O'Hara, Bishop of the Diocese of Savannah-Atlanta.

APRIL 27: *Morning*: Rev. Dr. W. Galawa Tyson, District Superintendent, Philadelphia Conference, The Methodist Church.

Afternoon: Rabbi Herbert S. Goldstein, West Side Institutional Synagogue, N. Y. C.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

APRIL 6: Alva Tabor, Head Itinerant Teacher Trainer Fort Valley State College, Fort Valley Georgia.

APRIL 13: Bishop B. G. Shaw, A.M.E., Zion Church, Birmingham, Alabama.

APRIL 20: Mr. R. J. Reynolds, Guide Rig Commission, Topeka, Kansas.

APRIL 27: The Honorable James H. Price, Governor of Virginia.

Passover Program

11:00-11:30 p.m.

THURSDAY, APRIL 10

Dr. Louis Finkelstein, Jewish Theological Seminary of America; Cantor David Puttmann and Choir; Mr. Karl J. Austrian, American Jewish Committee.

Net the Music

1:05-11:30 p.m.

TELEVISION SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Atinee at Meadowbrook

4:00-5:00 p.m.

TELEVISION SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

"Singing Bee"

1:00-10:30 a.m.

TELEVISION SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.

Girl About Town

9:30-10:45 p.m.

TELEVISION MONDAY,
TUESDAY, WEDNESDAY AND FRIDAY

Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.

Friend in Deed

2:30-3:45 p.m.

TELEVISION MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

TELEVISION SUNDAY

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

TELEVISION THURSDAY

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

Quiz Politics

1:30-2:00 p.m.

TELEVISION SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.

PERSONALITIES

PERSONALITIES

Continued

The Old Dirt-Dobber

9:30-10:00 a.m.

EACH SATURDAY

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

CHILDREN'S PROGRAMS

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.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

- | | |
|--------------|----------------|
| Joan Edwards | Jack Leonard |
| Burl Ives | Genevieve Rowe |
| Bob Hannen | |

**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 April:

- | | |
|---------------|----------------|
| Shep Fields | Vaughn Monroe |
| Walter Gross | José Morand |
| Joey Kearns | George Olsen |
| Guy Lombardo | Tommy Reynolds |
| Vincent Lopez | Raymond Scott |
| Jerry Wald | |

**CBS SHORT WAVE
BROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts
(in English)
9:15-10:30, 11:30-11:45 a.m.
10-1:45, 5:45-6:00,
6-6:45 p.m.
MONDAY THRU FRIDAY
(Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SATURDAY
12:00 noon-1 p.m., 5-6 p.m.
SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

Hollywood News
MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish
12:00-10:05 p.m.
MONDAY THRU SUNDAY
6:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
6:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

News in Portuguese
12:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

News of Latin America
Spanish
12:00-8:15 p.m.
MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.

Cultural News in Spanish
WEDNESDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway
Column in Spanish
WEDNESDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

ADDENDA:

MARCH 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 March programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

MARCH 1: Speaking in opposition to the Lend-Lease Bill, Senator John A. Danaher, Republican of Connecticut, listed the reasons he thought the Bill should not be passed, 2:00-2:15 p.m.

MARCH 4: Senator James M. Tunnell, Democrat of Delaware, delivered an address in favor of passage of the pending Lend-Lease Bill, 5:30-5:45 p.m.

MARCH 5: In a speech entitled "The Lend-Lease Bill is a Move Toward Peace," Senator Scott Lucas, Democrat of Illinois, outlined the arguments in favor of the Bill and urged that it be passed, 10:15-10:30 p.m.

MARCH 6: Another advocate of passage of the contested Lend-Lease Bill, Senator Josh Lee, Democrat of Oklahoma, presented the affirmative position in the nationwide argument, 10:15-10:30 p.m.

MARCH 6: Answering the proponents of the Lend-Lease Bill, Republican Senator George D. Aiken of Vermont delivered an address entitled "Will H.R. 1776 Aid England in the Most Effective Way Possible?" giving his earnest opinion that that would not be the case, 10:30-10:45 p.m.

MARCH 8: Mrs. Dwight W. Morrow, widow of the late Ambassador to Mexico,

former acting president of Smith College (1939-40), author of several well known books, addressed a coast-to-coast Columbia network audience in behalf of the then pending Lend-Lease Bill, 12:45-1:00 p.m.

MARCH 9: Senator Robert A. Taft, Republican of Ohio, delivered an address giving his reasons why the Lend-Lease Bill should not be passed, 1:30-2:00 p.m.

MARCH 19: Representative Jennings Randolph, Democrat of West Virginia, in an address entitled "A Separate Air Force Now" explained the many reasons he deemed it urgent that a separate air force be established right away, 10:00-10:15 p.m.

MARCH 15: President Roosevelt was heard by the Columbia audience speaking at the White House Correspondents Dinner in Washington, 9:30-10:00 p.m.

MARCH 21: Norman Thomas, National Chairman of the Socialist Party in the United States, presented his views on "Next Steps in the Fight Against War," advocating a pledge by Congress to await advisory referendum by the people before any declaration of war, 10:00-10:15 p.m.

MARCH 22: Richard G. Casey, Minister from Australia to the United States, discussed his country's participation in the

vr. speaking from WJSV, Columbia's station for the nation's capital, over a CBS coast-to-coast hook-up. 10:15-10:30 p.m.

MARCH 26: Colonel William J. Donovan, President Roosevelt's personal representative returned from abroad, delivered a report to the American people on the result of his three-and-a-half-month trip to study British war efforts and European and Near East conditions. 10:30-11:00 p.m.

MARCH 29: President Roosevelt's Jackson Day address was broadcast throughout the world over the network and international short-wave facilities of the Columbia Broadcasting System. Mr. Roosevelt spoke from the famous annual Jackson Day dinner at the Mayflower Hotel in Washington, which was attended by the leaders of the Democratic Party. 9:30-9:45 p.m.

SPECIAL EVENTS

MARCH 8: Carmel Snow, editor of *Harper's Bazaar*, fashion authority, gave the average woman—housewife as well as career girl—some expert advice on how to choose clothes suitable for all occasions, yet stay within her budget. 5:15-5:30 p.m.

MARCH 15: From Oberlin College the Columbia Broadcasting System brought its audience the program of the Intercollegiate in American Congress, broadcasting the speeches of the Pan American Union's Chief Labor Division, Dr. Ernesto Galarza, and Mrs. Aline Kistler, Executive Secretary of the American National Committee of Enslaving, 10:35-10:45 p.m.

MARCH 17: Eamon de Valera, American-born Prime Minister of Eire, extended St. Patrick's Day greetings to the people of the United States in a special Columbia broadcast from Dublin, 11:15-11:30 p.m.

MARCH 19: In connection with the series meetings held by the National Associa-

tion of Manufacturers throughout the South on "National Defense Clinics," the Columbia Broadcasting System brought before its audience a round table discussion led by the Association's President, Walter D. Fuller, featuring such prominent speakers as Walter B. Weisenburger, Thurmond Chatham, Lamot du Pont. 10:15-10:30 p.m.

MARCH 20: Accompanying an extraordinary "hunt for Spring," Columbia set up its microphone in New York's Central Park while a quintet of distinguished scientists from the Museum of Natural History sought out evidence of the new season (such as crocus, budding pussy-willow, skunk cabbage, activity among the zoo reptiles), on Spring's official first day. Conducting the Spring hunt were Hans Christian Adamson, Dr. Roy Chapman Andrews, Dr. Harold E. Anthony, Dr. James F. Chapin, Dr. Charles Russel and Dr. C. H. Curran—all members of the Museum staff. 3:30-3:45 p.m.

MARCH 20: In speech, music and drama Columbia broadcast an appeal for aid to the 450,000,000 persons affected by the war in China. Former Ambassador William C. Bullitt made the keynote address. A stirring radio drama written by noted lyricist John LaTouche, with musical portions by the Columbia Concert Orchestra, was presented, 10:15-10:45 p.m.

MARCH 22: Prunella Wood, Woman's Editor of King Features, interviewed several of the 1941 Fashion Academy Award winners on their wardrobe preferences during Columbia's broadcast announcing the best dressed women in America. What they planned to wear in the Easter parade, as well as their own particular clothes preferences, were revealed by the best-dressed debutante, night club entertainer, radio star, business girl, opera singer, and all-American girl. 2:00-2:15 p.m.

MARCH 22: From Chicago the Columbia

Broadcasting System brought the exciting second-by-second description of the mid-west's big indoor track event, "Bankers Mile," 11:15-11:30 p.m.

MARCH 24: From Washington the Rt. Rev. Msgr. Michael J. Ready delivered a speech in behalf of the Bishops' Relief Committee, which coordinates Catholic effort in refugee work. 5:35-5:45 p.m.

MARCH 25: Lord Halifax, British Ambassador to the United States, speaking at the famed Pilgrim Society dinner in New York, was heard all around the world through the facilities of the Columbia Broadcasting System, 10:15-11:00 p.m.

MARCH 27: The greatest "moving day" in the nation's history—shifting the dial settings of radio stations throughout the country on more than 50,000,000 receiving sets—was heralded over the CBS network with a half-hour dramatic program entitled "Radio's Moving Day," 10:15-10:45 p.m.

MARCH 29: The first radio network to be honored by the University of Georgia with the George Foster Peabody Radio Award, for its public service activities during 1940, the Columbia Broadcasting System brought

before the nation the acceptance speech of CBS President William S. Paley, as well as the other principal addresses at the Award dinner, 10:15-10:45 p.m.

MARCH 30: The nation's foremost Negro artists, including Marian Anderson, Ethel Waters, Joe Louis, Duke Ellington, The Golden Gate Quartet and a host of others, joined in an exclusive CBS coast-to-coast broadcast in behalf of the National Urban League's campaign to focus the country's attention on the unemployment problem of the Negroes. 5:00-6:00 p.m.

MARCH 30: Columbia listeners heard Vice President Henry A. Wallace deliver an address on "Democracy and the Dignity of Man" before the triennial national convention of B'nai Brith, Jewish fraternal organization, from the Civic Opera House, Chicago, 11:05-11:30 p.m.

MUSIC

MARCH 29: From Columbia's station WJSV in Washington, the nation heard the beautifully trained voices of the Birmingham-Southern College A Cappella Choir of Birmingham, Alabama, in a varied program of songs, 5:15-5:30 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

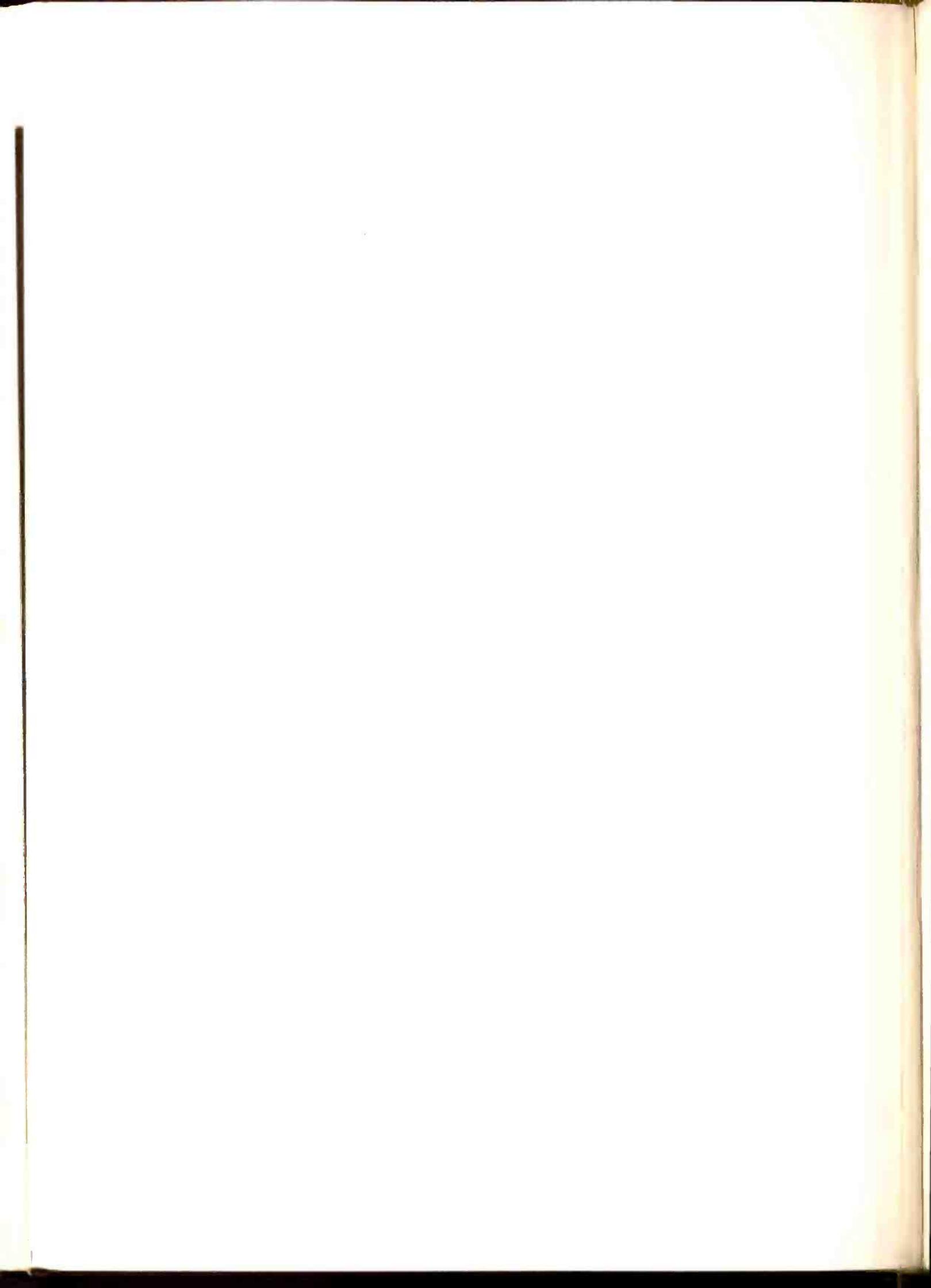
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CBS PROGRAM BOOK • MAY, 1941

Kate Smith, America's beloved
songstress, celebrates the
beginning of her 11th year of
CBS broadcasting



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MAY, 1941

THE COLUMBIA PROGRAM BOOK

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AFFILIATED PRODUCTS, INC. <i>(430th Week on CBS)</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY <i>(145th Week on CBS)</i></p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:00-6:10 p.m. <i>Rebroadcast</i> 11:00-11:10 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY <i>(261st Week on CBS)</i></p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY <i>(212th Week on CBS)</i></p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR AND COMPANY <i>(12th Week on CBS)</i></p> <p>Treat-Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMOUR SOAP WORKS <i>(11th Week on CBS)</i></p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: ON TOUR</p>	<p>Luxor Toiletries <i>Lord & Thomas</i></p>
<p>ART METAL WORKS, INC. <i>(3rd Week on CBS)</i></p> <p>Paul Sullivan Reviews the News</p>	<p>Friday 6:30-6:45 p.m. <i>Rebroadcast</i> 12 mid.-12:15 a.m. 1:00-1:15 a.m. 23 CBS stations ORIGINATES: WHAS</p>	<p>Ronson Lighters <i>Cecil & Presbrey, Inc.</i></p>

BAYER COMPANY

(12th Week on CBS)

Second Husbandwith Helen Menken, presented
by the Famous Actors' GuildTuesday
7:30-8:00 p.m.
74 CBS stations
ORIGINATES: WABC

Bayer Aspirin

*Blackett-Sample-
Hummert, Inc.*

DWEY'S, INC.

(1st Week on CBS)

News and Rhythmwith Dale Evans, vocalist, Todd
Hunter, news commentator, Tommy
Bartlett, Dari-Rich OrchestraSunday
11:05-11:30 a.m.
Rebroadcast
1:35-2:00 p.m.
34 CBS stations
ORIGINATES: WBBM

Dari-Rich Products

*Sorensen & Company*BROWN & WILLIAMSON TOBACCO
CORPORATION

(36th Week on CBS)

**Paul Sullivan Reviews
the News**Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
12 mid.-12:15 a.m.
1:00-1:15 a.m.
37 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*CALIFORNIA FRUIT GROWERS
EXCHANGE

(14th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

(59th Week on CBS)

First Nighterwith Barbara Luddy and
Les Tremayne*Drama*Tuesday
8:30-8:55 p.m.
55 CBS stations
ORIGINATES: WBBMCampana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(34th Week on CBS)

Campbell Playhouse

with guest stars

Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABC

Campbell's Soups

*Ward Wheelock
Company*

<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Amos 'n' Andy <i>Serial comedy-drama</i></p> <p>Martha Webster <i>Dramatic serial</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 61 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. 58 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 37 CBS stations ORIGINATES: KNX</p> <p>Mon. thru. Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, In</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(130th Week on CBS)</i></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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, In</i></p>
<p>CHRYSLER CORPORATION <i>(269th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, In</i></p>
<p>COCA-COLA COMPANY <i>(89th Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:15 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY***(77th Week on CBS)***Colgate Spotlight**with Ed East, Charles Hathaway
and his orchestra and guests*Variety***City Desk***Drama***Woman of Courage***Serial drama***Myrt and Marge***Serial drama***The Story of Bess Johnson***Serial drama***Stepmother***Serial drama*Thursday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
69 CBS stations
ORIGINATES: WABCThursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
69 CBS stations
ORIGINATES: WABCMon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
64 CBS stations
ORIGINATES: WABCMon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
83 CBS stations
ORIGINATES: WABCMon. thru Fri.
4:30-4:45 p.m.
82 CBS stations
ORIGINATES: WABCMon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
49 CBS stations
ORIGINATES: WBBMColgate Dental Cream
*Ted Bates, Inc.*Palmolive Shave Cream
Palmolive Brushless Shave
*Ted Bates, Inc.*Octagon Products
Ted Bates, Inc.
Crystal White
*Sherman & Marquette,
Inc.*New Concentrated Super
Suds
Super Suds
*Sherman & Marquette,
Inc.*Palmolive Soap
*Ward Wheelock
Company*Colgate Tooth Powder
*Sherman & Marquette,
Inc.***COMMERCIAL CREDIT COMPANY***8th Week on CBS)***Bob Trout***News*Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Fri.
11:55-12 mid.
Mon., Wed., Sat.
68 CBS stations
ORIGINATES: WABCAutomobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.***CONTINENTAL BAKING CO., INC.***30th Week on CBS)***Your Marriage Club**

with Haven MacQuarrie

*Quiz*Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: ON TOURWonder Bread
Ted Bates, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CURTISS CANDY COMPANY (32nd Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Candy C. L. Miller Company</p>
<p>DOUBLEMINT GUM (463rd Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum J. Walter Thompson Company</p>
<p>EVERSHARP, INC. (83rd Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR</p>	<p>Eversharp Pens and Peris The Biow Company</p>
<p>FLORIDA CITRUS COMMISSION (62nd Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit Arthur Kudner, Inc.</p>
<p>FORD MOTOR COMPANY (368th 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. 57 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln McCann-Erickson, Inc.</p>
<p>GENERAL FOODS CORPORATION (310th Week on CBS)</p> <p>We, the People with Gabriel Heatter and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars <i>Music, comedy, and drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 80 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 91 CBS stations ORIGINATES: WABC</p>	<p>Sanka Young & Rubicam, Inc.</p> <p>Grape Nuts Young & Rubicam, Inc.</p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

GENERAL FOODS CORPORATION

continued

Kate Smith Speaks; News

Talks and news

Joyce Jordan, Girl Interne

Serial drama

Young Dr. Malone

Serial drama

Kate Hopkins

Serial drama

Mon. thru Fri.
12:00-12:15 p.m.
82 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
79 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
87 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:45-3:00 p.m.
Rebroadcast
3:30-3:45 p.m.
44 CBS stations
ORIGINATES: WABC

Swansdown Cake Flour
Young & Rubicam, Inc.
Diamond Crystal Salt
Benton & Bowles, Inc.

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Post Toasties
Benton & Bowles, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.

362nd Week on CBS)

By Kathleen Norris

Dramatization of her novels

Hymns of All Churches

with Joe Emerson

Betty Crocker

Homemaker program

Mon. thru Fri.
10:00-10:15 a.m.
31 CBS stations
ORIGINATES: WABC

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

Wheaties
Knox Reeves Advertising, Inc.

Gold Medal Flour
Blackett-Sample-Hummert, Inc.

GILLETTE SAFETY RAZOR COMPANY

302nd Week on CBS)

Elmer Davis

News

Kentucky Derby

Track-side account by
Clem McCarthy and Ted Husing

Tues., Fri.
8:55-9:00 p.m.
57 CBS stations
ORIGINATES: WABC

Sat., May 3
6:30-7:00 p.m.
96 CBS stations
ORIGINATES: CHURCHILL
DOWNS

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

Gillette Blue Blades
Tech Razors
Maxon, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>GULF OIL CORPORATION (377th Week on CBS)</p> <p>World News Tonight <i>News</i></p>	<p>Sunday 7:30-8:00 p.m. 79 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (164th Week on CBS)</p> <p>Silver Theater Summer Show with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others</p>	<p>Sunday 6:00-6:30 p.m. 28 CBS stations ORIGINATES: WABC</p>	<p>International Sterling at 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (84th Week on CBS)</p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNSON & JOHNSON (4th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (386th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (300th 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>Monday 9:00-10:00 p.m. 66 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. 75 CBS stations 30 CBC stations ORIGINATES: KNX</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>

EVER BROTHERS COMPANY

*Continued***Meet Mister Meek***Drama***Big Sister**

with Alice Frost

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

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

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
74 CBS stations
31 CBC stations
ORIGINATES: WABC

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

Lifebuoy
*William Esty &
Company, Inc.*

Rinso
Ruthrauff & Ryan, Inc.

Spry
Ruthrauff & Ryan, Inc.

WIGGETT & MYERS TOBACCO
COMPANY*34th Week on CBS)***Glenn Miller and His Orchestra**with Paula Kelly, Ray Eberle,
and the Modernaires**Professor Quiz**

with Bob Trout

Questions and answers

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

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette
Tobacco
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

*2nd Week on CBS)***Helen Hayes Theater**starring Helen Hayes, with Mark
Warnow's Orchestra

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

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

MAGAZINE REPEATING RAZOR
COMPANY*4th Week on CBS)***Duffy's Tavern**starring Ed Gardner as "Archie",
Shirley Booth, John Kirby's Band,
guest stars

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

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PROVINCE OF ONTARIO <i>(2nd Week on CBS)</i></p> <p>Ned Sparks Show starring Ned Sparks, with Luigi Romanelli and his orchestra, Sair Lee and Dave Davies <i>Variety</i></p>	<p>Sunday 5:30-6:00 p.m. 52 CBS stations ORIGINATES: TORONTO</p>	<p>Travel Service <i>Walsh Advertising Company, Ltd.</i></p>
<p>PENN TOBACCO COMPANY <i>(83rd Week on CBS)</i></p> <p>Vox Pop Parks and Wally <i>Quiz</i></p>	<p>Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: ON TOUR</p>	<p>Kentucky Club Pipe Tobacco <i>Kiesewetter Advertising Agency</i></p>
<p>PET MILK SALES CORPORATION <i>(389th Week on CBS)</i></p> <p>Saturday Night Serenade Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 56 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 67 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. <i>(247th Week on CBS)</i></p> <p>Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block's Orchestra <i>Dramas of O'Neill, Shaw, Ibsen, and others</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 84 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarette <i>The Biow Company, Inc.</i></p>

THE PROCTER & GAMBLE CO.

*10th Week on CBS)***Those We Love**with Nan Grey, Donald Woods,
Richard Cromwell*Drama***The Story of Mary Marlin***Serial drama***The Goldbergs***Serial drama***The O'Neills***Serial drama***Life Can Be Beautiful***Serial drama***Woman in White***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*FEDERAL FIDELITY AND GUARANTEE INSURANCE COMPANY
OF AMERICA*1st Week on CBS)***When a Girl Marries***Serial drama*

Monday

8:00-8:30 p.m.

Rebroadcast

12:00-12:30 a.m.

71 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

5:00-5:15 p.m.

17 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

5:15-5:30 p.m.

16 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:30-5:45 p.m.

35 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:00-1:15 p.m.

43 CBS stations

ORIGINATES: WABC

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.

50 CBS stations

17 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

25 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

12:15-12:30 p.m.

51 CBS stations

ORIGINATES: WABC

Teel

Drene

H. W. Kastor & Sons

Ivory Soap

*Compton Advertising,
Inc.*

Duz

*Blackett-Sample-
Hummert, Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Flakes

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

Insurance Services

Benton & Bowles, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>R. J. REYNOLDS TOBACCO COMPANY (417th Week on CBS)</p> <p>Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p> <p>Al Pearce and His Gang with Blanche Stewart, Artie Auerbach, Wendell Niles, Lou Bring's Orchestra and guests <i>Variety</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 60 CBS stations ORIGINATES: KNX</p> <p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 79 CBS stations ORIGINATES: KNX</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>SPEARMINT GUM (462nd Week on CBS)</p> <p>Scattergood Baines <i>Serial drama</i></p> <p>Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer <i>Drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 77 CBS stations ORIGINATES: WBBM</p> <p>Sunday 6:55-7:15 p.m. 69 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Arthur Meyerhoff & Co.</i></p>
<p>E. R. SQUIBB & SONS (43rd Week on CBS)</p> <p>Frank Parker in Golden Treasury of Song <i>Musical</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (205th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players," Wynn Murray <i>Variety</i></p>	<p>Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 88 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (309th Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>

<p>AMERICAN CHICLE COMPANY <i>14th Week on CBS)</i></p> <p>By the Way with Bill Henry</p>	<p>Tues., Thurs. 9:30-9:45 p.m. PST ORIGINATES: KNX</p>	<p>Chielets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION <i>32nd Week on CBS)</i></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. <i>3rd Week on CBS)</i></p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 8:55-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>GENERAL FOODS CORPORATION <i>310th Week on CBS)</i></p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. PST ORIGINATES: KNX</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM COMPANY OF CALIFORNIA <i>18th Week on CBS)</i></p> <p>I Was There</p>	<p>Sunday 9:00-9:30 p.m. PST ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>70th Week on CBS)</i></p> <p>Hollywood Showcase</p>	<p>Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>R. LORILLARD COMPANY <i>257th Week on CBS)</i></p> <p>Don't Be Personal with Art Baker</p>	<p>Sunday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Sensation Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>83rd Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 7:30-7:45 a.m. PST <i>Rebroadcast</i> 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

THE MENNEN COMPANY
(107th Week on CBS)

Bob Garred Reporting
News

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

Mennen Shaving Cream
H. M. Kieseletter
Advertising Agency

NATIONAL LEAD COMPANY
(43rd Week on CBS)

Answer Auction
Quiz

Thursday
8:30-9:00 p.m. PST
ORIGINATES: KNX

National Lead Products
Erwin Wasey & Co.

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(30th Week on CBS)

What's On Your Mind?

Monday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan

**SOIL OFF MANUFACTURING
COMPANY**
(13th Week on CBS)

Bob Garred Reporting
News

Thursday
4:45-4:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
Hillman-Shane
Advertising Agency, Inc.

**WILMINGTON TRANSPORTATION
COMPANY**

Catalina Fun Quiz
(Starts May 12)

Mon. thru Fri.
12:00-12:15 p.m.
PST
ORIGINATES: KNX

Santa Catalina Island,
Summer Resort
Arthur Meyerhoff & Co.

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(17th Week on CBS)

Voice of Friendship
with Rita Murray

Tues., Thurs.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
Lockwood-Shackelford
Advertising Agency

KNOX GELATINE COMPANY
(22nd Week on CBS)

Background for Headlines
with Bob Garred

Tues., Thurs.
6:50-7:00 p.m. PST
Saturday
6:45-7:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine
Kenyon & Eckhardt, Inc.

PETER PAUL, INC.
(42nd Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
4:45-4:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
Brisacher, Davis
& Staff

COLUMBIA
CALIFORNIA
NETWORK

Continued

WABC
SPONSORED
PROGRAMS

SEASIDE OIL COMPANY (4th Week on CBS) Seaside Spelling Bee Liner	Sunday 4:30-4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarty Company</i>
AMERICAN CHICLE COMPANY* (5th Week on WABC) Announcements	Mon. thru Sat. 8:00-8:01:30 a.m.	Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i>
BARBASOL COMPANY (1st Week on WABC) Sports News with Mel Allen	Tues., Thurs. 6:10-6:15 p.m. Saturday 5:55-6:00 p.m.	Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i>
BATHASWEET CORPORATION* (5th Week on WABC) Ted Steele and his Novachord	Tuesday 6:15-6:30 p.m.	"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i>
BOND STORES, INC. (5th Week on WABC) Arthur Godfrey	Mon. thru Sat. 7:30-7:45 a.m.	Bond's Men's Clothing <i>Neff-Rogow, Inc.</i>
THE BORDEN COMPANY* (PIONEER DIVISION) (2nd Week on WABC) Announcements	Wed., Fri., Sat. 6:45-6:46:30 p.m.	Reid's Ice Cream <i>Pedlar & Ryan, Inc.</i>
BULOVA WATCH COMPANY (10th Week on WABC) Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
DREZMA, INC. (6th Week on WABC) Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.	"Drezma" Cosmetics <i>Lynn Baker Company</i>

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
KRUG BAKING COMPANY <i>(71st Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LEHN & FINK PRODUCTS CORP.* <i>(2nd Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon., Wed., Fri. 6:35-7:00 a.m.	Hind's Honey & Almond Cream <i>William Esty & Company, Inc.</i>
P. LORILLARD COMPANY* <i>(8th Week on WABC)</i> Record of the Day	Mon., Wed., Fri. 8:20-8:25 a.m.	Old Gold Cigarettes <i>J. Walter Thompson</i>
MARLIN FIREARMS COMPANY <i>(23rd Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Marlin Razor Blades <i>Craven & Hedrick, Inc.</i>
McKESSON & ROBBINS, INC. Evening News (Starts May 5)	Mon., Wed., Fri. 10:45-11:00 p.m.	Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i>
MELVILLE SHOE COMPANY <i>(128th Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
MILES LABORATORIES, INC. <i>(21st Week on WABC)</i> Afternoon News	Saturday 5:50-5:55 p.m.	Alka-Seltzer and One-a-Day Vitamins <i>Wade Advertising Agency</i>
MY BOOK HOUSE <i>(1st Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon., Wed., Fri. 8:45-9:00 a.m.	Book House <i>Presba, Fellers & Presba, Inc.</i>

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

OXZEMA CHEMICAL CO., INC.* <i>1th Week on WABC)</i> Battle of the Boroughs Quiz	Saturday 9:45-10:15 p.m.	Noxzema Products <i>Ruthrauff & Ryan, Inc.</i>
THE NEWSPAPER PM, INC. <i>10th Week on WABC)</i> Arthur Godfrey Participations Woman's Page of the Air with Adelaide Hawley Participations	Mon. thru Sat. 6:35-7:00 a.m. Tues., Thurs., Sat. 8:45-9:00 a.m.	PM <i>Harry A. Berk, Inc.</i>
EPSI-COLA COMPANY* <i>10th Week on WABC)</i> The Missus Goes A-Shopping Quiz	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
ETER PAUL COMPANY* <i>50th Week on WABC)</i> Early Riser's News	Mon., Wed., Fri. 6:30-6:35 a.m.	Mounds <i>Platt-Forbes, Inc.</i>
RIVAL PACKING COMPANY <i>14th Week on WABC)</i> Music of Today	Mon., Wed., Fri. 8:15-8:20 a.m.	Rival Dog Food <i>Charles Silver & Company</i>
SELECT THEATRES CORP. <i>34th Week on WABC)</i> Midnight News	Mon., Tues., Wed. 12:00-12:05 a.m.	Hellzapoppin <i>Blaine-Thompson Co., Inc.</i>
THE SHALER COMPANY Arthur Godfrey Participations (Starts May 23)	Mon. thru Sat. 6:35-7:00 a.m.	Rislone (motor tune up) <i>Kirkgasser-Drew Advertising Agency</i>
WEST DISINFECTING COMPANY <i>3rd Week on WABC)</i> It Takes a Woman with Frances Scott	Mon., Wed., Fri. 8:25-8:30 a.m.	CN <i>Moser & Cotins, Inc.</i>

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 eleven classifications:

1. NEWS BROADCASTS	Page 20
2. PUBLIC AFFAIRS	Page 21
3. SPECIAL EVENTS	Page 21
4. DRAMATIC SERIES	Page 21
5. SERIOUS MUSIC	Page 22
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7. RELIGIOUS BROADCASTS	Page 25
8. VARIETY PROGRAMS	Page 25
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: APRIL PROGRAMS	Page 29

ews 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch. Charles Barbe from Rome; Cecil Brown and Leigh White from Belgrade; Betty Wason and Philip Brown from Athens; Winston Burdett from Ankara; Farnsworth Fowle from Sofia; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout. Linton Wells. Major G. F. Eliot, William L. Shirer, Spencer Williams 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: 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY. 7:30-8:00, 11:00-11:15 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY: 8:00, 11:00 a.m., 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., SUNDAY, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (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 Bob Trout analyzes the week's news generally.

NEWS
BROADCASTS

**NEWS
BROADCASTS**

Continued

**News from
All the Americas**
5:00-5:15 p.m.
EACH SATURDAY

CBS takes another step toward inter-American unity and friendship in this new series of news roundups from all the important Latin American capitals.

**PUBLIC
AFFAIRS**

Report to the Nation
6:00-6:30 p.m.
EACH SATURDAY

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, which originates in Washington, is produced by Brewster Morgan.

SPECIAL EVENTS

Kentucky Derby Preview
6:15-6:30 p.m., MAY 1
11:15-11:30 p.m., MAY 2
5:30-5:50 p.m., MAY 3

From Louisville, Kentucky, Ted Husing, a CBS sports reporter, brings turf and sport notables to his Columbia network microphone to preview the 67th annual running of the Kentucky Derby.

**DRAMATIC
SERIES**

Columbia Workshop
10:30-11:00 p.m.
(8:00-8:30 p.m. to West)
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returns as author-director in an ambitious series to be called "20 by Corwin."

MAY 4: Norman Corwin's "Radio Primer."
MAY 18: First broadcast of excerpts from "The People, Yes," music by Earl Robinson words by Norman Corwin and Carl Sandburg

Free Company Presents
2:00-2:30 p.m.
SUNDAY, MAY 4

The Free Company, a group of American playwrights and actors formed to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon.

MAY 4: "Above Suspicion" by Sherwood Anderson.

Life of Riley

10:00-10:30 a.m.

CH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama of a promoter temporarily down in his luck. The series is directed by Marx Loeb, and written by Leonardo Bercovici and Bob Sloan.

"Honest Abe"

10:05-11:30 a.m.

CH SATURDAY

This Saturday morning series, written by E. P. Conkle, starring Henry Hull, dramatizes episodes in the early life of Abraham Lincoln. Sidney Harmon directs.

Columbia Broadcasting

Symphony

12:00-4:30 p.m.

WEDNESDAY, MAY 11, 18, 25

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For May the program includes:

MAY 11: *Mozart*: Overture to "Lucio Silla"; *Hamilton Harty*: John Field Suite; *Ibert*: Escales; *Saint Saëns*: Symphony No. 3 in C minor, JULIUS MATTFELD, organ soloist.

**SERIOUS
MUSIC**

Genevieve Rowe

5:45-5:00 p.m.

WEDNESDAY

5:00-5:15 p.m.

THURSDAY

Each Wednesday and Thursday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs and operatic selections.

**Cincinnati Conservatory
of Music**

10:30-11:00 a.m.

SUNDAY

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.

Southern Serenade

9:15-9:45 a.m.

WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.

Columbia Concert Orchestra

8:30-8:00 p.m.

SATURDAY

5:45-5:15 p.m.

TUESDAY, THURSDAY AND FRIDAY

The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Victor Bay.

**SERIOUS
MUSIC**
Continued

**Eighth Annual Radio
Music Festival**

3:30-3:55 p.m.
SATURDAY, MAY 10

Under the leadership of Professor Edgar H. Gordon, and from the University of Wisconsin's Stock Pavilion, comes the thrilling Festival of the thousands of school children throughout Wisconsin whom Professor Gordon taught by radio.

League of Composers

3:00-3:55 p.m.
SATURDAY, MAY 3
3:00-3:30 p.m.
SATURDAY, MAY 10, 17, 24

This series includes a number of works commissioned especially by the League of Composers, and comes to Columbia's listeners in turn from New York, Rochester, Philadelphia and Los Angeles.

**International Society
for Contemporary Music**

7:30-8:00 p.m.
SATURDAY, MAY 17, 24

The International Society for Contemporary Music, which counts among its members many of the most distinguished living musicians, brings to Columbia's audience the first of four programs of contemporary music.

**Westchester Negro
Choral Union**

4:45-5:00 p.m.
MONDAY, MAY 12

A program of Negro spirituals is brilliantly presented by a chorus of forty voices under the direction of famous conductor-arranger Juanita Hall.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People Platform" 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
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR

JOSEPH H. WILLITS

Invitation to Learning

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

This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate, and Mark Van Doren.

EDUCATIONAL
PROGRAMS**The People's Platform**

10:00-7:30 p.m.

ONCE A WEEK SATURDAY

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

Children Also Are People

10:45-3:55 p.m.

ONCE A WEEK WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.

Columbia's Country Journal

12:00-12:30 p.m.

ONCE A WEEK SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health

12:30-12:45 p.m.

ONCE A WEEK SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Exploring Space

10:45-3:55 p.m.

ONCE A WEEK FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

Columbia's Lecture Hall

10:45-3:55 p.m.

ONCE A WEEK MONDAY

Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.

America in Transition

10:45-3:55 p.m.

ONCE A WEEK TUESDAY

This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work.

Adventures in Science

10:45-3:55 p.m.

ONCE A WEEK THURSDAY

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

Books of Men and Books

10:30-3:00 p.m.

ONCE A WEEK SATURDAY

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

Books for Defense

12:45-1:00 p.m.

SATURDAY, MAY 3 AND 10

A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In May:

MAY 4: *Morning:* The Reverend Harold L. Yochum, President of the Michigan District of the American Lutheran Church, Detroit.

Afternoon: The Reverend Francis X. Fitzgibbons, Diocesan Secretary of the Confraternity of Christian Doctrine, Diocese of Brooklyn.

MAY 11: *Morning:* Dr. Ferdinand Q. Blanchard, Euclid Avenue Congregational Church, Cleveland, Ohio.

Afternoon: Dr. Philip S. Barto, Former First Reader of a Christian Science Church, Cleveland, Ohio.

MAY 18: *Morning:* The Reverend Arthur I. Kinsolving, Calvary Church, Pittsburgh.

Afternoon: The Right Reverend Monsignor Edward R. Kirk, Rector, St. Basil's Church, Los Angeles, California.

MAY 25: *Morning:* Rabbi Samuel Abramson, Temple Ohabei Shalom, Brookline, Mass.

Afternoon: Newly Elected Moderator of the General Assembly of the Presbyterian Church U. S. A.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spiritual music is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

MAY 4: Mr. J. E. Smith, President, National Negro Insurance Association, Louisville, Ky.

MAY 11: Congresswoman Frances P. Bolton, 22nd District of Ohio (special Mother's Day address).

MAY 18: To be announced.

MAY 25: To be announced.

VARIETY

Gold If You Find It

10:30-11:00 a.m.

EACH SATURDAY

From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program, originated by Ray Harvey.

PROGRAM AND TIME

GEORGIA GIBBS

DESCRIPTION

VARIETY

Meet the Music

2:35-3:00 p.m.

EACH SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Matinee at Meadowbrook

4:00-5:00 p.m.

EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

Girl About Town

9:30-10:45 p.m.

EACH TUESDAY AND SATURDAY

11:15-7:30 p.m.

EACH SUNDAY

Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.

Juan Arvizu

9:30-10:45 p.m.

MONDAY, WEDNESDAY, FRIDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with a Tipica Orchestra under the direction of Ernesto Arcos.

Friend in Deed

2:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

5:15-6:30 p.m.

EACH THURSDAY

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

Quiz Politics

7:30-2:00 p.m.

EACH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.

PERSONALITIES

PERSONALITIES*Continued***The Old Dirt-Dobber**

9:30-10:00 a.m.

EACH SATURDAY

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

CHILDREN'S PROGRAMS**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 National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager. Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC**CBS Vocalists**

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Juan Avizu	Burl Ives
Bob Hannen	Genevieve Rowe
Joan Edwards	

**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 for Columbia listeners each evening. These top ranking bands are scheduled for May:

Gus Arnheim	Vaughan Monroe
Rudy Bundy	José Morand
Sammy Kaye	Alvino Rey
Joey Kearns	Tommy Reynolds
Guy Lombardo	Raymond Scott

Jerry Wald

**CBS SHORT WAVE
BROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts
(in English)
10:15-10:30, 11:30-11:45 a.m.
11:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(in Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SATURDAY
12:00 noon-1 p.m., 5-6 p.m.
SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish
10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
12:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News of Latin America
in Spanish
12:00-8:15 p.m.
MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.

News in Portuguese
12:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Cultural News in Spanish
FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

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 April programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

APRIL 1: Mme. Genevieve Tabouis, noted French writer on current affairs, and Edward Weintal, formerly in charge of press relations for the Polish Embassy in Washington, joined in a discussion of "America and Democracy," giving their impressions of democracy in this country and its significance to the rest of the world. The program, coming from Columbia's station in Washington, was arranged under the auspices of the Department of Justice, 9:30-9:45 p.m.

APRIL 2: Three of America's leading executives in the automobile industry—Charles F. Kettering of General Motors, William J. Cameron of the Ford Motor Company, and Fred M. Zeder of the Chrysler Corporation—discussed "Mental Attitudes for National Defense" on a coast-to-coast hookup of the Columbia network. The talks, broadcast from the Book-Cadillac Hotel in Detroit, were delivered in connection with a joint conference of four national honor societies—Phi Beta Kappa, liberal arts; Omega Alpha, medicine; Tau Beta Phi, engineering; Sigma Xi, science, 10:15-10:30 p.m.

APRIL 3: Representative Joseph W. Martin, Jr., Republican of Massachusetts, minority leader of the House of Representatives and chairman of the Republican National Com-

mittee, delivered an address, "The Country Needs a Strong Opposition Party" over the Columbia network, 10:45-11:00 p.m.

APRIL 4: Speaking under the auspices of the American Labor Committee to Aid British Labor, organized to provide direct relief for workers in England, Matthew Woll, vice president of the American Federation of Labor, expressed the view that organized labor in the United States is determined to help Britain's workers, 5:30-5:45 p.m.

APRIL 5: Former Senator Rush D. Holt speaking from Columbia's studios in Washington, argued against convoying by the United States, 10:15-10:30 p.m.

APRIL 8: Rear Admiral Emory S. Laney, U. S. Navy, retired, chairman of the United States Maritime Commission, submitted report on the nation's shipping and shipbuilding activities to the Columbia network audience, 10:15-10:30 p.m.

APRIL 14: Senator Bennett Champ Clark, Democrat of Missouri, in a speech in New York's Carnegie Hall added his voice against convoying, 10:30-10:45 p.m.

APRIL 16: Senator Charles W. Tobey, Republican of New Hampshire, who introduced a measure to prohibit convoying

the United States of ships bound for warring countries, talked on that subject over the Columbia network, 10:15-10:30 p.m.

APRIL 19: Secretary of Agriculture Claude Wickard spoke from Charleston, on the subject of "Food for Defense," 10:15-10:30 p.m.

APRIL 19: Bishop Henry W. Hobson, speaking from Columbia's studio in Boston, discussed the newly organized committee, "Fight for Freedom," 11:00-11:15 p.m.

APRIL 22: The American Bar Association's plans to give free legal advice to members of the nation's armed forces and their families on problems arising from induction into the military service were outlined by Edmund Ruffin Beckwith in a broadcast over the Columbia network, 10:30-10:45 p.m.

APRIL 26: Representative Joseph W. Martin, Jr., of Massachusetts, chairman of the Republican National Committee, was heard over the Columbia network in an address at the Connecticut State Convention of Young Republicans, 10:15-10:45 p.m.

APRIL 29: Manchester Boddy, president and publisher of the *Los Angeles News*, discussed the role of the press in American defense in a broadcast originating at CBS studios in New York, 10:15-10:30 p.m.

SPECIAL EVENTS

APRIL 1: Dr. Thomas Parran, Surgeon General of the United States, read a letter from President Roosevelt inaugurating National Cancer Control Month in a broadcast over the CBS network, 11:00-11:15 p.m.

APRIL 2: Columbia's ace reporter Ted Husing, assisted by Jimmy Dolan, gave the CBS audience a blow-by-blow description of the finals of the National Amateur Athletic Union boxing championships. Broad-

casting from a ringside position, Husing brought the winners to the microphone for brief interviews, 11:05-12:00 midnight.

APRIL 8: A special concert given by the St. Louis Symphony Orchestra, for American Chemical Society members convening in St. Louis, was broadcast over the CBS network, 11:00-11:30 p.m.

APRIL 9: CBS covered the ceremonies marking the commissioning of the new 35,000-ton battleship, *North Carolina*, with short-wave and network broadcasts from the New York Navy Yard in Brooklyn, 11:30-11:45 a.m., 3:30-3:45 p.m.

APRIL 12: The launching of the *Rio de Janeiro*, new Moore-McCormack passenger liner, at Chester, Pa., was covered in two broadcasts—one to Latin America and the other within the United States—over the facilities of the Columbia Broadcasting System. The actual ceremonies, including christening of the ship by Senhora Alzira Vargas do Amaral Peixoto, daughter of Brazil's President Getulio Vargas, was reported in Portuguese by Luis Lopez Correa, of CBS's foreign language staff, in a short-wave broadcast over Columbia's international station WCAB, and beamed toward Latin America, 1:45-2:00, 2:00-2:15 p.m.

APRIL 12: Ted Husing took his CBS microphone to the Jamaica track for the opening of the 1941 metropolitan racing season. Assisted by Jimmy Dolan, he gave the CBS audience a running description of the Paumonok Handicap, feature race of the first day's program, 4:15-4:30 p.m.

APRIL 19: Major activity at the California Institute of Technology—much of it concerned with problems of national defense—was described in seven pickups from the famous West Coast institution during a Columbia network broadcast, 2:00-2:30 p.m.

APRIL 19: Thirty-fourth annual running of the Excelsior Handicap at Jamaica was described for CBS listeners by Ted Husing, assisted by Jimmy Dolan. 4:30-4:45 p.m.

APRIL 20: The first description of what would be done in America if real enemy aircraft approached was brought Columbia's listeners in an extraordinary broadcast in which Secretary of War Henry L. Stimson spoke and CBS announcers John Charles Dayly and Bob Trout described the first demonstration of the new civilian aircraft warning program. The exclusive CBS broadcast originated at Mitchel Field, Long Island, 5:15-5:30 p.m.

APRIL 22: Senator Harry F. Byrd of Virginia told the CBS audience of his state's Garden Club Tour, this year held for the benefit of Bundles for Britain. Senator Byrd described the itinerary and highlighted features of the tour, 10:15-10:30 p.m.

APRIL 24: CBS covered the Chrysler dealers' presentation of a giant medium armor plate tank to the U. S. Army. The tank, first produced in Chrysler's arsenal in Detroit, was presented to the government as a gift of the Chrysler distributors. K. T. Keller, president of the Chrysler Corporation, and Major General C. M. Wesson were among the army and automotive officials who spoke during the broadcast, which originated inside the huge arsenal, 11:00-11:15 a.m.

APRIL 25: Lord Halifax, British Ambassador to the United States, was heard by Columbia's coast-to-coast audience speaking at a meeting of the Atlanta Bar Association, 10:30-11:00 p.m.

APRIL 26: For the tenth year, Ted Husing brought the CBS audience a trackside account of the Penn Relays at Franklin Field, Philadelphia. Assisted by Jimmy Dolan, Husing described feature races from the infield where he got the best possible view

of the runners, 4:30-5:00, 5:40-5:50 p.m.

APRIL 27: Keynote speaker at a meeting under auspices of United China Relief, Inc., former Ambassador William C. Bullitt delivered an address on "The Battle for Democracy in Asia," broadcast over the CBS network from Constitution Hall in Washington, 10:30-11:00 p.m.

EASTER SUNDAY ROUNDUP

APRIL 13: The Columbia Broadcasting System presented an Easter Sunday schedule from all parts of the world extending through the day and evening:

5:00 a.m. Moravian Sunrise Services at Winston-Salem, N. C.

6:00 a.m. Pope Pius XII, speaking from Vatican City.

6:30 a.m. Sunrise Services from Cory Hill, Brookline, Mass., presented through cooperation of eleven Protestant services.

7:00 a.m. Sunrise Services from Forest Park, St. Louis.

7:30 a.m. Sunrise Services from Arlington National Cemetery, Washington, D. C.

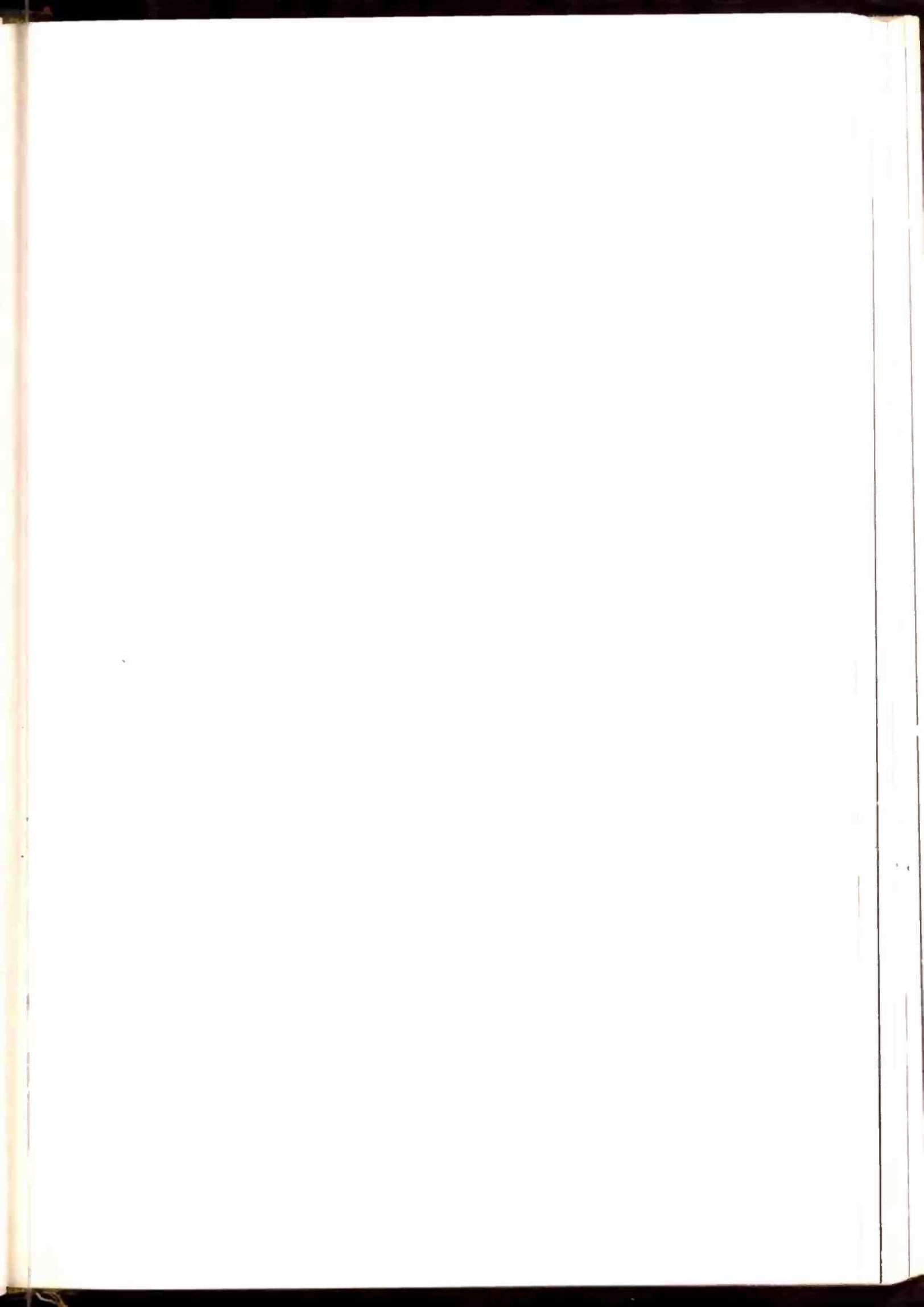
8:30 a.m. Glendale Easter Sunrise Services with Los Angeles Symphony Orchestra directed by Albert Coates, with Susanna Foster soloist.

12:30 p.m. Salt Lake City Tabernacle Choir and Organ.

1:00 p.m. Special Catholic Easter Service

1:45 p.m. Easter Parade (from Madison Hotel, N. Y.).

5:30 p.m. From Edinburgh, Cardiff, Plymouth, Manchester, and London Columbia's foreign correspondents brought the United States a unique description of Easter Sunday observance in embattled England.



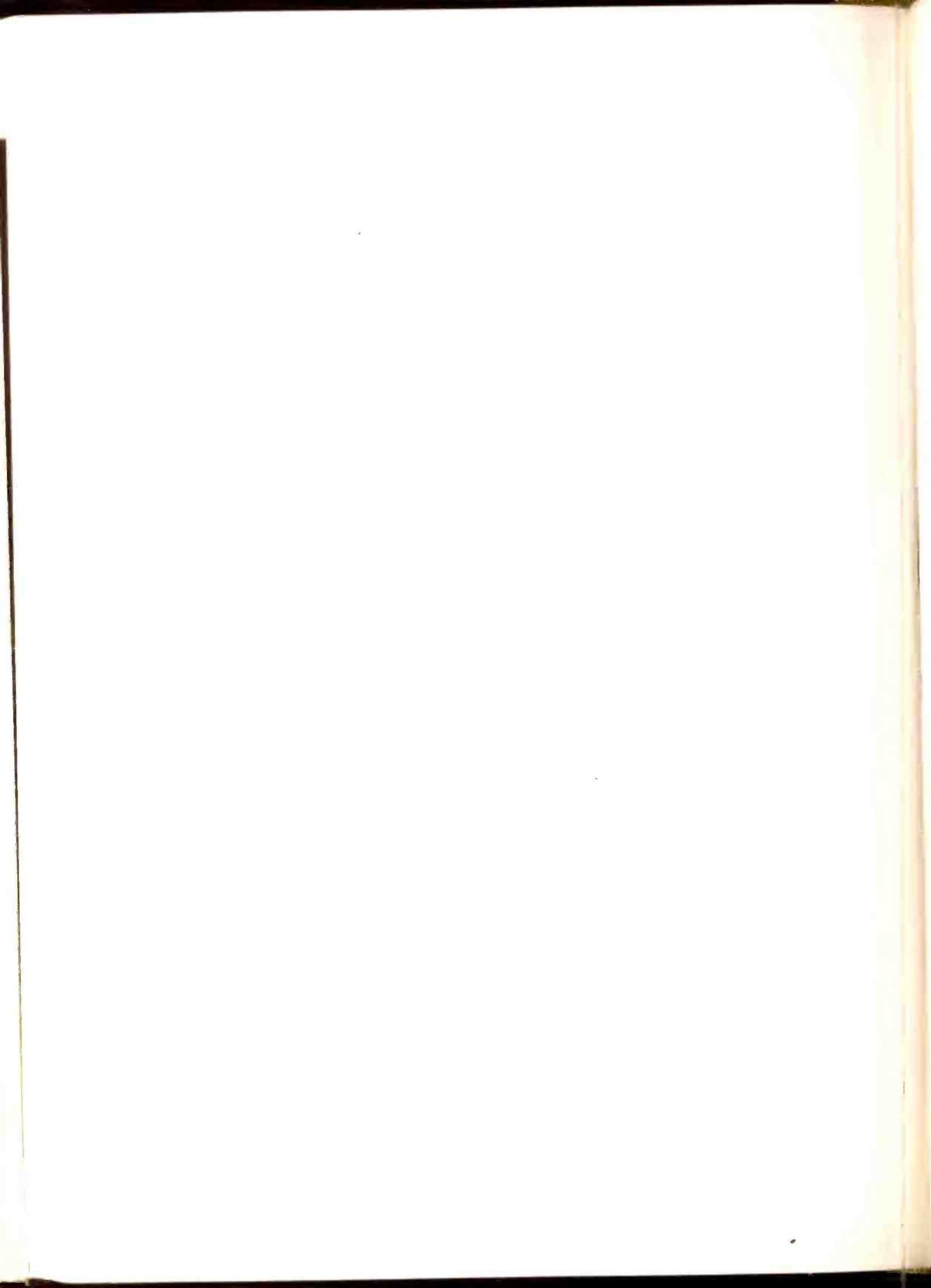
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CBS PROGRAM BOOK • JUNE, 1941



Program Number 4 of "26 BY CORWIN"—new Sunday night series which brings Norman Corwin back to the Columbia Workshop. (See page 21.)



THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

COLUMBIA NETWORK CLIENTS

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- FORD MOTOR COMPANY:**
 Ford cars, trucks, tractors, Mercury,
 Lincoln Page 7

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 Kolynos Page 3
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 Anacin Page 3

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All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC.

(434th Week on CBS)

The Romance of Helen Trent

Serial drama

Mon. thru Fri.

12:30-12:45 p.m.

43 CBS stations

ORIGINATES: WBBM

Edna Wallace Hopper

Cosmetics, Kolynos

Blackett-Sample-

Hummert, Inc.

AMERICAN OIL COMPANY

(149th Week on CBS)

The Human Side of the News

by Edwin C. Hill

Mon. thru Fri.

6:00-6:10 p.m.

Rebroadcast

11:00-11:10 p.m.

50 CBS stations

ORIGINATES: WABC

Amoco-Gas

Orange American Gas

The Joseph Katz

Company

AMERICAN TOBACCO COMPANY

(265th Week on CBS)

Your Hit Parade

Mark Warnow's Orchestra,

Barry Wood, Bea Wain,

Hit Paraders Chorus

Saturday

9:00-9:45 p.m.

Rebroadcast

12 mid.-12:45 a.m.

105 CBS stations

ORIGINATES: WABC

Lucky Strike Cigarettes

Lord & Thomas

ANACIN COMPANY

(216th Week on CBS)

Our Gal, Sunday

Mon. thru Fri.

12:45-1:00 p.m.

51 CBS stations

ORIGINATES: WABC

Anacin

Blackett-Sample-

Hummert, Inc.

ARMOUR & CO.

(16th Week on CBS)

Treat Time

with Buddy Clark

Mon., Wed., Fri.

11:00-11:15 a.m.

51 CBS stations

ORIGINATES: WBBM

Treet

Lord & Thomas

Wayne King and His Orchestra

Music

Saturday

7:30-8:00 p.m.

35 CBS stations

ORIGINATES: ON TOUR

Luxor Products

Lord & Thomas

ART METAL WORKS, INC.

(7th Week on CBS)

**Paul Sullivan Reviews
the News**

Friday

6:30-6:45 p.m.

Rebroadcast

12 mid.-12:15 a.m.

1:00-1:15 a.m.

23 CBS stations

ORIGINATES: WHAS

Ronson Lighters

Cecil & Presbrey, Inc.

AYER COMPANY
(96th Week on CBS)

Second Husband

with Helen Menken, presented
by the Famous Actors' Guild

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

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

OWEY'S, INC.
(95th Week on CBS)

Stars Over Hollywood

Original drama with Knox
Manning, MC, and guest stars

Saturday
12:30-1:00 p.m.
Rebroadcast
1:30-2:00 p.m.
45 CBS stations
ORIGINATES: KNX

Dari-Rich Products
Sorensen & Company

**BROWN & WILLIAMSON TOBACCO
CORPORATION**
(40th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
12 mid.-12:15 a.m.
1:00-1:15 a.m.
33 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(98th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(63rd Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
55 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY
(38th Week on CBS)

Campbell Playhouse
with guest stars

Amos 'n' Andy
Serial comedy-drama

Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABC

Campbell's Soups
*Ward Wheelock
Company*

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

CAMPBELL SOUP COMPANY

Continued

Martha Webster

Dramatic serial

Mon. thru Fri.

11:15-11:30 a.m.

Rebroadcast

3:00-3:15 p.m.

58 CBS stations

ORIGINATES: WABC

Campbell's Soups

Ward Wheelock

Company

Fletcher Wiley

Talks

Mon. thru Fri.

2:30-2:45 p.m.

37 CBS stations

ORIGINATES: KNX

Lanny Ross

Songs

Mon. thru. Fri.

7:15-7:30 p.m.

Rebroadcast

11:15-11:30 p.m.

58 CBS stations

(Mon. and Wed.

57 CBS stations)

ORIGINATES: WABC

Franco-American

Macaroni and Spaghetti

Ruthrauff & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

(134th Week on CBS)

Dr. Christian

with Jean Hersholt

Wednesday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

65 CBS stations

ORIGINATES: KNX

Vaseline Preparations

McCann-Erickson, Inc.

CHRYSLER CORPORATION

(273rd Week on CBS)

Major Bowes'

Original Amateur Hour

Thursday

9:00-10:00 p.m.

85 CBS stations

ORIGINATES: WABC

Plymouth, Dodge,

DeSoto, Chrysler

Ruthrauff & Ryan, Inc.

COCA-COLA COMPANY

(93rd Week on CBS)

Pause That Refreshes

On the Air

with Andre Kostelanetz and his
45-piece orchestra, Albert Spalding,
and guest soloists

Sunday

4:30-5:15 p.m.

107 CBS stations

ORIGINATES: WABC

Coca-Cola

D'Arcy Advertising

Company, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**

(281st Week on CBS)

Colgate Spotlight

with Ed East, Charles Hathaway
and his orchestra and guests

Variety

Thursday

8:00-8:30 p.m.

Rebroadcast

11:30-12 mid.

69 CBS stations

ORIGINATES: WABC

Colgate Dental Cream

Ted Bates, Inc.

COLGATE-PALMOLIVE-PEET**COMPANY***Continued***City Desk***Drama*

Thursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
69 CBS stations
ORIGINATES: WABC

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Woman of Courage*Serial drama*

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
64 CBS stations
ORIGINATES: WABC

Octagon Products*Ted Bates, Inc.***Crystal White***Sherman & Marquette, Inc.***Myrt and Marge***Serial drama*

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
83 CBS stations
ORIGINATES: WABC

New Concentrated Super Suds**Super Suds***Sherman & Marquette, Inc.***The Story of Bess Johnson***Serial drama*

Mon. thru Fri.
4:30-4:45 p.m.
82 CBS stations
ORIGINATES: WABC

Palmolive Soap*Ward Wheelock Company***Stepmother***Serial drama*

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
49 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder*Sherman & Marquette, Inc.***Elmer Davis***News*

Tues. thru Sun.
8:55-9:00 p.m.
90 CBS stations
ORIGINATES: WABC

Palmolive Soap*Ward Wheelock Company***COMMERCIAL CREDIT COMPANY***2nd Week on CBS)***Bob Trout***News*

Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Fri.
11:55-12 mid.
Mon., Wed., Sat.
68 CBS stations
ORIGINATES: WABC

Automobile Finance Service*O'Dea, Sheldon & Canaday, Inc.***CONTINENTAL BAKING CO., INC.***(34th Week on CBS)***Your Marriage Club**

with Haven MacQuarrie

Quiz

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: ON TOUR

Wonder Bread*Ted Bates, Inc.*

CURTISS CANDY COMPANY <i>(36th Week on CBS)</i>	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>
News with Jackson Wheeler		
DOUBLEMINT GUM <i>(467th Week on CBS)</i>	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>
Melody Ranch with Gene Autry <i>Western dramatic series</i>		
EVERSHARP, INC. <i>(87th Week on CBS)</i>	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: WABC	Eversharp Pens and Pen s <i>The Biow Company</i>
Take It or Leave It with Bob Hawk, mc, David Ross <i>Quiz</i>		
FLORIDA CITRUS COMMISSION <i>(66th Week on CBS)</i>	Mon. thru Fri. 3:00–3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
Mary Margaret McBride <i>Talks</i>		
FORD MOTOR COMPANY <i>(372nd Week on CBS)</i>	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, I.</i>
Ford Summer Hour Ford Symphony Orchestra and Chorus, guest conductors and soloists <i>With Talks by W. J. Cameron</i>		
GENERAL FOODS CORPORATION <i>(314th Week on CBS)</i>	Tuesday 9:00–9:30 p.m. <i>Rebroadcast</i> 12 mid.–12:30 a.m. 80 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, I.</i>
We, the People <i>Real-life experiences</i>		
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars <i>Music, comedy, and drama</i>	Friday 8:00–8:55 p.m. <i>Rebroadcast</i> 12 mid.–12:55 a.m. 88 CBS stations ORIGINATES: WABC	Grape Nuts <i>Young & Rubicam, I.</i>

GENERAL FOODS CORPORATION*Continued***Kate Smith Speaks; News***Talks and news*

Mon. thru Fri.
12:00-12:15 p.m.
80 CBS stations
ORIGINATES: WABC

Swansdown Cake Flour
Young & Rubicam, Inc.
Diamond Crystal Salt
Benton & Bowles, Inc.

Joyce Jordan, Girl Interne*Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
77 CBS stations
ORIGINATES: WABC

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Young Dr. Malone*Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
85 CBS stations
ORIGINATES: WABC

Post Toasties
Benton & Bowles, Inc.

Kate Hopkins*Serial drama*

Mon. thru Fri.
2:45-3:00 p.m.
51 CBS stations
ORIGINATES: WABC

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.*366th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
31 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

Hymns of All Churches

with Joe Emerson

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

Gold Medal Flour
Blackett-Sample-
Hummert, Inc.

Betty Crocker*Homemaker program*

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

GULF OIL CORPORATION*381st Week on CBS)***World News Tonight***News*

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

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY
(168th Week on CBS)

Silver Theater Summer Show
with Ed Sullivan, Will Bradley
and his orchestra, Terry Allen,
Ray McKinley and others

Sunday
6:00-6:30 p.m.
28 CBS stations
ORIGINATES: WABC

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

IRONIZED YEAST CO., INC.
(92nd Week on CBS)

Court of Missing Heirs
Drama

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

Ironized Yeast
Ruthrauff & Ryan, Inc.

JOHNSON & JOHNSON
(8th Week on CBS)

Voice of Broadway
with Dorothy Kilgallen

Saturday
11:30-11:45 a.m.
Rebroadcast
2:30-2:45 p.m.
59 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

LADY ESTHER, LTD.
(390th Week on CBS)

**Guy Lombardo and His
Orchestra**
Popular music

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

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

LEVER BROTHERS COMPANY
(304th Week on CBS)

Lux Radio Theater
Cecil B. DeMille, director,
with stars of stage and screen
Drama

Hollywood Premiere
with Louella Parsons and guest stars
Drama

Big Town
with Edward G. Robinson, Ona
Munson, Leith Stevens' Orchestra
Drama

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

Friday
10:00-10:30 p.m.
71 CBS stations
ORIGINATES: KNX

Wednesday
8:00-8:30 p.m.
Rebroadcast
9:30-10:00 p.m.
75 CBS stations
30 CBC stations
ORIGINATES: KNX

Lux Toilet Soap
*J. Walter Thompson
Company*

Lifebuoy Health Soap
*William Esty &
Company, Inc.*

Rinso
Ruthrauff & Ryan, Inc.

EVER BROTHERS COMPANY

Continued

Meet Mister Meek

Drama

Big Sister

with Alice Frost

Serial drama

Aunt Jenny's Real Life Stories

Dramatic sketches

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

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
74 CBS stations
31 CBC stations
ORIGINATES: WABC

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

Lifebuoy
William Esty & Company, Inc.

Rinso
Ruthrauff & Ryan, Inc.

Spry
Ruthrauff & Ryan, Inc.

IGGETT & MYERS TOBACCO COMPANY

(38th Week on CBS)

Glenn Miller and His Orchestra

with Paula Kelly, Ray Eberle, and the Modernaires

Professor Quiz

with Bob Trout

Questions and answers

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

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette Tobacco
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

(16th Week on CBS)

Helen Hayes Theater

starring Helen Hayes, with Mark Warnow's Orchestra

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

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

MAGAZINE REPEATING RAZOR COMPANY

(13th Week on CBS)

Duffy's Tavern

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

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

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

PROVINCE OF ONTARIO

(6th Week on CBS)

The Ontario Show

with Luigi Romanelli and his
orchestra, Sair Lee and Dave Davies

Variety

Sunday

5:30-6:00 p.m.

52 CBS stations

ORIGINATES: TORONTO

Travel Service

*Walsh Advertising
Company, Ltd.*

PENN TOBACCO COMPANY

(87th Week on CBS)

Vox Pop

Parks and Wally

Quiz

Thursday

7:30-8:00 p.m.

49 CBS stations

ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco

*Kiesewetter Advertising
Agency*

PET MILK SALES CORPORATION

(393rd Week on CBS)

Saturday Night Serenade

Bill Perry, tenor; Bob Trout,
Gustave Haenschen's Orchestra
and Chorus and guest stars

Mary Lee Taylor

home economist

Household advice

Saturday

9:45-10:15 p.m.

56 CBS stations

ORIGINATES: WABC

Pet Irradiated Milk

*Gardner Advertising
Company*

Tues. and Thurs.

11:00-11:15 a.m.

Rebroadcast

1:45-2:00 p.m.

67 CBS stations

ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.

(251st Week on CBS)

**Great Moments from
Great Plays**

Directed by Charles Martin with
guest stars and Ray Block's
Orchestra

Dramas of O'Neill, Shaw, Ibsen, and others

The Crime Doctor

Dramatic programs

Friday

9:00-9:30 p.m.

Rebroadcast

11:30-12:00 p.m.

84 CBS stations

ORIGINATES: WABC

Philip Morris Cigarette

The Biow Company, Inc.

Sunday

8:30-8:55 p.m.

Rebroadcast

11:00-11:25 p.m.

64 CBS stations

ORIGINATES: WABC

THE PROCTER & GAMBLE CO.
(14th Week on CBS)

Those We Love
with Nan Grey, Donald Woods,
Richard Cromwell
Drama

The Story of Mary Marlin
Serial drama

The Goldbergs
Serial drama

The O'Neills
Serial drama

Life Can Be Beautiful
Serial drama

Woman in White
Serial drama

Right to Happiness
Serial drama

Road of Life
Serial drama

Monday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
71 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
5:00-5:15 p.m.
17 CBS stations
ORIGINATES: WBBM

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

Mon. thru Fri.
5:30-5:45 p.m.
35 CBS stations
ORIGINATES: WABC

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

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.
50 CBS stations
17 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Teel
Drene
H. W. Kastor & Sons

Ivory Soap
*Compton Advertising,
Inc.*

Duz
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Ivory Flakes
*Compton Advertising,
Inc.*

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Crisco
*Compton Advertising,
Inc.*

Chipso
Pedlar & Ryan, Inc.

**RUDENTIAL INSURANCE COMPANY
OF AMERICA**
(15th Week on CBS)

When a Girl Marries
Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

R. J. REYNOLDS TOBACCO COMPANY

(421st Week on CBS)

Blondie

with Penny Singleton and Arthur Lake

Domestic comedy

Penthouse Party

starring Ilka Chase, Yvette and Paul Baron's Orchestra

Variety

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

77 CBS stations

ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Friday

10:30-11:00 p.m.

98 CBS stations

ORIGINATES: WABC

SPEARMINT GUM

(466th Week on CBS)

Scattergood Baines

Serial drama

Dear Mom

with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer

Drama

Mon. thru Fri.

5:45-6:00 p.m.

77 CBS stations

ORIGINATES: WBBM

Sunday

6:55-7:15 p.m.

69 CBS stations

ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff &

E. R. SQUIBB & SONS

(47th Week on CBS)

**Frank Parker in
Golden Treasury of Song**

Musical

Mon. thru Fri.

3:15-3:30 p.m.

37 CBS stations

ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY

(209th Week on CBS)

Texaco Star Theatre

starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players," Wynn Murray

Variety

Wednesday

9:00-10:00 p.m.

Rebroadcast

12:00-1:00 a.m.

88 CBS stations

ORIGINATES: WABC

Texaco Products

Buchanan & Co.

U. S. TOBACCO COMPANY

(313th 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.

63 CBS stations

ORIGINATES: WABC

Dill's Best

Model Smoking Tobacc
Arthur Kudner, Inc.

<p>AMERICAN CHICLE COMPANY <i>2th Week on CBS)</i></p> <p>By the Way with Bill Henry</p>	<p>Tues., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX</p>	<p>Chicolets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION <i>6th Week on CBS)</i></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. Kieseewetter Advertising Agency</i></p>
<p>COLONIAL DAMES, INC. <i>7th Week on CBS)</i></p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 8:55-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>ALLENKAMP STORES COMPANY <i>2nd Week on CBS)</i></p> <p>Here's the Clue with Frank Graham <i>Commentary</i></p>	<p>Thursday 6:45-6:50 p.m. PST ORIGINATES: KNX</p>	<p>Shoes <i>Long Advertising Service</i></p>
<p>GENERAL FOODS CORPORATION <i>314th Week on CBS)</i></p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. PST ORIGINATES: KNX</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM CORPORATION OF CALIFORNIA <i>22nd Week on CBS)</i></p> <p>I Was There</p>	<p>Sunday 9:00-9:30 p.m. PST ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>74th Week on CBS)</i></p> <p>Hollywood Showcase</p>	<p>Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>LORILLARD COMPANY <i>261st Week on CBS)</i></p> <p>Don't Be Personal with Art Baker</p>	<p>Sunday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Sensation Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>87th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 7:30-7:45 a.m. PST <i>Rebroadcast</i> 2:00-2:15 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

THE MENNEN COMPANY
(111th Week on CBS)

Bob Garred Reporting
News

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

Mennen Shaving Cream
H. M. Kiesewetter
Advertising Agency

NATIONAL LEAD COMPANY
(47th Week on CBS)

Answer Auction
Quiz

Thursday
8:30-9:00 p.m. PST
ORIGINATES: KNX

National Lead Products
Erwin Wasey & Co.

PETER PAUL, INC.
(46th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
4:45-4:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
Brisacher, Davis
& Staff

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(34th Week on CBS)

What's On Your Mind?

Monday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan C

**SOIL OFF MANUFACTURING
COMPANY**
(17th Week on CBS)

Bob Garred Reporting
News

Thursday
4:45-4:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
Hillman-Shane
Advertising Agency, In

**WILMINGTON TRANSPORTATION
COMPANY**
(3rd Week on CBS)

Catalina Fun Quiz

Mon. thru Fri.
12:00-12:15 p.m.
PST
ORIGINATES: KNX

Santa Catalina Island,
Summer Resort
Arthur Meyerhoff & C

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(21st Week on CBS)

Voice of Friendship
with Rita Murray

Tues., Thurs.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
Lockwood-Shackleford
Advertising Agency

KNOX GELATINE COMPANY
(26th Week on CBS)

Behind the Headlines
with Bob Garred

Tues., Thurs.
6:50-7:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine
Kenyon & Eckhardt, In

SEASIDE OIL COMPANY
(7th Week on CBS)

Seaside Spelling Bee Liner

Sunday
4:30-4:55 p.m. PST
ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Compan

**WABC
SPONSORED
PROGRAMS**

<p>AMERICAN CHICLE COMPANY* (39th Week on WABC) Announcements</p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>AMERICAN CIGARETTE & CIGAR CO. (14th Week on WABC) Modern Design Music</p>	<p>Mon. thru Sat. 8:20-8:25 a.m.</p>	<p>Pall Mall Cigarettes <i>Ruthrauff & Ryan, Inc.</i></p>
<p>AMERICAN SCHOOLS, INC. Arthur Godfrey <i>Participations</i> (Starts June 3)</p>	<p>Tues., Thurs., Sat. 7:00-7:15 a.m.</p>	<p>High School Course <i>Huber Hoge and Sons</i></p>
<p>BARBASOL COMPANY (35th Week on WABC) Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:10-6:15 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BOND STORES, INC. (49th Week on WABC) Arthur Godfrey</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Bond's Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p>BOOK HOUSE FOR CHILDREN (4th Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon., Wed., Fri. 8:45-9:00 a.m.</p>	<p>Book House <i>Presba, Fellers & Presba, Inc.</i></p>
<p>THE BORDEN COMPANY* (PIONEER DIVISION) (6th Week on WABC) Announcements</p>	<p>Wed., Fri., Sat. 6:45-6:46:30 p.m.</p>	<p>Reid's Ice Cream <i>Pedlar & Ryan, Inc.</i></p>
<p>BULOVA WATCH COMPANY (614th Week on WABC) Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>DREZMA, INC. (30th Week on WABC) Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i></p>

**WABC
SPONSORED
PROGRAMS**

Continued

<p>KRUG BAKING COMPANY (75th Week on WABC)</p>	<p>Mon. thru Fri. 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>		
<p>LEHN & FINK PRODUCTS CORP.* (6th Week on WABC)</p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Hind's Honey & Almond Cream <i>William Esty & Company, Inc.</i></p>
<p>Arthur Godfrey <i>Participations</i></p>		
<p>MARLIN FIREARMS COMPANY (27th Week on WABC)</p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>Arthur Godfrey <i>Participations</i></p>		
<p>McKESSON & ROBBINS, INC. (4th Week on WABC)</p>	<p>Mon., Wed., Fri. 10:45-11:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>Evening News</p>		
<p>MELVILLE SHOE COMPANY (132nd Week on WABC)</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>Early Morning News</p>		
<p>MILES LABORATORIES, INC. (25th Week on WABC)</p>	<p>Sunday 2:30-2:35 p.m.</p>	<p>Alka-Seltzer and One-a-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>Afternoon News</p>		
<p>NOXZEMA CHEMICAL CO., INC.* (8th Week on WABC)</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>Battle of the Boroughs <i>Quiz</i></p>		
<p>THE NEWSPAPER PM, INC. (14th Week on WABC)</p>	<p>Mon. thru Sat. 6:35-7:00 a.m.</p>	<p>PM <i>Harry A. Berk, Inc.</i></p>
<p>Arthur Godfrey <i>Participations</i></p>		

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

<p>THE NEWSPAPER PM, INC. <i>Continued</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>PM <i>Harry A. Berk, Inc.</i></p>
<p>PEPSI-COLA COMPANY* <i>(44th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc.</i></p>
<p>PETER PAUL COMPANY* <i>(64th Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p>RIVAL PACKING COMPANY <i>(8th Week on WABC)</i></p> <p>Music of Today</p>	<p>Mon., Wed., Fri. 8:15-8:20 a.m.</p>	<p>Rival Dog Food <i>Charles Silver & Company</i></p>
<p>SELECT THEATRES CORP. <i>(38th Week on WABC)</i></p> <p>Midnight News</p>	<p>Mon., Tues., Wed. 12:00-12:05 a.m.</p>	<p>Hellzapoppin <i>Blaine-Thompson Co., Inc.</i></p>
<p>WARD BAKING COMPANY <i>(4th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Ward's Tip Top Bread <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>WEST DISINFECTING COMPANY <i>(7th Week on WABC)</i></p> <p>It Takes a Woman with Frances Scott</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>
<p>R. C. WILLIAMS & CO., INC.</p> <p>Arthur Godfrey (Starts June 2)</p>	<p>Mon., Wed., Fri. 7:15-7:30 a.m.</p>	<p>Royal Scarlet Coffee <i>Alley & Richards, Inc.</i></p>

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

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 eleven classifications:

1. NEWS BROADCASTS	Page 20
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3. SPECIAL EVENTS	Page 21
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5. SERIOUS MUSIC	Page 22
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8. VARIETY PROGRAMS	Page 25
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: MAY 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Rome; Cecil Brown from Cairo, Leigh White from Belgrade; Betty Wason and Philip Brown from Athens; Winston Burdett and Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams 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; 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY, 7:30-8:00, 11:00-11:15 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 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., SUNDAY, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (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 Bob Trout analyzes the week's news generally.

NEWS BROADCASTS

**PUBLIC
AFFAIRS**

Report to the Nation

6:00-6:30 p.m.

EACH SATURDAY

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, which originates in Washington, is produced by Brewster Morgan.

Proudly We Hail

2:00-2:30 p.m.

SUNDAY, JUNE 8, 15, 22

The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Howard conducts.

SPECIAL EVENTS

**William S. Paley Amateur
Radio Award**

2:30-2:45 p.m.

MONDAY, JUNE 2

From the Hotel Waldorf-Astoria in New York the CBS audience will hear Kansas school teacher Marshall H. Ensor receive the coveted William S. Paley Amateur Radio Award for 1940 from Mr. Paley, president of the Columbia Broadcasting System.

**DRAMATIC
SERIES**

Columbia Workshop

10:30-11:00 p.m.

(8:00-8:30 p.m. to West)

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious series called "26 by Corwin." The program for June includes:

JUNE 1: "Appointment."

JUNE 8: "An Afternoon with Nick," music by Alexander Semmler.

JUNE 15: "Old Salt."

JUNE 22: "A Philadelphian in Paris."

JUNE 29: "Portrait of a Ham."

The Life of Riley

10:00-10:30 a.m.

EACH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama of a promoter temporarily down in his luck. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

"Honest Abe"

11:05-11:30 a.m.

EACH SATURDAY

This Saturday morning series, written by E. P. Conkle, starring Henry Hull, dramatizes episodes in the early life of Abraham Lincoln. Sidney Harmon directs.

**Columbia Broadcasting
Symphony**

3:00-4:30 p.m.

EACH SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For June the program includes:

JUNE 1: Sir Thomas Beecham, guest conductor; *Mozart*: Haffner Symphony; *Delius*: The Walk to the Paradise Garden; *Handel-Beecham*: The Faithful Shepherd; *Bizet*: Suite from "The Fair Maid of Perth."

JUNE 8: Composition awarded the Prix de Rome; *Liadoff*: The Enchanted Lake; *Frank Bridge*: The Sea; *Beethoven*: Symphony No. 6.

**SERIOUS
MUSIC**

Columbia Concert Orchestra

7:30-8:00 p.m.

EACH SATURDAY

4:45-5:15 p.m.

TUESDAY, THURSDAY AND FRIDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow, Victor Bay and Bernard Herrmann.

**Rotary International
Convention**

11:30 p.m.-12:00 mid.

SUNDAY, JUNE 15

From Denver's Red Rocks Park Columbia's U. S. and Latin American listeners hear celebration of one of the largest conventions ever held in the West, with Soprano Helen Jepson, and Henry Sachs directing the Denver Symphony Orchestra and 100-voice choir.

SERIOUS

MUSIC

Continued

Lewisohn Stadium Concerts

9:30-10:00 p.m.

EACH TUESDAY

(Starts June 24)

From Lewisohn Stadium Columbia again offers its audiences this famous series of summer concerts. June 24th brings conductor Alexander Smallens to the CBS microphone

Southern Serenade

9:30-10:00 a.m.

EACH WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.

Vera Brodsky

3:30-3:55 p.m.

EACH SATURDAY

Famed concert pianist Vera Brodsky comes back to the Columbia microphone with a wide repertoire of piano music both modern and ancient.

Dorian String Quartet

3:00-3:30 p.m.

EACH SATURDAY

The Dorian String Quartet returns with a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.

From the Organ Loft

9:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld brings back Columbia's well known series of organ recitals with a vast new repertoire of organ music for the radio.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. 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 |
| HARRY WOODBURN CHASE | THOMAS V. SMITH |
| ROBERT I. CANNON, S.J. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBUR |

JOSEPH H. WILLITS

Invitation to Learning

9:30-10:00 p.m.

TUESDAY, JUNE 10 AND 17

2:00-2:30 p.m.

EACH SUNDAY

STARTING JUNE 29

This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate and Mark Van Doren

**EDUCATIONAL
PROGRAMS**

The People's Platform

12:00-7:30 p.m.

ONCE 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.

Children Also Are People

10:45-3:55 p.m.

ONCE EACH WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.

Columbia's Country Journal

12:00-12:30 p.m.

ONCE EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.

Highways to Health

10:15-4:30 p.m.

ONCE EACH FRIDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.

Exploring Space

10:45-3:55 p.m.

ONCE EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

Columbia's Lecture Hall

10:45-3:55 p.m.

ONCE EACH MONDAY

Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.

America in Transition

10:45-3:55 p.m.

ONCE EACH TUESDAY

This new series features interviews on their work of artists, scientists and technologists by John Allen Wolf.

Adventures in Science

10:45-3:55 p.m.

ONCE EACH THURSDAY

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

Talks of Men and Books

10:30-3:00 p.m.

ONCE EACH SATURDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eight consecutive year of Sunday morning and afternoon religious broadcasts. In June:

JUNE 1: *Morning*: Rev. Dr. Ernest Fremon Tittle, First Methodist Church, Evanston, Ill

Afternoon: Rev. Dr. Cornelius B. Muste, The First Reformed Church, Brooklyn, N. Y.

JUNE 8: *Morning*: Dr. Luther Wesley Smith Executive Secretary, The American Baptist Publication Society, Philadelphia, Pa.

Afternoon: Rev. Patrick J. O'Leary, Ph.D. Dean, Don Bosco College, Newton, N. J.

JUNE 15: *Morning*: Rev. Joseph Sittler, President, Ohio Synod United Lutheran Church in America, Columbus, Ohio.

Afternoon: Roman Catholic Service.

JUNE 22: *Morning*: Rev. Dr. Philip S. Bird Church of the Covenant, Cleveland, Ohio.

Afternoon: Disciples of Christ Service.

JUNE 29: *Morning*: Rev. Dr. Carl August Voss, Smithfield Congregational Church, Pittsburgh, Pennsylvania.

Afternoon: Roman Catholic Service.

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-five voices.

JUNE 1: Mr. H. R. Barksdale, President, Florida Normal and Industrial School.

JUNE 8: Rev. W. T. Liggins, Denver, Colorado.

JUNE 15: Mrs. Charlotte A. Bass, Editor, *California Eagle*, Los Angeles.

JUNE 22: To be announced.

JUNE 29: To be announced.

VARIETY

Gold If You Find It

10:30-11:00 a.m.

EACH SATURDAY

From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program, originated by Ray Harvey.

Meet the Music

2:35-3:00 p.m.

ON SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Matinee at Meadowbrook

1:00-5:55 p.m.

ON SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

Calling Pan-America

1:00-4:30 p.m.

ON 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.

Juan Arvizu

10:30-10:45 p.m.

ON MONDAY, WEDNESDAY, FRIDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with a Tipica Orchestra under the direction of Ernesto Arcos.

Friend in Deed

1:30-3:45 p.m.

ON MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Outdoors with Bob Edge

1:15-6:30 p.m.

ON EACH THURSDAY

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

What's New At The Zoo?

11:30 a.m.-12:00 noon

ON SUNDAY

The vivid and humorous stories of the different animal personalities at the Bronx Zoo are brought to the CBS audience in this unique new Sunday series by John Reed King, the Zoo curators and public.

Who Politics

1:00-2:30 p.m.

ON EACH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.

PERSONALITIES

PERSONALITIES

Continued

The Old Dirt-Dobber

9:30-10:00 a.m.

EACH SATURDAY

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

CHILDREN'S PROGRAMS

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.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager. Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Juan Arvizu	Burl Ives
Bob Hannen	Genevieve Rowe

Delta Rhythm Boys, 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 June:

Bobby Burne	Bob Millar
Bobby Day	Vaughan Monroe
Tiny Hill	Ray Noble
Sammy Kaye	Alvino Rey
Joey Kearns	Raymond Scott
	Dick Shelton

**BS SHORT WAVE
ROADCAST SCHEDULE
O EUROPE AND
OUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

ews Broadcasts

(n English)
):15-10:30, 11:30-11:45 a.m.
30-1:45, 5:45-6:00,
30-6:45 p.m.
ONDAY THRU FRIDAY
n Italian, German, French, Polish)
2:00 noon-1 p.m., 4:30-5:30 p.m.
(n Serbo-Croat)
:30-5:45 p.m.
ONDAY THRU SATURDAY
2:00 noon-1 p.m., 5-6 p.m.
NDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

ONDAY, 2:45-3:00 p.m.
HURSDAY, 7:45-8:00 p.m.
ONDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

ews in Spanish

:00-10:05 p.m.
ONDAY THRU SUNDAY
:45-7:00 p.m.
NDAY THRU FRIDAY
:00-7:15 p.m., SAT. (WCBX)
2:30-12:45 p.m., 2:30-2:45 p.m.
:45-6:00 p.m.
ONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, (WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

ews of Latin America

Spanish
:00-8:15 p.m.
ONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.

ews in Portuguese

:15-7:30 p.m.
ONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

armen Castelo's Broadway

olumn in Spanish
RIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

MAY 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 May programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

MAY 2: Speaking under auspices of United Service Organizations, General George C. Marshall, Chief of Staff, U. S. Army, Admiral Harold R. Stark, Chief of U. S. Naval Operations, and District Attorney Thomas E. Dewey, National Chairman of United Service Organizations, were heard by CBS listeners, 11:30-11:45 p.m.

MAY 3: Gale F. Johnston, Treasury Department field director of the Defense Savings staff, outlined his work in an address over the Columbia network. Speaking from the studios of WABC, Johnston discussed the defense bond sale which opened May 1, the establishments of units to conduct the sale, the organization of volunteer committees throughout the nation, 10:15-10:30 p.m.

MAY 4: Dr. James Bryant Conant, President of Harvard University, recently returned from an official mission to England, spoke over the Columbia network on "The Present War Situation," 2:45-3:00 p.m.

MAY 15: Speaking from the CBS studios of WJSV, Representative Hamilton Fish of New York delivered an address on "No Convoys, No War," 11:15-11:30 p.m.

MAY 17: The United Service Organizations' program to provide adequate recrea-

tional facilities for men in uniform throughout the country was discussed by Charles I. Taft, Assistant Coordinator of Health, Welfare and Related Defense Activities of the Federal Security Agency in an address over the Columbia network, 10:15-10:30 p.m.

MAY 18: Former Presidential candidate Alf M. Landon discussed the war crisis over Columbia's Topeka station, 5:15-5:30 p.m.

MAY 20: Representative Karl D. Mundt, Republican member of the House Foreign Affairs Committee from South Dakota, spoke over WJSV on "America's Rendezvous with Destiny," 10:15-10:30 p.m.

MAY 21: Oswald Ryan, member of the Civil Aeronautics Board, discussed the pressing problem of Axis penetration in South American aviation in a Columbia network broadcast, 10:15-10:30 p.m.

MAY 27: President Roosevelt's world famed Fireside Chat, delivered from the Diplomatic Reception Room in the White House, went out to all the world over the Columbia Broadcasting System's long and short wave facilities. In addition to the CBS network in the United States, the President's Chat was short-waved toward Europe over Columbia's station WCAB, and to Latin America over WCBX, 10:30-11:00 p.m.

MAY 28: Representative Louis Ludlow, Democrat from Indiana, presented "The Peace Side" in the war situation over CBS station WJSV, 10:15-10:30 p.m.

MAY 31: Norman Thomas, National Chairman of the Socialist Party, speaking from Washington, urged the American government and people to "Keep America Out of War," 10:15-10:30 p.m.

SPECIAL EVENTS

MAY 1: In celebration of Child Health Day, the Columbia audience heard Miss Catherine F. Lenroot speaking from Washington and Mrs. Ada Mucklestone speaking from Chicago, 3:30-3:45 p.m.

MAY 1: CBS reporter Bob Edge interviewed Governor Sumner Sewall, and officials and residents of Meddybemps, Maine, in a network broadcast originating in CBS Portland station WGAN, and heralding the buying by every Meddybemps resident on May 1 of at least one Federal Defense Bond, 4:45-5:00 p.m.

MAY 6: A transoceanic conversation between three prominent women, noted in their respective countries for service in international affairs, was carried over the CBS network. Dr. Mary E. Wooley, speaking from Cincinnati, Dr. Edith Summerskill, M.P., and Lady Iris Capell, speaking from London, discussed "University Women and War," 4:00-4:15 p.m.

MAY 6: Governor Herbert H. Lehman and Mayor Fiorello H. LaGuardia paid tribute to world famous newspaperwoman Dorothy Thompson in a coast-to-coast Columbia broadcast originating at the Hotel Astor. Addresses by the Governor and the Mayor came from a dinner-table in the Grand Ballroom at the Hotel, where a group of prominent citizens assembled to honor Miss Thompson, 9:30-10:00 p.m.

MAY 7: The Columbia network broadcast the address by Mrs. Franklin D. Roosevelt at ceremonies in Chicago in connection with the dedication of the Negro Art Center in that city. Mrs. Roosevelt was presented by Dr. Alaine Locke, professor of philosophy at Howard University, 4:45-5:00 p.m.

MAY 7: An address by Wendell Willkie, and introductory remarks by Mayor LaGuardia, at the Freedom Rally in New York's Madison Square Garden of the Committee to Defend America by Aiding the Allies, were heard by the nation through the facilities of the Columbia Broadcasting System, 10:15-10:45 p.m.

MAY 10: Charles A. Lindbergh's address at a meeting of the America First Committee in Minneapolis was broadcast over the Columbia network, 10:15-10:45 p.m.

MAY 11: Clark M. Eichelberger, director of the Committee to Defend America by Aiding the Allies, gave the new policies formulated by the Committee in an address over the Columbia network, 7:15-7:30 p.m.

MAY 12: From Belmont Park, CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought the Columbia audience the exciting track-side account of the Toboggan Handicap, 4:45-5:00 p.m.

MAY 13: Madame Yolande Mero-Irion, chairman and founder of the Women's National Radio Committee, addressed the CBS audience during the proceedings which marked the organization's seventh annual nationwide radio poll, 2:30-2:40 p.m.

MAY 13: Mrs. Franklin D. Roosevelt, speaking under the joint auspices of the College Division of the Committee to Defend America by Aiding the Allies and Student Defenders of Democracy, discussed the problem of "Today's Challenge to the Youth of America," 10:15-10:30 p.m.

MAY 17: Speaking in support of President Roosevelt's foreign policy, Senator Joseph

H. Ball replied to Charles A. Lindbergh in an address over Columbia's Minneapolis station. Senator Ball was the principal speaker at a Norwegian Independence Day Celebration sponsored by Scandinavian groups in Minneapolis, 10:30-11:00 p.m.

MAY 18: Nation-wide observance of "I Am An American Day," was marked on the Columbia network with a broadcast under auspices of the National Education Association. The CBS broadcast presented addresses by Vice President Henry A. Wallace, Speaker Sam Rayburn of the House of Representatives and Associate Justice Justin Miller, of the United States Circuit Court of Appeals. All three speakers discussed "The Government and the Citizen," 4:00-4:30 p.m.

MAY 21: Again Columbia's ace sports reporter Ted Husing, assisted by Jimmy Dolan, brought the races to the nation with his vivid description of the Acorn Handicap, 4:45-5:00 p.m.

MAY 22: Marking National First Aid Week, Dr. Robert L. Swain, editor of "Drug Topics," pointed out the necessity of keeping an adequate supply of first aid material and medication in the home, 4:45-5:00 p.m.

MAY 22: Opening of the dramatic "Britain At War" exhibit in New York's Museum of Modern Art was heralded with an ocean-spanning program over the Columbia Broadcasting System's facilities. Heard on the program were Harold Nicolson, Parliamentary Secretary to British Minister of Information Alfred Duff Cooper, Sir Kenneth Clark, director of the National Gallery in London, John Hay Whitney, president of the Museum of Modern Art, British Ambassador to the United States, Lord Halifax, 6:15-6:30 p.m.

MAY 23: The Columbia network broadcast the address of Senator Burton K. Wheeler of Montana, principal speaker at the Madison Square Garden meeting of the American First Committee, 10:30-11:00 p.m.

MAY 24: "Everyone went to the races" a Ted Husing, ace CBS sports reporter, assisted by Jimmy Dolan, described the Metropolitan Handicap from Columbia's trackside booth at Belmont Park, 4:45-5:00 p.m.

MAY 25: A special broadcast of the Authors' League in connection with a symposium at the University of California was broadcast from the CBS studios of KNX in Hollywood. Among the writers participating in the program, entitled "What Writers in America Can Do For Freedom," were James Hilton, Marc Connelly, Preston Sturges, 2:00-2:30 p.m.

MAY 30: Ted Husing, assisted by Jimmy Dolan, gave Columbia's coast-to-coast listeners a trackside description of the Suburban Handicap, Decoration Day feature at Belmont Park, 4:45-5:00 p.m.

MAY 31: CBS sports reporter Ted Husing assisted by Jimmy Dolan, brought Columbia network listeners highlights and summaries of the I.C.A.A.A. track and field championships' final day when he broadcast from Randall's Island Stadium, scene of the meet, 3:00-3:30, 4:30-5:00 p.m.

MAY 31: A two-way trans-Atlantic discussion between New York's Mayor LaGuardia newly appointed national director of civilian defense, and Herbert Morrison, British Minister for Home Security, was broadcast to the nation over the CBS network. The transoceanic conversation took up problems of civilian defense and morale, 6:30-6:45 p.m.

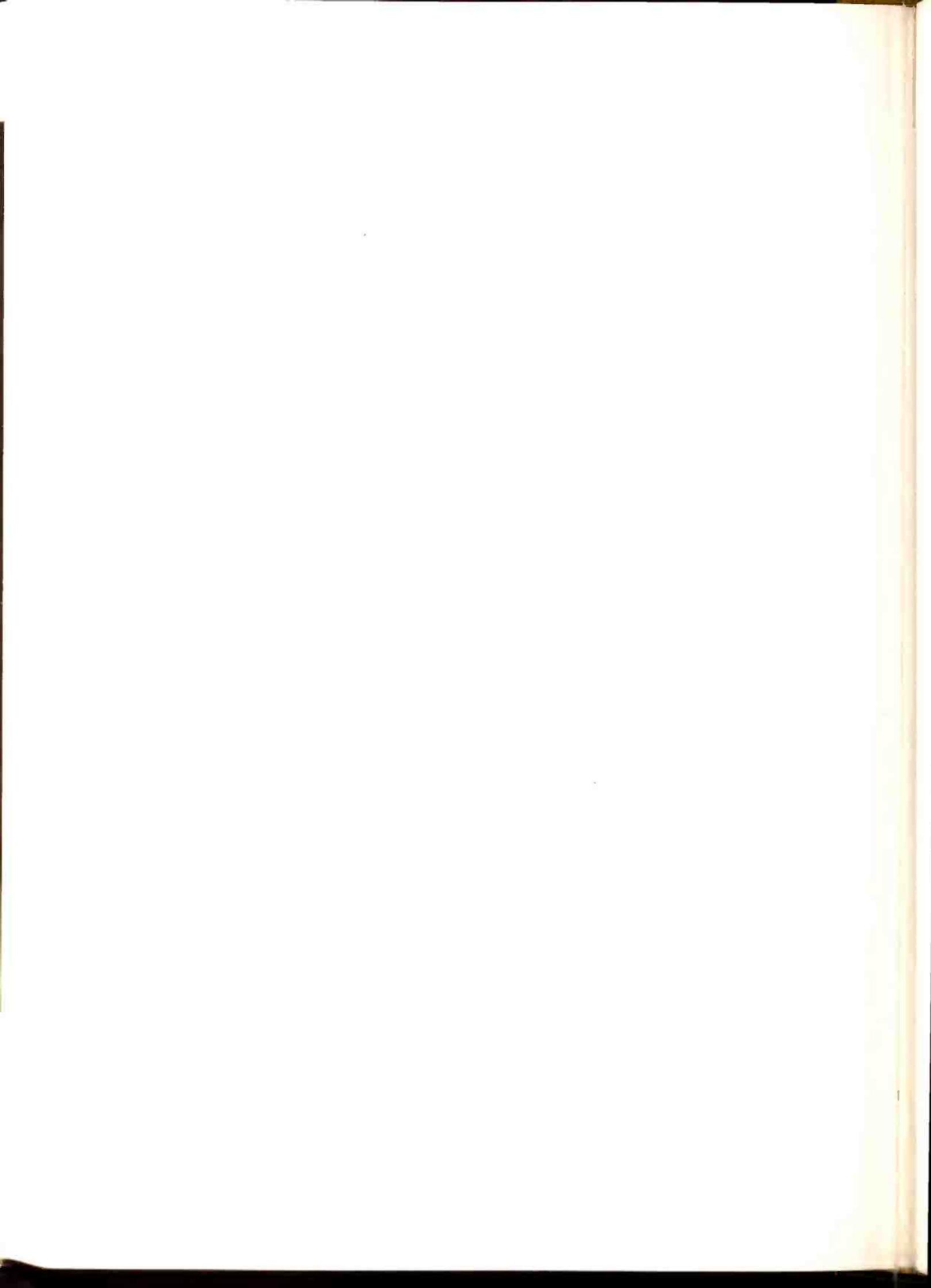
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CBS PROGRAM BOOK • JULY, 1941

CBS announcer John Charles Daly and (narrator) Burgess Meredith report on the "Spirit of '41" from Fort Benning, Georgia (see page 21).





JULY, 1941

THE COLUMBIA PROGRAM BOOK

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WABC SPONSORED PROGRAMS: pp. 16 to 18

CBS SUSTAINING PROGRAMS: pp. 19 to 28

Published monthly for advertising executives by

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

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P. LORILLARD COMPANY:
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Anacin Page 3

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Bathasweet Products Page 13

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Bayer Aspirin Page 3

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Palmolive Soap,
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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AFFILIATED PRODUCTS, INC. (439th 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. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (154th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:00-6:10 p.m. (Beginning July 28: Mon., Wed., Fri.) <i>Rebroadcast</i> 11:00-11:10 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (270th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (221st Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR & CO. (21st Week on CBS)</p> <p>Treat Time with Buddy Clark</p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p> <p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p> <p>Luxor Products <i>Lord & Thomas</i></p>
<p>BAYER COMPANY (301st 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. 75 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

BOWEY'S, INC.
(110th Week on CBS)

Stars Over Hollywood
Original drama with Knox
Manning, MC, and guest stars

Saturday
12:30-1:00 p.m.
Rebroadcast
1:30-2:00 p.m.
45 CBS stations
ORIGINATES: KNX

Dari-Rich Products
Sorensen & Company

BROWN & WILLIAMSON TOBACCO CORPORATION
(145th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
12 mid.-12:15 a.m.
1:00-1:15 a.m.
33 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE
(113th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(168th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY
(343rd Week on CBS)

Amos 'n' Andy
Serial comedy-drama

Martha Webster
Dramatic serial

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

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
56 CBS stations
ORIGINATES: WABC

Campbell's Soups
*Ward Wheelock
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>You're The Expert with Fred Uttal, MC, and guests <i>Forum</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 37 CBS stations ORIGINATES: KNX</p> <p>Mon. thru. Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(139th Week on CBS)</i></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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc</i></p>
<p>CHRYSLER CORPORATION <i>(278th Week on CBS)</i></p> <p>Major Bowes-Morton Gould Hour</p>	<p>Thursday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc</i></p>
<p>COCA-COLA COMPANY <i>(98th Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 8:00-8:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(286th Week on CBS)</i></p> <p>Colgate Spotlight with Ed East, Charles Hathaway and his orchestra and guests <i>Variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***City Desk***Drama***Woman of Courage***Serial drama***Myrt and Marge***Serial drama***Stepmother***Serial drama***Elmer Davis***News*

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

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:30-4:45 p.m.
64 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
83 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
49 CBS stations
ORIGINATES: WBBM

Tues. thru Sun.
8:55-9:00 p.m.
91 CBS stations
ORIGINATES: WABC

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Octagon Products
Ted Bates, Inc.
Crystal White
*Sherman & Marquette,
Inc.*

New Concentrated Super
Suds
Super Suds
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Palmolive Soap
*Ward Wheelock
Company*

COMMERCIAL CREDIT COMPANY
(67th Week on CBS)**Bob Trout***News*

Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Sat.
11:55-12 mid.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(339th Week on CBS)

Your Marriage Club
with Haven MacQuarrie
Quiz

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12 mid.
48 CBS stations
ORIGINATES: ON TOUR

Wonder Bread,
Hostess Cake
Ted Bates, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CURTISS CANDY COMPANY (40th Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>DOUBLEMINT GUM (472nd Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p>EVERSHARP, INC. (92nd Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FLORIDA CITRUS COMMISSION (71st Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i> (Ends July 4)</p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY (377th Week on CBS)</p> <p>Ford Summer Hour Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists <i>With Talks by Linton Wells</i></p>	<p>Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (319th Week on CBS)</p> <p>We, the People with Burgess Meredith <i>Real-life experiences</i></p> <p>Claudia and David with Patricia Ryan and Richard Kollmar</p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 80 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 88 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

GENERAL FOODS CORPORATION

*Continued***Kate Smith Speaks; News***Talks and news*

Mon. thru Fri.
12:00-12:15 p.m.
80 CBS stations
ORIGINATES: KATE
SMITH'S CAMP,
LAKE PLACID

Swansdown Cake Flour

Calumet

Young & Rubicam, Inc.

Diamond Crystal Salt

*Benton & Bowles, Inc.***Joyce Jordan, Girl Interne***Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
73 CBS stations
ORIGINATES: WABC

La France

Satina

Minute Tapioca

Postum

*Young & Rubicam, Inc.***Young Dr. Malone***Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
85 CBS stations
ORIGINATES: WABC

Post Toasties

*Benton & Bowles, Inc.***Kate Hopkins***Serial drama*

Mon. thru Fri.
2:45-3:00 p.m.
51 CBS stations
ORIGINATES: WABC

Maxwell House Coffee

Benton & Bowles, Inc.

GENERAL MILLS, INC.

*(371st Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
31 CBS stations
ORIGINATES: WABC

Wheaties

*Knox Reeves**Advertising, Inc.***Hymns of All Churches**

with Joe Emerson

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

Gold Medal Flour

*Blackett-Sample-**Hummert, Inc.***Betty Crocker***Homemaker program*

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

GULF OIL CORPORATION

*(386th Week on CBS)***World News Tonight***News*

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

Motor Oil and Gas

Young & Rubicam, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
<p>INTERNATIONAL SILVER COMPANY <i>(173rd Week on CBS)</i></p> <p>Silver Theater Summer Show with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others</p>	<p>Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC</p>	<p>International Sterling ar 1847 Rogers Bros. Silverplate <i>Young & Rubicam, in</i></p>
<p>IRONIZED YEAST CO., INC. <i>(97th Week on CBS)</i></p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, In</i></p>
<p>JOHNSON & JOHNSON <i>(13th Week on CBS)</i></p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, In</i></p>
<p>LADY ESTHER, LTD. <i>(395th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Crea Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY <i>(309th Week on CBS)</i></p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> (Series ends July 7, returning same time, September 8)</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>Monday 9:00-10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Friday 9:30-10:00 p.m. 71 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. 53 CBS stations 30 CBC 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, In</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

LEVER BROTHERS COMPANY*Continued***Meet Mister Meek***Drama***Big Sister**

with Alice Frost

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

Wednesday
7:30-8:00 p.m.
60 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
73 CBS stations
31 CBC stations
ORIGINATES: WABC

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

Lifebuoy Soap
*William Esty &
Company, Inc.*

Rinso
Ruthrauff & Ryan, Inc.

Spry
Ruthrauff & Ryan, Inc.

LIGGETT & MYERS TOBACCO COMPANY*(453rd Week on CBS)***Glenn Miller and His Orchestra**with Paula Kelly, Ray Eberle,
and the Modernaires**Professor Quiz**

with Bob Trout

Questions and answers

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

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette
Tobacco
Newell-Emmett Co., Inc.

PROVINCE OF ONTARIO*(11th Week on CBS)***The Ontario Show**with Luigi Romanelli and his
orchestra, Sair Lee and Dave Davies*Variety*

Sunday
5:30-6:00 p.m.
53 CBS stations
ORIGINATES: TORONTO

Travel Service
*Walsh Advertising
Company, Ltd.*

PACIFIC COAST BORAX CO.*(Begins July 3)***Death Valley Days***Drama*

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

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION <i>(398th Week on CBS)</i></p> <p>Saturday Night Serenade Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. <i>(256th Week on CBS)</i></p> <p>Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block'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. 84 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(349th Week on WABC)</i></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>Mon. thru Fri. 5:00-5:15 p.m. 17 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 16 CBS stations</p> <p>7 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Ivory Soap <i>Benton & Bowles</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>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

THE PROCTER & GAMBLE CO.

Continued

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Right to Happiness

Serial drama

Road of Life

Serial drama

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

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.
48 CBS stations
17 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Ivory Flakes
*Compton Advertising,
Inc.*

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Crisco
*Compton Advertising,
Inc.*

Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

(110th Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(426th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Penthouse Party

starring Ilka Chase, Yvette and
Paul Baron's Orchestra

Variety

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

Friday
10:00-10:30 p.m.
98 CBS stations
ORIGINATES: WABC

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

SPEARMINT GUM

(471st Week on CBS)

Dear Mom

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Arthur Meyerhoff & Co.

E. R. SQUIBB & SONS*(52nd Week on CBS)***Frank Parker in
Golden Treasury of Song***Musical*

Mon. thru Fri.
3:15-3:30 p.m.
37 CBS stations
(43 on Wednesday)
ORIGINATES: WABC

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

TEXAS COMPANY*(214th Week on CBS)***Treasury-Hour—
Millions for Defense**

The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U.S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's "Star Theatre" orchestra and chorus led by Ray Block; and Larry Elliott announces.

Wednesday
9:00-10:00 p.m.
88 CBS stations
ORIGINATES:
WABC & KNX

U. S. Defense
Stamps and Bonds
Buchanan & Co.

U. S. TOBACCO COMPANY*(318th 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.
63 CBS stations
ORIGINATES: WABC

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

**COLUMBIA
PACIFIC
NETWORK****AMERICAN CHICLE COMPANY***(17th Week on CBS)*

By the Way
with Bill Henry

Tues., Fri.
9:30-9:45 p.m. PST
ORIGINATES: KNX

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

BATHASWEET CORPORATION*(91st Week on CBS)*

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.*(82nd Week on CBS)*

"Find A Woman"
with Knox Manning

Sunday
7:25-7:30 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

COLUMBIA
PACIFIC
NETWORK

GALLENKAMP STORES COMPANY

*(7th Week on CBS)***Here's the Clue**
with Frank Graham
*Commentary*Thursday
6:45-6:50 p.m. PST
Beginning July 11
Friday
8:45-9:00 p.m. PST
ORIGINATES: KNXShoes
*Long Advertising
Service*

GENERAL FOODS CORPORATION

*(319th Week on CBS)***The Second Mrs. Burton**
*Dramatic serial*Mon. thru Fri.
3:00-3:15 p.m. PST
ORIGINATES: KNXWalter Baker's
Chocolate and Cocoa
*Benton & Bowles, Inc.*GENERAL PETROLEUM
CORPORATION OF CALIFORNIA*(27th Week on CBS)***I Was There**Sunday
9:00-9:30 p.m. PST
ORIGINATES: KNXMobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT

*(79th Week on CBS)***Hollywood Showcase**Tuesday
8:30-9:00 p.m. PST
ORIGINATES: KNXMarvelous Cosmetics
Benton & Bowles, Inc.

P. LORILLARD COMPANY

*(266th Week on CBS)***Don't Be Personal**
with Art Baker
*Quiz*Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNXBeechnut Cigarettes
Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY

*(92nd Week on CBS)***Knox Manning**
*News*Mon. thru Fri.
2:00-2:15 p.m. PST
ORIGINATES: KNXWhite King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

THE MENNEN COMPANY

*(116th Week on CBS)***Bob Garred Reporting**
*News*Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNXMennen Shaving Cream
*H. M. Kiesewetter
Advertising Agency*

NATIONAL LEAD COMPANY

*(52nd Week on CBS)***Answer Auction**
*Quiz*Sunday
7:30-8:00 p.m. PST
ORIGINATES: KNXNational Lead Products
Erwin Wasey & Co.

**COLUMBIA
PACIFIC
NETWORK**

Continued

PETER PAUL, INC.
(51st Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
4:45-4:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(39th Week on CBS)

What's On Your Mind?

Monday
8:00-8:30 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan

**SOIL OFF MANUFACTURING
COMPANY**
(22nd Week on CBS)

Bob Garred Reporting
News

Thursday
4:45-4:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, Inc.*

THE TAYTON COMPANY

Jimmie Fidler
Motion Picture Commentaries
(Begins July 11)

Friday
8:30-8:45 p.m. PST
ORIGINATES: KNX

Tayton Cosmetics
*Batten, Barton, Durstine
& Osborn, Inc.*

**WILMINGTON TRANSPORTATION
COMPANY**
(8th Week on CBS)

Catalina Fun Quiz

Mon. thru Fri.
1:45-2:00 p.m. PST
ORIGINATES: KNX

Santa Catalina Island,
Summer Resort
Arthur Meyerhoff & Co.

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(26th Week on CBS)

Voice of Friendship
with Rita Murray

Mon., Wed.
9:45-10:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shackleford
Advertising Agency*

KNOX GELATINE COMPANY
(31st Week on CBS)

Behind the Headlines
with Bob Garred

Tues., Thurs.
6:50-7:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine
Kenyon & Eckhardt, Inc.

SEASIDE OIL COMPANY
(12th Week on CBS)

Seaside Spelling Bee Liner

Sunday
4:30-4:55 p.m. PST
ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

UNION OIL COMPANY
(31st Week on CBS)

Nelson Pringle
News Analysis
(Begins July 7)

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

CLIENT AND PROGRAM

TIME

PRODUCER AND OBJECT

WABC
SPONSORED
PROGRAMS

AMERICAN CHICLE COMPANY*

(44th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.Chiclets and Dentyne
*Badger, Browning &
Hersey, Inc.*AMERICAN CIGARETTE &
CIGAR COMPANY*

(19th Week on WABC)

Modern Design Music

Mon. thru Sat.
8:20-8:25 a.m.Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

BEN MARDEN'S RIVIERA

(1st Week on WABC)

Music of Today

Mon., Wed., Fri.
8:15-8:20 a.m.Ben Marden's Riviera
*J. R. Kupsick Advertis-
ing Agency, Inc.*

H. C. BOHACK COMPANY, INC.

(Begins July 8)

Mary Margaret McBride

Tues., Thurs.
3:00-3:15 p.m.Bohack Stores and
Bohack Products
*E. M. Freystadt
Associates, Inc.*

BOOK HOUSE FOR CHILDREN

(9th Week on WABC)

Woman's Page of the Air

with Adelaide Hawley

*Participations*Mon., Wed., Fri.
8:45-9:00 a.m.Book House
*Presba, Fellers &
Presba, Inc.*

THE BORDEN COMPANY*

(PIONEER DIVISION)

(11th Week on WABC)

Announcements

Wed., Fri., Sat.
6:45-6:46:30 p.m.Reid's Ice Cream
Pedlar & Ryan, Inc.

BULOVA WATCH COMPANY

(619th Week on WABC)

Time Signals

Sun. thru Sat.
10 Times DailyBulova Watches
*The Biow Company*CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED*

(Begins July 7)

Announcements

Mon., Tues., Thurs.
6:45-6:46:30 p.m.Vaseline Preparations
McCann-Erickson, Inc.

DREZMA, INC.

(35th Week on WABC)

Lessons in Loveliness

with Nell Vinick

Tues., Thurs., Sat.
8:25-8:30 a.m."Drezma" Cosmetics
*Blaine-Thompson Co.,
Inc.*

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

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
FLORIDA CITRUS COMMISSION* (Begins July 7) Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
KEM LABORATORIES <i>(3rd Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Thursday 8:45-9:00 a.m.	Kem Liquid Plant Food <i>Neff-Rogow, Inc.</i>
KRUG BAKING COMPANY <i>(80th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon. thru Fri. 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LEHN & FINK PRODUCTS CORP.* <i>(11th Week on WABC)</i> Arthur Godfrey <i>Participations</i> (Series ends July 2)	Mon., Wed., Fri. 6:35-7:00 a.m.	Hind's Honey & Almond Cream <i>William Esty & Company, Inc.</i>
MARLIN FIREARMS COMPANY <i>(32nd Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Marlin Razor Blades <i>Craven & Hedrick, Inc.</i>
McKESSON & ROBBINS, INC.* <i>(9th Week WABC)</i> Evening News	Mon., Tues., Wed. 10:45-11:00 p.m.	Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i>
MELVILLE SHOE COMPANY <i>(137th Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
NOXZEMA CHEMICAL CO., INC.* <i>(13th Week on WABC)</i> Battle of the Boroughs <i>Quiz</i>	Saturday 9:45-10:15 p.m.	Noxzema Products <i>Ruthrauff & Ryan, Inc.</i>

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

**WABC
SPONSORED
PROGRAMS**
Continued

PEPSI-COLA COMPANY* <i>49th Week on WABC)</i> The Missus Goes A-Shopping Quiz	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
PETER PAUL COMPANY* <i>69th Week on WABC)</i> Early Riser's News	Mon., Wed., Fri. 6:30-6:35 a.m.	Mounds <i>Platt-Forbes, Inc.</i>
SELECT THEATRES CORP. <i>43rd Week on WABC)</i> Announcement	Mon., Tues., Wed. 11:58:50 p.m.- 12 mid.	"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i>
THE SHALER COMPANY <i>3rd Week on WABC)</i> Arthur Godfrey Participations (Starts July 18)	Mon. thru Sat. 6:35-7:00 a.m.	Rislone Motor Tune-up <i>Kirkgasser-Drew Advertising Agency</i>
WARD BAKING COMPANY <i>9th Week on WABC)</i> Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:15 a.m.	Ward's Tip Top Bread <i>Sherman K. Ellis & Co., Inc.</i>
WARNER BROTHERS PICTURES, INC.* <i>(2nd Week on WABC)</i> Arthur Godfrey Participations (Ends July 5)	Mon. thru Sat. 7:00-7:15 a.m.	"Sergeant York" <i>J. Walter Thompson Co.</i>
WEST DISINFECTING COMPANY <i>12th Week on WABC)</i> It Takes a Woman with Frances Scott	Mon., Wed., Fri. 8:25-8:30 a.m.	CN <i>Moser & Cotins, Inc.</i>
R. C. WILLIAMS & CO., INC. <i>4th Week on WABC)</i> Arthur Godfrey	Mon., Wed., Fri. 7:30-7:45 a.m.	Royal Scarlet Coffee <i>Alley & Richards Co.</i>

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

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 ten classifications:

1. NEWS BROADCASTS	Page 20
2. NATIONAL DEFENSE	Page 21
3. VARIETY PROGRAMS	Page 21
4. DRAMATIC SERIES	Page 22
5. SERIOUS MUSIC	Page 23
6. EDUCATIONAL PROGRAMS	Page 24
7. CHILDREN'S PROGRAMS	Page 25
8. RELIGIOUS BROADCASTS	Page 26
9. PERSONALITIES	Page 26
10. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JUNE 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Charles Barbe from Rome; Cecil Brown with the British Forces in Syria; Edward Chorlian from Cairo; Winston Burdett and Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00-8:15 a.m., SUNDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 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; 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 3:55-9:00 p.m., SUNDAY, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines11:00-11:15 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 Bob Trout analyzes the week's news generally.

**NATIONAL
DEFENSE**

PROGRAM AND TIME

DESCRIPTION

<p>Report to the Nation 8:00-8:30 p.m. EACH MONDAY</p>	<p>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.</p>
<p>Proudly We Hail 8:30-8:55 p.m. EACH FRIDAY</p>	<p>The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Bargy conducts.</p>
<p>Spirit of '41 4:30-5:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p>Calling Pan-America 4:00-4:30 p.m. EACH SATURDAY</p>	<p>The Columbia Broadcasting System takes another step toward bringing the Americas close 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.</p>
<p>The People's Platform 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans at a dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.</p>
<p>You Decide 1:30-2:00 p.m. EACH SUNDAY BEGINNING JULY 13</p>	<p>Crucial democratic issues in the early lives of celebrities are dramatized, and a panel of youngsters discusses the decision that should have been made. The celebrity then appears in person and tells why he decided as he did.</p>
<p>Gold If You Find It 10:30-11:00 a.m. EACH SATURDAY</p>	<p>From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program which was originated by Ray Harvey.</p>

VARIETY

"Forecast"

9:00-10:00 p.m.

EACH MONDAY

BEGINNING JULY 14

For the second summer, CBS presents "Forecast." annual eight-week series of new programs based on unusual, exciting radio ideas. Following the brilliant pattern set in 1940, each broadcast represents a sample of an entire radio series. The brightest names of stage and screen are starred in the programs, which originate from New York and Hollywood.

JULY 14: "The Thousands and One Nights," starring Marlene Dietrich, with a distinguished supporting cast, and a large orchestra under the direction of Wilbur Hatch.

JULY 21: From New York: "51 East 51," an ingenious musical show "with comedy and vice versa," starring Kay Thompson and featuring several famous musical personalities. From Hollywood: Mischa Auer in a new comedy.

JULY 28: "Song Without End," a dramatic, imaginative treatment of the lives of great composers, with guest stars playing the composers and famous virtuosi performing their music.

Southern Cruise

7:30-8:00 p.m.

EACH FRIDAY

BEGINNING JULY 11

Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The new series is broadcast in the United States and short waved to Latin America.

Matinee at Meadowbrook

4:00-5:55 p.m.

EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin."

**DRAMATIC
SERIES**

Continued

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>"Young Ideas" 5:00-5:30 p.m. EACH SUNDAY</p>	<p>The youthful employes of Columbia's Hollywood station KNX direct, cast and perform in this new series, a direct outgrowth of the KNX Junior Workshop.</p>
<p>The Life of Riley 11:05-11:30 a.m. EACH SATURDAY</p>	<p>Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.</p>
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For July the program includes:</p> <p>JULY 6: <i>Rossini</i>: Overture to "William Tell"; <i>Tschaikowsky</i>: Waltz from Serenade in E Minor; <i>Dvorak</i>: New World Symphony.</p> <p>JULY 13: <i>Mozart</i>: Overture to "Marriage of Figaro"; <i>Schubert</i>: Entr'acte and Ballet Music from "Rosamunde"; <i>Richard Strauss</i>: Ein Heldenleben.</p> <p>JULY 20: <i>Bizet</i>: "Patrie" dramatic overture. Entr'actes and Bohemian Dance from "Carmen"; <i>Mendelssohn</i>: Italian Symphony.</p> <p>JULY 27: <i>Mozart</i>: Symphony in G Minor <i>Meredith Willson</i>: San Juan Bautista from Symphony No. 2, "Missions of Southern California." <i>Liszt</i>: Les Preludes.</p>
<p>Columbia Concert Orchestra 4:30-5:00 p.m. MONDAY, THURSDAY, FRIDAY 9:30-10:00 p.m. EACH FRIDAY 7:30-8:00 p.m. EACH SATURDAY</p>	<p>The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow, Victor Bay and Bernard Herrmann.</p>
<p>Lewisohn Stadium Concerts 9:30-10:00 p.m. (8:30-10:30 p.m. WCBX only) EACH TUESDAY</p>	<p>From Lewisohn Stadium Columbia brings the famous concerts to its audiences in Latin America as well as the United States. For the Latin American listeners the programs are announced in Spanish and Portuguese alternately each week.</p>

SERIOUS
MUSIC

Columbia Concert Hall

12:00-3:55 p.m.

SATURDAY, JULY 19

The Columbia Concert Hall, presenting the Dorian String Quartet, with Vera Brodsky at the piano, offer *Villa-Lobos'* String Quartet No. 3 and *Dvorak's* Quintet for Piano and String, Opus 81, in A Major.

Vera Brodsky

12:30-3:55 p.m.

EACH SATURDAY

Famed concert pianist Vera Brodsky comes back to Columbia with a wide repertoire of piano music both modern and ancient.
JULY 5: All-Spanish program.
JULY 12: All-*Brahms* program: Capriccios and Intermezzi.

Dorian String Quartet

12:00-3:30 p.m.

EACH SATURDAY

The Dorian String Quartet returns with a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.
JULY 12: *Gounod*: Third Quartet.

From the Organ Loft

11:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld brings back Columbia's well known series of organ recitals with a vast new repertory.

CBS ADULT

EDUCATION BOARD

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

LYMAN BRYSON, chairman	HENRY R. LUCE
STRINCFELLOW BARR	SPENCER MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROHDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR

JOSEPH H. WILLITS

EDUCATIONAL
PROGRAMS

Invitation to Learning

12:00-2:30 p.m.

EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate and Mark Van Doren.

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Children Also Are People 3:45-3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a new series of broadcasts by child experts and various celebrities to show parents that children are people, too.</p>
<p>Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p>Highways to Health 4:15-4:30 p.m. EACH FRIDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>
<p>Exploring Space 3:45-3:55 p.m. EACH FRIDAY</p>	<p>This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.</p>
<p>Columbia's Lecture Hall 3:45-3:55 p.m. EACH MONDAY</p>	<p>Columbia's listeners hear lectures and discussions on Latin American affairs by various authorities in the field.</p>
<p>America in Transition 3:45-3:55 p.m. EACH TUESDAY</p>	<p>This new series features interviews on the work of artists, scientists and technologists by John Allen Wolf.</p>
<p>Adventures in Science 3:45-3:55 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.</p>
<p>Of Men and Books 2:30-3:00 p.m. EACH SATURDAY</p>	<p>Professor John T. Frederick of the Medical School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.</p>
<p>Let's Pretend 1:00-1:30 p.m. EACH SATURDAY</p>	<p>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.</p>

CHILDREN'S PROGRAMS

RELIGIOUS
BROADCASTS**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In July:

JULY 6: Morning: Lt. Col. Frederick Percy Houghton, Chaplain, 28th Division, U. S. A., Indiantown Gap, Pennsylvania.

Afternoon: Mr. Harold B. Lee, Quorum of the Twelve Apostles, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, Utah.

JULY 13: Morning: Dr. William R. Pankey, Second Baptist Church, St. Louis, Missouri.

Afternoon: Roman Catholic Service.

JULY 20: Morning: Dr. N. C. Carlsen, President, United Danish Evangelical Lutheran Church in America, Blair, Nebraska.

Afternoon: Dr. Frank F. Bunker, Christian Science Committee on Publication for the District of Columbia, Washington, D. C.

JULY 27: Morning: Methodist Service.

Afternoon: Rev. Bryan J. McEntegart, President, National Conference of Catholic Charities, Catholic Charities Diocese of N. Y.

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-five voices.

JULY 6: Willa B. Brown, Oaklawn, Ill. Coordinator Civil Pilot Training, Coffey Flying Service, Harlem Airport.

JULY 13: To be announced.

JULY 20: Dr. J. I. Drake, President, State Agricultural and Mechanical Institute, Normal, Alabama.

JULY 27: Mary L. Williams, President, American Teachers Association, Charleston, W. Va.

The Old Dirt-Dobber

10:30-10:00 a.m.

EACH SATURDAY

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

Outdoors with Bob Edge

1:15-6:30 p.m.

EACH THURSDAY

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

PERSONALITIES

PERSONALITIES

Continued

Juan Arvizu
10:30-10:45 p.m.
MONDAY, TUESDAY, WEDNESDAY

Juan Arvizu, singing idol of Latin America, presented by CBS with a Tipica Orchestra under the direction of Ernesto Arcos.

What's New At The Zoo?
11:30 a.m.-12:00 noon
EACH SUNDAY

The vivid and humorous stories of the different animal personalities at the Bronx Zoo are brought to the CBS audience in this unique new Sunday series by John Reed King.

LIGHT MUSIC

SPEBSQSA
8:30-8:55 p.m.
EACH THURSDAY

Bright new CBS summer feature is "The Society for the Preservation and Encouragement of Barber Shop Quartette Singing in America," boasting such members as ex-Postmaster General James A. Farley, the Mayor of New York, and the Governors of New Mexico, Texas, Wyoming, Arkansas.

**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.

CBS Vocalists
VARIOUS HOURS
MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretation. Among the current vocalists are:
Juan Arvizu Bob Hannon
 Burl Ives

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 July:
Charles Barnett Dick Jergens
Les Brown Johnny Long
Sonny Dunham Michael Loring
Benny Goodman Vaughan Monroe
Carl Hoff Alvino Rey
 Charles Spivak

**BS SHORT WAVE
ROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of broadcasts designed exclusively for European and South American listeners.

News Broadcasts
(in English)
11:30-11:45 a.m., 1:30-1:45 p.m., 4:45-6:00 p.m., 6:30-6:45 p.m.
MONDAY THRU FRIDAY
(in Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
(in Serbo-Croat)
1:30-5:45 p.m.
MONDAY THRU SATURDAY
12 noon-1 p.m., 5-6 p.m., SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:45-3:00 p.m.
THURSDAY, 7:45-8:00 p.m.
MONDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish
10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
1:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, (WCBX). Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News of Latin America
(in Spanish)
12:00-8:15 p.m.
MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.

News in Portuguese
11:15-7:30 p.m., DAILY

Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

Cultural News in Spanish
12:00-9:15 p.m.
EACH FRIDAY

José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

ADDENDA:

JUNE 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 June programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JUNE 3: John G. Winant, United States Ambassador to the Court of St. James's, and Ernest Bevin, British Minister of Labor, described the part that is played by the social welfare agencies when a nation is at war. 9:30-9:45 p.m.

JUNE 5: Secretary of the Treasury Henry Morgenthau, Jr., delivered an address over the CBS network on "One Month of Defense Bonds Sales," 10:45-11:00 p.m.

JUNE 8: Lord Woolton, British Minister of Food, told the American audience of the difficulties confronting England in its efforts to keep its military forces and civilian populace supplied with food. 5:15-5:30 p.m.

JUNE 8: Robert E. Sherwood, famed playwright, discussed the problem of maintaining civilian morale in the national emergency recently proclaimed by President Roosevelt, 7:15-7:30 p.m.

JUNE 8: Concluding a ten-day speaking tour through the northeastern section of the country, Senator Claude Pepper of Florida, member of the Senate's Foreign Relations Committee, delivered an address to Columbia's network listeners under the auspices of the Committee to Defend America by Aiding the Allies. 11:15-11:30 p.m.

JUNE 9: Women's role in the United States vast national defense set-up was analyzed by Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, 4:15-4:30 p.m.

JUNE 10: William S. Knudsen, director of the Office of Production Management, and Assistant Secretary of War Robert Patterson and high ranking military officials joined in a report to CBS listeners on conditions of the nation's arsenals, 10:30-11:00 p.m.

JUNE 11: Mme. Eve Curie, celebrated author who lost her French citizenship through a recent decree of the Pétain government, spoke in behalf of United States Defense Savings Bonds, 4:45-5:00 p.m.

JUNE 21: Senator Gerald P. Nye, Republican of North Dakota, spoke on "America and the War," 8:30-8:55 p.m.

JUNE 21: Neutral Ireland's role in the War was explained by General Frank Aiken, Minister for Defense for Eire, in a talk over the CBS network, 10:15-10:30 p.m.

JUNE 22: The merits of United States Defense Bonds in larger denominations for heavy investors was discussed by two experts, Theodore Goldsmith, Washington financial reporter, and Lindsay Bradford, president of the City Bank Farmers Trust Co., New York, 7:15-7:30 p.m.

JUNE 22: Nationally-known newspaper columnist Dorothy Thompson delivered an address on freedom and democracy, speaking under auspices of the Ring of Freedom Corporation. 2:35-3:00 p.m.

JUNE 24: Daniel Tobin, president of the International Brotherhood of Teamsters, Chauffeurs' and Warehousemen's Union (CIO) analyzed labor's support of the defense program, 10:15-10:30 p.m.

JUNE 28: Colonel William J. Donovan, in a talk on "Our Spiritual Defense," discussed the methods used by Hitler to bring disunity in countries abroad, 8:30-8:45 p.m.

JUNE 28: Columbia's network listeners heard six national figures in a roundtable discussion of Defense Savings Bonds: Vice-President Henry A. Wallace; Representative Sam Rayburn, Democrat of Texas, and Speaker of the House; Senator Arthur Capper, Republican of Kansas and member of the Senate Finance Committee; Representative John W. McCormack, Democrat of Massachusetts, and the House Majority Leader; Senator Scott Lucas, Democrat of Illinois, and Representative Fred L. Crawford, Republican of Michigan. 10:15-10:45 p.m.

JUNE 28: Senator Claude Pepper, Democrat of Florida, spoke in answer to isolationist views and replied to the stand recently taken by Senator Gerald P. Nye, Republican of North Dakota, in an earlier talk over Columbia. 6:00-6:30 p.m.

SPECIAL EVENTS

JUNE 4: Admiral Harold R. Stark, Chief of Naval Operations. Major General H. H. Arnold, Chief of the Army Air Corps, and Robert A. Lovett, Assistant Secretary of War, spoke to Columbia's network listeners in connection with the annual convention of the National Aeronautic Association, 11:30-11:45 p.m.

JUNE 6: Harry Nash, golf editor of the *Newark Evening News*, and Jimmy Dolan, of CBS's sports staff, summarized for Columbia's audience the first two days of the 45th annual national open golf championship in Fort Worth, Texas, 7:45-8:00 p.m.

JUNE 7: Summaries and highlights of the final plays of the open golf championship in Fort Worth were given over Columbia by Harry Nash and CBS sports reporter Jimmy Dolan, 4:30-4:45 p.m., 7:45-8:00 p.m.

JUNE 7: Veteran sports columnist Bill Corum and CBS ace sports reporter Ted Husing gave preview and eye-witness accounts of the Belmont Stakes. 4:45-5:00 p.m.

JUNE 11: A dramatic program with prominent American writers and actors participating, scheduled under auspices of the United China Relief Fund to stimulate their campaign in this country, was heard by Columbia's listeners, 10:15-10:30 p.m.

JUNE 14: Columbia's listeners heard ten American children talk to their fathers, stationed in London on naval duty, by means of a two-way trans-Atlantic broadcast carried over the CBS network as a Navy Fathers' Day program, 2:35-3:00 p.m.

JUNE 14: Assisted by Jimmy Dolan, Ted Husing gave Columbia's listeners an exciting, eye-witness description of the Astoria, run for a purse of \$5,000 over a course of five and a half furlongs, 4:30-4:45 p.m.

JUNE 14: Prime Minister Mitchell F. Hepburn of Ontario, and Harry F. Kelly, Secretary of State of Michigan, spoke on the St. Lawrence seaway, project strongly urged by President Roosevelt, 4:45-5:00 p.m.

JUNE 17: Representative Bernard J. Gehrman, Progressive of Wisconsin, was heard over the Columbia network in a talk on the St. Lawrence project, 10:15-10:30 p.m.

JUNE 21: The Dwyer, open to three-year-olds and run over a mile and a quarter course, was described for Columbia's listeners by Ted Husing, assisted by Jimmy Dolan, 4:30-4:45 p.m.

JUNE 22: Speaking from London, Janet Murrow, director of "Bundles for Britain" in the British capital and wife of CBS's chief of staff in Europe, described how clothing gathered in America is given to bombed-out civilians in England, 5:15-5:30 p.m.

JUNE 25: William J. Gottlieb, president of the Automobile Club of New York, Inc., told the CBS audience "How Motorists Can Avoid 'Gasless Sundays,'" 4:15-4:30 p.m.

JUNE 25: Physical fitness as a keystone in the building of national defense was the subject of an informal roundtable discussion over the Columbia network in connection with the 45th convention of the American Osteopathic Association, 4:45-5:00 p.m.

JUNE 26: Pope Pius XII spoke over the Columbia network in an address to the Ninth National Eucharistic Congress in St. Paul and Minneapolis, 2:00-2:15 p.m.

JUNE 28: Columbia's audience heard William L. Shirer, CBS news analyst, receive the National Headliners Club Award, 6:30-6:45 p.m.

JUNE 28: From Pascagoula, Mississippi, the CBS network audience heard Rear Admiral Emory S. Land, U.S.N., Retired, speak at the launching of the S.S. African Comet, 1:20-1:30 p.m.

JUNE 28: CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought Columbia's coast-to-coast listeners a vivid description of the Brooklyn Handicap, 4:30-4:45 p.m.

JUNE 29: The senior national A.A.U. track and field championships at Franklin Field, Philadelphia, were covered for Columbia's coast-to-coast listeners by CBS sports reporter Ted Husing, assisted by Jimmy Dolan, 3:00-4:00 p.m.

JUNE 29: As part of the U.S.O. drive for funds to be used for recreational facilities for the American armed forces, film stars in Hollywood participated in a special program over CBS, 11:30 p.m.-12:30 a.m.

JUNE 30: Distinguished Latin American educators, guests of the Columbia Broadcasting System at a reception and luncheon, participated in a network broadcast in which they presented their views on the United States' policies, 4:15-4:30 p.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
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CBS PROGRAM BOOK • AUGUST, 1941



For the sixth year, Howard Barlow conducts the
Columbia Broadcasting Symphony in its series
of annual summer concerts. (see page 24)



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

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<p>AFFILIATED PRODUCTS, INC. (443rd 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 (158th 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. <i>Rebroadcast</i> 11:00-11:10 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (274th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 107 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (225th 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. (25th 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>BAYER COMPANY (305th 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. 75 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample- Hummert, Inc.</i></p>

BOWEY'S, INC.

114th Week on CBS)

Stars Over Hollywood

Original drama with Knox
Manning, MC, and guest stars

Saturday

12:30-1:00 p.m.

Rebroadcast

1:30-2:00 p.m.

45 CBS stations

ORIGINATES: KXX

Dari-Rich Products

Sorensen & Company

**BROWN & WILLIAMSON TOBACCO
CORPORATION**

149th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Thurs.

6:30-6:45 p.m.

Rebroadcast

12 mid. 12:15 a.m.

1:00-1:15 a.m.

32 CBS stations

ORIGINATES: WHAS

Raleigh Cigarettes

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

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

17th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.

6:15-6:30 p.m.

40 CBS stations

ORIGINATES: KXX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

72nd Week on CBS)

First Nighter

with Barbara Luddy and
Les Tremayne

Drama

Tuesday

8:30-8:55 p.m.

51 CBS stations

ORIGINATES: WBBM

Campana Hand Cream.

Italian Balm. Dreskin.

Coolies. D.D.D.. Old South

Toiletries

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

17th Week on CBS)

Amos 'n' Andy

Serial comedy-drama

Mon. thru Fri.

7:00-7:15 p.m.

Rebroadcast

11:00-11:15 p.m.

60 CBS stations

ORIGINATES: KXX

Campbell's Soups

*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.

56 CBS stations

ORIGINATES: WABC

Campbell's Soups.

Tomato Juice,
Beans

*Ward Wheelock
Company*

<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations (Mon. and Wed.) 56 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Tomato Juice <i>Ward Wheelock</i> <i>Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(143rd Week on CBS)</i></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 <i>(282nd Week on CBS)</i></p> <p>Major Bowes-Morton Gould 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 <i>(102nd Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 8:00-8:30 p.m. 114 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising</i> <i>Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(290th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra Popular Music</p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

City Desk

Drama

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

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Woman of Courage

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
61 CBS stations
ORIGINATES: WABC

Octagon Products

Ted Bates, Inc.

Crystal White

*Sherman & Marquette,
Inc.*

Myrt and Marge

Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
1:15-4:30 p.m.
78 CBS stations
ORIGINATES: WABC

Concentrated Super Suds

*Sherman & Marquette,
Inc.*

Stepmother

Serial drama

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
48 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder

*Sherman & Marquette,
Inc.*

Elmer Davis

News

Tues. thru Sun.
8:55-9:00 p.m.
90 CBS stations
ORIGINATES: WABC

Palmolive Soap

*Ward Wheelock
Company*

COMMERCIAL CREDIT COMPANY

71st Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Sat.
11:55-12 mid.
62 CBS stations
ORIGINATES: WABC

**Automobile Finance
Service**

*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.

343rd Week on CBS)

Maudie's Diary

with Mary Mason

(Begins August 14, replacing
Your Marriage Club)

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
46 CBS stations
ORIGINATES: ON TOUR

Wonder Bread

Hostess Cake

Ted Bates, Inc.

<p>CURTISS CANDY COMPANY (44th Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Candy C. L. Miller Company</p>
<p>DOUBLEMINT GUM (476th Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 71 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum J. Walter Thompson Company</p>
<p>EMERSON DRUG COMPANY (66th Week on CBS)</p> <p>Vox Pop with Parks and Wally Quiz</p>	<p>Monday 8:00-8:30 p.m. 54 CBS stations <i>Rebroadcast</i> (Begins Sept. 29, with addition of 13 CBS Stations) 12 mid.-12:30 a.m. ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer Ruthrauff & Ryan, Inc.</p>
<p>EVERSHARP, INC. (96th Week on CBS)</p> <p>Take It or Leave it with Bob Hawk, MC; David Ross Quiz</p>	<p>Sunday 10:00-10:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils The Biow Company</p>
<p>FORD MOTOR COMPANY (381st Week on CBS)</p> <p>Ford Summer Hour Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists <i>With Talks by Linton Wells</i></p>	<p>Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln McCann-Erickson, Inc.</p>
<p>GENERAL FOODS CORPORATION (323rd Week on CBS)</p> <p>We, the People with Burgess Meredith <i>Real-life experiences</i></p> <p>Claudia and David with Patricia Ryan and Richard Kollmar</p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 79 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts Young & Rubicam, Inc.</p> <p>Grape Nuts Young & Rubicam, Inc.</p>

GENERAL FOODS CORPORATION*continued***Kate Smith Speaks; News***Talks and news*

Mon. thru Fri.
12:00-12:15 p.m.
79 CBS stations
ORIGINATES: KATE
SMITH'S CAMP,
LAKE PLACID

Swansdown Cake Flour**Calumet***Young & Rubicam, Inc.***Diamond Crystal Salt***Benton & Bowles, Inc.***Joyce Jordan, Girl Interne***Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
72 CBS stations
ORIGINATES: WABC

La France**Satina****Minute Tapioca****Postum***Young & Rubicam, Inc.***Young Dr. Malone***Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
85 CBS stations
ORIGINATES: WABC

Post Toasties*Benton & Bowles, Inc.***Kate Hopkins***Serial drama*

Mon. thru Fri.
2:45-3:00 p.m.
50 CBS stations
ORIGINATES: WABC

Maxwell House Coffee*Benton & Bowles, Inc.***GENERAL MILLS, INC.***75th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
32 CBS stations
ORIGINATES: WABC

Wheaties*Knox Reeves**Advertising, Inc.***Hymns of All Churches***with Joe Emerson*

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
5:00-5:15 p.m.
34 CBS stations
ORIGINATES: WBBM

Gold Medal Flour*Blackett-Sample-**Hummert, Inc.***Betty Crocker***Homemaker program*

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
5:00-5:15 p.m.
34 CBS stations
ORIGINATES: WBBM

Bisquick*Blackett-Sample-**Hummert, Inc.***ULF OIL CORPORATION***90th Week on CBS)***World News Tonight***News*

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

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

INTERNATIONAL SILVER COMPANY
(177th Week on CBS)

Silver Theater Summer Show
with Ed Sullivan, Will Bradley
and his orchestra, Terry Allen,
Ray McKinley and others

Sunday
6:00-6:30 p.m.
26 CBS stations
ORIGINATES: WABC

International Sterling an
1847 Rogers Bros.
Silverplate
Young & Rubicam, In

IRONIZED YEAST CO., INC.
(101st Week on CBS)

Are You a Missing Heir?
Drama

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

Ironized Yeast
Ruthrauff & Ryan, In

JOHNSON & JOHNSON
(17th Week on CBS)

Voice of Broadway
with Dorothy Kilgallen
and guest stars

Saturday
11:30-11:45 a.m.
Rebroadcast
2:30-2:45 p.m.
58 CBS stations
Tuesday
6:15-6:30 p.m.
(Begins Aug. 19)
65 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, In

LADY ESTHER, LTD.
(399th Week on CBS)

Lady Esther Serenade
with Freddy Martin and His
Orchestra
Popular music

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

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

LEVER BROTHERS COMPANY
(313th Week on CBS)

Hollywood Premiere
with Louella Parsons and guest stars
Drama

Grand Central Station
Drama

Friday
9:30-10:00 p.m.
70 CBS stations
ORIGINATES: KNX

Lifebuoy Health Soap
*William Esty &
Company, Inc.*

Wednesday
8:00-8:30 p.m.
Rebroadcast
12 mid.-12:30 a.m.
53 CBS stations
30 CBC stations
ORIGINATES: WABC

Rinso
Ruthrauff & Ryan, In

EVER BROTHERS COMPANY*Continued***Meet Mister Meek***Drama**(Series ends after Aug. 20, returns at same time, Oct. 8)***Big Sister**

with Alice Frost

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

Wednesday

7:30-8:00 p.m.

60 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

73 CBS stations

31 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

Rebroadcast

2:15-2:30 p.m.

61 CBS stations

ORIGINATES: WABC

Lifebuoy Health Soap

*William Esty &**Company, Inc.*

Rinso

Ruthrauff & Ryan, Inc.

Spry

*Ruthrauff & Ryan, Inc.***WIGGETT & MYERS TOBACCO COMPANY***(57th Week on CBS)***Glenn Miller and His Orchestra**with Paula Kelly, Ray Eberle,
and the Modernaires**Professor Quiz**

with Bob Trout

Questions and answers

Tues., Wed., Thurs.

10:00-10:15 p.m.

98 CBS stations

ORIGINATES: WABC

Thursday

10:15-10:45 p.m.

69 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.*Velvet Pipe and Cigarette
Tobacco*Newell-Emmett Co., Inc.***LUXOR, LTD.***(5th 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***PACIFIC COAST BORAX CO.***(5th 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,
Boraxo20 Mule Team Borax
Flakes*McCann-Erickson, Inc.*

PET MILK SALES CORPORATION
(402nd Week on CBS)

Saturday Night Serenade

Bill Perry, tenor; Jessica
Dragonette, soprano; Bob Trout,
Gustave Haenschen's Orchestra
and Chorus

Mary Lee Taylor

home economist
Household advice

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

Pet Irradiated Milk
*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
63 CBS stations
ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.
(260th Week on CBS)

**Great Moments from
Great Plays**

Directed by Charles Martin with
guest stars and Ray Block's
Orchestra
Dramas

The Crime Doctor

Dramatic programs

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

Philip Morris Cigarettes
The Biow Company, I

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

THE PROCTER & GAMBLE CO.
(353rd Week on CBS)

The Story of Mary Marlin

Serial drama

The Goldbergs

Serial drama

The O'Neills

Serial drama

Mon. thru Fri.
5:00-5:15 p.m.
17 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
5:15-5:30 p.m.
16 CBS stations

7 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
5:30-5:45 p.m.
34 CBS stations
ORIGINATES: WABC

Ivory Snow
Benton & Bowles

Duz
*Compton Advertising,
Inc.*

Dreft
*Blackett-Sample-
Hummert, Inc.*

Ivory Soap
*Compton Advertising
Inc.*

THE PROCTER & GAMBLE CO.

Continued

Life Can Be Beautiful

Serial drama

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

Woman in White

Serial drama

Mon. thru Fri.
1:15-1:30 p.m.
50 CBS stations
25 CBC stations
ORIGINATES: WBBM

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
46 CBS stations
17 CBC stations
ORIGINATES: WBBM

Road of Life

Serial drama

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Ivory Flakes

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

**FIDUCIARY INSURANCE COMPANY
OF AMERICA**

(14th Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
50 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(30th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

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

**Camel Cigarettes
Prince Albert Smoking
Tobacco**

*William Esty &
Company, Inc.*

Penthouse Party

starring Ilka Chase, Yvette and
Paul Baron's Orchestra

Variety

Friday
10:00-10:30 p.m.
95 CBS stations
ORIGINATES: WABC

PEARMINT GUM

(75th Week on CBS)

Dear Mom

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

Sunday
6:55-7:15 p.m.
68 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

E. R. SQUIBB & SONS

(56th Week on CBS)

Golden Treasury of Song

with Frank Parker and
David Ross

Music and poetry

Mon. thru Fri.

3:15-3:30 p.m.

35 CBS stations
(41 on Wednesday)

ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY

(218th Week on CBS)

**Treasury-Hour —
Millions for Defense**

The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U. S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's orchestra, Ray Block's chorus, and Barry Wood; Larry Elliott announces.

Wednesday

9:00-10:00 p.m.

85 CBS stations

ORIGINATES:

WABC & KNX

U. S. Defense

Stamps and Bonds

Buchanan & Co.

U. S. TOBACCO COMPANY

(322nd 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

(97th Week on CBS)

News For Women

with Andre Baruch

Mon., Wed., Fri.

3:00-3:15 p.m.

14 CBS stations

ORIGINATES: WABC

Vicks VapoRub

Vicks Va-tro-nol

*Morse International,
Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AMERICAN CHICLE COMPANY

(21st Week on CBS)

By the Way

with Bill Henry

Tues., Fri.

9:30-9:45 p.m. PST

ORIGINATES: KNX

Chiclets & Dentyne

*Badger, Browning
& Hersey, Inc.*

BATHASWEET CORPORATION

(95th Week on CBS)

Bob Garred Reporting

News

Tues., Thurs.

7:30-7:45 a.m. PST

ORIGINATES: KNX

Bathasweet Products

*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(86th Week on CBS)

"Find the Woman"
with Knox Manning

Sunday
7:25-7:30 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

GALLENKAMP STORES COMPANY
(11th Week on CBS)

Here's the Clue
with Frank Graham
Commentary

Friday
8:45-9:00 p.m. EST
ORIGINATES: KNX

Shoes
*Long Advertising
Service*

GENERAL FOODS CORPORATION
(323rd Week on CBS)

The Second Mrs. Burton
Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m. PST
ORIGINATES: KNX

Walter Baker's
Chocolate and Cocoa
Benton & Bowles, Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(31st Week on CBS)

I Was There

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

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(83rd Week on CBS)

Hollywood Showcase

Tuesday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Marvelous Cosmetics
Benton & Bowles, Inc.

P. LORILLARD COMPANY
(270th Week on CBS)

Don't Be Personal
with Art Baker
Quiz

Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Beechnut Cigarettes
Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY
(96th Week on CBS)

Knox Manning
News

Mon. thru Fri.
7:30-7:45 a.m.
Rebroadcast
2:00-2:15 p.m.
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

**COLUMBIA
PACIFIC
NETWORK**

Continued

THE MENNEN COMPANY
(120th Week on CBS)

Bob Garred Reporting
News

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

Mennen Shaving Cream
*H. M. Kiesewetter
Advertising Agency*

NATIONAL LEAD COMPANY
(56th Week on CBS)

Answer Auction
Quiz

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

National Lead Products
Erwin Wasey & Co.

PETER PAUL, INC.
(55th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
4:45-4:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(43rd Week on CBS)

What's On Your Mind?

Monday
8:00-8:30 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan

**SOIL OFF MANUFACTURING
COMPANY**
(26th Week on CBS)

Bob Garred Reporting
News

Thursday
4:45-4:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, I.*

THE TAYTON COMPANY
(3rd Week on CBS)

Jimmie Fidler
Motion Picture Commentaries

Friday
8:30-8:45 p.m. PST
ORIGINATES: KNX

Tayton Cosmetics
*Batten, Barton, Durst
& Osborn, Inc.*

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(30th Week on CBS)

Voice of Friendship
with Rita Murray

Mon., Wed.
9:45-10:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shacklefor
Advertising Agency*

KNOX GELATINE COMPANY
(35th Week on CBS)

Tues., Thurs.
6:50-7:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine
Kenyon & Eckhardt, Inc.

Behind the Headlines
with Bob Garred

SEASIDE OIL COMPANY
(16th Week on CBS)

Sunday
4:30-4:55 p.m. PST
ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

Seaside Spelling Bee Liner

UNION OIL COMPANY
(35th Week on CBS)

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

Nelson Pringle
News Analysis

AMERICAN CHICLE COMPANY*
(48th Week on WABC)

Mon. thru Sat.
8:00-8:01:30 a.m.

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

Announcements

**AMERICAN CIGARETTE &
CIGAR CO.***
(23rd Week on WABC)

Mon. thru Sat.
8:20-8:25 a.m.

Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

Modern Design Music

BEN MARDEN'S RIVIERA
(5th Week on WABC)

Mon., Wed., Fri.
8:15-8:20 a.m.

Ben Marden's Riviera
*J. R. Kupsick Advertis-
ing Agency, Inc.*

Music of Today

H. C. BOHACK COMPANY, INC.
(4th Week on WABC)

Tues., Thurs.
3:00-3:15 p.m.

Bohack Stores and
Bohack Products
*E. M. Freystadt
Associates, Inc.*

Mary Margaret McBride

BOOK HOUSE FOR CHILDREN
(13th Week on WABC)

Tues. and Thurs.
8:45-9:00 a.m.

Book House
*Presba, Fellers &
Presba, Inc.*

Woman's Page of the Air
with Adelaide Hawley
Participations

THE BORDEN COMPANY*
(PIONEER DIVISION)
(15th Week on WABC)

Wed., Fri., Sat.
6:45-6:46:30 p.m.

Reid's Ice Cream
Pedlar & Ryan, Inc.

Announcements

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

<p>BULOVA WATCH COMPANY <i>(623rd Week on WABC)</i></p> <p>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>(4th Week on WABC)</i></p> <p>Announcements</p>	<p>Mon., Tues., Thurs. 6:45-6:46:30 p.m.</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>DREZMA, INC. <i>(39th Week on WABC)</i></p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co. Inc.</i></p>
<p>FLORIDA CITRUS COMMISSION* <i>(4th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>KRUG BAKING COMPANY <i>(84th Week on WABC)</i></p> <p>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>McKESSON & ROBBINS, INC.* <i>(13th Week on WABC)</i></p> <p>Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>MELVILLE SHOE COMPANY <i>(141st 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</p> <p>The Missus Goes A-Shopping <i>Quiz</i> (Starts August 12)</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>

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

**WABC
SPONSORED
PROGRAMS**

<p>NOXZEMA CHEMICAL CO., INC.* (17th Week on WABC)</p> <p>Battle of the Boroughs Quiz (Series ends after Aug. 2, resumes Sept. 13)</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PEPSI-COLA COMPANY* (53rd Week on WABC)</p> <p>The Missus Goes A-Shopping Quiz</p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc.</i></p>
<p>PETER PAUL COMPANY* (73rd Week on WABC)</p> <p>Early Riser's News</p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p>SELECT THEATRES CORP. (47th Week on WABC)</p> <p>Announcement</p>	<p>Mon. and Wed. 11:58:50 p.m.- 12 mid.</p>	<p>"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.*</p> <p>News with Mark Hawley (Starts August 4)</p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p>	<p>Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>WARD BAKING COMPANY (13th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Ward's Tip Top Bread <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>WEST DISINFECTING COMPANY (16th Week on WABC)</p> <p>It Takes a Woman with Frances Scott</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>
<p>R. C. WILLIAMS & CO., INC. (8th Week on WABC)</p> <p>Arthur Godfrey</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p>	<p>Royal Scarlet Coffee <i>Alley & Richards Co.</i></p>

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

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 ten classifications:

1. NEWS BROADCASTS	Page 20
2. FORECAST.	Page 21
3. DRAMATIC SERIES	Page 21
4. NATIONAL DEFENSE	Page 22
5. LIGHT ENTERTAINMENT	Page 23
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9. PERSONALITIES	Page 26
10. RELIGIOUS BROADCASTS	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JULY 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Erskine Caldwell and Winston Burdett from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown and Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams 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; 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; 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; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (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 Bob Trout analyzes the week's news generally.

**NEWS
BROADCASTS**

FORECAST

"Forecast"

9:00-10:00 p.m.

EACH MONDAY

For the second summer, CBS presents "Forecast," annual eight-week series of new programs based on unusual, exciting radio ideas. Following the brilliant pattern set in 1940, each broadcast represents a sample of an entire radio series. The brightest names of stage and screen are starred in the programs.

AUGUST 4: "Song Without End," a dramatic, imaginative treatment of the lives of great composers, with guest stars playing the composers and famous virtuosi performing their music.

AUGUST 11: From New York—"Class of '41", a variety show written and acted by the radio profession's "younger generation". From Hollywood—"Two Gobs and a Gal", a rowdy comedy starring Brian Donlevy, Frank McHugh and Lucille Ball.

AUGUST 18: "Jubilee", a cavalcade of Negro talent tracing the huge contribution that Negroes have made to American entertainment.

DRAMATIC SERIES

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin." His last three broadcasts in August comprise a biblical trilogy.

AUGUST 3: "Descent of the Gods".

AUGUST 10: "Sampson", verse drama with a special score by Alexander Semmler.

AUGUST 17: "Esther", an operetta with music by Lyn Murray.

AUGUST 24: "Job", starring Charles Laughton with a score by Deems Taylor. (From Hollywood.)

"Young Ideas"

5:00-5:30 p.m.

EACH SUNDAY

The youthful employees of Columbia's Hollywood station KNX direct, cast and perform in this series, a direct outgrowth of the KNX Junior Workshop.

The Life of Riley

1:05-11:30 a.m.

EACH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a comedy-drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

**DRAMATIC
SERIES**

Continued

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.

**NATIONAL
DEFENSE**

Proudly We Hail

8:30-8:55 p.m.

EACH FRIDAY

The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Barge conducts.

Spirit of '41

4:30-5:00 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

3:00-4:30 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

6:00-7:30 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.

You Decide

1:30-2:00 p.m.

EACH SUNDAY

Crucial democratic issues in the early lives of celebrities are dramatized, and a panel of youngsters discusses the decision that should have been made. The celebrity then appears in person and tells why he decided as he did.

**LIGHT
ENTERTAIN-
MENT**

Gold If You Find It

10:30-11:00 a.m.

EACH SATURDAY

From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program which was originated by Ray Harvey.

American Cruise

7:30-8:00 p.m.

EACH FRIDAY

Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The series is broadcast in the United States and short waved to Latin America.

Matinee at Meadowbrook

5:00-6:00 p.m.

EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program which Perry Lafferty produces.

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

3:30-3:45 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.

What's New At The Zoo?

11:30 a.m.-12:00 noon

EACH SUNDAY

John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo

SPEBSQSA

8:30-8:55 p.m.

EACH THURSDAY

Bright CBS summer feature is "The Society for the Preservation and Encouragement of Barber Shop Quartette Singing in America," boasting such members as ex-Postmaster General James A. Farley, the Mayor of New York and the Governors of New Mexico, Texas Wyoming, Arkansas.

**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 August:

- | | |
|--------------|----------------|
| Les Brown | Carl Hoff |
| Bob Crosby | Harry James |
| Sonny Dunham | Michael Loring |
| Shep Fields | Teddy Powell |
| Hal Grayson | Charles Spivak |
| Tommy Tucker | |

LIGHT ENTERTAINMENT

Continued

Columbia Broadcasting Symphony

12:00-4:00 p.m.
EACH SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts.
AUGUST 3: Program includes *John Field*, Concerto No. 1 in E Flat (Betty Humby, pianist).
AUGUST 10: Program includes *Meredith Willson*, San Juan Bautista from Symphony No. 2, "Missions of Southern California".

SERIOUS MUSIC

Columbia Concert Orchestra

12:30-5:00 p.m.
MONDAY, TUESDAY, FRIDAY
12:30-10:00 p.m.
EACH FRIDAY
12:30-8:00 p.m.
EACH SATURDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow and Bernard Herrmann.

Vera Brodsky

12:30-3:55 p.m.
EACH SATURDAY

Famed concert pianist Vera Brodsky broadcasts piano music both modern and ancient.
AUGUST 2: All Chopin program.

Dorian String Quartet

12:00-3:30 p.m.
EACH SATURDAY

The Dorian String Quartet is playing a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.

From the Organ Loft

12:15-9:45 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.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. 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
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
JOSEPH H. WILLITS	

<p>Invitation to Learning 2:00–2:30 p.m. EACH SUNDAY</p>	<p>This series invites listeners to read or re-read the world’s great books discussed by Huntington Cairns, Mark Van Doren, and special guests</p>
<p>Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.</p>
<p>Columbia’s Country Journal 12:00–12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p>Highways to Health 4:15–4:30 p.m. EACH FRIDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>
<p>Exploring Space 3:45–3:55 p.m. EACH FRIDAY</p>	<p>This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.</p>
<p>Columbia Lecture Hall 3:45–3:55 p.m. EACH MONDAY</p>	<p>Columbia’s listeners hear lectures and discussions on Latin American affairs by various authorities in the field.</p>
<p>America in Transition 3:45–3:55 p.m. EACH TUESDAY</p>	<p>This new series features interviews with artists, scientists and technologists.</p>

**EDUCATIONAL
PROGRAMS**

Continued

Adventures in Science

2:45-3:55 p.m.

EACH THURSDAY

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

Of Men and Books

2:30-3:00 p.m.

EACH SATURDAY

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

12:00-1:30 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

5:15-6:30 p.m.

EACH THURSDAY

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

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

Richard Maxwell

4:00-4:15 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents his daily program of cheer and comfort, which consists of hymns, inspirational songs and homely philosophy.

Husing on Sports

5:45-6:00 p.m.

EACH SUNDAY

Ted Husing reviews the sports happenings of the past week, and makes his predictions on the outcome of events to come.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In August:

AUGUST 3: *Morning:* Rev. Frederick Norwood D.D., St. Andrew's Wesley-United Church Vancouver, Canada.

Afternoon: Rev. Joseph Cleveland, Community Church, Kansas City, Missouri.

AUGUST 10: *Morning:* The Very Rev. Austin Pardue, D.D., Dean, St. Paul's Cathedral Buffalo, New York.

Afternoon: Rev. Aloysius F. Coogan, Director National Propagation of the Faith Society New York, N. Y.

AUGUST 17: *Morning:* Dr. J. P. Hendershot Jefferson Ave. Baptist Church, Detroit, Mich

Afternoon: Rev. Paul R. Dickie, Bethany Memorial Church, New York, N. Y.

AUGUST 24: *Morning:* Methodist Service.

Afternoon: The Most Rev. John Joseph Glennon, S.T.D., Archbishop of St. Louis, Missouri

AUGUST 31: *Morning:* Congregational service

Afternoon: Religious Society of Friends program, Philadelphia, Pa.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

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

AUGUST 3: Dean I. A. Derbigny, Tuskegee Institute, Tuskegee, Alabama.

AUGUST 10: Mr. Clarence W. Griggs, Executive Secretary, George Washington Carver Welfare League, Schenectady, N. Y.

AUGUST 17: Willa B. Brown, Seassey Flying Field, Harlem Airport, Oakland, Illinois.

AUGUST 24: Program in connection with the National Baptist Convention of America.

AUGUST 31: Dr. Dorothy Bowling Ferebee Director, Cotton Field Clinic, State of Mississippi, Washington, D. C.

5:45-6:00 p.m.

MONDAY THRU FRIDAY

This new Wings Over Jordan weekday series consists of Negro spirituals by the choir with linking commentary by Rev. Glenn T. Settle Worth Kramer directs the program.

**BS SHORT WAVE
ROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of broadcasts designed exclusively for European and South American listeners.

News Broadcasts

(In English)

1:30-11:45 a.m., 1:30-1:45,

2:45-6:00, 6:30-6:45 p.m.

MONDAY THRU FRIDAY

(Italian, German, French, Polish)

2:00 noon-1 p.m., 4:30-5:30 p.m.

(In Serbo-Croat)

2:30-5:45 p.m.

MONDAY THRU SATURDAY

12 noon-1 a.m., 5-6 p.m., SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian, Polish and Serbo-Croat. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

MONDAY, 2:45-3:00 p.m.

TUESDAY, 7:45-8:00 p.m.

WEDNESDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

2:45-7:00 p.m.

MONDAY THRU FRIDAY

2:00-7:15 p.m., SAT. (WCBX)

2:30-12:45 p.m., 2:30-2:45 p.m.

2:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia. (WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News of Latin America

(In Spanish)

2:00-8:15 p.m.

MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.

News in Portuguese

2:15-7:30 p.m., DAILY

Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.

Carmen Castelo's Broadway

Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

Cultural News in Spanish

2:00-9:15 p.m.

ON EACH FRIDAY

José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

JULY 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 July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JULY 1: Robert R. Appleby, vice-president of the British War Relief Society; Mrs. Kermit Roosevelt, national chairman of Young America Wants to Help; and Helen Menken, Executive Committee Member of the American Theatre Wing of the British War Relief Society discussed the work being done by American volunteers to help British civilians, 11:30-12:00 p.m.

JULY 2: Robert V. Fleming, chairman of the Riggs National Bank and former president of the American Banker's Association, spoke from Washington on the Defense Savings campaign of the U. S. Treasury Department, 10:15-10:30 p.m.

JULY 4: Australia's Minister to the United States, the Right Honorable Richard G. Casey, spoke from Washington on "Australia's Place in the World". 5:45-6:00 p.m.

JULY 4: Senator Josiah W. Bailey, Democrat of North Carolina, spoke from a patriotic rally at Asheville on "Our Republic, It Must Be Preserved", 9:30-10:00 p.m.

JULY 4: Douglas Fairbanks, on his return to Washington, gave a "Report on the Presidential Pan-American Mission" under the auspices of the Committee to Defend America by Aiding the Allies, 10:30-11:00 p.m.

JULY 5: Howard Hunter, Works Progress Administrator, spoke from Chicago on "WPA Workers and National Defense", 10:15-10:30 p.m.

JULY 6: His Excellency, The Most Reverend Joseph P. Hurley, D.D., Bishop of the Diocese of Saint Augustine, Florida, spoke on "Papal Pronouncements and American Foreign Policy", 2:35-3:00 p.m.

JULY 8: Mathew Woll, executive vice-president of the A. F. of L. and chairman of the American Labor Committee to Aid British Labor, spoke on the CBS network, 10:15-10:30 p.m.

JULY 9: Representative Foster Stearns of New Hampshire spoke under the auspices of the Committee to Defend America by Aiding the Allies, 10:15-10:30 p.m.

JULY 12: Shirley Temple, Lionel Barrymore, Connie Boswell, Don Wilson and Felix Mills' Orchestra pooled their talents in the interest of the United China Relief. 6:15-6:30 p.m.

JULY 12: Representative Gerald W. Landis, Republican of Indiana, discussed the place of labor and the farmer in his talk on "America and the War", 10:15-10:30 p.m.

JULY 14: Senator James Davis of Pennsylvania, who was introduced by New York Supreme Court Justice James T. Halliman, discussed the Elks National Defense Program, 11:30-11:45 p.m.

JULY 15: Mrs. Quincy Wright, foreign policy chairman of the League of Women Voters spoke on the need for an all-out national production effort, 6:15-6:30 p.m.

JULY 15: "The Struggle for Inter-American Trade Ways" was the topic considered in a talk by Cornelius V. Whitney, founder and board chairman of Pan-American Airways and President of The American Arbitration Association, 10:15-10:30 p.m.

JULY 16: "My Reply to Secretary Knox" is the title of a speech delivered by Senator Charles W. Tobey, Republican of New Hampshire, under the auspices of the America First Committee. (The Secretary of the Navy had requested greater use of our Navy in the Atlantic) 10:15-10:30 p.m.

JULY 19: Senator Hendrik Shipstead of Minnesota spoke from Minneapolis under the auspices of the America First Committee, 10:15-10:30 p.m.

JULY 20: Alf M. Landon discussed "Changes in the Draft Act" in a speech from Topeka, Kansas, 2:35-3:00 p.m.

JULY 21: Dr. Luther Harr, Director of the Consumer Council Division of the Bituminous Coal Commission, spoke from Washington on "Coal and Defense", 4:15-4:30 p.m.

JULY 22: William Green, president of the A. F. of L.; James B. Carey, national secretary of the C.I.O.; Walter Fuller, president of the National Association of Manufacturers; John A. Phillips, chairman of the Railway Executives Association and Albert Hawkes, president of the U. S. Chamber of Commerce joined with Secretary of Treasury Morgenthau in a round-table discussion of

the Defense Saving Program, 10:15-10:15 p.m.

JULY 22: Senators Truman of Missouri, Mead of New York and Bridges of New Hampshire discussed the flood of mail received in connection with the Congressional investigation of defense contracts. The program, entitled "The Congressional Mailbag" was under the auspices of the Committee of Americans, Inc., 11:30-12:00 p.m.

JULY 23: Representative Frederick C. Smith, Republican of Ohio, spoke against aid to Russia, 10:15-10:30 p.m.

JULY 24: Wendell Willkie discussed America's position in the world crisis during a broadcast from San Francisco's Civic Auditorium, which was sponsored by the Fight For Freedom Committee, 1:15-1:55 a.m.

JULY 26: Representative Walter C. Ploeser, Republican from Missouri, opposed the Administration's Saint Lawrence Seaway project in a talk from St. Louis, 10:15-10:30 p.m.

JULY 27: Admiral William H. Standley (U.S.N. Retired), former Chief of Naval Operations and now a member of the OPM's Production Planning Board, opened "Victory in the Atlantic Week" with a talk under the auspices of the Committee to Defend America by Aiding the Allies, 5:30-5:45 p.m.

JULY 27: Archbishop Francis J. L. Beekman, S.T.D., of Dubuque, Iowa took issue with some of the points made by Bishop Hurley of St. Augustine, Florida in the latter's radio address of July 6. This reply was under the sponsorship of the America First Committee, 10:30-11:00 p.m.

JULY 29: Norman Thomas, leader of the Socialist Party, talked on the subject, "Is the Draft Extension Necessary to National Defense?". 10:15-10:30 p.m.

SPECIAL EVENTS

JULY 4: Edward R. Murrow and Larry Lesueur, CBS correspondents in London, broadcast to America from the much-bombed cliffs of Dover, 4:30-4:45 p.m.

JULY 4 and 5: Ted Husing described the running of the Demoiselle Stakes and the Butler Handicap from Empire City, 4:45-5:00 p.m. and 4:30-4:45 p.m.

JULY 4: President Roosevelt broadcast a Fourth of July message to the nation from his office in the Franklin D. Roosevelt Memorial Library at Hyde Park, 5:00-5:15 p.m.

JULY 8: CBS broadcast the 1941 All-Star Baseball Game from Briggs Stadium in Detroit, 2:15-4:45 p.m.

JULY 10: "A Report on Britain by Vincent Sheean" was brought to America listeners in a special CBS overseas broadcast from London, 4:45-5:00 p.m.

JULY 12: Ted Husing covered the Empire City Handicap with a trackside description, 4:30-4:45 p.m.

JULY 17: Albert Warner and Eric Sevareid broadcast a description of the Second Selective Service Lottery from Washington, 8:00-8:15 p.m. and 8:45-8:55 p.m.

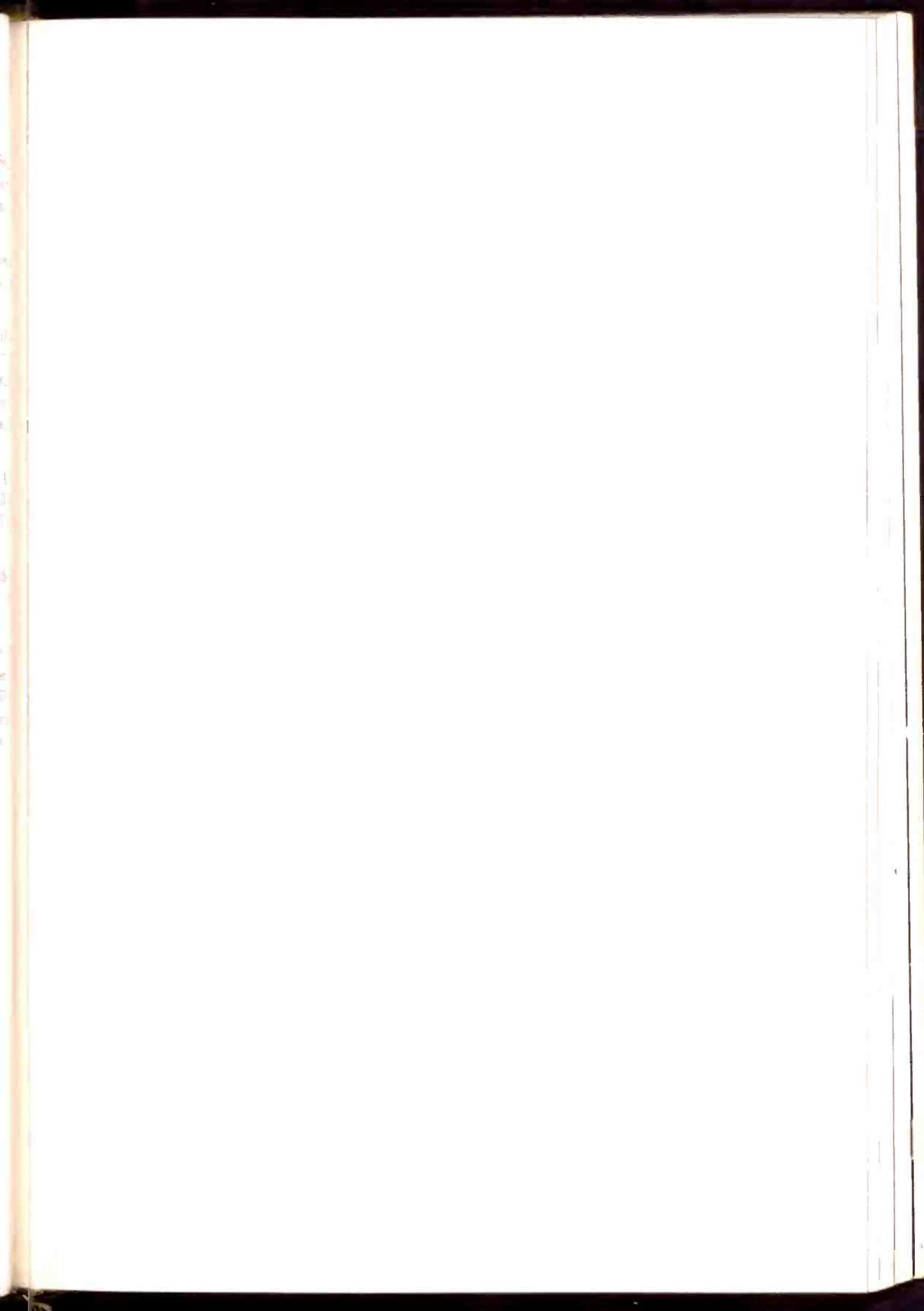
JULY 19: The running of the Fleetwood Handicap was broadcast from Empire City by Ted Husing, 4:30-4:45 p.m.

JULY 21: A recording of President Roosevelt's message to Congress on the "Extension of Service of Selectees" was broadcast by CBS, 3:30-3:50 p.m. Albert Warner had previously summarized the message, 1:15-1:25 p.m.

JULY 22: Lord Halifax, British Ambassador to the U. S., spoke from the Douglas Aircraft plant at Santa Monica, California 4:00-4:15 p.m.

JULY 26: Ted Husing described the running of the Yonkers Handicap from Empire City, 4:30-4:45 p.m.

JULY 27: Army Chief of Staff, General George C. Marshall, along with other Army notables, dedicated the first of 550 new Army cantonment chapels in a broadcast from Arlington, Va., 2:35-3:00 p.m.



NATIONAL BROADCASTING COMPANY, INC.
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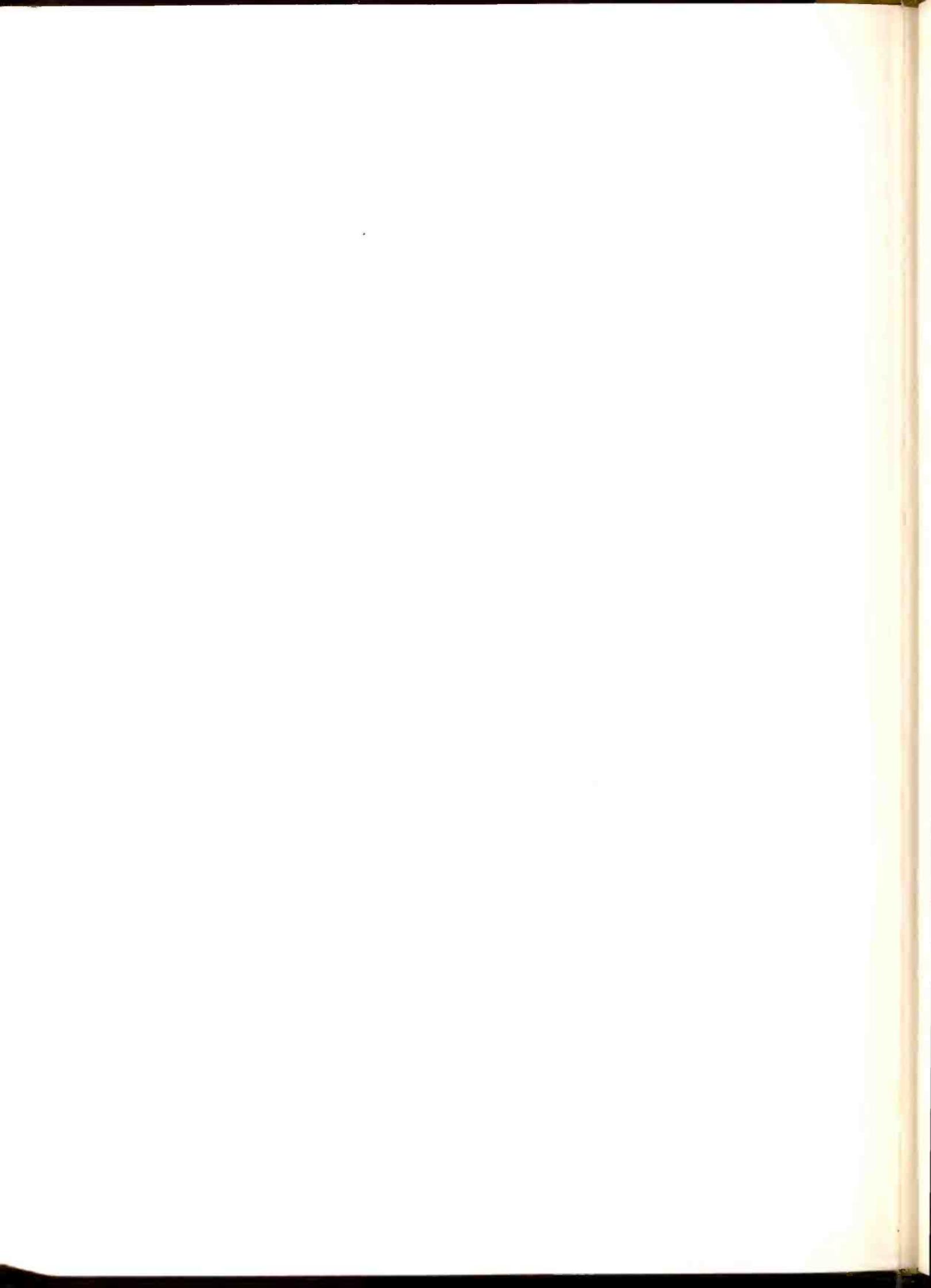
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CBS PROGRAM BOOK • SEPTEMBER, 1941

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. <i>(448th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(163rd Week on CBS)</i> The Human Side of the News by Edwin C. Hill	Mon., Wed., Fri. 6:00-6:10 p.m. <i>Rebroadcast</i> 11:00-11:10 p.m. 53 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(279th Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 108 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(230th Week on CBS)</i> Our Gal, Sunday	Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
ARMOUR & CO. <i>(30th Week on CBS)</i> Treat Time with Buddy Clark	Mon., Wed., Fri. 11:00-11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet <i>Lord & Thomas</i>
BAYER COMPANY <i>(310th Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
BOWEY'S, INC. <i>(119th Week on CBS)</i> Stars Over Hollywood Original drama with Knox Manning, MC, and guest stars	Saturday 12:30-1:00 p.m. <i>Rebroadcast</i> 1:30-2:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION

54th Week on CBS)

Paul Sullivan Reviews the News

(Series ends after Sept. 18)

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
12 mid.-12:15 a.m.
1:00-1:15 a.m.
32 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

Batten, Barton, Durstine & Osborn, Inc.

CALIFORNIA FRUIT GROWERS EXCHANGE

22nd Week on CBS)

Sunkist Presents Hedda Hopper's Hollywood

Mon., Wed., Fri.
6:15-6:30 p.m.
39 CBS stations
ORIGINATES: KNX

**Sunkist Oranges
Sunkist Lemons**

Lord & Thomas

CAMPANA SALES COMPANY

77th Week on CBS)

First Nighter
with Barbara Luddy and Les Tremayne

Drama

Tuesday
8:30-8:55 p.m.
51 CBS stations
ORIGINATES: WBBM
(Beginning Sept. 19,
Friday, 9:30-9:55 p.m.)

**Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries**

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

52nd Week on CBS)

Arkansas Traveler

starring Bob Burns

(Series begins Sept. 16)

Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
60 CBS stations
ORIGINATES: KNX

Campbell'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.
60 CBS stations
ORIGINATES: KNX

Campbell'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.
56 CBS stations
ORIGINATES: WABC

Campbell's Soups

Campbell's Pork and Beans

*Ward Wheelock
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(148th Week on CBS)</i></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 <i>(287th Week on CBS)</i></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 <i>(107th Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 8:00-8:30 p.m. 114 CBS stations ORIGINATES: WABC <i>(Beginning Sept. 28, 4:30-5:00 p.m.)</i></p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(295th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra Popular Music</p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

City Desk

Drama

Woman of Courage

Serial drama

Myrt and Marge

Serial drama

Stepmother

Serial drama

Elmer Davis

News

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

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
61 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
79 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
48 CBS stations
ORIGINATES: WBBM

Tues. thru Sun.
8:55-9:00 p.m.
90 CBS stations
ORIGINATES: WABC

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Octagon Products
Ted Bates, Inc.
Crystal White
*Sherman & Marquette,
Inc.*

Concentrated Super Suds
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Palmolive Soap
*Ward Wheelock
Company*

COMMERCIAL CREDIT COMPANY
(5th Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Sat.
11:55-12 mid.
60 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(18th Week on CBS)

Maudie's Diary
with Mary Mason

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
47 CBS stations
ORIGINATES: ON TOUR

Wonder Bread
Hostess Cake
Ted Bates, Inc.

<p>CURTISS CANDY COMPANY (49th Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>DOUBLEMINT GUM (481st Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 70 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p>EMERSON DRUG COMPANY (70th Week on CBS)</p> <p>Vox Pop with Parks and Wally <i>Quiz</i></p>	<p>Monday 8:00-8:30 p.m. 53 CBS stations <i>Rebroadcast</i> (Begins Sept. 29, with addition of 13 CBS Stations) 12 mid.-12:30 a.m. ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p>
<p>EVERSHARP, INC. (101st Week on CBS)</p> <p>Take It or Leave it with Bob Hawk, MC; David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FORD MOTOR COMPANY (386th Week on CBS)</p> <p>Ford Summer Hour Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists <i>With Talks by Linton Wells</i> (To be replaced by Sunday Evening Hour, Sept. 28)</p>	<p>Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (328th Week on CBS)</p> <p>We, the People with Burgess Meredith <i>Real-life experiences</i></p> <p>Claudia and David with Patricia Ryan and Richard Kollmar</p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 79 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION*Continued***Kate Smith Speaks; News***Talks and news*

Mon. thru Fri.
12:00-12:15 p.m.
79 CBS stations
ORIGINATES: KATE
SMITH'S CAMP,
LAKE PLACID

Swansdown Cake Flour
Calumet
Young & Rubicam, Inc.
Diamond Crystal Salt
Benton & Bowles, Inc.

Joyce Jordan, Girl Interne*Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
72 CBS stations
ORIGINATES: WABC

La France
Satina
Minute Tapioca
Postum
Young & Rubicam, Inc.

Young Dr. Malone*Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
85 CBS stations
ORIGINATES: WABC

Post Toasties
Benton & Bowles, Inc.

Kate Hopkins*Serial drama*

Mon. thru Fri.
2:45-3:00 p.m.
50 CBS stations
ORIGINATES: WABC

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.*380th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
32 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

Hymns of All Churches

with Joe Emerson

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
5:00-5:15 p.m.
34 CBS stations
ORIGINATES: WBBM

Gold Medal Flour
Blackett-Sample-
Hummert, Inc.

Betty Crocker*Homemaker program*

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
5:00-5:15 p.m.
34 CBS stations
ORIGINATES: WBBM

Bisquick
Blackett-Sample-
Hummert, Inc.

ULF OIL CORPORATION*395th Week on CBS)***World News Tonight***News*

(To be replaced by Screen Guild Theater, Sept. 28)

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

Motor Oil and Gas
Young & Rubicam, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>INTERNATIONAL SILVER COMPANY (182nd Week on CBS)</p> <p>Silver Theater Summer Show with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others</p>	<p>Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC</p>	<p>International Sterling ar 1847 Rogers Bros. Silverplate <i>Young & Rubicam, In</i></p>
<p>IRONIZED YEAST CO., INC. (106th Week on CBS)</p> <p>Are You a Missing Heir? <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 74 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, In</i></p>
<p>JOHNSON & JOHNSON (22nd 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> 2:30-2:45 p.m. 58 CBS stations</p> <p>Tuesday 6:15-6:30 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, In</i></p>
<p>LADY ESTHER, LTD. (404th Week on CBS)</p> <p>Lady Esther Serenade with Freddy Martin and His Orchestra <i>Popular music</i> (To be replaced by Orson Welles, Sept. 15)</p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Crea Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (318th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> (Series resumes Sept. 8)</p> <p>Hollywood Premiere with Louella Parsons and guest stars <i>Drama</i></p> <p>Grand Central Station <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 65 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Friday 9:30-10:00 p.m. 70 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 53 CBS stations 30 CBC 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, I.</i></p>

EVER BROTHERS COMPANY*Continued***Bright Horizon**

with Joe Julian

*Serial drama***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister**

with Alice Frost

Serial drama

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

34 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

Rebroadcast

2:15-2:30 p.m.

61 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

73 CBS stations

31 CBC stations

ORIGINATES: WABC

Swan Soap

Young & Rubicam, Inc.

Spry

Ruthrauff & Ryan, Inc.

Rinso

*Ruthrauff & Ryan, Inc.***IGGETT & MYERS TOBACCO COMPANY***(62nd Week on CBS)***Glenn Miller and His Orchestra**

with Paula Kelly, Ray Eberle,

and the Modernaires

Professor Quiz

with Bob Trout

Questions and answers

Tues., Wed., Thurs.

10:00-10:15 p.m.

98 CBS stations

ORIGINATES: WABC

Thursday

10:15-10:45 p.m.

69 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette Tobacco

*Newell-Emmett Co., Inc.***UXOR, LTD.***(10th 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****Duffy's Tavern**

starring Ed Gardner as "Archie",

Shirley Booth, John Kirby's Band,

guest stars

(Series resumes Sept. 18)

Thursday

8:30-8:55 p.m.

Rebroadcast

12 mid.-12:25 a.m.

55 CBS stations

ORIGINATES: WABC

Schick Injector

Razors and Blades

*J. M. Mathes, Inc.***PACIFIC COAST BORAX CO.***(10th 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,
Boraxo20 Mule Team Borax
Flakes*McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>PET MILK SALES CORPORATION (407th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Bob Trout, 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. 62 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (265th Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Block'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. 83 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (358th 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. 17 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 16 CBS stations 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</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

Mon. thru Fri.
1:15-1:30 p.m.
50 CBS stations
25 CBC stations
ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
46 CBS stations
17 CBC stations
ORIGINATES: WBBM

Crisco

*Compton Advertising,
Inc.*

Road of Life

Serial drama

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA**

(18th Week on CBS)

Sunday
5:00-5:45 p.m.
59 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

Prudential Family Hour

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, Ross Graham, and
a chorus of mixed voices

**. J. REYNOLDS TOBACCO
COMPANY**

(35th Week on CBS)

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

Camel Cigarettes

**Prince Albert Smoking
Tobacco**

*William Esty &
Company, Inc.*

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Penthouse Party

starring Ilka Chase, Yvette and
Paul Baron's Orchestra

Variety

Friday
10:00-10:30 p.m.
96 CBS stations
ORIGINATES: WABC

Camel Cigarettes

*William Esty &
Company, Inc.*

PEARMINT GUM

(80th Week on CBS)

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

Dear Mom

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

Ben Bernie

Mon. thru Fri.
5:45-6:00 p.m.
79 CBS stations
ORIGINATES: WBBM

**COLUMBIA
PACIFIC
NETWORK**

<p>E. R. SQUIBB & SONS (61st Week on CBS)</p> <p>Golden Treasury of Song with Frank Parker and David Ross <i>Music and poetry</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 35 CBS stations (41 on Wednesday) ORIGINATES: WABC (Beginning Sept. 29 Mon., Wed., Fri. 6:30-6:45 p.m.)</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (223rd Week on CBS)</p> <p>Treasury-Hour — Millions for Defense The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U.S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's orchestra, Ray Block's chorus, and Barry Wood; Larry Elliott announces.</p>	<p>Wednesday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC & KNX</p>	<p>U. S. Defense Stamps and Bonds <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (327th Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>VICK CHEMICAL COMPANY (103rd Week on CBS)</p> <p>News For Women with Andre Baruch</p>	<p>Mon., Wed., Fri. 3:00-3:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Vicks VapoRub Vicks Va-tro-nol <i>Morse International, Inc.</i></p>
<p>AMERICAN CHICLE COMPANY (26th Week on CBS)</p> <p>By the Way with Bill Henry</p>	<p>Tues., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX</p>	<p>Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION (100th 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>

COLONIAL DAMES, INC.
(91st Week on CBS)

"Find the Woman"
with Knox Manning

Sunday
7:25-7:30 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

GENERAL FOODS CORPORATION
(328th Week on CBS)

The Second Mrs. Burton
Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m. PST
ORIGINATES: KNX

Walter Baker's
Chocolate and Cocoa
Benton & Bowles, Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(36th Week on CBS)

I Was There

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

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(88th Week on CBS)

Hollywood Showcase

Tuesday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Marvelous Cosmetics
Benton & Bowles, Inc.

P. LORILLARD COMPANY
(275th Week on CBS)

Don't Be Personal
with Art Baker
Quiz

Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Beechnut Cigarettes
Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY
(101st Week on CBS)

Knox Manning
News

Mon. thru Fri.
7:30-7:45 a.m.
Rebroadcast
2:00-2:15 p.m.
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

MACFADDEN PUBLICATIONS, INC.
(281st Week on CBS)

Bob Garred Reporting
News

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

Liberty Magazine
Erwin Wasey & Co.

PETER PAUL, INC.
(60th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
4:45-4:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

**COLUMBIA
PACIFIC
NETWORK**

Continued

**PLANTERS NUT AND
CHOCOLATE COMPANY**

(48th Week on CBS)

What's On Your Mind?

Monday
8:00-8:30 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan (

**SOIL OFF MANUFACTURING
COMPANY**

(31st Week on CBS)

Bob Garred Reporting
News

Thursday
4:45-4:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, I*

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(35th Week on CBS)

Voice of Friendship
with Rita Murray

Mon., Wed.
9:45-10:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shackleford
Advertising Agency*

SEASIDE OIL COMPANY
(21st Week on CBS)

Seaside Spelling Bee Liner

Sunday
4:30-4:55 p.m. PST
ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Compan

UNION OIL COMPANY
(40th Week on CBS)

Nelson Pringle
News Analysis

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

**WABC
SPONSORED
PROGRAMS**

AMERICAN CHICLE COMPANY*
(53rd Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

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

**AMERICAN CIGARETTE &
CIGAR CO.***
(28th Week on WABC)

Modern Design Music

Mon. thru Sat.
8:20-8:25 a.m.

Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

**WABC
SPONSORED
PROGRAMS**

BEN MARDEN'S RIVIERA
(10th Week on WABC)

Mon., Wed., Fri.
8:15-8:20 a.m.

Ben Marden's Riviera
J. R. Kupsick Advertising Agency, Inc.

Music of Today

Sports News
with Warren Sweeney

Tues., Thurs.
6:10-6:15 p.m.
Saturday
5:55-6:00 p.m.

BOOK HOUSE FOR CHILDREN
(8th Week on WABC)

Tues. and Thurs.
8:45-9:00 a.m.
Sept. 22-26,
Mon., Wed., Fri.
Beginning Sept. 29,
Mon. thru Thurs.

Book House
Presba, Fellers & Presba, Inc.

Woman's Page of the Air
with Adelaide Hawley
Participations

**THE BORDEN COMPANY*
PIONEER DIVISION)**
(10th Week on WABC)

Wed., Fri., Sat.
6:45-6:46:30 p.m.

Reid's Ice Cream
Pedlar & Ryan, Inc.

Announcements
(Series ends after Sept. 6)

BULOVA WATCH COMPANY
(28th Week on WABC)

Sun. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

Time Signals

**HESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED***
(1th Week on WABC)

Mon., Tues., Thurs.
6:45-6:46:30 p.m.

Vaseline Preparations
McCann-Erickson, Inc.

Announcements

DREZMA, INC.
(4th Week on WABC)

Tues., Thurs., Sat.
8:25-8:30 a.m.
Tues., Thurs.
11:00-11:15 a.m.
(Begins Sept. 9)

"Drezma" Cosmetics
Blaine-Thompson Co., Inc.

Lessons in Loveliness
with Nell Vinick

FLORIDA CITRUS COMMISSION*
(1th Week on WABC)

Mon. thru Sat.
7:00-7:15 a.m.

Florida Citrus Fruit
Arthur Kudner, Inc.

Arthur Godfrey
Participations

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>KRUG BAKING COMPANY <i>(89th Week on WABC)</i></p> <p>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>McKESSON & ROBBINS, INC.* <i>(18th Week on WABC)</i></p> <p>Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co.,</i></p>
<p>MELVILLE SHOE COMPANY <i>(146th 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>(3rd Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></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</p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i> (Starts Sept. 29)</p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Product <i>J. M. Mathes, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO., INC.*</p> <p>Battle of the Boroughs <i>Quiz</i> (Series resumes Sept. 13)</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>O'SULLIVAN RUBBER COMPANY <i>(3rd Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon., Wed., Fri. 7:00-7:15 a.m.</p>	<p>O'Sullivan Rubber He <i>Birmingham, Castle m and Pierce</i></p>
<p>PEPSI-COLA COMPANY* <i>(58th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc</i></p>

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

**WABC
SPONSORED
PROGRAMS**

<p>PETER PAUL COMPANY* (78th Week on WABC)</p> <p>Early Riser's News</p> <p>News with John Reed King</p>	<p>Mon., Tues., Wed., Fri. 6:30-6:35 a.m.</p> <p>Tues., Thurs. 6:00-6:10 p.m. Saturday 6:00-6:05 p.m.</p>	<p>Mounds Ten Crown Charcoal Gum <i>Platt-Forbes, Inc.</i></p>
<p>QUAKER OATS COMPANY*</p> <p>Transcriptions (Starts Sept. 29)</p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>S. A. SCHONBRUUN AND CO., INC.</p> <p>Sports News with Warren Sweeney (Starts Sept. 22)</p>	<p>Mon., Wed., Fri. 6:10-6:15 p.m.</p>	<p>Savarin Coffee <i>M. H. Hackett, Inc.</i></p>
<p>SELECT THEATRES CORP. (52nd Week on WABC)</p> <p>Announcement</p>	<p>Mon., Tues., Wed. 11:58:50 p.m.- 12 mid.</p>	<p>"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i></p>
<p>SMITH BROTHERS*</p> <p>Arthur Godfrey (Starts Sept. 30)</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.* (5th Week on WABC)</p> <p>News with Mark Hawley</p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p>	<p>Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>WEST DISINFECTING COMPANY (21st Week on WABC)</p> <p>It Takes a Woman with Frances Scott</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>

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

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 25
7. CHILDREN'S PROGRAMS	Page 26
8. PERSONALITIES	Page 26
9. RELIGIOUS BROADCASTS	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: AUGUST 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. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Erskine Caldwell and Winston Burdett from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams 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; 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; 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.

Sports News: 6:10 p.m., TUESDAY, THURSDAY; 5:55 p.m., SATURDAY.

(See also sponsored news programs.)

**NEWS
BROADCASTS**

**NEWS
BROADCASTS**

Continued

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 Bob Trout analyzes the week's news generally.

**DRAMATIC
SERIES**

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin."

SEPTEMBER 7: "Anatomy of Sound".

Jones and I

10:00-10:30 a.m.

EACH SATURDAY

(Beginning Sept. 13)

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, while Stuart Buchanan directs.

The Life of Riley

11:05-11:30 a.m.

EACH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a comedy drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

**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.

Proudly We Hail

8:30-8:55 p.m.

EACH FRIDAY

The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Bargy conducts.

**NATIONAL
DEFENSE**

Spirit of '41
3:30-5:00 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
12:00-4:30 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
12:00-7:30 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.

American Cruise
12:30-8:55 p.m.
EACH THURSDAY
(Series ends after Sept. 11)

Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The series is broadcast in the United States and short waved to Latin America.

**LIGHT
ENTERTAIN-
MENT**

Latinee at Meadowbrook
12:00-5:55 p.m.
EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

Burl Ives Coffee Club
10:30-11:00 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
12:30-3:45 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.

**LIGHT
ENTERTAIN-
MENT**
Continued

What's New At The Zoo?

12 noon-12:30 p.m.

EACH SUNDAY

John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo.

Kay Thompson Festival

7:30-8:00 p.m.

EACH WEDNESDAY

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

**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 September:

Count Basie	Andy Kirk
Les Brown	Vaughn Monroe
Bob Crosby	Red Nichols
Sonny Dunham	Teddy Powell
Shep Fields	Charles Spivak
Carl Hoff	Tommy Tucker

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony**

3:00-4:00 p.m.

EACH SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concert. For September the program includes:

SEPTEMBER 14: *De Falla*, Nights in the Garden of Spain (Vera Brodsky, pianist). *Chadwick*, Symphonic Sketches.

SEPTEMBER 21: Sir Thomas Beecham, guest conductor. *Delius*, Sea Drift. *Brahms*, Alt Rhapsody. (Choral Accompaniment by the Schola Cantorum.)

SEPTEMBER 28: *Rimsky-Korsakoff*, Sadko Fantasy. *Brahms*, Symphony No. 3.

Columbia Concert Orchestra

7:30-10:00 p.m.

EACH FRIDAY

7:30-8:00 p.m.

EACH SATURDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by CBS conductor Howard Barlow.

**Library of Congress
Concerts**

1:05 a.m.-12:00 noon

EACH SUNDAY

Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet. Josef Roismann and Alexander Schneider, violins; Boris Kroyt, viola; and Mischa 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.

Liguel Sandoval

7:30-3:55 p.m.

EACH SATURDAY

(Starts Sept. 20)

This talented Guatemalan pianist presents a weekly program featuring Latin American piano music.

Dorian String Quartet

3:00-3:30 p.m.

EACH SATURDAY

The Dorian String Quartet is playing a series of standard and contemporary chamber music works, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, 'cello.

On September 13, Vera Brodsky will join the Quartet in a special recital, playing *Brahms' Piano Quartet in G minor*. Also included in this program (3:00-3:55 p.m.) will be the "Quartet Dedicated to Belaieff", by Rimsky-Korsakoff, Liadoff, Borodin, and Glazounoff.

From the Organ Loft

7:15-9:45 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.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

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

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Invitation to Learning
2:00–2:30 p.m.
EACH SUNDAY

This series invites listeners to read or re-read the world’s great books discussed by Huntington Cairns, Mark Van Doren, and special guests.

Children Also Are People
3:45–3:55 p.m.
EACH WEDNESDAY

CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.

Columbia’s Country Journal
12:00–12:30 p.m.
EACH SATURDAY

Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.

Highways to Health
4:15–4:30 p.m.
EACH FRIDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.

Trailside Adventures
3:45–3:55 p.m.
EACH FRIDAY

This series on wild life conservation features “personal appearances” by the animal stars of the Trailside Museum at Bear Mountain, New York.

Columbia’s Lecture Hall
3:45–3:55 p.m.
EACH MONDAY

Columbia’s listeners hear lectures and discussions on Latin American affairs by various authorities in the field.

America in Transition
3:45–3:55 p.m.
EACH TUESDAY

This new series features interviews with artists, scientists and technologists.

Adventures in Science

10:45-3:55 p.m.

EACH THURSDAY

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

Five Men and Books

10:30-3:00 p.m.

EACH SATURDAY

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

10:00-1:30 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.

The Old Dirt-Dobber

10:30-10:00 a.m.

EACH SATURDAY

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

Outdoors with Bob Edge

10:15-6:30 p.m.

EACH THURSDAY

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

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

Richard Maxwell

10:00-4:15 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents his daily program of cheer and comfort, which consists of hymns, inspirational songs and homely philosophy.

Husing on Sports

10:45-6:00 p.m.

EACH SUNDAY

Ted Husing reviews the sports happenings of the past week, and makes his predictions on the outcome of events to come.

EDUCATIONAL PROGRAMS**CHILDREN'S PROGRAMS****PERSONALITIES**

**RELIGIOUS
BROADCASTS**

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 September:

SEPTEMBER 7: *Morning*: Reverend Gordon R. Lahrson, Pastor of the Henry Street United Church, New York City.

Afternoon: Reverend Joseph A. Daly, Church of Saint Athanasius, New York City.

SEPTEMBER 14: *Morning*: Presbyterian Service
Afternoon: Disciples of Christ Service.

SEPTEMBER 21: *Morning*: Lutheran Service.
Afternoon: Major Francis J. Boyle, Catholic Chaplain of the 212th Coast Artillery Regiment, Camp Stewart, Georgia.

SEPTEMBER 28: *Morning*: Methodist Service
Afternoon: Jewish Service.

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.

SEPTEMBER 7: Rev. M. F. Washington, Chairman of the Committee on Finance of the National Baptist Convention, Inc., and Pastor of the Liberty Hill Baptist Church, Cleveland, Ohio.

SEPTEMBER 14: Rabbi Barnett R. Brickner of the Euclid Avenue Temple, Cleveland, Ohio.

SEPTEMBER 21: Mark A. McCloskey, Director of Recreation, Federal Security Agency, Washington, D. C.

SEPTEMBER 28: To be announced.

News Broadcasts (WCBX)

English:
10:00-9:15 a.m., 1:30-1:45 p.m.,
3:30-5:45 p.m., 6:30-6:45 p.m.
MONDAY THRU SATURDAY
11:15-2:35 p.m., 5:30-5:45 p.m.,
6:30-6:45 p.m.

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

German:
12:00-1:15 p.m., 4:00-4:15 p.m.

Polish:
11:15-1:30 p.m., 5:15-5:30 p.m.

French:
12:00-2:15 p.m., 5:00-5:15 p.m.

MONDAY THRU SATURDAY

Serbo-Croat:
11:15-4:30 p.m.

MONDAY THRU SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian, Polish and Serbo-Croat. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE**

WCBX New York

Hollywood News

MONDAY, 2:45-3:00 p.m.

TUESDAY, 7:45-8:00 p.m.

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

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

12:00-10:05 p.m., 6:45-7:00 p.m.
MONDAY THRU SATURDAY (WCBX)

11:30-12:45 p.m., 2:30-2:45 p.m.,
4:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Sunday through Saturday by Albert Zalamea, well-known journalist and native of Colombia, (WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

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

WCBX New York

WCAB Philadelphia

News of Latin America

Spanish

12:00-8:15 p.m.

MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.

News in Portuguese

11:15-7:30 p.m., DAILY

Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.

**Carmen Castelo's Broadway
Column in Spanish**

FRIDAY, 7:00-7:15 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

Cultural News in Spanish

12:00-9:15 p.m.

ONCE FRIDAY

José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

AUGUST 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 August programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

AUGUST 1: Senator Gerald P. Nye, Republican of North Dakota, spoke on the issues of the war as they affect the United States. The speech originated at an America First Committee meeting in the St. Louis Opera House, 10:30-10:45 p.m.

AUGUST 2: Paul C. Smith, general manager of the "San Francisco Chronicle," urged more active American participation in the war against Hitler, in a speech from Washington under the auspices of the Fight for Freedom, 10:15-10:30 p.m.

AUGUST 3: R. J. Thomas, president of the United Automobile Workers (CIO), discussed "Auto Production and Defense" in a speech from the U. A. W. convention city of Buffalo. 2:45-3:00 p.m.

AUGUST 4: Admiral Russell R. Waesche, commandant of the U. S. Coast Guard Service, reviewed a century-and-a-half of that organization's record. 3:30-3:45 p.m.

AUGUST 5: Dean William Fletcher Russell of Columbia University, who is directing a Citizen's Education Program under the sponsorship of the Immigration and Naturalization Bureau of the U. S. Justice Department, spoke on "Americanizing Our Allies," 4:15-4:30 p.m.

AUGUST 5: Senator C. Wayland Brook, Republican from Illinois, discussed "America's Destiny," 10:15-10:30 p.m.

AUGUST 6: "Can You Follow the War Crowd?" was a talk against American involvement in the war, made by Representative Carl T. Curtis, Republican of Nebraska, 10:15-10:30 p.m.

AUGUST 8: Representative Frank B. Keefe, Republican of Wisconsin, discussed the international situation in a speech titled "United America," 10:30-10:45 p.m.

AUGUST 9: Rev. Dr. Maurice S. Sheehy, head of the Department of Religious Education at Catholic University in Washington, spoke on "Tolerance and National Defense," 10:15-10:30 p.m.

AUGUST 10: Representative Robert A. Grant, Republican of Indiana, spoke against sending American boys outside the Western Hemisphere, 7:15-7:30 p.m.

AUGUST 12: Robert F. Wagner, Jr., New York State Assemblyman, and Miss Madeline Christians, from the cast of the play "Watch On The Rhine," addressed all Americans of German birth or descent under the auspices of the Loyal Americans of German Descent, an organization of which Mr. Wagner is president, 6:15-6:30 p.m.

AUGUST 12: Representative John M. Vorys, Republican of Ohio, discussed the possibilities of a just and lasting peace, under the auspices of the Citizens Peace Petition Committee of the Keep America Out of War Congress. 10:15-10:30 p.m.

AUGUST 13: Joaquin M. Elizalde, Resident Commissioner of the Philippines, spoke on "The Future of Philippine and American Relations." 10:15-10:30 p.m.

AUGUST 17: From the Indiana State American Legion convention at South Bend, Federal Security Administrator Paul V. McNutt gave an address on "Americans' Security First." 12 noon-12:30 p.m.

AUGUST 17: "Our Duty in the Present World Situation," was considered by isolationist Representative Knute Hill, Democrat of Washington, 5:30-5:45 p.m.

AUGUST 17: Alfred Duff Cooper, former British Minister of Information outlined the British and American positions in the war in an address from New York, 7:15-7:30 p.m.

AUGUST 19: Lieutenant F. M. Kreml, traffic law authority; Mr. Frank J. Wilson, Chief of U. S. Secret Service; Mr. L. B. Reed, Chief of Police in Kansas City; and Col. Homer Garrison, Jr., Director of the Texas Department of Public Safety discussed "Law Enforcement and National Defense" from the convention of the International Association of Chiefs of Police in Buffalo. 4:30-4:45 p.m.

AUGUST 20: Dr. Esther Caukin Brunauer, Chairman of the International Relations Department of the American Association of University Women, spoke under the sponsorship of the Committee to Defend America, 4:45-5:00 p.m.

AUGUST 20: Appearing at a rally of the America First Committee in New York, Dr. Henry Noble MacCracken, president of

Vassar College, spoke on "The American Way," 10:15-10:30 p.m.

AUGUST 22: "Japan's Dilemma" was discussed by Dr. C. J. L. Bates, former president of the University of Western Japan, 10:30-10:45 p.m.

AUGUST 23: Edward J. Flynn, national chairman of the Democratic National Committee addressed the annual convention of Young Democratic Clubs of America, 1:30-1:45 p.m.

AUGUST 23: Senator Tom Connally, Texas Democrat, spoke on "Imperative National Defense" under the auspices of the Committee to Defend America, 10:15-10:30 p.m.

AUGUST 24: Mrs. Ida B. Wise Smith, president of the W. C. T. U., spoke on "Our Common Defense," 5:30-5:45 p.m.

AUGUST 24: Mr. Thomas E. Dewey, New York District Attorney, spoke from the Williamstown Institute of Human Relations on "The World We Want to Live In," 7:15-7:30 p.m.

AUGUST 25: Joseph C. Menendez, national commander of the Veterans of Foreign Wars, made an address on "Unity for Victory" at the Philadelphia encampment of that organization, 11:15-11:30 p.m.

AUGUST 26: "What About It?" was the title of a discussion of the small business man's dilemma during the defense drive, which was voiced by Dewitt H. Emery, president of the National Small Business Men's Association. 10:15-10:30 p.m.

AUGUST 29: Representative Robert F. Jones, Republican of Ohio, spoke against aid to Russia in a talk entitled, "Aid to Russia Under the Lend-Lease Act," 10:30-10:45 p.m.

AUGUST 30: Dr. Robert Gordon Sproul, president of the University of California,

discussed America's role in the war crisis, from San Francisco under the auspices of the Fight For Freedom, 10:15-10:30 p.m.

SPECIAL EVENTS

AUGUST 2: The completion of the first Rolls Royce airplane engine at the Packard plant in Detroit was marked by a special broadcast with pick-ups from Windsor (Canada), Washington and London. Lord Halifax spoke from Washington and Edward R. Murrow from London, 6:05-6:30 p.m.

AUGUST 10: Queen Elizabeth of England expressed her thanks to the United States war relief organizations for their aid to Britain in a special broadcast direct from London, 4:00-4:05 p.m.

AUGUST 12: Albert Warner and John Adams, CBS correspondent in Rio de Janeiro, participated in a two-way broadcast conversation, 6:00-6:10 p.m.

AUGUST 15: Two high Mexican officials, Dr. Luis Sanchez Ponton, Minister of Education, and Dr. Ezquiél Padilla, Secretary of State, spoke from Mexico City in connection with the first Latin-American conference of the "School of the Air of the Americas," 10:30-10:45 p.m.

AUGUST 18: Mrs. Eleanor Roosevelt spoke on a program broadcast from the Western Hemisphere Encampment of Girl Guides and

Girl Scouts near Springfield, Mass., 4:45-5:00 p.m.

AUGUST 17-24: Ted Husing broadcast a preview, five summaries, and three play-by-play descriptions of the National Doubles Tennis Championship Tournament at Longwood Cricket Club, Brookline, Mass.

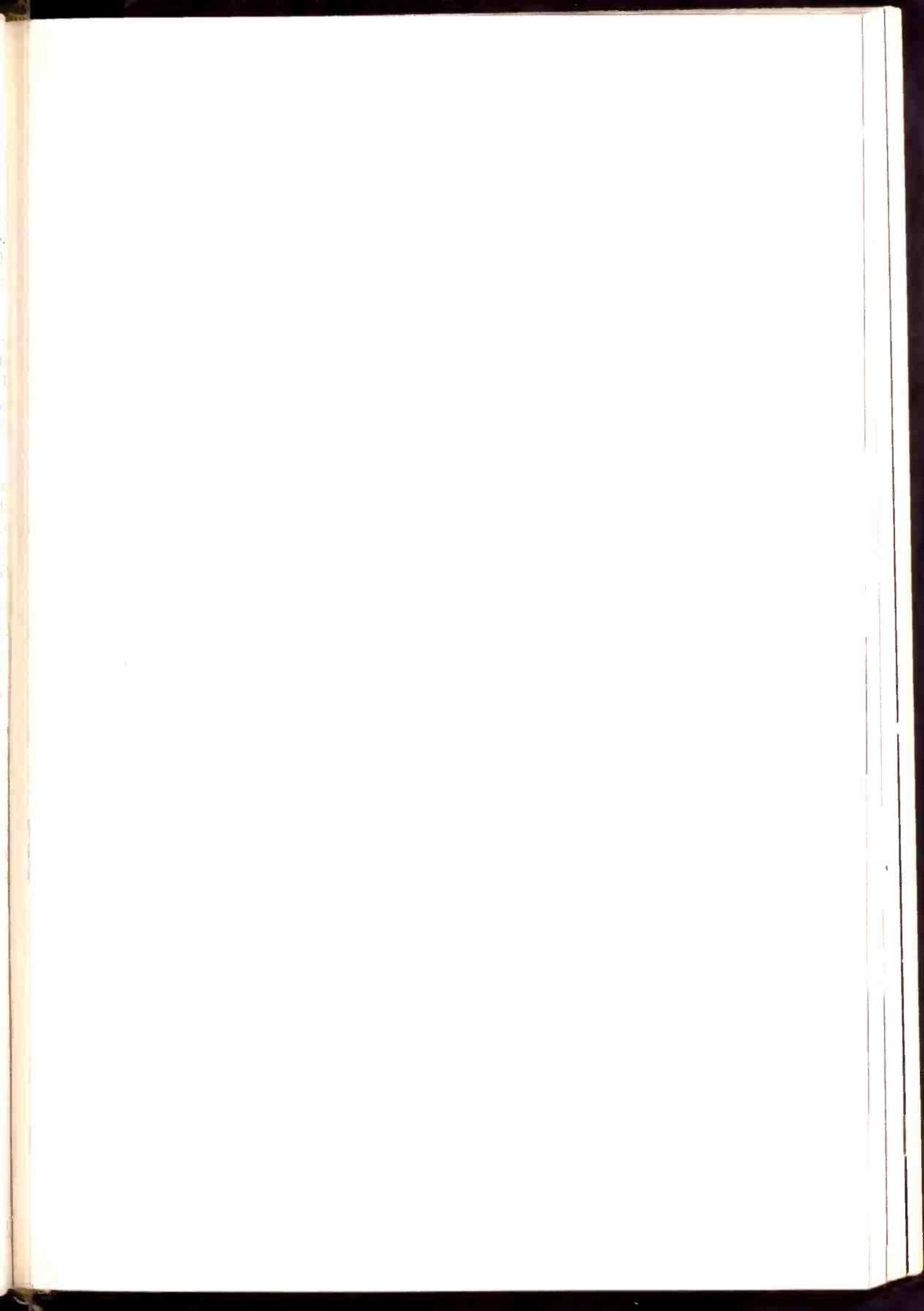
AUGUST 19: Emanuel Quezon, President of the Philippines, and Vice-President Henry A. Wallace spoke from Manila and Washington, respectively, in connection with the inauguration of KZRM, CBS affiliate in Manila, 9:15-9:45 a.m.

AUGUST 19: Rear Admiral Richard E. Byrd and Carl Sandburg spoke directly from a National Emergency Rally, sponsored by the Council For Democracy in Madison Square Garden, 10:15-10:45 p.m.

AUGUST 23: A descriptive broadcast from the Ford Airport at Dearborn, Michigan was carried in connection with a special award for safe driving, presented by the Ford Good Drivers League, 1:45-2:00 p.m.

AUGUST 24: Winston Churchill reported to the British Empire and to America on his recent meeting with President Roosevelt and on the progress of the war, 4:00-4:30 p.m.

AUGUST 25-30: Ted Husing covered the National Amateur Golf Championship Matches at Omaha, Nebraska with summaries and play-by-play descriptions.



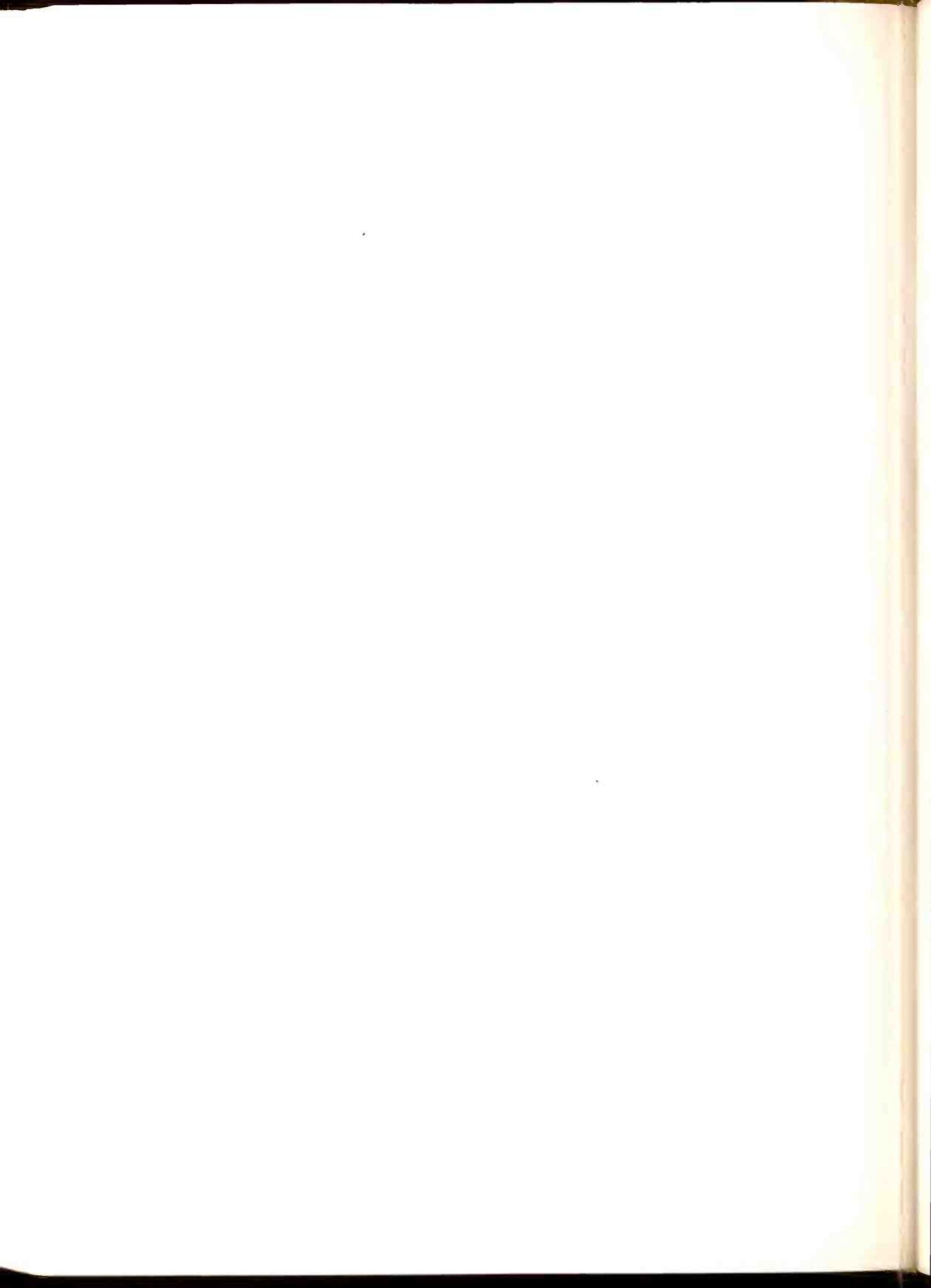
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CBS PROGRAM BOOK • OCTOBER, 1941



CBS reporters keep listeners informed on Army War Game maneuvers (See page 31).



OCTOBER, 1944

THE COLUMBIA PROGRAM BOOK

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<p>AFFILIATED PRODUCTS, INC. (452nd 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 (167th 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 (283rd Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Louise King, 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 (234th 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. (34th 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</p> <p>Armstrong 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, Durs. & Osborn, Inc.</i></p>
<p>BAYER COMPANY (314th 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. (123rd 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. 47 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

CALIFORNIA FRUIT GROWERS
EXCHANGE*126th 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

CAMPANA SALES COMPANY

*181st 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.*

CAMPBELL SOUP COMPANY

*356th Week on CBS)***Arkansas Traveler**
starring Bob Burns**Amos 'n' Andy**
*Serial comedy-drama***The Man I Married**
*Dramatic serial***Fletcher Wiley**
*Talks***Lanny Ross**
*Songs*Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
64 CBS stations
ORIGINATES: KNXMon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
60 CBS stations
ORIGINATES: KNXMon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
56 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNXMon. 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: WABCCampbell's Soups
*Ruthrauff & Ryan, Inc.*Campbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company*Campbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company*Campbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
Franco-American Macaroni
and Spaghetti
*Ward Wheelock
Company*Franco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (152nd 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 (291st 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 (111th 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 (299th 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 Cream <i>Ted Bates, Inc.</i></p> <p>Octagon Products <i>Ted Bates, Inc.</i> Crystal White <i>Sherman & Marquet Inc.</i></p> <p>Concentrated Super Shave <i>Sherman & Marquet Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***Stepmother***Serial drama*

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:00-4:15 p.m.
48 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Elmer Davis*News*

Tues. thru Sun.
8:55-9:00 p.m.
90 CBS stations
ORIGINATES: WABC

Palmolive Soap
*Ward Wheelock
Company*

CONTINENTAL BAKING CO., INC.*352nd Week on CBS)***Maudie's Diary**

with Mary Mason

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Ted Bates, Inc.

MURTISS CANDY COMPANY*53rd Week on CBS)***News**

with Jackson Wheeler

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

Candy
C. L. Miller Company

DOUBLEMINT GUM*185th Week on CBS)***Melody Ranch**

with Gene Autry

Western dramatic series

Sunday
6:30-6:55 p.m.
70 CBS stations
ORIGINATES: ON TOUR

Doublemint Gum
*J. Walter Thompson
Company*

EMERSON DRUG COMPANY*74th Week on CBS)***Vox Pop**

with Parks and Wally

Quiz

Monday
8:00-8:30 p.m.
66 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.*105th Week on CBS)***Take It or Leave it**

with Bob Hawk, MC; David Ross

Quiz

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

Eversharp Pens and Pencils
The Biow Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>FORD MOTOR COMPANY (390th 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. 58 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (332nd 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. 79 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 89 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:45-6:00 p.m. 42 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. 72 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. 50 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 Minute Tapioca 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.

84th Week on CBS)

Stories America Loves

Drama

Mon. thru Fri.
9:45-10:00 a.m.
Rebroadcast
11:45-12 noon
32 CBS stations
ORIGINATES: WABC

Wheaties

Knox Reeves Advertising, Inc.

Hymns of All Churches

with Joe Emerson

Mon., Tues., Thurs.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
34 CBS stations
ORIGINATES: WBBM

Gold Medal Flour

Blackett-Sample-Hummert, Inc.

Betty Crocker

Homemaker program

Wed., Fri.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
34 CBS stations
ORIGINATES: WBBM

Bisquick

Blackett-Sample-Hummert, Inc.

GULF OIL CORPORATION

399th 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

110th Week on CBS)

Ginny Simms

Songs

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

Kleenex

Lord & Thomas

INTERNATIONAL SILVER COMPANY

186th 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.

110th Week on CBS)

Are You a Missing Heir?

Drama

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

Ironized Yeast

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
<p>JOHNS-MANVILLE CORPORATION (9th Week on CBS)</p> <p>Frazier Hunt <i>News</i></p>	<p>Mon. thru Fri. 6:10-6:15 p.m. 22 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (26th 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. 64 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (408th 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 (322nd 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 Joe Julian <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. 57 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. <i>Rebroadcast</i> 2:00-2:15 p.m. 35 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>Swan Soap <i>Young & Rubicam, Inc.</i></p>

<p>EVER BROTHERS COMPANY <i>continued</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>
<p>IGGETT & MYERS TOBACCO COMPANY <i>166th Week on CBS)</i></p> <p>Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires</p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 99 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p>
<p>THOMAS J. LIPTON, INC. <i>39th Week on CBS)</i></p> <p>Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra</p>	<p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 77 CBS stations ORIGINATES: WABC</p>	<p>Lipton's Tea and Tea Bags <i>Young & Rubicam, Inc.</i></p>
<p>LUXOR, LTD. <i>34th Week on CBS)</i></p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Luxor Products <i>Lord & Thomas</i></p>
<p>MAGAZINE REPEATING RAZOR COMPANY <i>18th Week on CBS)</i></p> <p>Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars</p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:25 a.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Schick Injector Razors and Blades <i>J. M. Mathes, Inc.</i></p>
<p>PACIFIC COAST BORAX CO. <i>13th Week on CBS)</i></p> <p>Death Valley Days <i>Drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 58 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes <i>McCann-Erickson, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION (411th 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. (269th Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Block'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. 92 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. (362nd 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. 19 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 18 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</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*

Mon. thru Fri.
1:15-1:30 p.m.
50 CBS stations
25 CBC stations
ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Right to Happiness*Serial drama*

Mon. thru Fri.
1:30-1:45 p.m.
46 CBS stations
17 CBC stations
ORIGINATES: WBBM

Crisco

*Compton Advertising,
Inc.*

Road of Life*Serial drama*

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***122nd 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***439th Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Al Pearce and His Gang

with Artie Auerbach,
Andy Devine, Lou Bringu's
Orchestra and guests

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
95 CBS stations
ORIGINATES: KNX

SPEARMINT GUM*(484th Week on CBS)***Dear Mom**

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

Just Entertainment

with Ben Bernie, the Bailey Sisters
and Donald Saxon

Variety

Mon. thru Fri.
5:45-6:00 p.m.
80 CBS stations
ORIGINATES: WBBM

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>E. R. SQUIBB & SONS (65th Week on CBS)</p> <p>Golden Treasury of Song starring Frank Parker <i>Music and poetry</i></p>	<p>Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (227th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i></p>	<p>Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 86 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (331st Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>VICK CHEMICAL COMPANY (107th Week on CBS)</p> <p>News For Women with Andre Baruch</p>	<p>Mon., Wed., Fri. 3:00-3:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Vicks VapoRub Vicks Va-tro-nol <i>Morse International, Inc.</i></p>
<p>ALBERS BROTHERS MILLING CO. (26th Week on CBS)</p> <p>Whodunit <i>Audience participation</i></p>	<p>Thursday 7:30-8:00 p.m. PST ORIGINATES: KNX</p>	<p>Albers Flapjack Flour <i>Lord & Thomas</i></p>
<p>AMERICAN CHICLE COMPANY (30th Week on CBS)</p> <p>By the Way with Bill Henry</p>	<p>Tuesday 7:45-8:00 p.m. PST Thursday 7:15-7:30 p.m. PST ORIGINATES: KNX</p>	<p>Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION (104th 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. <i>95th Week on CBS</i></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 <i>'332nd Week on CBS)</i></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 <i>(40th Week on CBS)</i></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 <i>(92nd Week on CBS)</i></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 <i>(105th Week on CBS)</i></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>MACFADDEN PUBLICATIONS, INC. <i>(285th Week on CBS)</i></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>
<p>NESTLE'S MILK PRODUCTS, INC. <i>(2nd Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> <p>William Winter <i>News analyst</i></p>	<p>Tuesday 5:45-5:55 p.m. PST ORIGINATES: KNX</p> <p>Saturday 7:45-8:00 a.m. PST ORIGINATES: KSFO</p>	<p>Alpine Coffee <i>Leon Livingstone Advertising Agency</i></p>
<p>PETER PAUL, INC. <i>(64th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(52nd Week on CBS)

What's On Your Mind?

Friday
6:00-6:30 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan (

**SOIL OFF MANUFACTURING
COMPANY**
(35th Week on CBS)

Bob Garred Reporting
News

Thursday
5:45-5:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, l.*

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.
(1st Week on CBS)

Bill Henry
News Analyst

Mon. and Wed.
5:30-5:45 p.m. PST
ORIGINATES: KNX

Moving and Storage
*Brooks Advertising
Agency*

BREAKFAST CLUB COFFEE, INC.
(39th Week on CBS)

Voice of Friendship
with Rita Murray

Tues., Thurs.
8:00-8:15 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shackelford
Advertising Agency*

SEASIDE OIL COMPANY
(25th Week on CBS)

Seaside Spelling Bee Liner

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

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

UNION OIL COMPANY
(44th Week on CBS)

Nelson Pringle
News Analysis

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

**WABC
SPONSORED
PROGRAMS**

AMERICAN CHICLE COMPANY*
(57th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

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

**AMERICAN CIGARETTE &
CIGAR CO.***
(32nd Week on WABC)

Modern Design Music

Mon. thru Sat.
8:20-8:25 a.m.

Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

B.C. REMEDY COMPANY

Arthur Godfrey
Participations

Mon. thru Sat.
7:00-7:15 a.m.

B.C.
*Charles W. Hoyt &
Co., Inc.*

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

BOOK HOUSE FOR CHILDREN <i>(2nd Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon. thru Thurs. 8:45-9:00 a.m.	Book House <i>Presba, Fellers & Presba, Inc.</i>
BULOVA WATCH COMPANY <i>(532nd Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
HESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED* <i>(13th Week on WABC)</i> Announcements	Mon., Tues., Thurs. 6:45-6:46:30 p.m.	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
DREZMA, INC. <i>(18th Week on WABC)</i> Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues., Thurs. 11:00-11:15 a.m.	"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i>
FLORIDA CITRUS COMMISSION* <i>(13th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
GRIFFIN MANUFACTURING CO., NC.* Arthur Godfrey <i>Participations</i>	Tues., Thurs., Sat. 7:00-7:15 a.m.	Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman, and Pierce, Inc.</i>
GROVE LABORATORIES, INC. <i>(22nd Week on WABC)</i> Odd Side of the News	Mon., Wed., Fri. 8:25-8:30 a.m.	Bromo-Quinine Cold Tablets <i>J. Walter Thompson Co., Inc.</i>
KRUG BAKING COMPANY <i>(93rd Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon. thru Fri. 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LEHN AND FINK PRODUCTS CORP.* Arthur Godfrey <i>Participations</i> (Begins October 16)	Mon. thru Sat. 6:35-7:00 a.m.	Hind's Honey and Almond Cream <i>William Esty & Co., Inc.</i>

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>P. LORILLARD COMPANY* (12th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 6:35-7:00 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>BEN MARDEN'S RIVIERA (14th Week on WABC)</p> <p>Hughesreel with Rush Hughes</p> <p>Sports News with Warren Sweeney</p>	<p>Tues. and Thurs. 6:30-6:45 p.m.</p> <p>Saturday 5:55-6:00 p.m.</p>	<p>Ben Marden's Riviera <i>J. R. Kupsick Advertising Agency, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. (26th Week on WABC)</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>McKESSON & ROBBINS, INC.* (22nd Week on WABC)</p> <p>Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>MELVILLE SHOE COMPANY (150th Week on WABC)</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 (7th Week on WABC)</p> <p>The Missus Goes A-Shopping <i>Quiz</i></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 (29th Week on WABC)</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 Product <i>J. M. Mathes, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO., INC.* (21st Week on WABC)</p> <p>Battle of the Boroughs <i>Quiz</i></p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>

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

OLSON RUG COMPANY <i>42nd Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Friday 8:45-9:00 a.m.	Olson Rugs <i>Presba, Fellers & Presba, Inc.</i>
O'SULLIVAN RUBBER COMPANY <i>7th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon., Wed., Fri. 7:00-7:15 a.m.	O'Sullivan Rubber Heels <i>Birmingham, Castleman and Pierce, Inc.</i>
PEPSI-COLA COMPANY* <i>62nd 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>82nd Week on WABC)</i> Early Riser's News News with John Reed King	Mon., Tues., Wed., Fri. 6:30-6:35 a.m. Tues., Thurs. 6:00-6:10 p.m.	Mounds Ten Crown Charcoal Gum <i>Platt-Forbes, Inc.</i>
QUAKER OATS COMPANY* <i>(41st 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>(56th Week on WABC)</i> Announcement	Mon. and Wed. 11:58:50 p.m.- 12 mid.	"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i>
SMITH BROTHERS* <i>(10th Week on WABC)</i> Arthur Godfrey	Mon., Wed., Fri. 7:30-7:45 a.m.	"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i>
SOCONY-VACUUM OIL CO., INC.* <i>(9th 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 Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 6:35-7:00 a.m.	Paper Conservation <i>Olian Advertising Co.</i>
WILSON AND COMPANY Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Ideal Dog Food <i>U. S. Advertising Corp.</i>

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

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: SEPTEMBER 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: Edward R. Murrow, Bob Trout. Charles Collingwood from London; Howard K. Smith from Berlin; Dennis McEvoy and Larry Lesueur from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis. Linton Wells. Major G. F. Eliot, William L. Shirer 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; 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

7:15-7:30 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 Bob Trout analyzes the week's news generally.

**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. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin."

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.

LIGHT
ENTERTAIN-
MENT**Jamboree at Meadowbrook**

10:00-5:55 p.m.

EACH SATURDAY

An hour jamboree featuring the orchestras of Benny Goodman and Tommy Dorsey during October. Regulars on the program include Announcer Jackson Wheeler, Eddie Mayehoff and Sally Stevens. Perry Lafferty directs.

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

1:30-3:45 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.

Lay Thompson Festival

11:05-11:30 a.m.

EACH SATURDAY

The festival 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.

**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 October:

Blue Barron	Guy Lombardo
Count Basie	Vaughn Monroe
Bob Chester	Russ Morgan
Benny Goodman	Red Nichols
Harry James	Teddy Powell
Andy Kirk	Charles Spivak

Claude Thornhill

**SERIOUS
MUSIC**

PROGRAM AND TIME

DESCRIPTION

New York Philharmonic-Symphony Orchestra

3:00-4:30 p.m.

EACH SUNDAY

(Beginning October 12)

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

Library of Congress Concerts

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

EACH SUNDAY

Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet. Josef Roismann and Alexander Schneider, violins; Boris Kroyt, viola; and Misha 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

(Series Begins October 6)

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. (Piano recitals by Egon Petri will comprise the first three programs.)

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.

From the Organ Loft

7:15-9:45 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
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR

JOSEPH H. WILLITS

EDUCATIONAL
PROGRAMS

American School of the Air

7:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

7:30-10:00 a.m.

(Mountain Time Zone)

1:30-2:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, now broadcast to the Latin American Republics, is in its thirteenth year on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

OCTOBER 6: Shipbuilders.

OCTOBER 20: Sailors.

OCTOBER 27: Airmen.

TUESDAYS—*Music of the Americas*

OCTOBER 7: School and Children's Songs.

OCTOBER 14: Geography and Music.

OCTOBER 21: Music of the Mountaineers.

OCTOBER 28: Music of the Plains.

WEDNESDAYS—*New Horizons: Lands of
New World Neighbors*

OCTOBER 8: Dawn of the New World.

OCTOBER 15: Queen of the Caribbean.

OCTOBER 22: Land of Golden Empires.

OCTOBER 29: Lands of the Spanish Main.

**EDUCATIONAL
PROGRAMS**

Continued

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air <i>Continued</i></p>	<p>THURSDAYS—<i>Tales from Far and Near</i> OCTOBER 9: Augustus Goes South. OCTOBER 16: Susannah, a Little Girl with the Mounties. OCTOBER 23: The Silver Fawn. OCTOBER 30: The Boat Builder.</p> <p>FRIDAYS—<i>This Living World</i> OCTOBER 10: Democracy Today. OCTOBER 17: Preparing for Defense. OCTOBER 24: Training for Jobs. OCTOBER 31: Food for Democracy.</p>
<p>Invitation to Learning 11:30–12:00 noon EACH SUNDAY (Series Resumes November 6)</p>	<p>This series invites listeners to read or re-read the world's great books discussed by Marjorie Van Doren and special guests.</p>
<p>Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.</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 roundup of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p>Highways to Health 4:15–4:30 p.m. EACH FRIDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>
<p>Trailside Adventures 3:45–3:55 p.m. EACH FRIDAY</p>	<p>This series on wild life conservation features "personal appearances" by the animal stars of the Trailside Museum at Bear Mountain.</p>
<p>Columbia's Lecture Hall 3:45–3:55 p.m. EACH MONDAY</p>	<p>Columbia's listeners hear lectures and discussions on Latin American affairs by various authorities in the field.</p>

EDUCATIONAL
PROGRAMS**America in Transition**

4:45-5:35 p.m.

EACH TUESDAY

This new series features interviews with artists, scientists and technologists.

Adventures in Science

4:45-5:35 p.m.

EACH THURSDAY

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

Books of Men and Books

10:00-10:30 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

10:00-10:30 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**

10:30-10:00 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

5:30-6:45 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 October:

OCTOBER 5: *Morning:* Rev. Dr. Edgar Frankli Romig, West End Collegiate Reformed Church, New York City.

Afternoon: The Rt. Rev. Msgr. Thomas J. McDonnell, National Director, Society of the Propagation of the Faith, New York City.

OCTOBER 12: *Morning:* Episcopalian Service

Afternoon: Mr. Norman E. John, Former First Reader in a Christian Science Church.

OCTOBER 19: *Morning:* Lutheran Service.

Afternoon: Catholic Service.

OCTOBER 26: *Morning:* Congregational Service.

Afternoon: Jewish Service.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

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

OCTOBER 5: Andrew J. Allison, Alumni Secretary of Fisk University, Nashville, Tenn.

OCTOBER 12: Dr. Dorothy Ferebee, Cotton Field Clinic of Mississippi, Washington, D. C.

OCTOBER 19: Dean Chester B. Emerson, Trinity Cathedral, Cleveland, Ohio.

OCTOBER 26: To be announced.

News Broadcasts (WCBX)

News in English:
 8:00-8:15 a.m., 11:00-11:05 a.m.,
 1:30-1:45 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:
 1:15-4:30 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

3:45-3:00 p.m.

EACH MONDAY

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

News Broadcasts (WCBX)

News in English:

6:30-6:45 p.m.

News in Spanish:

7:45-7:00 p.m., 10:00-10:05 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

**Inter-American Program
in Spanish**

8:00-8:15 p.m.

MONDAY, WEDNESDAY, FRIDAY

Three nights a week, Roberto Unanue reports news of the Americas in Spanish and interviews Latin American personalities.

Hollywood News

in Spanish:

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

in Portuguese:

8:45-8:00 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.

ADDEENDA: SEPTEMBER 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 September programs which were arranged too late for inclusion in the last month's issue of **THE COLUMBIA PROGRAM BOOK**.

PUBLIC AFFAIRS

SEPTEMBER 2: Burgess Meredith, Alice Marble, Radio News Analyst Tex McCrary, and Gene Tunney spoke in behalf of United Youth for Defense, 10:15-10:30 p.m.

SEPTEMBER 3: "Business Unity for National Defense" was the subject of talks by Albert W. Hawkes, President of the U. S. Chamber of Commerce, and Major Benjamin H. Namm, National Chairman of the Retailers' Defense Committee, 10:15-10:30 p.m.

SEPTEMBER 5: Senator Robert A. Taft, Republican from Ohio, spoke on National Unity in relation to the international situation, 7:30-8:00 p.m.

SEPTEMBER 6: John T. Jones, Director of Labor's Non-Partisan League and Legislative Representative for the C.I.O., discussed "The C.I.O. Tax Program", 10:15-10:30 p.m.

SEPTEMBER 9: Carl Sandburg spoke on the National situation in behalf of the Committee to Defend America, 10:15-10:30 p.m.

SEPTEMBER 11: Mrs. Preston Davie, vice-president of the American Women's Voluntary Services talked about "Women and the Defense Program", 4:30-4:45 p.m.

SEPTEMBER 12: The editor of Harper's Bazaar, Carmel Snow, discussed clothes for

the defense wife and the defense worker in her talk on "New Times—New Women—New Clothes", 4:45-5:00 p.m.

SEPTEMBER 13: Secretary of Agriculture Claude Wickard spoke from Los Angeles on "The Job We Have to Do". The address was heard on Columbia Network Stations west of Chicago, 12:30-12:55 a.m.

SEPTEMBER 13: Governors Herbert H. Lehman of New York, Frank M. Dixon of Alabama, Harold E. Stassen of Minnesota, and Culbert L. Olson of California discussed the progress of the defense program in their states, under the sponsorship of the Council of State Governments, 10:15-10:45 p.m.

SEPTEMBER 14: Herbert Agar, editor of the Louisville Courier-Journal, spoke for the Fight for Freedom, 7:15-7:30 p.m.

SEPTEMBER 16: Herbert Hoover, former President of the United States, spoke from Chicago, 10:15-10:45 p.m.

SEPTEMBER 17: Senator Francis MacDermot of the Irish Parliament spoke about "Ireland and the War". 10:15-10:30 p.m.

SEPTEMBER 18: Dr. Basil C. MacLean, President-elect of the American Hospital Association spoke on "Hospitals and National Defense", 3:00-3:15 p.m.

SEPTEMBER 19: Former Congressman Samuel B. Pettengill spoke for the Committee for Constitutional Government on "Congress and Your Purse", 6:30-6:45 p.m.

SEPTEMBER 20: Isolationist Senator Gerald P. Nye, Republican of North Dakota, addressed the Steuben Society on the subject, "Loyalty and Unity". 10:15-10:30 p.m.

SEPTEMBER 21: Clark M. Eichelberger, Director of the Committee to Defend America, discussed "The Current National Emergency", 1:45-2:00 p.m.

SEPTEMBER 23: Premier Mitchell F. Hepburn of the Province of Ontario, Canada spoke from New York. 6:30-6:45 p.m.

SEPTEMBER 24: Senator Harold H. Burton, Republican from Ohio, broadcast a speech from Washington under the auspices of the Masonic Service Association of the U. S., 6:30-6:45 p.m.

SEPTEMBER 24: Pierce Butler, Jr., son of Former Supreme Court Justice Butler, spoke from Minneapolis under the auspices of the Fight for Freedom, 10:15-10:30 p.m.

SEPTEMBER 25: David Cushman Coyle, author of the book "America", talked about the "Battle of the Atlantic" under the auspices of the Committee to Defend America, 6:30-6:45 p.m.

SEPTEMBER 26: Former U. S. Ambassador to Belgium John Cudahy discussed the question, "Are We At War?", in a broadcast from Milwaukee. 7:45-8:00 p.m.

SEPTEMBER 29: Bartley Crum, San Francisco lawyer, spoke for the Fight for Freedom on individual states' responsibilities, 3:30-3:45 p.m.

SEPTEMBER 30: Professor Arthur H. Compton, Dean of Physical Sciences at the University of Chicago, spoke in connection with the University's fiftieth anniversary

celebration on "Education and the New World", 10:15-10:30 p.m.

SEPTEMBER 30: Governor Harold Stassen of Minnesota spoke from Indianapolis in connection with Religious Education Week, in behalf of the International Council of Religious Education, 4:45-5:00 p.m.

SPECIAL EVENTS

SEPTEMBER 1: President Roosevelt broadcast his Labor Day message from the Franklin D. Roosevelt Memorial Library at Hyde Park, 1:45-2:00 p.m.

SEPTEMBER 1: Secretary of Labor Frances Perkins gave her ninth Labor Day address from Boston. 11:15-11:30 p.m.

SEPTEMBER 1: George Meany, Secretary-Treasurer of the American Federation of Labor spoke from a labor meeting at Uniondale, Long Island, 3:30-3:45 p.m.

SEPTEMBER 1: King Haakon of Norway, General de Gaulle of the Free French, and a group of rulers and leaders of the conquered Nations of Europe participated in a broadcast from London marking the Second Anniversary of World War II. 4:00-4:45 p.m.

SEPTEMBER 1-7: Ted Husing broadcast summaries and play-by-play description of the National Singles Tennis Matches from Forest Hills.

SEPTEMBER 5: Mrs. Franklin D. Roosevelt, Fiorello H. La Guardia, administrator of the Office of Civilian Defense, and Paul V. McNutt, Federal Security Administrator, discussed the specific duties of citizens in the civilian defense program, 8:30-8:55 p.m.

SEPTEMBER 6: King Peter II of Yugoslavia and Wendell Willkie participated in a trans-atlantic broadcast on the King's twenty-first birthday. King Peter was heard from London and Mr. Willkie from New York. 2:00-2:30 p.m.

SEPTEMBER 11: President Roosevelt broadcast his "Fireside Chat," reasserting the American concept of freedom of the seas. 10:00-10:30 p.m. A roundup of editorial comments on the speech was carried an hour later, 11:30-12:00 Mid.

SEPTEMBER 12: Maria Maximovitch, Russian-American Soprano, and David Smith, 16 year old pianist, gave a recital from the National Federation of Music Clubs Board Meeting in Cincinnati, 3:30-3:45 p.m.

SEPTEMBER 13: Ted Husing, assisted by Jimmy Dolan, brought Columbia listeners a description of The Beldame Handicap from Aqueduct Race Track, 4:45-5:00 p.m.

SEPTEMBER 13, 15, 18: Columbia carried three broadcasts from the American Legion Convention in Milwaukee. Speakers included National Commander Milo J. Warner, National Convention Corporation President Frank L. Greenya, and Mrs. Louis J. Lenstra, National President of the American Legion Auxiliary.

SEPTEMBER 15: The "battle" between the Second and Third Armies in Louisiana, which began on this date, was covered five days a week with on-the-spot broadcasts by John Charles Daly and Eric Sevareid, Mondays thru Fridays, 4:30-4:45 p.m.

SEPTEMBER 18: A description of the Defense Ball, sponsored by the New York City Federation of Women's Clubs, was broadcast from the Grand Ballroom of the Hotel Astor, 12:05-12:30 a.m.

SEPTEMBER 20: The New England Jubilee Chorus, under the direction of Homer Rhodeheaver, sang from the Eastern States Exposition Colosseum at West Springfield, Mass., 2:00-2:30 p.m.

SEPTEMBER 20: Brigadier General George Osborne, U. S. Army Morale Chief, and Judge William C. Hasty, Negro Civilian Aid to the Secretary of War, spoke at the opening exercises of a Negro week-end camp at Anacostia, near Washington, 4:00-4:30 p.m.

SEPTEMBER 20: Edward R. Murrow and other members of the CBS London news staff shortwaved a word-picture of London during the blackout called, "Around London", 4:30-5:00 p.m.

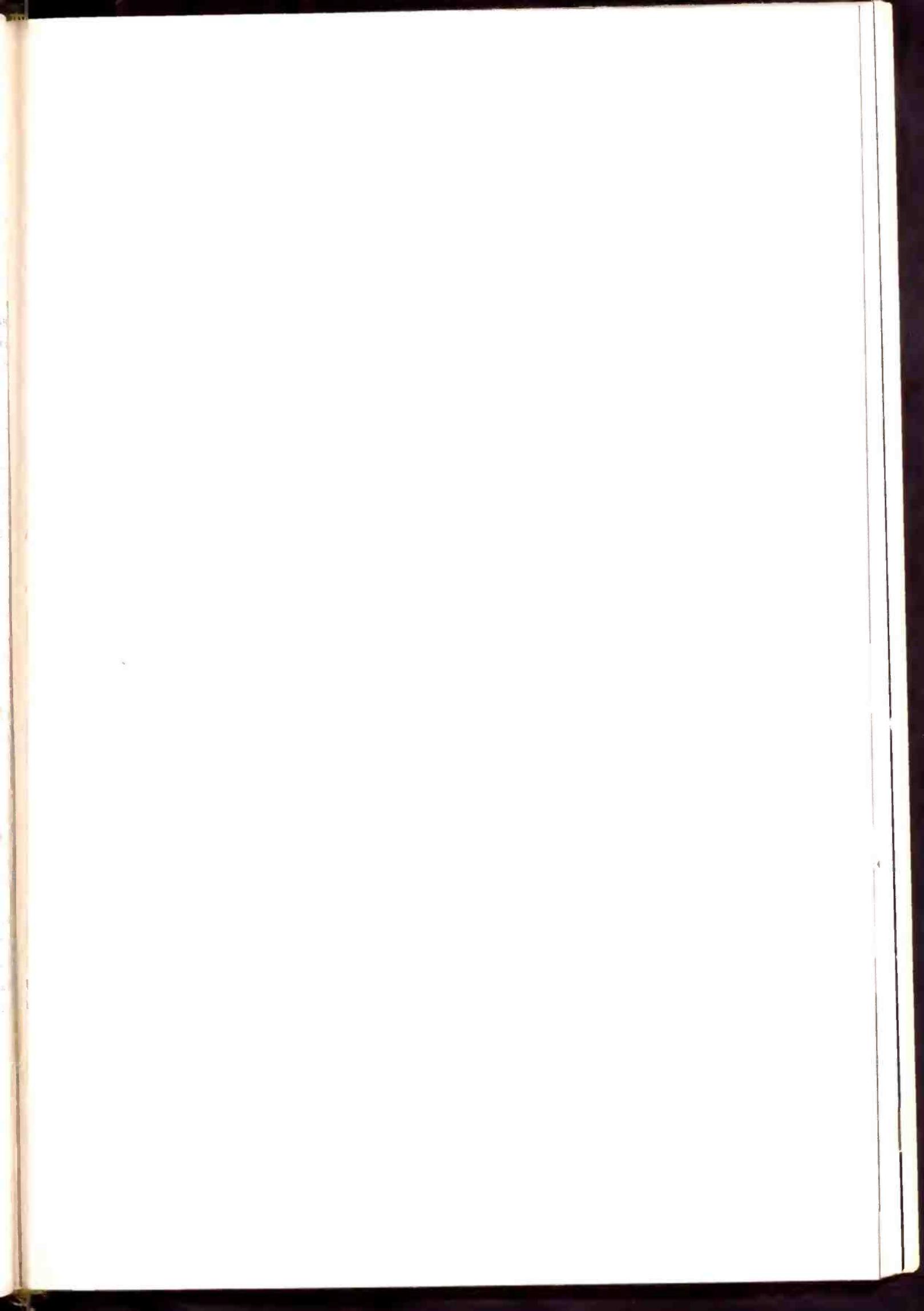
SEPTEMBER 21: Dr. Stephen S. Wise, Rabbi of the Free Synagogue in New York, read a Rosh Hashanah message from President Roosevelt during a High Holiday broadcast made in connection with the United Jewish Appeal for Refugees, Overseas Needs, and Palestine, 2:35-3:00 p.m.

SEPTEMBER 21: The dedication of the Screen Actors Guild Home was broadcast from Hollywood, with speeches by Jean Hersholt, Edward Arnold, Mary Pickford and others, 7:15-7:30 p.m.

SEPTEMBER 23: Ted Husing broadcast a description of the match race between Alsab and Requested from Belmont Park, 3:30-3:45 p.m.

SEPTEMBER 27: A play-by-play account of the Michigan-Michigan State football game by Ted Husing opened the 1941 football season for Columbia listeners, 2:45-5:30 p.m.

SEPTEMBER 28: General George C. Marshall, Chief of Staff of the Army, and Dr. David de Sola Pool, Rabbi of New York City's Spanish and Portuguese Synagogue participated in a Yom Kippur broadcast, 1:30-2:00 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

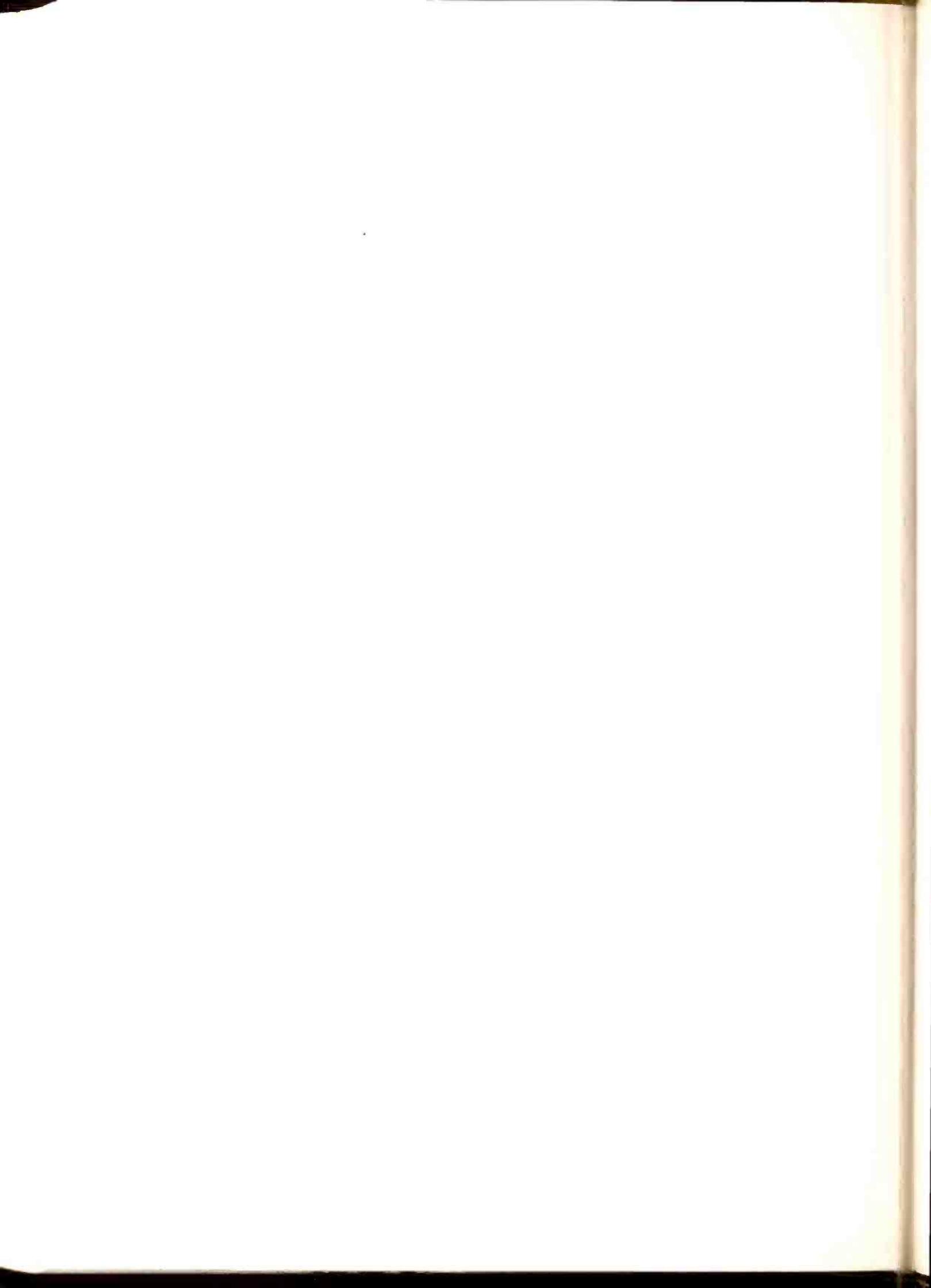
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All time listed on the following pages is current New York time unless otherwise indicated.

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: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Palmolive Soap
*Ward Wheelock
Company*

CONTINENTAL BAKING CO., INC.*356th Week on CBS)***Maudie's Diary**

with Mary Mason

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Ted Bates, Inc.

MURTISS CANDY COMPANY*57th Week on CBS)***News**

with Jackson Wheeler

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

Candy
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: KNX

Doublemint 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 TOUR

Bromo-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: WABC

Eversharp 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,
Boraxo20 Mule Team Borax
Flakes*McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION <i>(415th Week on CBS)</i></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. <i>(273rd Week on CBS)</i></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. <i>(366th Week on CBS)</i></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>LUDEX'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 C</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-Shacklefora</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
SPONSORED
PROGRAMS**

<p>A.C. REMEDY COMPANY <i>4th Week on WABC</i></p> <p>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></p> <p>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></p> <p>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></p> <p>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></p> <p>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></p> <p>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></p> <p>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></p> <p>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></p> <p>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>

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

**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>

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

WABC
SPONSORED
PROGRAMS

O'SULLIVAN RUBBER COMPANY (11th Week on WABC) Arthur Godfrey Participations	Mon., Wed., Fri. 7:00-7:30 a.m.	O'Sullivan Rubber Heels <i>Birmingham, Castleman and Pierce, Inc.</i>
PEPSI-COLA COMPANY* (56th Week on WABC) The Missus Goes A-Shopping Quiz	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
PETER PAUL COMPANY* (86th Week on WABC) 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* (45th Week on WABC) 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. (60th Week on WABC) Announcement	Mon., Wed., Fri. 11:58:50 p.m.- 12 mid.	"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i>
SMITH BROTHERS* (14th Week on WABC) 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.* (13th Week on WABC) 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 (8th Week on WABC) Arthur Godfrey Participations	Mon. thru Sat. 6:30-6:55 a.m.	Paper Conservation <i>Olian Advertising Co.</i>
WILSON AND COMPANY (8th Week on WABC) Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:30 a.m.	Ideal Dog Food <i>U. S. Advertising Corp.</i>

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

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 Roismann 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
HARRY WOODBURN CHASE	THOMAS V. SMITH
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

12:00-1:30 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 Odlum, 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 F. Wagner, Jr., New York Assemblyman; Martha Scott, movie actress; Alfred M. Lillienthal, 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.

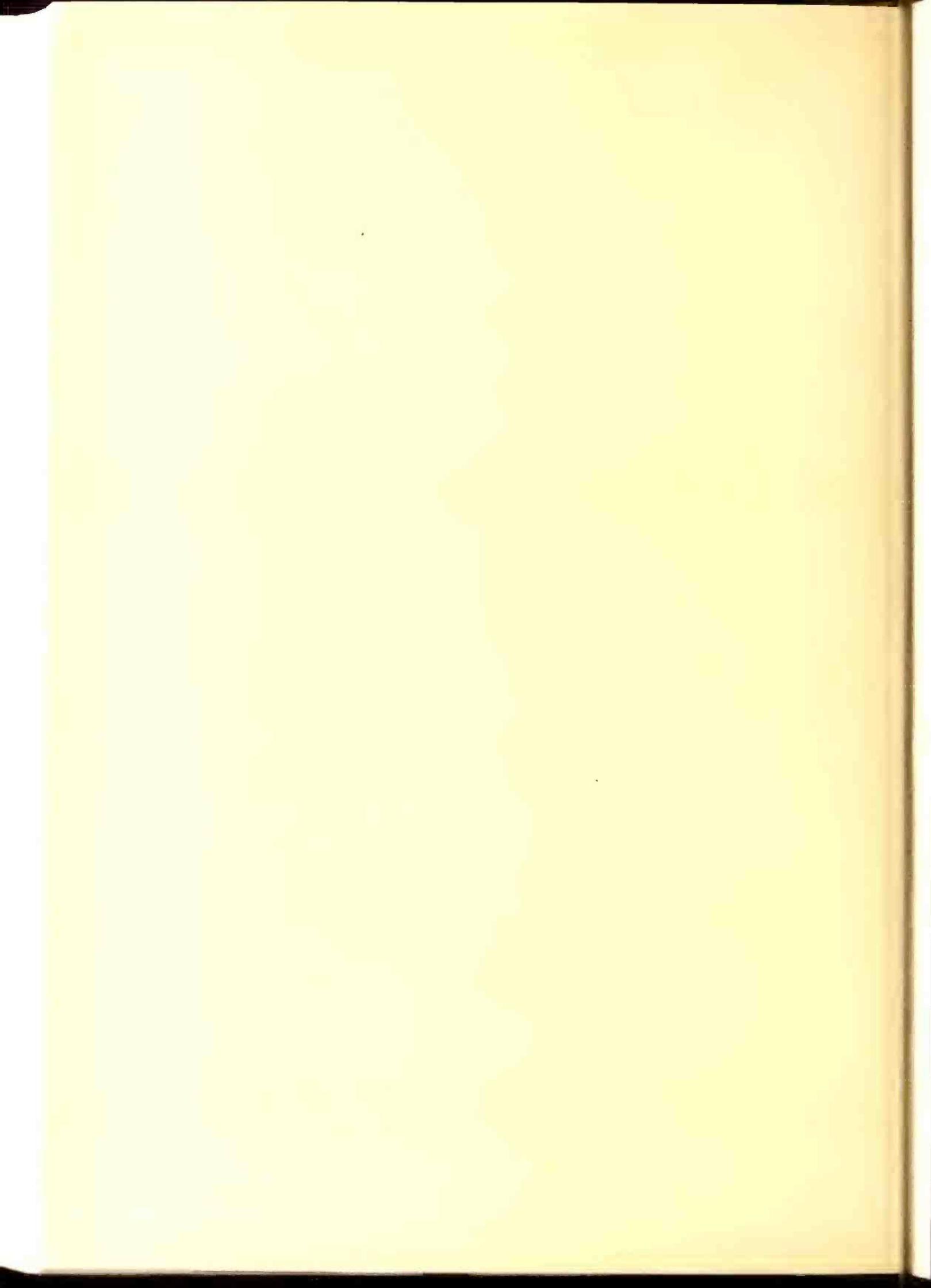
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The Philharmonic-Symphony Society of New York broadcasts a concert
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CBS PROGRAM BOOK • DECEMBER, 1941



DECEMBER, 1941

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 15

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All time listed on the following pages is current New York time unless otherwise indicated.

<p>AMERICAN OIL COMPANY (176th 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. 53 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (292nd 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 (243rd 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. (43rd 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 (9th Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rug <i>Batten, Barton, Durst</i> <i>& Osborn, Inc.</i></p>
<p>BAYER COMPANY (323rd 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>BISODOL COMPANY (161st Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (132nd 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>

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

135th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
40 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

190th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Friday
9:30-9:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Campana Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(365th Week on CBS)

Arkansas Traveler
starring Bob Burns

Amos 'n' Andy
Serial comedy-drama

The Man I Married
Dramatic serial

Fletcher Wiley
Talks

Lanny Ross
Songs

Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
64 CBS stations
ORIGINATES: KNX

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

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

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: WABC

Campbell's Soups
Ruthrauff & Ryan, Inc.

Campbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company*

Campbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company*

Campbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
Franco-American Macaroni
and Spaghetti
*Ward Wheelock
Company*

Franco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

(161st Week on CBS)

Dr. Christian
with Jean Hersholt

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

Vaseline Preparations
McCann-Erickson, Inc.

CHRYSLER CORPORATION

(300th Week on CBS)

**Major Bowes' Original
Amateur Hour**

Thursday
9:00-10:00 p.m.
84 CBS stations
ORIGINATES: WABC

Plymouth, Dodge
DeSoto, Chrysler
Ruthrauff & Ryan, Inc.

COCA-COLA COMPANY

(120th Week on CBS)

**Pause That Refreshes
On the Air**
with Andre Kostelanetz and his
45-piece orchestra, Albert Spalding,
and guest soloists

Sunday
4:30-5:00 p.m.
115 CBS stations
ORIGINATES: WABC

Coca-Cola
*D'Arcy Advertising
Company, Inc.*

**COLGATE-PALMOLIVE-PEET
COMPANY**

(308th Week on CBS)

**Guy Lombardo and
His Orchestra**
Popular Music

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
71 CBS stations
30 CBC stations
ORIGINATES: WABC

Colgate Dental Cream
Ted Bates, Inc.

Hobby Lobby
with Dave Elman
and Harry Salter's Orchestra

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

Palmolive Shave Cream
Palmolive Brushless Sha
Ted Bates, Inc.

Woman of Courage
Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
61 CBS stations
ORIGINATES: WABC

Octagon Products
Crystal White
Ted Bates, Inc.

Myrt and Marge
Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
79 CBS stations
ORIGINATES: WABC

Concentrated Super Suds
*Sherman & Marquette
Inc.*

COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i> Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 53 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i>
Elmer Davis <i>News</i>	Tues. thru Sun. 8:55-9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap <i>Ward Wheelock Company</i>
CONTINENTAL BAKING CO., INC. <i>(361st Week on CBS)</i> Maudie's Diary <i>with Mary Mason</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 46 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake <i>Ted Bates, Inc.</i>
CURTISS CANDY COMPANY <i>(62nd Week on CBS)</i> News <i>with Jackson Wheeler</i>	Sat., Sun. 11:00-11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>
DOUBLEMINT GUM <i>(494th Week on CBS)</i> Melody Ranch <i>with Gene Autry</i> <i>Western dramatic series</i>	Sunday 6:30-6:55 p.m. 72 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>
ELGIN NATIONAL WATCH CO. <i>(14th Week on CBS)</i> *Shirley Temple Time <i>Variety</i>	Friday 10:00-10:30 p.m. 75 CBS stations ORIGINATES: KNX	Elgin Watches <i>William Esty & Company, Inc.</i>
EMERSON DRUG COMPANY <i>(83rd Week on CBS)</i> Vox Pop <i>with Parks and Wally</i> <i>Quiz</i>	Monday 8:00-8:30 p.m. 74 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i>
EVERSHARP, INC. <i>(114th Week on CBS)</i> Take It or Leave it <i>with Bob Hawk, MC; David Ross</i> <i>Quiz</i>	Sunday 10:00-10:30 p.m. 73 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils <i>The Biow Company</i>

*Program or client not listed in CBS Program Book for November.

FORD MOTOR COMPANY
(399th Week on CBS)

Sunday Evening Hour
Ford Symphony Orchestra and
Chorus, guest conductors and
soloists
With Talks by W. J. Cameron

Sunday
9:00-10:00 p.m.
59 CBS stations
ORIGINATES: WJR

Ford motor cars, trucks,
and tractors
Mercury
Lincoln
McCann-Erickson, Inc

GENERAL FOODS CORPORATION
(341st Week on CBS)

We, the People
with Eddie Dowling
Real-life experiences

Kate Smith Hour
with Kate Smith, Ted Collins, Jack
Miller and his orchestra, and
guest stars
Music, comedy, and drama

William L. Shirer
News

Kate Smith Speaks; News
Talks and news

Joyce Jordan, Girl Interne
Serial drama

Young Dr. Malone
Serial drama

Kate Hopkins
Serial drama

Tuesday
9:00-9:30 p.m.
Rebroadcast
12 mid.-12:30 a.m.
68 CBS stations
ORIGINATES: WABC

Friday
8:00-8:55 p.m.
Rebroadcast
12 mid.-12:55 a.m.
91 CBS stations
ORIGINATES: WABC

Sunday
5:45-6:00 p.m.
67 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
12:00-12:15 p.m.
79 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:00-6:15 p.m.
75 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
85 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:45-3:00 p.m.
51 CBS stations
ORIGINATES: WABC

Sanka Coffee
Young & Rubicam, Inc

Grape Nuts,
Grape Nuts Flakes
Young & Rubicam, Inc

Sanka Coffee
Young & Rubicam, Inc

Swansdown Cake Flour
Calumet
Young & Rubicam, Inc

Diamond Crystal Salt
Benton & Bowles, Inc.

La France
Satina
Postum
Young & Rubicam, Inc

Post Toasties
Benton & Bowles, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.

(393rd 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

(408th 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**

(119th Week on CBS)

Ginny Simms

Songs

Friday

9:55-10:00 p.m.

53 CBS stations

ORIGINATES: KNX

Kleenex

Lord & Thomas

INTERNATIONAL SILVER COMPANY

(195th 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.

(119th 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

Ironized Yeast

Ruthrauff & Ryan, Inc.

Mon. thru Fri.

3:00-3:15 p.m.

4 CBS stations

ORIGINATES: WABC

<p>JOHNS-MANVILLE CORPORATION (18th 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 (35th 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>KOLYNOS COMPANY (461st Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. and Tues. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>LADY ESTHER, LTD. (417th 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 (331st 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> (Resumes January 2)</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 <i>Continued</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 62 CBS stations ORIGINATES: WABC	Spry <i>Ruthrauff & Ryan, Inc.</i>
Big Sister <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso <i>Ruthrauff & Ryan, Inc.</i>
LIGGETT & MYERS TOBACCO COMPANY <i>(475th Week on CBS)</i>	Tues., Wed., Thurs. 10:00-10:15 p.m. 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i>
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires		
THOMAS J. LIPTON, INC. <i>(48th Week on CBS)</i>	Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 79 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags <i>Young & Rubicam, Inc.</i>
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra		
Bright Horizon with Richard Kollmar <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 10 CBS stations ORIGINATES: WABC	Lipton's Tea and Lipton's Continental Soup Mix <i>Young & Rubicam, Inc.</i>
LUXOR, LTD. <i>(43rd Week on CBS)</i>	Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products <i>Lord & Thomas</i>
Wayne King and His Orchestra <i>Music</i>		
⁺ MACFADDEN PUBLICATIONS, INC. <i>(294th Week on CBS)</i>	Tues., Thurs. 6:00-6:10 p.m. 18 CBS stations ORIGINATES: WABC	Liberty Magazine <i>Erwin Wasey & Company, Inc.</i>
⁺ Paul Sullivan Reviews the News		
MAGAZINE REPEATING RAZOR COMPANY <i>(27th Week on CBS)</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:25 a.m. 61 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades <i>J. M. Mathes, Inc.</i>
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, Eddie Green, John Kirby's Band, guest stars		
⁺ C. F. MUELLER COMPANY <i>(121st Week on CBS)</i>	Wed., Thurs., Fri. 4:45-5:00 p.m. 11 CBS stations ORIGINATES: WABC	Macaroni Products <i>Maxon, Inc.</i>
⁺ Mark Hawley and the News		

⁺ Program or client not listed in CBS Program Book for November.

<p>PACIFIC COAST BORAX CO. (22nd Week on CBS)</p> <p>Death Valley Days <i>Drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 58 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes <i>McCann-Erickson, Inc</i></p>
<p>PET MILK SALES CORPORATION (420th 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. (278th 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. (371st 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>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. 35 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>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>

THE PROCTER & GAMBLE CO.*Continued***Life Can Be Beautiful***Serial drama***Woman in White***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

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

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

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(131st 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***(448th 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.
100 CBS stations
ORIGINATES: KNX

**Camel Cigarettes
Prince Albert Smoking
Tobacco**

*William Esty &
Company, Inc.*

SPEARMINT GUM*(493rd Week on CBS)***Dear Mom**

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer
Drama

*** Scattergood Baines***Serial drama*

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.

* Program or client not listed in CBS Program Book for November.

**COLUMBIA
PACIFIC
NETWORK**

E. R. SQUIBB & SONS
(74th 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
(236th 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
(340th 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
(116th 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.*

ALBERS MILLING CO.
(35th Week on CBS)

Whodunit
Audience participation

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

Albers Flapjack Flour
Lord & Thomas

AMERICAN CHICLE COMPANY
(39th 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.*

BATHASWEET CORPORATION
(113th Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(104th Week on CBS)

"Find the Woman"
with Knox Manning

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

Cosmetics
Glasser, Gailey & Co.

GENERAL FOODS CORPORATION
(341st Week on CBS)

The Second Mrs. Burton
Dramatic serial

Mon. thru Fri.
4:00-4:15 p.m. PST
ORIGINATES: KNX

Walter Baker's
Chocolate and Cocoa
Benton & Bowles, Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(49th Week on CBS)

I Was There
News dramatizations

Pigskin Preview
with Sam Hayes

Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

Wednesday
6:15-6:30 p.m. PST
ORIGINATES: KNX

RICHARD HUDNUT
(101st Week on CBS)

Hollywood Showcase

Monday
9:30-10:00 p.m. PST
ORIGINATES: KNX

Marvelous Cosmetics
Benton & Bowles, Inc.

LOS ANGELES SOAP COMPANY
(113th Week on CBS)

Knox Manning
News

Mon. thru Fri.
12:15-12:30 p.m. PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

MACFADDEN PUBLICATIONS, INC.
(294th Week on CBS)

Bob Garred Reporting
News

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

Liberty Magazine
Erwin Wasey & Co.

NESTLE'S MILK PRODUCTS, INC.
(11th Week on CBS)

Bob Garred Reporting
News

William Winter
News analyst

Tuesday
5:45-5:55 p.m. PST
ORIGINATES: KNX

Saturday
7:45-8:00 a.m. PST
ORIGINATES: KSFO

Alpine Coffee
*Leon Livingstone
Advertising Agency*

PETER PAUL, INC.
(73rd Week on CBS)

Bob Garred Reporting
News

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

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

**COLUMBIA
PACIFIC
NETWORK**

Continued

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(61st Week on CBS)

What's On Your Mind?

Friday
6:00-6:30 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan

SMITH BROTHERS
(81st Week on CBS)

William Winter
News analyst

Mon., Wed., Sat.
8:55-9:00 p.m. PST
Sunday
8:25-8:30 p.m. PST
ORIGINATES: KSFO

"SB" Cough Drops
and Cough Syrup
*J. D. Tarcher
& Co., Inc.*

**SOIL OFF MANUFACTURING
COMPANY**
(44th Week on CBS)

Bob Garred Reporting
News

Thursday
5:45-5:55 p.m.
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, I*

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.
(11th Week on CBS)

Bill Henry
News analyst

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

Moving and Storage
*Brooks Advertising
Agency*

BREAKFAST CLUB COFFEE, INC.
(48th Week on CBS)

Voice of Friendship
with Rita Murray

Tues., Thurs.
8:00-8:15 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shackleford
Advertising Agency*

***EAGLE OIL & REFINING CO., INC.**
(4th Week on CBS)

***The World Today**

Sunday
11:30 a.m.-12 noon
PST
ORIGINATES: KNX

Golden Eagle Gasoline
*General Advertising
Agency, Inc.*

LUDEN'S, INC.
(69th Week on CBS)

Dave Lane
Songs

Tuesday
9:55-10:00 p.m. PST
Thursday
9:25-9:30 p.m. PST
ORIGINATES: KNX

Menthol Cough Drops
J. M. Mathes, Inc.

SEASIDE OIL COMPANY
(34th Week on CBS)

Seaside Spelling Bee Liner

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

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

UNION OIL COMPANY
(53rd Week on CBS)

Nelson Pringle
News analysis

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

* Program or client not listed in CBS Program Book for November.

**WABC
SPONSORED
PROGRAMS**

AMERICAN CHICLE COMPANY*
(66th Week on WABC)

Mon. thru Sat.
8:00-8:01:30 a.m.

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

Announcements

B.C. REMEDY COMPANY
(13th Week on WABC)

Mon. thru Sat.
7:00-7:30 a.m.

B.C.
*Charles W. Hoyt &
Co., Inc.*

Arthur Godfrey
Participations

BOOK HOUSE FOR CHILDREN
(31st Week on WABC)

Friday
8:45-9:00 a.m.

Book House
*Presba, Fellers &
Presba, Inc.*

Woman's Page of The Air
with Adelaide Hawley
Participations

***BOSCO COMPANY**
(52nd Week on WABC)

Tues., Thurs.
6:45-7:00 p.m.

Bosco Milk Amplifier
*Kenyon & Eckhardt,
Inc.*

The World Today

BULOVA WATCH COMPANY
(641st Week on WABC)

Sun. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

Time Signals

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED***
(22nd Week on WABC)

Mon., Wed., Fri.
6:45-7:00 p.m.

Vaseline Preparations
McCann-Erickson, Inc.

The World Today

DREZMA, INC.
(57th Week on WABC)

Tues., Thurs., Sat.
8:25-8:30 a.m.
Tues., Thurs.
11:00-11:15 a.m.

"Drezma" Cosmetics
*Blaine-Thompson Co.,
Inc.*

Lessons in Loveliness
with Nell Vinick

**GRIFFIN MANUFACTURING CO.,
INC.***
(12th Week on WABC)

Tues., Thurs., Sat.
7:00-7:30 a.m.

Shoe Polish, Whitener,
and Dressing
*Birmingham, Castleman,
and Pierce, Inc.*

Arthur Godfrey
Participations

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

* Program or client not listed in CBS Program Book for November.

**WABC
SPONSORED
PROGRAMS**

Continued

<p>GROVE LABORATORIES, INC. <i>(31st Week on WABC)</i></p> <p>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>*ILLINOIS MEAT COMPANY <i>(5th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 6:30-6:55 a.m.</p>	<p>Broadcast Brand Canned Meats <i>Arthur Meyerhoff & C</i></p>
<p>KRUG BAKING COMPANY <i>(102nd Week on WABC)</i></p> <p>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>*V. LA ROSA & SONS, INC. <i>(2nd Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Wed., Thurs., Fri. 8:45-9:00 a.m.</p>	<p>La Rosa "Grade A" Macaroni Products <i>M. H. Hackett, Inc.</i></p>
<p>P. LORILLARD COMPANY* <i>(21st 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>LUDEN'S, INC. <i>(27th 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>(35th 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>(159th 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>(16th 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>

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

* Program or client not listed in CBS Program Book for November.

**WABC
SPONSORED
PROGRAMS**

<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>38th 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>NOXZEMA CHEMICAL CO., INC.* <i>30th Week on WABC)</i></p> <p>Battle of the Boroughs <i>Quiz</i></p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PEPSI-COLA COMPANY* <i>71st Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc.</i></p>
<p>QUAKER OATS COMPANY* <i>50th Week on WABC)</i></p> <p>The Aunt Jemima Program</p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>SELECT THEATRES CORP. <i>65th Week on WABC)</i></p> <p>Announcement</p>	<p>Mon., Wed., Fri. 11:58:50 p.m.- 12 mid.</p>	<p>"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i></p>
<p>SMITH BROTHERS* <i>19th Week on WABC)</i></p> <p>Arthur Godfrey Afternoon News</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p> <p>Mon., Wed., Fri. 3:55-4:00 p.m.</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.* <i>18th Week on WABC)</i></p> <p>News with Mark Hawley</p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p>	<p>Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>WASTE PAPER CONSUMING INDUSTRIES <i>13th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Paper Conservation <i>Olian Advertising Co.</i></p>
<p>WILSON AND COMPANY <i>13th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Ideal Dog Food <i>U. S. Advertising Corp.</i></p>

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

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
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CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: NOVEMBER 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; 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, Harry W. Flannery and John Charles Daly from New York; Albert Warner and Eric Sevareid 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.

**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. Davidson Taylor is producer. DECEMBER 7: Howard Barnes directs "The Fish on the Bathroom Floor", by Thomas Collins.

DECEMBER 14: Earle McGill directs a special broadcast about the Bill of Rights.

DECEMBER 21: Charles Vanda directs his own Christmas play.

DECEMBER 28: Perry Lafferty directs "The Bus that Nobody Loved", by Maurice Dolbier.

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.

**NATIONAL
DEFENSE**

The People's Platform

6:00-7:30 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.

**LIGHT
ENTERTAIN-
MENT**

Matinee at Meadowbrook

4:00-5:00 p.m.

EACH SATURDAY

An hour jamboree of dance music for "young-minded" Columbia listeners, featuring the orchestras of Jimmy Dorsey, Johnny Long and Alvino Rey during December.

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 Jerry Wayne, Louise Wilcher, Bobby Tucker and the Symphonettes.

Renfro Valley Folks

3:30-3:45 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.

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 December:

Blue Barron	Frankie Masters
Cab Calloway	Vaughn Monroe
Jimmy Dorsey	Alvino Rey
Benny Goodman	Raymond Scott
Harry James	Dick Stabile
Guy Lombardo	Claude Thornhill

**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 December, Artur Rodzinski and Dimitri Mitropoulos will conduct. Deems Taylor acts as intermission commentator.

Cleveland Orchestra

5:00-6:00 p.m.

EACH SATURDAY

This weekly series of symphony concerts is heard from Severance Hall in Cleveland. Programs will be conducted by Artur Rodzinski and Rudolph Ringwall.

**Philharmonic Young
People's Concert**

3:45-4:45 p.m.

MONDAY, DECEMBER 15

The New York Philharmonic-Symphony Orchestra presents one concert a month especially for young people. Rudolph Ganz will be the conductor.

**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: 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
MUSIC**

**Columbia's American
Music Festival**

7:30-8:00 p.m.

EACH SATURDAY

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

Vera Brodsky

11:05-11:30 a.m.

EACH SUNDAY

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

From the Organ Loft

9:15-9:45 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
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR

JOSEPH H. WILLITS

**EDUCATIONAL
PROGRAMS**

**School 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*

DECEMBER 1: *Automobile Workers.*

DECEMBER 8: *Weathermen.*

DECEMBER 15: *Makers of Books.*

TUESDAYS—*Music of the Americas*

DECEMBER 2: *Religious Music.*

DECEMBER 9: *Transportation.*

DECEMBER 16: *The Spirit of the City.*

**EDUCATIONAL
PROGRAMS**

Continued

**School of the Air of the
Americas**

Continued

WEDNESDAYS—*New Horizons: Lands of
New World Neighbors*

DECEMBER 3: Cradle of New World Freedom

DECEMBER 10: Land of Vast Horizons.

DECEMBER 17: Liberators of the South.

THURSDAYS—*Tales from Far and Near*

DECEMBER 4: The Story of San Martin.

DECEMBER 11: Selected American Ballads.

DECEMBER 18: Gay Madelon.

FRIDAYS—*This Living World*

DECEMBER 5: Propaganda.

DECEMBER 12: Expenses of Democracy.

DECEMBER 19: The Worker After the Defense
Program.

Invitation to Learning

11:30–12:00 noon

EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.

Columbia's Country Journal

3:00–3:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.

Spotlight on Asia

3:45–3:55 p.m.

EACH MONDAY

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.

What Freedom Means

3:45–3:55 p.m.

EACH TUESDAY

Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.

Children Also Are People

3:45–3:55 p.m.

EACH WEDNESDAY

CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.

Highways to Health

3:45–3:55 p.m.

EACH THURSDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.

**EDUCATIONAL
PROGRAMS**

Americans Map the Skies

3:45-3:55 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 series on popular astronomy.

Of Men and Books

2:00-2:30 p.m.

EACH SATURDAY

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

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

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

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

1:45-2:00 p.m.

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.

Olga Coelho

10:30-10:45 p.m.

FRIDAY AND SATURDAY

This internationally famous Brazilian singer and guitarist sings in English, Spanish, Portuguese, French, German, and Italian.

**RELIGIOUS
BROADCASTS**

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 December:

DECEMBER 7: *Morning*: Presbyterian Service

Afternoon: Rev. Conrad I. McCoy, Director Holy Mission on the Bowery, New York, N. Y.

DECEMBER 14: *Morning*: Rev. Wayland Zwayer, Emanuel Baptist Church, Brooklyn, N. Y.

Afternoon: Rabbi Julius Gordon, Shaar Emeth Temple, St. Louis, Missouri.

DECEMBER 21: *Morning*: Congregational Service.

Afternoon: Catholic Service, Vatican City, Italy.

DECEMBER 28: *Morning*: Very Rev. James P. De Wolf, Dean, Cathedral of St. John the Divine, New York, N. Y.

Afternoon: Unitarian Service.

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.

DECEMBER 7: Mrs. A. M. P. Strong, President of the National Congress of Colored Parents and Teachers, Marianna, Arkansas.

DECEMBER 14: Rev. F. C. Jenkins, Representative of the American Bible Society in the celebration of Universal Bible Sunday, Columbus, Ohio.

DECEMBER 21: Brigadier General Benjamin Davis, Washington, D. C.

DECEMBER 28: To Be Announced.

News Broadcasts (WCBX)

News in English:

7:00-7:15 a.m., 12:30-12:45 p.m.,
4:30-4:45 p.m.

News in Italian:

8:00-8:15 a.m., 12:00-12:15 p.m.,
3:00-3:15 p.m.

News in German:

9:00-9:15 a.m., 1:00-1:15 p.m.,
4:00-4:15 p.m.

News in French:

11:00-11:15 a.m., 2:00-2:15 p.m.,
5:00-5:15 p.m.

News in Polish:

4:45-5:00 p.m.

DAILY INCLUDING SUNDAY

News in Polish:

1:45-2:00 p.m.

News in Dutch:

3:45-4:00 p.m.

News in Swedish:

1:30-1:45 p.m.

News in Serbo-Croatian:

4:15-4:30 p.m.

MONDAY THROUGH FRIDAY

Each day, from early morning to late afternoon, Columbia's international station, WCBX, directs a comprehensive schedule of news broadcasts to Europe. These are transmitted in eight languages—English, Italian, German, French, Polish, Dutch, Swedish, 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. Among Columbia's European reporters are Mario Capelli, Italian editor; Field Horine, German editor; Beverly Thurman, French editor; Edward Kulikowski, Polish editor; Bernard Person, Dutch editor; Rosemay Barck, Swedish editor, and Vaso Trivanovitch, Serbo-Croatian editor.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York

News Broadcasts (WCBX)

News in English:

6:30-6:45 p.m.

News in Spanish:

6:45-7:00 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:

7:30-7:45 p.m. EACH MONDAY

In Portuguese:

8:30-8:45 p.m. EACH WEDNESDAY

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 TUESDAY

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.

NOVEMBER 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 November programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

NOVEMBER 1: Philip F. LaFollette, former Governor of Wisconsin spoke from a meeting of America First Committee chapter chairmen in Washington, 10:15-10:45 p.m.

NOVEMBER 1: Dr. Jan Masaryk, Foreign Minister of the Czechoslovak Government in Exile, spoke in observance of Czechoslovakia Week, 11:00-11:15 p.m.

NOVEMBER 2: Norman Thomas, Socialist Party leader, maintained that "Repeal of the Neutrality Law Means War," 7:15-7:30 p.m.

NOVEMBER 4: Representative Claire E. Hoffman, Michigan Republican, spoke from Washington, 10:15-10:30 p.m.

NOVEMBER 5: Representative Emanuel Celler, New York Democrat, spoke from New York, 10:15-10:30 p.m.

NOVEMBER 5: Senator Robert A. Taft, Ohio Republican, discussed "Shall We Convoy to England," 11:00-11:15 p.m.

NOVEMBER 6: U. S. Assistant Attorney General Francis M. Shea and R. F. Downing, National Chairman, spoke under the auspices of the Committee for American-Irish Defense, 6:30-6:45 p.m.

NOVEMBER 6: W. Averell Harriman, head of America's mission on Russian war needs, spoke from New York, 10:15-10:30 p.m.

NOVEMBER 7: Senator Clyde L. Herring, Iowa Democrat, discussed changes in the Neutrality Act, 10:30-10:45 p.m.

NOVEMBER 8: John F. Finerty, National Chairman of the Keep America Out of War Congress, urged that we "Keep the Neutrality Act," 10:15-10:30 p.m.

NOVEMBER 9: Five women from various walks of life discussed "Women in a War-Torn World", under the auspices of the National Federation of Business and Professional Women's Clubs, 7:15-7:30 p.m.

NOVEMBER 10: Mrs. Wendell Willkie spoke for Young America Wants to Help, 3:30-3:45 p.m.

NOVEMBER 12: Dr. Evarts Graham, professor of surgery at Washington University in Saint Louis, discussed "The Doctor and the Defense Program," 3:15-3:30 p.m.

NOVEMBER 12: Walter F. Downey, Massachusetts Commissioner of Education; Gov. Leverett Saltonstall of Massachusetts and Lynn Starnbaugh, National Commander of the American Legion, talked on an American Education Week program, 10:15-10:30 p.m.

NOVEMBER 12: Representative Karl E. Mundt, Republican of South Dakota, spoke on "A Proposed American Course of Action," 11:00-11:15 p.m.

NOVEMBER 13: Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, spoke in connection with Civilian Defense Week, 3:30-3:45 p.m.

NOVEMBER 14: The impact of the national emergency on the American motorist was portrayed in a dramatization called "These Motoring Days." This broadcast was under the auspices of the American Automobile Association, 3:30-3:45 p.m.

NOVEMBER 15: Fiorello H. LaGuardia, Mayor of New York, discussed civilian defense with Sir John Laurie, Lord Mayor of London, 1:45-2:00 p.m.

NOVEMBER 15: Paul V. McNutt, Federal Security Administrator, spoke on "Enlightened Morale," 10:15-10:30 p.m.

NOVEMBER 15: A panel discussion on "Education and Civilian Morale" was heard from Washington in connection with American Education Week, 10:30-10:45 p.m.

NOVEMBER 16: Paul V. McNutt, Director of the Office of Defense Health and Welfare Services, discussed defense activities, other than production, with Gov. Herbert R. O'Connor of Maryland, 7:15-7:30 p.m.

NOVEMBER 18: A special broadcast in connection with conventions of the Farmers Educational and Cooperative Union and the C.I.O. was carried, 10:15-10:30 p.m.

NOVEMBER 18: Wendell L. Willkie spoke on "A Better Understanding for Labor," 10:30-10:45 p.m.

NOVEMBER 19: Former President Herbert Hoover discussed "Shall We Send Armies to Europe?" in a talk before the Chicago Union League Club, 10:15-10:45 p.m.

NOVEMBER 21: Roger N. Baldwin, director of the American Civil Liberties Union considered "Liberty in the Shadow of War," 10:30-10:45 p.m.

NOVEMBER 22: Ralph Ingersoll, editor of the New York newspaper PM, broadcast a

"Report on the Fighting Fronts Against Hitler," 10:15-10:30 p.m.

NOVEMBER 25: Senator Joseph C. O'Mahoney, Democrat of Wyoming, discussed "The Threat to Small Business Resulting from the Present Priorities Program," 10:15-10:30 p.m.

NOVEMBER 27: Dr. L. D. H. Weld, economist and research expert, was interviewed by Linton Wells, 6:30-6:45 p.m.

NOVEMBER 28: Mrs. Franklin D. Roosevelt, Mrs. John Winant and Mrs. Kermit Roosevelt, founder and national chairman of Young America Wants to Help, spoke under the auspices of that organization, 10:30-10:45 p.m.

NOVEMBER 29: Senator George D. Aiken of Vermont, Representative Jerry Voorhis of California and Murray D. Lincoln, president of the Cooperative League of the U.S.A., discussed "Building for a Saner World," 10:15-10:30 p.m.

SPECIAL EVENTS

NOVEMBER 1: The Army-Notre Dame football game was described by Ted Husing, 1:45-4:15 p.m. The Minnesota-Northwestern game was also carried, 4:00-5:30 p.m.

NOVEMBER 1: "Around Britain," a short-wave program of interview and description from five cities of the United Kingdom was presented, 4:30-5:00 p.m.

NOVEMBER 6: President Roosevelt addressed the International Labor Organization in a talk from the White House, 3:00-3:20 p.m.

NOVEMBER 6: Employees of the Martin Bomber factory near Baltimore discussed aircraft building with workers at the Halifax Bomber factory in England, 4:45-5:00 p.m.

NOVEMBER 8: Ted Husing covered the Navy-Notre Dame football game from Baltimore, 1:45-4:30 p.m. The Georgia-Florida game was also broadcast, 2:15-5:00 p.m.

NOVEMBER 10: Raymond Paige and his Young Americans supplied the music for a broadcast from the British-American Ambulance Corps benefit at Manhattan Center in New York. 11:00-11:30 p.m.

NOVEMBER 11: President Roosevelt spoke from Arlington National Cemetery in connection with the Armistice Day ceremonies of the American Legion. 10:59-11:30 a.m.

NOVEMBER 11: This Red Cross Roll Call broadcast included speeches by Vice-President Wallace; Secretary of War Stimson; Secretary of the Navy Knox; Sidney Hillman, associate director general of the O.P.M.; Norman H. Davis, President of the American Red Cross, and Edwin C. Hill, 10-11 p.m.

NOVEMBER 13: Fredric March and Edward M. Warburg, Chairman, were heard in connection with the 27th anniversary of the founding of the American Jewish Joint Distribution Committee, 6:30-6:45 p.m.

NOVEMBER 15: Ted Husing covered the Notre Dame-Northwestern football game at Evanston, 2:15-5:00 p.m.

NOVEMBER 16: Dr. Frank Black, Paul Muni, Raymond Massey, Lionel Barrymore, Ray Collins, Judith Anderson, Conrad Thibault and David Ross participated in a Red Cross Roll Call broadcast called "Narrative in Red and White." 1:30-2:30 p.m.

NOVEMBER 16: A special broadcast saluting the opening of the Guatemala National Fair was carried from Guatemala City. 11:15-11:30 p.m.

NOVEMBER 17-28: Eric Sevareid and William Slocum, Jr. covered the Army maneuvers from the Carolinas, Monday through Friday, 4:30-4:45 p.m. An extra broadcast was carried November 22. 10:30-10:45 p.m.

NOVEMBER 19, 24: Mel Allen covered basketball's Golden Jubilee tournament in Madison Square Garden, 11:00-11:15 p.m.

NOVEMBER 20: The David Lipscomb College Chapel Singers rendered a program of Thanksgiving Hymns, 9:15-9:45 a.m.

NOVEMBER 20: A Thanksgiving Dinner broadcast from a home in Southern Pines, N. C., where four army men were being entertained, was heard. 3:30-3:45 p.m.

NOVEMBER 21: Eight college newspaper editors, who attended the Associated Collegiate Press Association convention in St. Louis, conducted a round table discussion on the subject "Should College Students Be Drafted?". 3:30-3:55 p.m.

NOVEMBER 22: The Michigan-Ohio State football game was described by Ted Husing, 1:15-4:30 p.m. Also, the Wisconsin-Minnesota game was carried, 4:30-5:30 p.m.

NOVEMBER 23: Sumner Welles, Undersecretary of State, addressed the Inter-American Jewish Conference in Baltimore. 1:30-2:00 p.m.

NOVEMBER 23: John O'Neill, science editor of the New York Herald Tribune, Elmer Davis and Stevan Dohanos, designer of this year's Christmas seal, spoke in behalf of the National Tuberculosis Association's 35th Christmas Seal Campaign, 7:15-7:30 p.m.

NOVEMBER 26: In connection with the "Keep 'Em Flying Campaign," the factory-to-war flight of an American-built bomber was traced for listeners. Pick-ups were made from the U. S. Ferrying Command Headquarters in Washington and from airports in this country and in Canada. 10:15-10:45 p.m.

NOVEMBER 29: The Army-Navy football classic was covered at Philadelphia by Ted Husing, 1:15-4:00 p.m.

NOVEMBER 30: The Right Rev. William T. Manning, Protestant Episcopal Bishop of New York, delivered an address in connection with the dedication of the Cathedral of St. John the Divine in New York City. 7:15-7:30 p.m.